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The Billboard

The World's Foremost Amusement Weekly



JULIA SANDERSON and FRANK CRUMIT

Stars of Stage and Radio
The Bond Bread Program *** WABC Coast to Coast



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The Billboard

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February 10,
1934

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GATE IS SOARING IN TAMPA

Four A Hearing on ABA Case Now Scheduled for Friday

Governing board of international body to hear Schneider charges and ABA rebuttal—formal reply already in—organization hits at attorney—activities go on

NEW YORK, Feb. 3.—The governing board of the Four A's will hold a hearing Friday on charges made against the Actors' Betterment Association by its former attorney, Irving Schneider. Pending the decision on the charges, the Four A's, which is the International American Federation of Labor body covering actors, has been holding up actual delivery of the American Artists' Federation charter. The charter was granted to the ABA January 13, at which time burlesque jurisdiction was cut off and given to the Burlesque Artists' Association. For the first time since the ex-attorney of the organization made his charges, the ABA took a direct wallop at him. It issued a statement saying it was "not surprised at his tactics after making discoveries of certain things done by him. The circularizing of his scandalous letters, supposedly disclosing confidential matters between an attorney and client, is a violation by him of one of the most sacred rules of the legal profession. In fact, so sacred that a judge may not compel such disclosures in a court of law.

"The purpose of lawyer Schneider's letters was very obvious. However, not one single member of our organization has resigned. In fact, quite the opposite has been the result."

The ABA, meanwhile, continues its various activities. It has been conferring on the Wald Bill licensing agents. It has been in touch with the local License Department in a plan to effect a greater control over gyp bookers and it has been trying to collect for ABA acts caught in short payoffs.

In addition, it has set up a circus committee composed of Con Colleano. (See **FOUR A HEARING** on page 53)

NVA Committee Appointed To Get Dough Needed for Club and San

NEW YORK, Feb. 5.—The NVA Fund has appointed a committee to think up ways of raising money to carry on various NVA activities. Major Leslie Thomson, of RKO; Sam Dembow, of Public, and Moe Silver, of Warner, have been assigned the job of straightening out the NVA's financial troubles. This action came after a special meeting of the Fund Tuesday, in accordance with a resolution passed at a meeting of the Fund's board of directors January 23.

For the last few years the NVA has been a headache for the managerial interests. Organized to break the White Rate in 1918, it has become increasingly a problem. It is now functioning both as a charity organization to take care of aged and unemployed performers and also as a company union to distract attention from collective bargaining.

Meanwhile the NVA Fund has a million-dollar san in Saranac Lake, supposedly costing between \$84,000 and \$100,000 to operate annually; a clubhouse that costs almost as much to run; a burial plot in Kensico cemetery that cost \$50,000 to purchase; 10 endowed beds in French Hospital costing \$75,000 annually. The san is free from debt, altho the clubhouse has a small floating indebtedness.

The managerial interests do not support the NVA directly. They permit use of their theaters for collections from the public one week a year and also cooperate in the administration of the funds. The circuits control the NVA Fund, a membership corporation operating under special permission of the

Showbiz Helps F. D. Parties

Benefits for Warm Springs Foundation on President's birthday are huge success

NEW YORK, Feb. 3.—When the NRA had its beginning there was question in some people's minds as to whether or not the amusement field was an industry. President Roosevelt's birthday party gross receipts should emphatically place the amusement field as industry forevermore. Grosses have not been accurately tabulated so far on the 6,000 parties. (See **SHOW BIZ HELPS** on page 53)

State Bureau of Welfare, and this in turn distributes the funds to the various activities, including the NVA, Inc., another membership corporation. The NVA, Inc., does not own property and exists from the funds supplied by the Fund.

The NVA san came in for another investigation January 25 when Dr. David W. Park, of the State Bureau of Welfare, checked up on the changes made re— (See **NVA COMMITTEE** on page 54)

Beats Coffee and Cakes

GRAND RAPIDS, Mich., Feb. 3.—What may develop into a new source of revenue for actors is visioned here with presentation of a series of shows in grocery stores. "Cruise to the South Seas" is the title of the novel sales idea of a large grocery chain featuring store displays in the form of "Islands" and clerks in navy costumes. The show is being taken from Kalamazoo to Grand Rapids and Muskegon for a week's presentation. An accordion-piano player and Pop-Eye the sailor are among the acts.

Lobby exhibits were set up in the Fuller Theater in Kalamazoo January 29-February 3, and actors appeared on the stage in addition to their store appearances. Show came from Toledo, where it played two weeks. Harry R. Schenlaub, representative of the display department of the chain, is in charge.

Cooper-RKO Split Final

Executive producer resigns following months of denial that he would stick to guns

HOLLYWOOD, Feb. 3.—Merian Cooper, executive producer for RKO Radio, has resigned his position. The resignation comes a month before his contract expires. It was stated in these columns more than a month ago that Cooper would sever his connections with RKO and the report was, as usual, denied by RKO authorities.

It is Cooper's plan to take a six months' vacation in Europe. Upon his return he will produce several features to be financed by John Hay Whitney. It has long been known that there was considerable friction between Cooper

(See **COOPER-RKO** on page 53)

New Kids' Mark At Florida Fair

More than 22,000 increase over '33 noted first week—opening weather good

TAMPA, Feb. 5.—Attendance was up during first week of Florida Fair, January 30-February 10, total being over 22,000 more than in the same period last year, and an all-time Children's Day gate record was set on February 2.

Figures for 1934 are 186,648 as compared with 163,856 in 1933. Kids' day attendance mark last Friday was 98,817. Former record of 98,310 was made in 1932. Last year heavy rains marred the day turned over to school kiddies of Hillsborough County. This is first year that Children's Day was made State-wide, and all teachers and pupils were admitted free.

School holidays were declared all over the State. Special grand-stand acts were presented for the youngsters in the forenoon, and more than 400 young athletes took part in a special track meet arranged by fair officials. The midway was jammed day and night on Friday and shows and rides of the Royal American Shows did rushing business.

American Legion Day on Saturday, a new feature, drew legionnaires from all over the State, with a parade in which State military organizations participated, as well as sailors, marines and officers from two naval destroyers and six Coast Guard cutters in port. Perfect weather prevailed.

Weather so far has been good, with one-half day of rain, altho several nights have been cold. Officials are optimistic, hoping to make up last year's deficit caused by excessive rains. If the weather holds it is declared the second week will be a record breaker. Today is Gasparilla Day, biggest day of the fair, and there will be a widely heralded Horse Show on Tuesday. Gasparilla parade and other doings will be broadcast over NBC network on the Farm and Home Hour by Frank E. Mullen, national director.

(See **GATE IS SOARING** on page 60)

Cold Weather Kayoes Stem Biz; All Branches Feel the Effects

NEW YORK, Feb. 3.—Business on the street this week was kayoed in three rounds by the weather, with receipts all

over town affected. Starting the week, Broadway hit into one of the most intense cold snaps it has known in recent years, with the mercury bouncing around the zero point, and prospective customers staying at home and hugging the furnace. Cold lasted Monday, Tuesday and Wednesday, with a slight letup on the latter. The first two days of the week the Stem looked like a cowpath in the deserted village. With the cold easing up, Thursday saw an all-day and all-evening snowstorm, with the streets sloppy and in some spots almost unpassable for anybody who forgot his hip boots. Friday the cold blew in again, with a good section of even the carriage trade kept home by the taxi-driver strike.

Legit was probably the worst sufferer, tho de luxe and vaude houses felt the drop plenty too, along with picture theaters. In the latter, however, bad pix were felt to be the prime cause in the slump in business. Legit grosses all over town fell off sizably, except in those shows that have had a heavy advance, with the ducts off the racks before the Antarctic climate moved up North. Some of the recent floppos couldn't draw a

(See **COLD WEATHER** on page 53)

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Musicians' Relief Continues; Clarissa Sten Now in Charge

Asks local for new scale for small spots, with answer delayed—original plan for sales staff is scrapped—drop in liquor revenue works out both ways

NEW YORK, Feb. 3.—Clarissa Sten is now in charge of the new department of musician employment at NRA headquarters, having been appointed to the post by Paul Flynn Hodgson in his campaign to find work in New York for artists out of work and relief measures are continuing unabated. A systematic plan has been set up to catalog musicians; the NRA office staff then contacts amusement and eating places in efforts to inject orchestras. Two weeks ago Hodgson promised a large mass meeting at Local 802 headquarters that he would try to help out every one of some 23,000 men out of work into jobs. This statement was made when liquor seemed to hold out great promise for night resorts, but in the last two weeks drinking and gaiety have fallen off with a thud in the city and this may prove disconcerting to the hopeful plans for music in these places. On the other hand, the sales staff may use this negative talk of liquor for putting orks in to haul in the biz that liquor has failed to bring.

PROBLEMS DELAY PLAN

Original plan was to put out-of-work players on sales staff to go out after bookings, but several reasons showed that this was bad policy. One was that it put musicians in class of begging for work for themselves, and the other is that NRA department didn't want to get mixed up in the faction fight at Local 802 and they felt that getting the unemployed faction within the office might prove bad in the long run, as NRA local office cannot dabble in fight which is beyond its jurisdiction.

Miss Sten's department sent out an inquiry to Local 802 officials last week to ask for a new scale in some instances of small restaurants which might take on jobless men, but which could not pay standard because of their limitations. Edward Canavan, president of 802, could (See **MUSICIAN'S RELIEF** on page 53)

Film Angles on New Shows

The Joyous Season (opened January 29 at the Belasco), by Philip Barry, presented by Arthur Hopkins—The tale of a nun returning to her earthly family and solving its difficulties. Talky, but might be built up on the screen.

Hotel Alimony (opened January 29 at the Royale), by A. W. Pezet, presented by Franklin & Stoner—A cheap farce about the alimony racket, with most of its scenes laid in alimony jail. The subject might make material, but the treatment is useless.

American, Very Early (opened January 30 at the Vanderbilt), by Florence Johns and Wilton Lackaye Jr., presented by Mr. Lackaye—A routine tale of two girls who open an "antique" shop in Connecticut and are hoodwinked by the natives. A programmer maybe.

All the King's Horses (opened January 30 at the Shubert), with book and lyrics by Frederick Herendeen and music by Edward A. Horan, presented by Cort & Abramson—A mythical kingdom affair in which the king's place is taken by a picture actor. Tinkly tunes are better than the book.

A Hat, a Coat, a Glove (opened January 31 at the Selwyn), adapted by William A. Drake from the German of William Speyer, presented by Gaige & Weiskopf—A mystery with a good central situation, but no pace or excitement. Could easily be pepped up in pix.

Theaters, the Queen (opened January 31 at the Forrest), by Jo Milward and J. Kerby Hawkes, presented by Jo Graham—A Byzantine romance of a prostitute who becomes empress. Poetry and emotion in spots, but useless in pix except for a De Mille mob-scene treatment.

The Wind and the Rain (opened February 1 at the Ritz), by Merton Hodge, presented by Kondoff & Hart—A quiet and sentimental piece about a lad's five years as a medical student in Edinburgh. Okeh, if you want to dabble with the class trade.

Stamford, Conn., Walkathon Steps Into Its 4th Month

STAMFORD, Conn., Feb. 3.—The Walkathon in the Elks' Auditorium has entered its fourth grinding month and attendance is first rate. Entertainment innings are under the supervision of Emcee Phil Murphy, who is being assisted by Irving Friedberg, former station announcer of WICC, Bridgeport.

Promoter is George L. Ruty, of Atlantic City, who has another grind current in Kearny, N. J., which went into its fifth week.

Bottoff Studio a Star Subsid

CORTLAND, N. Y., Feb. 3.—The Star Booking Agency of this city has added the William G. Bottoff Studios as a subsidiary. The studios will produce musicals, minstrels, stock plays and vaude acts, to go out over a circuit of small houses now being lined up thruout New York and near-by States. Also lining up a number of dance halls and night clubs.

All production is under supervision of W. G. Bottoff, with members of the Star Agency staff at his service. Scouts and contact men now at work getting houses and talent.

Lease Abilene House

ABILENE, Tex., Feb. 3.—Announcement has been made here that M. B. Hanks, publisher of *The Abilene Reporter News*, and G. B. Sandefer, manager of the Texas Cowboy Band and promoter of numerous concerts in this section, have leased the Abilene Municipal Auditorium; a new structure with a capacity of 2,000 for show purposes.

Preachers Object to Charity

WEST POINT, Miss., Feb. 3.—Pastors of the various religious denominations are opposing the presentation of a benefit motion picture showing at local theaters Sundays, in which no admission will be charged, but contributions asked. The ministers explained they were in favor of assisting the unfortunate, but objected to the opening of picture houses on Sundays.

Strike of Cabmen May Hurt Biz, As Theater Customers Must Walk

NEW YORK, Feb. 3.—As the cold weather and snow were not enough, the theater was additionally socked late this week by the strike of cab drivers, waging war with the companies as to who will get the 5-cent tax now added to each ride in New York. The tax was levied during the Tammany regime and later declared unconstitutional. Mayor LaGuardia favors keeping the levy on the meter providing that it goes to the drivers. The companies have been getting it since the city relinquished it.

With cold weather already keeping many patrons from Broadway theaters and night clubs, the cab strike threatened to do the rest. Taking away means of conveyance from that part of the carriage trade which doesn't own its own carriages would cut in on business at any time, providing the situation were protracted. With weather so cold that walking is almost out of the question, particularly for those in evening dress, the cab strike becomes serious to show business.

Sack!

NEW YORK, Feb. 3.—Blanche Yurka no like the movies if she was giving the luncheon guests of the AMPA straight from the shoulder stuff this week. It sounded as she were. "It's a dreadful pity," said Miss Yurka, "that the vast movie-going public should seldom be paid the compliment of being treated other than as dirty-minded children of 12 to 14." And to a bunch of picture p. a.'s at that

Sally Rand To Tour For Edgar I. Schooley

CHICAGO, Feb. 3.—Edgar I. Schooley, revue producer, is in Los Angeles conferring with Sally Rand, World's Fair fan dancer, and is expected to place her under contract today for a tour of Midwest theaters.

Schooley already has a number of tentative dates for the dancer.

Cut Rates Okeh on Coast

LOS ANGELES, Feb. 5.—In the opinion of Charles W. Grubbs, regional code compliance director, and Attorney E. Callahan, counsel for this branch of the NRA authority, the use of cut-rate tickets, throwaways and service charge passes by legitimate theaters is not a violation of the fair trade practice provisions of the legitimate theater code.

In an unofficial opinion given this week Callahan said the use of throwaways, service charge passes and the like does not violate the code, because in the local field there are only three legitimate houses in direct competition with one another.

An official ruling on the matter is expected some time this week when Grubbs and Callahan confer with Division Director Sol A. Rosenblatt.

Loney Haskell's Will

NEW YORK, Feb. 5.—The late Loney Haskell, who was secretary of the Jewish Theatrical Guild, left an estate appraised at \$35,696 gross and \$30,973 net. He left \$1,000 to the Guild and also to the New York Lodge No. 1 of the Elks, and \$7,300 to eight friends. The balance goes to his brother, J. Haskell Levy.

Kaplan Conviction Upheld

NEW YORK, Feb. 3.—Sam Kaplan, former president of Local 308, Motion Picture Machine Operators' Union, must serve six months in jail in a decision handed down by the Appellate Division in upholding the lower court. Kaplan was convicted of coercing unsympathetic members of the union.

Two Grand in Three Weeks

LOS ANGELES, Feb. 5.—Record low gross for a legitimate attraction in Los Angeles was made for the run of *Lops Chislers* at the Belasco Theater, when, following a three weeks' run, the box-office total showed less than \$2,400.

Play was the first attempt of J. H. Morton, a former dancer, to present original productions.

CWA Shows Play To Free Houses

Relief circuit starts—actors object to 23 per cent cut and get full salaries

NEW YORK, Feb. 3.—The plays of the actors' project of the Civil Works Service Bureau of the CWA got under way this week, while the success of the project itself was being threatened by the objections of the actors benefited. The general CWA cut of 23 per cent, instituted January 19, affected the actors, and they claimed that, since no notification had been given them before they received their checks, they should continue on full pay. Eleven of the 12 directors met with Paul Turner, Equity counsel, in protest against the cut, and later arrangements were made by Mrs. Emily Holt, associate Equity counsel, for the players to receive their full pay. The wage scale ranges from \$25 to \$35.

Mrs. Holt obtained the change in ruling after conferences with officials of the State CWA board. A letter appealing the reduction was also drafted by Turner and forwarded to Washington.

Meanwhile, the plays themselves began showing to free audiences in schools and auditoriums, starting Tuesday. The lineup for the opening day was: *A Midsummer Night's Dream*, at the Museum of Natural History; *Salt Water*, at the Newtown High School; *The Family Upstairs*, at the Central School of Business, Arts and Sciences; *The Late Christopher Bean*, at the Hudson Park High School, and *The Curtain Rises*, at the College of the City of New York. Others of the 12 plays scheduled swung into action later in the week, with performances given daily thruout the city.

Occasional hitches in arrangements failed to dent the ardor of the free audiences, most of which were composed of students. *A Midsummer Night's Dream*, for example, had to wait for costumes to arrive before playing at the Girls' High School in Brooklyn. Percival Vivian, the director, filled the wait by telling the students of the CWA plan and also mentioning the then current objection to the wage cut.

Dream, incidentally, is accompanied by an orchestra of 19 musicians to play the Mendelssohn music, conducted by George Rubinstein. It is the first venture of the musicians' branch of the Civil Works Service Bureau.

Meanwhile a committee has been formed of prominent Broadway figures to raise money for the CWA productions, the \$28,000 appropriated by the CWA going for salaries only. Peggy Wood is chairman of the committee, and Frank Gillmore is treasurer. It is estimated that each show will need \$200.

JULIA SANDERSON

and
FRANK CRUMIT

This Week's Cover Subjects

AFTER winning a high place in public esteem as musical comedy players, Mr. and Mrs. Frank Crumit came out of retirement to appear as guest artists on the General Motors program. They liked radio and the affection was reciprocated. They appeared on the Blackstone Cigar program for four and a half years and for the past six months have been the feature of the Bond Bread program.

They live in Longmeadow, Mass. Insofar as this biographer has been able to ascertain, they still commute to New York for their broadcasts and rehearsals. Miss Sanderson's outstanding stage success was in "Tangerine" and Crumit's identification with this charming lady began at that time. He started his career in vaude after his graduation from Ohio State. He quickly made a place for himself in the higher rungs of musical comedy artists. Miss Sanderson made her stage debut at the age of 13 in her father's stock company in Philadelphia. She reached stellar heights in New York under the Frohman banner. The Crumits manage to play vaudeville dates on occasion, interspersing their regular mike appearances.

EPRS MAY TAKE IN FILM CO.'S

Committee Gets Musician Woes

Objecting members of Local 802 tell it to the Senate—suit improbable

NEW YORK, Feb. 3.—Representatives of disgruntled members of Local 802 have returned from Washington, confident that the Senate racketeering investigation committee will carry thru what complainants brought to its notice this week. Judge Charles A. Oberwager, head of the delegation, stated today that the committee listened to a comprehensive explanation of all problems that face membership of Local 802 and (See COMMITTEE GETS on page 62)

Hotel Biz Goes On; Strike Hits But One

NEW YORK, Feb. 3.—Walter and kitchen help strike did not interfere with hotel business this week, as emergency waiters were pressed into action immediately to take the place of approximately 10,000 who joined the strike. Only one hotel was seriously hampered by the walkout, this crippling dining-room biz so that the orchestra also suffered a layoff and performers had to look for another booking. Strike is almost complete, taking in over 100 hotels.

Walters under E. J. Field, secretary of the Amalgamated Hotel and Restaurant Workers' Union, have carried their complaints to NRA in Washington. The complaints made concern nonpayment of salary, thus making workers entirely dependent on tips; employment agency conditions, which often develop into short-time rackets for the fee; kick-backs, and splitting of tips with head waiters and higher-ups.

REX WEBER has been signed by Clifford Fischer for European engagements. He'll open abroad about April 17.

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WANTED Lady or Man Saxophone Player doubling Clarinet, Flauto, doubling Accordion. Must be hot. **BURZ BARTON REVUE**, Wednesday, Palace, Roubora, N. C.; Thursday, Princess, South Boston, Va.; Friday-Saturday, National, Martinsville, Va.

Late News Flashes

NEW YORK, Feb. 5.—It now appears that before the members of the Song Writers' Protective Association assign their small rights for a period of 10 years to the American Society of Composers, Authors and Publishers there will be an active demonstration in favor of changing the new contracts to the extent of dividing the royalties collected by ASCAP into three equal parts, so that one-third will go to the authors, one-third to the composers and one-third to the publisher members.

A strike of the entire cast of the Irving Place Theater, a Wilner burlesque house, on Saturday was settled thru the Burlesque Artists' Association. The cast walked out at 1:30 p.m., and stayed out one hour until Wilner and his attorney, Paul Weintraub, raised cash and gave it to Tom Phillips, union president, who then paid off the cast. The union had (See NEWS FLASHES on page 63)

Ward Hearing Postponed

NEW YORK, Feb. 3.—The hearing of Major Edith Ward scheduled for yesterday was postponed to next Friday by Magistrate Thomas A. Aurelio in the Fourth District Magistrate's Court. Miss Ward had been called to answer a Department of Welfare summons which charged she caused Herman Rappaport to solicit funds without a license. Last week Rappaport was found guilty of soliciting without a license in his capacity as messenger for the Actors' Memorial Foundation. Miss Ward is alleged to be the head of the Foundation.

Mrs. Antoinette Perry Pruesauf was in court ready to testify, along with others, when Miss Ward's attorney asked for a postponement because of his client's illness.

CHICAGO, Feb. 3.—W. E. Tidwell and Frank Koeliner, promoters of "Chicago's First Christmas Market and Charity Bazaar," were found guilty of conspiracy Thursday in Municipal Court. Tidwell was sentenced to a year in the Bridewell and a fine of \$300. Koeliner drew six months and a \$2 fine. The pair sold space to concessioners on promise that they would spend large sums in advertising. They did not fulfill their promises and the affair was a flop.

HARMON AND ROSE and Barnyard Fables had their trunks stolen from their cars the other day in New York City. The acts had to cancel some times because of that.

Theater Employees' Union Submits Contracts to Cirks

Some negotiations already opened—union claims 51 per cent of front-of-house workers—will appeal to National Labor Board if circuits refuse to co-operate

NEW YORK, Feb. 5.—Claiming a membership of 4,800, the new Theater and Amusement Employees' Union, Local 118, has formally submitted a union contract to every local circuit. The union has AFL jurisdiction over ushers, janitors and other low-salaried theater workers. Contracts have been submitted to RKO, Loew, Paramount-Public, Century, Consolidated, Skouras, Springer & Cocalis, Randorice, Manhattan Playhouse, Rialto, Roxy and Fox Brooklyn circuits. The Roxy Theater, Paramount-Public Circuit and Rialto Theater are among those that have already opened negotiations. The union says that if the circuits refuse to deal with it, it will appeal to the National Labor Board, charging violation of the collective bargaining clause of the NIRA.

Claiming its members are getting wages far below the 1929 level and insisting its demands will work on "hardships" on employers, the union says it may have to resort to a "general strike" (See THEATER EMPLOYEES on page 62)

ASCAP Is Opposed to Proposal Of European Rights Societies

Mills sees possibility of picture producers eventually dominating entire field—says creator of music would then be in hands of his principal buyer

NEW YORK, Feb. 5.—Report that the "Confederation" of European Performing Rights Societies has under consideration a recommendation to its member organizations that it shall accept film producing companies as regular members is regarded by officials of the American Society of Composers, Authors and Publishers as an insidious move on the part of the motion picture interests of the world to dominate the entire situation. Result is that ASCAP will fight such membership admissions tooth and nail, even to the extent of refusing to recognize them in its dealings with the 16 foreign rights societies with whom it has reciprocal agreements.

January Biz Up for Both NBC and CBS

NEW YORK, Feb. 5.—An increase in business of 27 per cent over January, 1933, is noted in the National Broadcasting Company receipts for sale of time for January, 1934. Total for January this year is \$2,373,923. January business is also an increase of about \$49,000 over December, 1933, which is the first January increase over December since 1929.

The Columbia Broadcasting System total for January was \$1,386,072. This is an increase of 47 per cent over January, 1933. CBS also shows a slight increase over December of approximately \$30,000.

Child Claims 'Sunday Afternoon'

NEW YORK, Feb. 3.—Richard Washburn Child, former ambassador to Italy, filed suit this week against author, producers and picture producers of *One Sunday Afternoon*, claiming plagiarism from a story of his, *The Avenger*, which appeared in *The Saturday Evening Post* September 27, 1919. Defendants include James Hagan, Leo Peters and Leslie J. Spiller, Paramount Productions and Para-Distributing Corporation. The damages claimed are a flat million.

Group May Do Lawson Play

NEW YORK, Feb. 3.—The Group Theater is considering immediate production of John Howard Lawson's *Gentleman* and will go ahead as soon as it finds a leading man and leading woman outside its own ranks. Lawson gave the Group *Success Story*, one of its earlier hits.

SHUFFLE ALONG, Harry Rogers' unit, has been booked by RKO. Opens February 16 in Providence.

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LOWDOWN GIVEN ON VAUDE

Code Hearing's Revision Angles; No Definite Plans for More Work

Hearing at Astor attended by all groups—speak their pieces without restraint—committee burned up by two chorus and actor reps—investigators meeting further

NEW YORK, Feb. 3.—About 150 representatives of various branches of the vaude field attended the public hearing, Wednesday in the Hotel Astor, called by the special committee appointed by the Code Authority to investigate the provisions of the vaude section of the Motion Picture Industry Code. Practically half of those attending were heard, stretching the hearing out to three and a half hours. The committee will meet again Tuesday to go over the records of the hearing, and are to report back to the Code Authority on Friday. This investigation, according to John C. Flinn, executive secretary, will probably run longer than anticipated. The hearing was mostly split up into two factions, bookers and producers seeking modification of provisions, while actors and chorus girls sought to have the requirements retained and even others included. Two flareups occurred, one when Michael Myerberg, chorus girl producer, objected to the conduct of the hearing, and the other when Gerald Griffin, of the Catholic Actors' Guild, asked the circuits to give the actor some relief and also to call a special hearing of actors.

The committee on the dais at the hearing comprised Flinn, Louis K. Sidney, Major L. E. Thompson, Sam Dembo, Jr., C. B. Maddock, Marty Perkins, Jack Partington, George Skouras, Joseph Bernhard and Henry Chesterfield. Ralph Whitehead, of ABA, a committeeman, again did not attend. Dorothy Bryant, of Chorus Equity, who was invited to be heard, did not attend, but sent a letter to Flinn instead. She stated that she spent months on working on the code as it now stands and that it is satisfactory to her. Also, that nothing has come to her attention since the code has been in operation to change her opinion with respect to the existing provisions. At the time of the hearing, however, she was sitting on the legit code committee.

Flinn opened the hearing with a summary of the purposes of the committee, and that the code was signed November 27 by the President and that 13,500 picture and combo houses are affected. He also read that if J. J. Murdoch and Pat Casey were in the East they would have been present and also made mention of the late E. F. Albee, S. K. Hodgson and Sime Silverman. Also read a wire sent by Eddie Cantor, reading: "A new day is dawning for the motion picture and vaude fields."

Hear Circuit Bookers

Major Thompson took the chair to hear circuit bookers, first saying "the committee is sincere to do a job." J. H. Lubin was first heard, briefly saying that the provisions make it impossible for production of acts and impossible for his circuit to play acts. Also touched on the burden of paying girls during layoffs. Arthur Will followed, saying that it would be impossible to develop acts, that three or four months of break-in at smaller salary are needed, and that railroad conditions have to be adjusted. Bill Howard stated that Will spoke his views. Harry Kalchelm was not present when called upon. Steve Trilling also (See LOWDOWN GIVEN on page 10)

Bernstein Opens 2 Houses

LONDON, Jan. 27.—Sydney Bernstein, head of the Bernstein chain of class picture theaters, has added two more houses to his list. They are the Maidstone and the Granada, Shrewsbury. The houses use vaude acts. Bernstein also is building five more theaters which will be opened by the summer.

ROBERT JOHN BEATTIE, who was in vaudeville as the Three Beattie Dolls, is being sought by his son, Robert O. Beattie, Hendrix and Commercial avenues, South Jacksonville, Fla. This is said to be a matter of life and death. The elder Beattie once ran a dancing school in Savannah, Ga.

ABA Asks New Code Additions

Wants new clauses protecting actors—against "tearing down" of code

NEW YORK, Feb. 5.—The Actors' Betterment Association, which declined the invitation to be represented on the investigation committee sifting suggestions for code revisions, has written John C. Flinn, executive secretary of the Code Authority, and Division Administrator Sol A. Rosenblatt, protesting efforts to "tear down" some of the code provisions and also recommending several additional provisions. The ABA is taking a stand somewhat similar to that of Chorus Equity, and says it sees "no possible reason to believe that this committee will uncover anything that has not already been presented in Washington."

The ABA is asking for these new provisions: 1—Establishment of a universal opening day to help eliminate layoffs between jumps. 2—Maximum of four a day in de luxers and three a day in all other houses. Pro rata for additional performances. 3—Ten hours maximum to constitute a working day, except on rehearsal days, when 13 hours would be okay. Day's work to begin at artist's first appearance on stage. 4—Performers not to be forced by theaters to double into benefits without okay of ABA, whether performers are ABA members or not. 5—No combination of theaters or other groups to set maximum salaries. 6—Ten per cent of gross salary to be the maximum commission paid any person or persons for bookings. 7—Written contracts, play or pay and standard, must be given with all dates. 8—Talent employers must deposit negotiable security in amount fixed by NRA, to guarantee and protect salary payments. 9—No actors' union or organization financed, subsidized or controlled by managerial interests.

N. Y. License Dept. Opens Drive On Gyp Bookers; ABA Co-Operates

NEW YORK, Feb. 5.—The new commissioner of licenses, Paul Moss, has sent out several inspectors to work under cover in the Times Square area and check up on unlicensed bookers and on licensed bookers suspected of violating the law. This is the result of many complaints to the effect that bookers have been violating the license law openly the last few years. Moss intends to increase the special staff to about a dozen if he can secure the funds from the city.

The inspectors are now working quietly in checking up on unlicensed talent employers. They are being backed by a new interpretation of the law by the city's corporation counsel, who has ruled that anybody engaged in employing tal-

Publix Enforces 30-Day Rule on Act in Chicago

CHICAGO, Feb. 3.—Paramount-Publix vaude booking office is enforcing out here the clause in its contract which reads that acts cannot play any other theaters in this vicinity until 30 days have elapsed since playing for P-P. Betty Jane Cooper and Lathrop Brothers were the first to be affected, an injunction preventing them from opening at the State-Lake. The act jumped to New York and opened at the Palace yesterday.

The circuit's booking office says that it intends to see that the clause is observed by all. Claims that when an act goes from its de luxe houses over to a grind vaude house, which has a lower admission scale, it reacts unfavorably.

Vaude in Waterbury, Conn.

WATERBURY, Conn., Feb. 5.—The New Garden Theater here resumes vaude next week, booked by Herman Shield, of Shield & Gold Agency, New York. The house dropped vaude four weeks ago after three months of vaudefilms. Only local flesh house.

Loew's, Montreal, Switch

MONTREAL, Feb. 3.—Loew's Theater here has dropped five-act bills and this week switched to presentation shows. It continues, however, booking four acts weekly from New York.

Gaxton and Moore in Vaude

NEW YORK, Feb. 3.—Billy Gaxton is coming back into vaude again with his Partners act, but this time he will have Victor Moore as the office boy. They will open Friday for RKO in Boston and also have the Palace, Chicago, booked for the week of March 2.

ABA License Bill In for Revisions

NEW YORK, Feb. 3.—The bill introduced by Senator Albert Wald to license theatrical booking agencies will be revised Monday at an informal confab between Wald and a committee of interested parties.

Those present will be Ralph Whitehead, secretary of the ABA, sponsoring the bill, and William J. Rapp, ABA counsel, who helped draft the bill; Arthur Lyons and Julius Kandler, representing the newly formed National Association of Theatrical Artists' Representatives; Charles B. Maddock and Sam Shannon, representing the United Producers and Directors' Association, and Frank Gilmore, president of Equity. Equity now has legit agents under control and wants to be sure that the Wald bill does not encroach its jurisdiction.

The ABA went into a huddle Friday with Senator Wald and announced the bill would be revised so as "not to hurt anybody."

Chi 'Showings' Bring Kicks

Directed at Belmont and Terminal "tryouts"—acts work free—bookers paid

CHICAGO, Feb. 3.—The so-called "showing racket" in Chicago has been the object of a number of complaints recently registered with *The Billboard* by vaudeville acts. The complainants assert that altho the bookers are paid by the theaters, the acts appearing on preview or try-out nights do not receive a cent. This, they claim, is an injustice.

The Billboard, checking up on the situation, found that the assertions of acts were, in part, true, but apparently conditions today are better than they were a few years ago, when there were six or more try-out houses and it was no uncommon thing for an act to play them all without compensation. Today there are but three showing houses in Chicago. The Belmont and Terminal theaters, B. & K. houses, have regular showing nights on which acts receive no compensation. The Academy, west side house, now on a vaude-picture policy with three changes a week, is used to some extent as a showing house, but all acts receive pay.

One of the complaints received by *The Billboard* asserted that the bookers of the Belmont and Terminal theaters receive from \$90 to \$100 a night for the so-called "preview" bills and that the acts receive not a penny for their services. The William Morris agency books these two houses. It was learned there that each house does have a budget for these preview nights, but not \$90 or \$100 as the act asserted. *The Billboard* was informed that the booker receives \$50 for expense of handling the show and this is regarded as strictly legitimate by the agency, for out of the budget are paid the expenses incurred by the act for transportation of rigging, props, etc., and whatever small balance remains does not in any sense adequately compensate the office for the work involved, the agency asserts. *The Billboard* also was informed that many acts come begging for a showing and that most of these accepted receive bookings.

Several acts whose views were sought said it had been their observation that comparatively few bookings resulted from the showings, and they were of the opinion that acts should receive at least some small compensation for appearing at these preview shows. These nights usually are the biggest of the week, they assert, and the management could well afford to pay something for the acts.

The bookers contend that the complaints against try-out nights come almost wholly from mediocre acts which, given a showing because of the insistence of some agent, have not talent sufficient to warrant bookings. This the acts deny. Practically no acts could be (See CHI 'SHOWINGS' on page 10)

Indie Bookers Talk Organizing

NEW YORK, Feb. 5.—Several bookers of small indie houses, clubs and private entertainments met in Bavarian Hall Thursday evening to talk over conditions under the vaude code and the feasibility of organizing.

Among those present were George Dupree, Harry Carlin, Ed Newman, Dan Harrington and Joseph Wright. Dupree presided. They are against office-in-hat bookers. Also claim vaude code neglects small fellow and suggest that actor code minimum salaries be based on a theater's seating capacity and average gross.

Temporary name of organization is Associated Vaudeville and Entertainment Managers of New York.

Agents Drawing Up a Code; Mixed Deal... Deal Again Claim Wald Bill Victory

Agents' association drafting a code of ethics for its members—claim attitude of ABA is sign of victory in battle against Agency Bill—have about 200 members

NEW YORK, Feb. 3.—Another meeting of the National Association of Theatrical Artists' Representatives was held Thursday night at the Astor Hotel. Chief topics were the feeling that they had practically won their battle against State licensing of theatrical agencies and discussion on a code of ethics being drawn up by the Board of Governors under which all members must abide. About 50 more members signed up, bringing the membership up to about a total of 200. Julius Kandler, counsel for the org., talked of the bill recently introduced in Albany and said that victory seemed assured because Ralph Whitehead, of the ABA, sponsor of the bill, released a statement to the press that he and his association were opposed to the bill in its present form and would be glad to co-operate with the agents or any others on a redraft. Arthur Lyons, president, elaborated further on this matter, telling of his conference with Whitehead.

Lyons went further to talk about the code of ethics being worked on. He said that the code will include regulations to the effect that the agents will not steal acts from each other and that they should create; that the practice of splitting commissions is thru; that the practice of doing business with people who are irresponsible is over; that the general practice of misrepresentation will be abolished, and that the business of working under the title of artists' representative and in reality being a bookers' rep is to be wiped out. Went on further to talk about the agent, stating that thru the organization he will again have a respectable position in the field.

Marty Forkins and C. B. Maddock, members of the special vaude committee appointed by the Code Authority, were asked to speak about the code matters. They told of complaints reaching the Authority, showing the existence of gyps who besmirch the standing of an agent and a producer. Maddock cited several cases about which he had been informed.

Lyons Is Outspoken

Lyons further spoke about the agent, saying that when he came into the business 18 years ago he was immediately taught to be a liar and a thief in procuring acts. This outspoken declaration of his is reported to have been the result of his having obtained knowledge that there was a movement under way by several in the org to have him resign from the presidency. Several speakers during the evening indicated that when they asked about the validity of the election. At this time Al Rickard (See "CRAZY DRAWING" on page 10)

Loew Booking Units in Advance

NEW YORK, Feb. 3.—Loew is picking up a lot of units and has an average of six a week booked in advance the next several weeks. In addition, it is returning to playing name acts and spotting them, as with units, in several on-and-off vaude houses.

Greenwich Village Follies, Cab Calloway and the World's Fair Midway Nights units all have three or four weeks to go. Beverly West's all-girl unit has Columbus February 16. The Mills Brothers have Indianapolis next week.

Artists and Models plays Baltimore February 23 and Washington March 2. Fifty Million Frenchmen has Canton March 2. Century of Progress unit gets Akron and Youngstown February 16, Columbus February 23, and Baltimore March 2. The Student Prince has Columbus February 23. Thurston's unit has been given Columbus March 9. Vanities gets Washington next week.

Youngstown and Akron, which dropped split-week vaude last week, begin picking up units this week. The addition of these houses gives Loew six theaters using units and names on and off. The other spots are Pittsburgh, Syracuse, Rochester and Indianapolis.

Loew has laid out four more weeks for Lionel Barrymore: Rochester, this week, and Syracuse, Columbus and Pittsburgh. Also two more weeks for May Robson: Baltimore, next week, and Washington. Amos 'n' Andy play Pittsburgh next week.

"Crazy Quilt" New Unit Idea

Rose boils show again — \$4,000 a week—others to follow—houses like idea

NEW YORK, Feb. 3.—Another angle on the unit situation is the plan of Billy Rose to condense his Crazy Quilt show even further and make it into a \$4,000 unit. His decision to go thru with this idea is prompted by the interest shown by Charlie Freeman for the Interstate Time and Mike Marco for the F. & M. houses. The next to probably make this move will be Anatole Friedland with his Fifty Million Frenchmen unit.

Rose's unit folded Thursday night in Boston after a run of 22 weeks, a record for units of that kind. Not one date was played for RKO after the unit was originally built for the circuit. The plan to put the show out for \$4,000 was decided on when it was pointed out to him that it would be foolish to shelve all that production when he could book (See "CRAZY QUILT" on page 10)

Loew Forces Warner Vaude in Pittsburgh

NEW YORK, Feb. 5.—Warner will supply units for the Stanley, Pittsburgh, beginning February 16. Units will be picked up as available. First one will be the Shubert Artists and Models unit. The house has been straight pictures since June, 1932, and was forced into flesh by Loew's Penn., which added units last week. Only other Pittsburgh flesh house is the indie Pitt.

Gilda Gray in Harris Unit

CHICAGO, Feb. 3.—Gilda Gray has joined the Will J. Harris unit, Beauty on Parade, formerly known as Artists Models.

Beanery Boss Turns Impresario; Hires Night Club for Audition

NEW YORK, Feb. 5.—Ous Pournaras, Greek restaurateur of West 47th street, turned producer Thursday at exactly 3:45 p.m. In fact, he turned into a high-class showman, and a selected audience of 50 (invited by ritzy cards printed in Old English type) rested critical eyes on Mr. Pournaras' dancing proteges, "the exotic Jan Evers, with Philippe King."

The high-class and novel audition was held in the Bowery Cabaret, and the dance team glided gracefully before a five-piece orchestra in evening clothes. Only the sign, "Try Our Free Lunch at the Bar—We Dare You," hanging over the band stand disturbed the high-class atmosphere of the audition.

Everybody agreed it certainly was a novel audition. Dick Henry, Tony Perry, Ed Newman, Russell Decker, Mark Murphy and many others sat around the tables and sipped beer (supplied free by Mr. Pournaras). The spotlight man went to his machine, and the orchestra began its soothing melodies,

and then a black cat crossed the floor, in accordance with all proper Bowery traditions.

Herbert Clark opened the act with some nice singing into a dead mike. Then Mr. Pournaras' dancers glided about while the spotlight man found the wrong spots. And during the beer-sipping intermission Mr. Pournaras himself glided about whispering confidentially that "another number" would be on presently.

Mr. Clark then rendered Dinec and returned promptly to sing an accompaniment to the lowdown Harlem closing number of Mr. Pournaras' high-class dancers. While Mr. Clark sang Miss Evers slunk about in a slinky black gown and Mr. King slunk after her in bright yellow suspenders and a black sweater. Finally the act came to a terrific close when Mr. King carried off Miss Evers. Thereupon the critics promptly finished their beer, shook hands with Pournaras and rushed back to their offices.

Heds may fall, trusts may be betrayed, disappointments may permeate a mass . . . despite these the Cause is not less just. Our campaign of years to educate the vaudeville actor to struggle for his place in the sun will be carried on relentlessly. The Cause is just. No actor in his right mind will deny that he wants better conditions, a surer guarantee of earning a livelihood and recognition as a worker in the amphitheater of the amusement world. Yet few actors, it seems, are ready and willing to fight for these rights. In a few days the governing board of the Four A's will meet to consider the fate of the ABA as an AFL union. Regardless of what its decision will be, regardless of the fact that there is still an ABA headed by an energetic fellow who doesn't run away from a fight, the soul and spirit of the ABA—these prime essentials—may die. It may be that the ABA will receive the charter it seeks thru a maze of charges brought by an attorney against his erstwhile client. But from the larger aspects of our theme—the organization of the vaudeville actor—this would make not a particle of difference.

The ABA is committed to a practical and beautiful ideal. It sought to emancipate the actor, open the way for him to the realization of his fondest hopes—an organization that would truly represent him. Whether the ABA stands or falls, that ideal will endure.

The ABA is a baby so far as organizations are concerned. Were it even a fully grown organization such shocks as have been inflicted upon it would tax its powers to the limit of their endurance. But whether the ABA lives or dies, the charter still lives. It waits for Crusaders to take it in loving hands, cherish it and glorify it for the Cause.

* * * * *

Out of somewhere a leader will arise. He will gather around him followers who will follow. He will have struggles and seemingly inescapable impediments . . . but he will go straight to his goal. Deterred by nothing; untroubled by pride, prejudice or picayune politics. There have been many applicants, but the greatest casting agent of them all has not yet chosen anybody for the stellar role. But the day is not far off. IT'S IN THE CARDS.

Mae Wynn's European Time

LONDON, Jan. 27.—The Mae Wynn Poursome, American dance act, have booked 30 more weeks in Europe. Act has played over here for six months already. Extension of time calls for 12 weeks in England, including a third return date at the Palladium, and eight weeks in Italy.

Marcus Show to Japan

SAN FRANCISCO, Feb. 3.—The Greater A. B. Marcus Show company will sail Thursday from here to open at the New Imperial Nippon Theater in Japan. Ned Alvord, general agent, left last week from Seattle, while Charles V. Turner and Bernie Head, his two assistants, sailed Thursday, joining Alvord in Tokyo.

Palace, New York(Reviewed Friday Afternoon, February 2)
(First Show)

Another off week at the Palace and it looks like it will be bad hunting at the box office. At this first show opening day the house was practically empty, accountable, tho. in part to the tough weather outside. Show, too, is responsible. The pix is *I Am Suzanne*, while the five-act bill splits headline honors between Marty May and the Radio City Music Hall Choral Ensemble. One of those sleepy-time bills, nothing happening, but it is reeled off fast, running 50 minutes in all. All quiet acts from the standpoint of arousing audience reaction.

Royal Ueno Troupe, nine Japs, open with their dumb act and are short and snappy via the novelty route. Offer a lot of neat floor acrobatics and balancing bits, as well as considerable Risley stunting. They found as much favor as could be expected from a handful of auditors.

Cookie Bowers fared as well as usual in the following spot with his mimicry and pantomime. His is the stuff which audiences welcome. Still doing his imitations of animals and the two panto bits, a man getting up in the morning and a lady bathing at Coney Island. A really clever boy and a nice personality.

Betty Jayne Cooper and Lathrop Brothers are the second dumb act of the bill, but theirs is dancing. Here's a cleverly conceived little act with class written all over it. Dressed and staged very well, with the trio carrying out the theme with perfect execution of solo,

duo and trio tap routines. Their precision numbers are the highlight. Mitted well.

Marty May, aided by the capable Jean Carroll, is another quiet act, working the Jack Benny type of nonchalant comedy. A clever couple and well suited to the type of act they undertake. May has a nice gift of gab, while his apronmate is a splendid help to him at comedy and not bad at a song-dance routine either. Audience liked them a lot.

The Choral Ensemble, with Viola Philo soloing, come on to close after a miscue caused them to break into a chord while the preceding act was on its finishing minutes. Was a big laugh. A different act for this house and a good one at the same time. Here's singing as it should be, especially Miss Philo's grand warbling. The ensemble of 35 takes on a lot of well-chosen numbers, with one having even a comedy flavor. The turn was received well.

SIDNEY HARRIS.

Chicago, Chicago

(Reviewed Friday Afternoon, February 2)

Chernavsky's overture this week is called *Moods and Melodies* and comprises several familiar classical tunes. It opens with the *Grand March* from *Aida*, then the *Waltz* from *Faust*; a tango, *Softly as in a Morning Sunrise*, featuring the string section, *Cordas*, and ending with stirring strains from *Marche Slap*. As usual it was rewarded with a big hand.

It is not the intention of the writer

to tell Balaban & Katz how to run their business, but it seems that the powers that be are overlooking a great bet in not producing more production overtures with costumes and the singing ensemble, such as the recent Russian and Italian ones. Surely the added expense is worth the prestige and word-of-mouth advertising that would be gained. And while on the subject of music, why not use Ruth Farley, whose talent is hidden under a bushel, so to speak, in an occasional spotlighted organ solo?

Ted Lewis has chosen to tag his show *The Happiness Foibles of 1934*. His 14 men are seated before a set composed of silver-cloth drops nicely bathed in colored lights. After his song, *I'm the Medicine Man for Your Blues*, the band plays *Tiger Rag*, with vocalizations by the Dixie Four. Lewis follows with *The Cop on the Beat*, *The Man in the Moon* and *Me*, with a bit of *Me and My Shadow*, allowing "Snowball" Whittier to mimic him. Carroll and Shalita contributed an ultra-modernistic dance routine to the tune of *Mood Indigo* and were followed by Esther Pressman, who did some graceful control work while Lewis sang *You're Such a Pretty Thing*. Doris Deane was next with a toe dance and some nice turns, and then the band played the *St. Louis Blues*. Mildred Oaye did a few simple steps while Lewis sang *Mary Ann* and *Sweetheart Darlin'*, which was followed by "Snowball" Whittier and the peanut vendor bit. Lewis sang some more. The Dixie Four contributed a number with dancing, and then Teddy McDaniel and Paul White, a couple of clever colored youngsters, almost stopped the show with their singing and dancing. The kids are very good and should be heard from in the future. The revue ended with Lewis singing *Good Night* as the curtains slowly closed.

P. LANGDON MORGAN.

Southtown, Chicago

(Reviewed Friday Evening, February 2)

This house, an imposing Spanish atmospheric structure located in Englewood, one of the most thickly populated districts in Chicago, is considered as the "ace" Balaban & Katz theater on the south side. For a while they toyed with the idea of stage shows and a few weeks ago decided to make them a permanent part of their programs. The date is a full-week one.

Cunningham-Clements Revue, a neat dance flash, opened the bill. Amidst some purple jeweled cutout drops Michael Cunningham and Hazel Clements did a waltz routine with a touch of the acrobatic after an introductory song by Patsy O'Neil. Muriel Brown, in abbreviated costume, tapped to *St. Louis Blues*, but seemed to be working at the wrong tempo. Patsy O'Neil returned to sing *Banking on the Weather* and was followed by Cunningham and Clements with a Spanish dance. Edith Greeley and Muriel Brown did some tap and acrobatic work, and all were on for a fast finish. Nice hand.

Wilton Crawley, in deuce spot, working before a Shantytown drop, amused with his clarinet playing while lying down and going thru various acrobatic tricks. His dance while juggling an oil lamp on his head, his contortion work and *Sonny Boy* is Al Jolson done in pantomime all came in for a good hand. His chicken imitation was all right up to the egg-laying bit, which is offensive and should be eliminated. Closed with the playing and singing of *Lazybones* and exited to a good hand.

The Four Lers had them howling with their knockabout and slapstick antics, contributing some eccentric comedy steps that were really funny and the neat work of Johnny Lee in misfit clothes. Johnny's Russian steps near the end of the act were excellent. For bows.

Jackie Heller, Ben Borne's diminutive songster, was next. He opened his series of songs with *With Your Looks and My Disposition*, in which was interpolated *Tea for Two*. In order were *The Old Spinning Wheel*, *Did You Ever See a Dream Walking?* and *Smoke Gets in Your Eyes*, all sung over the p.-a. system in nice voice. Jackie seems to have lost some of the fidgety ways he had in singing and is much better. A hit.

The Four Ortons closed with their very fine wire-walking tricks, which included the balancing on a chair by the girl and the jump thru the paper-covered hoop by one of the men. The comedian gets much comedy with his duck and pig and his flight thru the air at the conclusion of the act. Left to nice applause.

P. LANGDON MORGAN.

Loew's State, New York

(Reviewed Friday Evening, February 2)

George Jessel is making his debut here this week. He's so used to playing the Palace that he was stumbling over the word, *Palace*, time and time again. Well, Jessel is the *Palace's* loss and the *State's* gain for he puts on a great show. He stretched the six-act bill to 80 minutes and the customers couldn't get enough.

Six *Royal Buccaneers*, one a woman, open the bill with a strong routine of teeterboard stunts. Using double teeterboards and a chair, they put on a neat and varied routine that drew them a nice hand.

Jessel then makes his entrance, and, after some sparkling gagging, introduces the Four Step Brothers, colored, who go in for break-leg hotcha hoofing and work themselves into a real lather. Fast stuff and perfect for deuce spot.

More gags by Jessel and then Harry Savoy is on for his odd and individualistic comedy talk. He's got a queer style, and just right for this kind of a house. Mac Morgan does straight and is perfect. They pulled the laughs easily and were followed by Lillian Shade.

Miss Shade, very attractive in a white stylish gown, lets loose her dimpled personality and sweet voice for several pops, but does not really get going until Jessel joins her for some extra clowning. He helped her make a sock exit.

Jessel holds the fort in this spot for 12 minutes and draws a load of laughs with his smart chatter about almost everybody and everything. In fine form, he had the customers eating out of his hand.

The bill is closed by Peggy Taylor, now getting solo billing for the *Kitchen Pirates* act. She is assisted by Clarence Weaver, Stuart Furlington and Eddie Flynn in daring and sensational adagio. Wearing a knee brace and showing other signs of being banged up, little Miss Taylor lets herself be thrown around in amazing manner. A sock act, as usual.

The picture is *Fugitive Lovers* (MOM).

PAUL DENIS.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, Feb. 1)

While there has been an awakening at the Music Hall in regards to stage shows, as we dutifully reported last week, it appears from the looks of the current show that the awakening has inspired the present incumbents to attempt the extremes, a matter for which Roxy was so often chided. The house is making a step in the right direction by modernizing its stage shows and making the entertainment light, but being too ambitious in the attempts is a detour to tough roads. This is evident in the present show, which is in for a two-week run with the widely heralded *Nana*, Sam Goldwyn's brain child. Business, tho, at this supper show opening day was very big considering the snowstorm raging outside. House grossed \$14,000 on the day.

The show is billed as the first "Radio City Music Hall Revue," and we hope it's the last if they come anything like this one. Appeared to be too big a task to handle, for at this show the revue was all pulled apart (reminding one of the inaugural bill here) and stagehands could be seen all over the place. Willie West and McGinty and Robert Wedde (in fact, one whole number) had been pulled out by the time this third show got started, and Buck and Bubbles were due to come in tomorrow. Three Miller Brothers were supposed to have appeared, but they were out also. Whole thing at this viewing ran 46 minutes, including a four-minute overture (a record for Erno Rapee's boys).

We say again that the idea is there, which should be of some consolation to Leonidoff, but it was even too much for the Music Hall to handle. There were loads and loads of scenery and costumes, which were certainly elaborately colorful and tasteful in design. Credit for that goes to Vincente Minnelli. Special tunes also, including *Streamline Blues*, by Vernon Duke; *Doing the Stank*, by Mildred and Alvin Kaufman, and *The Blue Bird of Happiness*, by Sandor Harmaty. Ed Heymann wrote the lyrics for the numbers. All are delightful tunes. E-

Pardon

In the last issue a review of the Academy, Chicago, was inadvertently headed "Academy, New York." We regret the error and any inconvenience which it may have caused to the management of either house or to any other of our readers.

Roxy Theatre, New York

This Week (Feb. 2) Now

MAXINE STONE

with

BENNY ROSS

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Foster's Agency, England.

SIBYL BOWAN

Opening at The Palladium, London, England, Feb. 19

Thanks to VIC OLIVER.

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Radio City, New York

fective dance routines are contributed by Russell Markert and Florence Rogge. In the production of this show there was one very annoying item and that was the screen used to hide the setting of the numbers. Two stagehands pulled the screen on and off at least 15 times, and the screen was not concealing at all, allowing the audience to be distracted.

Opening of the revue is *Do'n't the Swanik*, following the short overture, and Jack Arthur, flanked by a sextet of showgirls, sings much like Harry Richman, even to that two-step. He does all right considering the intimate style he tries to affect in a house the size of this. Jerry Coe is on for a short session of his sterling legmania, possibly hipmania, display. *Roxyettes*, the 36 of them, round out this number with a fast hotcha routine, which doesn't even upset that outstanding precision of theirs.

The concert aspect of the house creeps in at this spot via the piano work of Vera Brodsky and Harold Triggs. Both are accomplished pianists and do excellent work of the beautiful music they offer. Must have been annoying, tho, with those stagehands messing around on the sides.

The Blue Bird of Happiness is the next session, and it is done perfectly, altho the "blue bird" didn't make its appearance, which wouldn't have been the case if Roxy were here. Jan Peere stands out in this number with his grand singing, which, unfortunately, had to be confined to the same song thruout. He's got a really beautiful voice and even a splendid speaking voice. Evelyn Duerler does well also with her singing assignment. There is a very attractive "crystal garden" scene, in which the ballet steps gracefully thru an effective routine.

Gine, DeQuincey and Lewis are spotted here with the burlesqued ballroom adagio, deceiving the audience when they broke into their comedy. Got a lot of laughs (rare here) and were applauded well. *Streamline Blues* closes and is excellently conceived. The set, showing streamline autos, is great. Arthur leads the number again, and this time has 12 showgirls who regite. A real hit of the show follows when Jerry Coe is spotted again, but this time with his brother, and both offer their slow-motion routine. Do this perfectly and keep their balance remarkably well, even tho taking on difficult positions. Our favorites, the *Roxyettes*, click with a streamline routine, which is superb, and also break into what looks like an Indian dance. Finale is a speed effect, with spotlights flashing to resemble the glare of auto lamps. **SIDNEY HARRIS.**

Roxy, New York

(Reviewed Friday Evening, February 2)
Weather, trigid. Picture, I've Got Your Number, knockout for sales but not ballyhooed much by Warners. Stage show, short without splash "names." Business, capacity. Reason: Plenty for the money and a pleasant atmosphere here, where management seems to know how to be hospitable to customers. Such is not the case in some of the houses, which run like a slot machine and must get overwhelming "names" to break down customer dislike for the house and

IRENE VERMILLION and O'HEA SISTERS Now Touring RKO Circuit

MISS VERMILLION opens in May at the Palladium, London, England. Many thanks to DICK HENRY and ROGER MURREL.



RUBE WOLF
AT THE
ROXY NEW YORK

management. Why this week, for instance, in the lobby is an exhibit of finger painting that folks can look at leisurely while they listen to an organ recital in foyer. Policy brings 'em back.

Show headlines Benny Ross, who lately has been playing the nabe houses and who, with Maxine Stone, is grand entertainment, but somehow hasn't reached the "name" peak yet. We believe that he will soon, however, with his effective and good voice, his sly comedy and excellent impersonations. Good applause.

Hope Minor and Edward Root, doubling from the St. Regis, are grand. Their adagio, waltz and tango numbers are perfectly arranged. Their grace is guaranteed and their motions often exciting. They gathered plenty thanks.

Ramon and Virginia Caldwell, doll dancers with a different touch, did well on applause in opening the show.

Barney Grant, with family, didn't do any better here than anywhere else we've caught them with their hick barn-dance act. Their music is ok, but they attempt to mimic amateur stuff so much that they actually look amateur. If they'd stick to radio and plug the hill-billy harmony for all it's worth we're quite certain they'd go better than in vaude.

Rube Wolf in fourth week as M. C., tho he scares us out of the theater. He plays up to acts very well, however, and it seems a lot of people enjoy him. Everyone to his own taste. Gae Foster Girls offer unique and charming routine. **BILL WILLIAMS.**

Loew's Orpheum, N. Y.

(Reviewed Tuesday Evening, Jan. 30)
A good five-act bill this half. Andrea Marsh, radio warbler, is given headline billing, altho applause honors went to the closing flash, *Vogues of 1934*.

Bob Ripa, the young juggler from Denmark, got the bill off to a great start. His balancing and juggling of rubber balls on ends of small sticks clenched in his mouth is always applause getting.

Kirby and Duval pulled in a smattering of laughs with their gagging. Kirby is a tall fellow in comic getup, which gets laughs before he even starts talking. Miss Duval makes a nice straight. Comedy talk is intimate and delivered in casual, impromptu style.

Andrea Marsh, brunet in a striking brown evening gown, is on, flanked by twin pianos. She is introduced via the p. s. as "radio's mellow contralto," and sings several pop songs into the mike. Her voice is pleasant and clear. Needs more stage presence and should shorten her routine.

Harry Howard's new hoke turn is very fast and gets the laughs, but needs polishing. It's a dizzy act, with the short blackouts piling on each other and winding up with a big smashup in which curtain and all are pulled down. Selma Marlowe, Jerry Sullivan, Buster Rose, Al Siegal, Red Davis and Bob Barry assist.

Vogues of 1934 stole the show. It's a smart little flash, composed of a six-girl line and a mixed dance team. The team is youthful. Each dancer steps out for short solos also. The line, however, is the real sock. It breaks up into solo and duo specialties, leading into a punchy closing routine that brought prolonged applause.

Convention City (Werner) was the picture. Business was fair. **PAUL DENIS.**

Earle, Philadelphia

(Reviewed Friday Afternoon, Feb. 2) (Second Show)

Duke Ellington's super-slick Harlem orchestra and revue is the Earle's feature this week, and pleased a large-sized audience today. Business prospects for the week look good.

Preceding the Ellington offering, which is a good 50 minutes of entertainment, are two top-notch acts, the speedy acrobatic stepping of Falls, Reading and Boyce, and the comedy of Kirby and Duval, which presents a seven-foot singing star who scored with his warbling.

Before the Ellington offering, Paddy Pryce made a hit in the second week of her mistress of ceremonies capacity by singing two peppy songs, *Let's Fall in Love* and *I Raise My Hat*.

Ellington's orchestra of 12 pieces opens with some smooth melody and is followed by the fast tap and acrobatic daucing of the *Four Blazers*, which set the *Harlem Speaks* revue off to a speedy start.

First orchestra feature was *Whispering Tiger*, a muted version of the famous *Tiger Rag*. This normally noisy number (See *VAUDEVILLE REVIEWS* page 53)

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Acts Complain About Leon's Southern Time

NEW YORK, Feb. 3.—Acts have been returning here complaining about Lawrence Leon's booking activities in the South. Henry Chesterfield, of the NVA, claims to have had several complaints, while Charles Sylber elaborates further on what acts experience in that territory. Percy Oakes sends the acts down there for Leon, but Sylber claims that Oakes tells the act he is not responsible for any happenings.

Sylber claims that he drove down South around New Year's for Leon, and that he only played eight days out of four weeks. He also says that Ethel Kennedy was left stranded there and had to wire Chesterfield for funds. Also that Donovan and Shea had to be brought back to this town by Northland and Ward, who were driving.

Frances Renault, however, wired Chesterfield this week to the effect that the acts and not Leon are to blame for the conditions. Claims that no one had been stranded and that none were treated any differently than himself, and he says he can't complain. Further wired that Leon is working hard and should be commended instead of condemned.

"CRAZY QUILT"

(Continued from page 7)
 The show into smaller houses with a less important cast. Rose already realized his investment from the show plus a handsome profit.

When Rose investigated as to what would be the outlet for the smaller show he got favorable response. Freeman evinced interest, as has Marco. Other outlets would be such theater chains as Great States, M. E. Comerford, Mike Shea, as well as other indie theaters. Rose plans to pick his way to Freeman's Time via the Comerford, Shea and other indie spots on the way south. This would mean the second condensation for the show. It was converted into a unit after being a Broadway legit hit. The third condensation probably will be into a flash act.

AGENTS DRAWING

(Continued from page 7)
 resigned as sergeant at arms, Buddy Lee was elected.

Another matter brought up by Lyons was that of the William Morris Agency, which he attacked because it has not become a member. Abe Lastfogel and Johnny Hyde, of the agency, however, stated to *The Billboard* that the founder of their organization always steered clear of joining any agents' org unless it was of a benevolent nature. They did say that they would be glad to give their support at all times to any constructive battles the org might wage.

New members in the association are Sedley Brown, Frieda Solomon, C. E. Maddock, Sol Turek, Nat Sobel, Dan Collins, Sam Fallow, Jack Dempsey, Paul Dempsey, Lowell King, Phil Berle, Al Raymond, George Oberland, Phil Ponce, Jay Wolfe, Ed Newman, Phil Rosenberg, Ferd Simon, Irvin Simon, Harry Pearl, Al Silberman, Ted Crane, Guy Martin, Walter Batchelor, Harry Ward, Donald Bath, Mack Brown, Ernest Gluckman, Ben Kuchuk, N. J. Ponzi, Sam B. Howard, Barton Adams for Chamberlain Brown, Ivan Charnoff, Bruce Duffus, Maurice Golden, Harry Young, Bernard Burke, Joe Carson, Alfred Adler, Phil Wirth and Archie Tyson.

CHI 'SHOWINGS'

(Continued from page 6)
 found who objected to the double commission—10 per cent to the booker and 10 per cent to the agent—which they must pay. It seemed to be the general opinion that both were legitimate, or at least that they were necessary under the present setup. "I could not get anywhere without my agent," said one performer, "and it's a cinch the booker is not going to do his work for nothing. I am glad to pay them both if they can keep me working."

"Gyp" agents, whose tribe has largely increased of late, appear to be the real offenders, making it tough both for the performer and for the agents who are trying to operate on the up and up. These gyp gentry, many of them operating without a license, make extravagant promises to the acts, get them "hopped up" with hot air, then proceed to trim them beautifully. At the same time they quite frequently trim the booker or the persons with whom they deal direct. Their chiseling tactics are far from new, but they have been given new angles, new refinements that make the gyp artists of 10 years ago look like pikers.

HELP WANTED!

THE BILLBOARD wants you to help its staff help you. The Route Department (appearing in this issue on Pages 49 and 54) represents one of the most important functions this paper performs for the entire profession. **Home Listings for the Route Department** are obtained regularly from official sources, but certain listings—such as acts playing independent vaudeville houses, legitimate attractions wildcatting thru uncharted territory, bands playing in isolated resorts—are obtainable only thru the close and consistent co-operation of the performers and showmen involved.

You as an individual are definitely appreciative of the service performed by the Route Department. You are constantly seeking information about the whereabouts of your friends and colleagues. How about helping them in their efforts to locate you? This can be done only by keeping **THE BILLBOARD'S** Route Department informed of your whereabouts, and sufficiently in advance to insure publication. **ALL ROUTE LISTINGS SHOULD BE SENT TO ROUTE DEPARTMENT, BOX 872, CINCINNATI, O.**

LOWDOWN GIVEN

(Continued from page 6)

spoke on need of lower code figures to apply to acts breaking in, as well as on the \$3 a day layoff. Sidney Piermont also said the previous speakers had covered his thoughts. Charles Freeman took more time to tell about the Interstate Time and that the theaters must be considered. He objected to the lay-off provision, had nothing to say about the break-in question, and also touched on the matter of getting a railroad rate. George A. Godfrey said that he represented the indie theaters and that they were unable to get first-run pix and that it was they who developed acts. He said they would have to pay more than local houses because the salaries would have to be net for the out-of-town houses. He thought three or four weeks of break-in were necessary and that \$5 a day should be the minimum salary.

Freeman asked for the floor again to suggest that each circuit contribute one or two break-in houses apiece, which would cover all that is needed. Abe Lastfogel, of the William Morris Agency, cited the lack of new material, lack of theaters to put new acts into for development and talked about units and how the producers had to cut down asking prices to meet the waning grosses. He asked for consecutive booking to avoid layoffs. His attorney, Jerome Wilkin, also spoke to say that east of Chicago the railroads have a surtax, a hangover from war days, and that it should be eliminated. Dembow interceded here to say that all that should have been heard when the code was being drawn up and asked for expressions from the actors.

An Actor's Views

Joe Laurie Jr. asked for theaters to be opened; a grading of houses—break-in, intermediate and de luxe—two-week rehearsal; two weeks at half salary; no more than four shows a day; elimination of benefits; \$7.50 net per day and \$40 net a week; remedy the need of traveling by auto; blacklisting of anyone not paying acts off; eliminate the "break-in" and "showing" gags; circuits should provide four break-in weeks, and that they should jointly operate a showing house here, the profits to go to charity. Joe Fenton followed to reveal his experiences, telling how he was compelled to go to Europe to get work and how tough he found it when he brought back a European attraction. Phil Coecia remarked that he is interested in vaude acts and not units, and asked for information as to how you can guarantee single acts work.

Alfan Correll stated that acts must be stopped from booking direct and that the chisellers must be driven out. He also cited an experience. Fally Markus, citing his 28 years' experience, touched on the indie field. He said that his field doesn't demand the best and that the code minimum would eliminate that work. Attacked the need of paying transportation costs and told how chiseling bookers operate.

The matter of chorus girls was taken up with Partington as chairman. Called on Chester Hale first and he said the 40-hour week is a hardship and asked for 50, citing rehearsal periods and the need of putting on extra girls. Further said that the code minimum salary for the girls would eliminate "stand-ins." A Fred Walpin asked for the floor to speak about his stock experience. Frank Cambris claimed Hale covered his views, and Russell Markert, Florence Rogge, Leon Leonidoff and Boris Morrow were

not present when called. Arthur Knorr also spoke on the hardship minimum, hours inflict on rehearsals.

Dot Duval, producer of ensembles, harped on the matter of a lot of inexperienced girls being unworthy of the \$35 weekly minimum. Said that they should be graded. Asked also as to what would be her revenue for producing the troupes. William V. Powers suggested that there be no split-weeks or half salaries for the girls, and that girls unable to do time steps, referring to Miss Duval's remarks, should not be classified as dancers. Said the girls should be paid during layoffs. Questioned as to his experience, he said he was at the Roxy for a long time and was assistant to Markert. Upon being questioned thoroughly he cited the case of how his troupe worked successfully for Izzy Rappaport in Baltimore. When asked why the code should give \$25 to a principal and \$35 to a chorus girl, Powers answered that the provision about a principal should be changed.

Myerberg Raises Rumpus

Michael Myerberg, representing Doris Humphreys and Charles Weidman, dancers, got on the floor and took exception to Mrs. Bryant's absence from the committee as well as to the procedure of cross-examining the previous witness. Claimed that the committee was not a representative one. All this aroused the committee. He further said that there should be consecutive booking, uniform opening day, that the minimum salary was all right and that he never supplied girls for vaude because he felt it wasn't on a sound basis. Called on Lastfogel to get his expression, and he said that the minimum salary is okay for the bigger units, but tough on the smaller acts. Miss Duval interceded to say that she came here from London for Shubert and was paid \$6 a week, to which Laurie replied: "But now the girls have learned how to kick."

The producers were represented next. Marty Fortkins asked for a break from the railroads and then called on Maddock. Latter read the requests of the producers organization, calling for opening of more theaters, explained how many people the producers put to work, asked for abolition of \$3 a day layoff, reduction of the girls' minimum salary, and other revisions which the producers have sought. Irving Yates further elaborated about the producers, as did Alex Gerber. Dembow interceded to state he was instrumental in drafting the code and how hard they tried to make it fair.

Arthur Lyons, representing the new artists' representatives' association, asked if the committee would accept the code of ethics his group was drawing up. Talked about stealing of acts and subsequent inflation of salaries, even citing a case, but without mention of names. Arthur Fisher had already left when called, and Myerberg again spoke to say that any salary adjustment is a matter for the theater owners to discuss. Flinn then suggested that anyone who did not get a chance to be heard should send their thoughts or complaints to him.

Augusta Ocker, head of wardrobe women's union, asked the Code Authority to give work to them and to change the word "executive," which she said is a much-abused word. Chesterfield said they should recognize the need of employment and that miserable abuses should be rectified. Spoke generally about the field and said he felt sure that there will be revisions entailing more work. Jack Linder followed to say that an indie vaude exhibitor should be on the committee and that acts are glad to work for \$5 a day.

Griffin Packs Wallop

Griffin was in the next-to-closing spot and almost stopped the show when Dembow became aroused at what he was saying. It was Griffin's thought that there should be an actor on the committee and that a special meeting of actors should be called, guaranteeing them that there would be no reprisals for what they might say. He said that the circuits should say something about what they are going to do to help and that the practice of keeping houses dark to stifle opposition should be abolished. Dembow took exception to Griffin because he happened to mention his firm's name and also felt he shouldn't tell them how to run their business. Also brought up the fact that Whitehead was invited as the actor's rep. Dan Evans closed the hearing when he stated emphatically that he saw no reason for all the hullabaloo about the need for development of new talent when there was so much old and experienced talent unemployed.

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

B'ary Coast Goes Liberal

San Francisco's famous resorts to reopen — clubwomen lose dance fight

SAN FRANCISCO, Feb. 3.—More than 1,000 singers, dancers, musicians and others are jubilant today over a ruling by local authorities this week that dancing will be allowed in "Barbary Coast" resorts. The battle, bitterly fought by militant clubwomen and San Francisco's liberal element, was won by the latter when Theodore J. Roche, president of the police commission, ruled that dance permits would be granted the cafes.

Representatives of the musicians' union, merchant associations, labor councils and others appeared before the police commission to oppose clubwomen reformers. Next Monday will probably find most of the cafes in full swing with dancing and entertaining, as the hooping licenses are scheduled to be granted on that day.

At the same time there was a radical shakeup in San Francisco's police department. Police Captain Arthur D. Layne was removed from authority over the Barbary Coast district and transferred to another department. It was he who ordered a raid of the exclusive Kamokila Club, despite its State license to sell liquor. Layne also opposed dancing on the Coast. Captain Lemon, formerly of the Mission District and regarded as a liberal, was appointed in his place.

Observers see in the police action a liberalizing attitude and a return to the days when San Francisco was regarded as the most Bohemian city in the West. This change of front will mean more work for all types of entertainers and musicians. There was also a report to the effect that authorities are disposed to center whoopee activities in the Barbary Coast and vicinity rather than on Market street and other regular business and mercantile districts. Meanwhile at least five Barbary Coast cafes will institute dancing at once with others to follow.

Cleveland Club Doings

CLEVELAND, Feb. 3.—Old Heidelberg Cafe has doubled business since its opening a month ago. Manager Paddy McDonald has installed the Melody Sisters (Vera and Nan). Bill Lawler and Dave Laux supervise the dispensing service, while the veteran troupier, Pat Halisey, continues to create many tempting dishes and a corps of 12 girls works the floor during the noon and dinner hour period. Twenty-five people are employed at this fast-growing spot, catering to downtown business and theatrical folk. . . . Carter's Rainbow Room continues with Aaronson's Commanders and a strong cast of variety entertainers with Mickey Albert as emcee extraordinary. The Avalon, Mayfair, Bar Harbor and Backstage Club all offer exceptional entertainment values while enjoying a sip and a bite. . . . Hotel Sterling is preparing to open its cocktail room in gala style. Elaborately decorated and completely remodeled this spot will specialize in light opera and musical comedy offerings by Handel Wadsworth's Troubadours as its chief entertainment attraction.

Italian Carnival Staged

DETROIT, Feb. 3.—Neblo's Beer Garden in Melvindale, west side suburb, staged a mammoth Italian Carnival and Fiesta for four days, starting Thursday, to celebrate the return of Johnny Neblo, proprietor, from Italy. Neblo's Garden, opened last summer, proved one of the most popular on the west side of Detroit. An augmented floor show was put on, featuring Three Charles Sisters, dance trio; Abe Passig and Company, harmony and guitar trio, and Lola Stevany, Italian and Spanish dancer. Venetian music and specialties were put on and the carnival was billed as "Four nights in sunny Italy." Scenic effects and entertainment were all built around this idea and patronage was built up thru the personal invitation to meet Neblo on his return home.



'ROUND THE TABLES

BEN NELSON, en route to an engagement as emcee at the Top O'Texas Hotel, Fort Worth, was a *Billboard* visitor February 2. Ben has just completed four weeks at Temptation Gardens, Chi.

JOSEPH KOLOSEKI, who recently ran the Dream Garden, now Al Patt's Happy Hour Garden, in Detroit, has opened a new garden in Hamtramck, northeastern suburb of Detroit, as Helen's Cafe.

WHITE EAGLE Beer Garden, east side Detroit spot, is now being run by John Kokowicz, who took it over from Leo Kaidowicz. Gurneck's Orchestra is heading the entertainment.

CAPE DE L'OPERA (The Nut Club), New Orleans, opened last week, is really a novelty. "Buss" Williams, in a blue sweater and a William Tell hat, presides at a little piano tucked away in the back bar, while fiddlers and singers, led by Charles Flabbein, pour out melody and mirth with the drinks.

CHAPPELLE AND STINETTE, nationally known colored team, featuring Lucille Wukins, opened at the Club Maxine, Detroit, this week. Chappelle is also doubling as master of ceremonies at the Maxine, also known as the Cotton Club, which is Detroit's exclusive black-and-tan spot, run by Irving Silk. Also headlining the current bill are Three Browns, dance trio; Pauline Bryant, acrobatic dancer; Marguerite Bryant, blues singer, and Louis Powell, baritone. McKinney's Cotton Pickers, nationally known dance orchestra, have been playing at the Maxine since change of police two months ago. Band is booked by Del Delbridge and Ray Gorrell.

HOLLEY HARRIS, former dancing star of *Girl Crazy*, is presenting her acrobatic gyrations at the Club Chatterbox in the Anthony Hotel, Fort Wayne, Ind.

NAPOLEON WHITING and Ernestine Ford, colored entertainers, are drawing patrons to Ralph Miller's Roundup Night Club, located in the League Park Grand Stand, Fort Wayne, Ind.

THE RAINBOW ROOM at the New Kenmore Hotel, Albany, N. Y., has an exceptionally attractive floor show which includes *High Speed*, a musical revue produced by Jack Fenecroy, presenting Blanche and Elliot, dancers, and a group of 12 beautifully costumed girls. Also Nira Naah, singer, and Beth Lyons, soubrette.

HARRY SHELANDER, manager of beautiful Casa Loma, Hamilton, O., night club, is featuring the return engagement of J. Frank Terry and his 13 Chicago Nightingales. This popular Negro band is coming along fast and has a number of novel entertaining bits, including "Yo Yo" Bill Simpson, noted clown.

JOHNNY KAYE, former female impersonator with Harry Richman's Club, New York, was held over for a third week at the Club Patio, Buffalo.

RALPH SHAW recently completed a week at Schneider's Garden, Detroit. On the same bill were Boyd Sennate, formerly of RKO Time; Clever and Williams, song and dance team, and a line of six girls.

MIDGET JACKIE and Rexs Hatch and her musical girls closed recently at the Esquid Grill, Columbus, O., after an eight weeks' run. Mrs. Hatch manages the act, which is booked by Al Hatch.

HI-HAT SUPPER CLUB, Baltimore class spot, has featured Lou Lynn and his 12 recording artists for more than five months. Danny Baker emcees the floor shows; Leah has Martin and Butler, sister team; Frances Knox, prima donna; Ann Fovo, blues; Dolly Parker, dancer; Miss Carman and Little Joe Rarden. William G. Mechanic is manager.

THE PEACH ORCHARD, ritzy Bridgeport, Conn., spot, changed hands recently when James J. McNamee, prominent New England sports mentor, assumed ownership. Club name has been changed to the White House Inn. Jack MacDon-

ald is the new manager. Artie Mayo's ork continues, with Edith Josephson, songstress.

THE BELVEDERE, 15 miles out Harding road from Nashville, is featuring Chic Davis and his Vagabond Collegians as its chief drawing card.

JOSEPH BROOKS, emcee at the Entertainers' Headquarters and Night Club, St. Louis, has joined the repertorial staff of *The St. Louis American* (theatrical department).

TED ZWOLIN and his six-piece combo will open the Cadillac Inn night club, Hamtramck, Mich. The Inn will feature Georgie Price and his Radio Stars.

THE ROYAL GARDEN Grill, Brooklyn, reopened last week with Babe Montana and his Broadway Hi-Hatters Revue, featuring Tillie Delaney, songstress, and the Nolan Sisters, dancers. Sol Franklin's Band is playing.

BOB OAKLEY, who opened at Villa Maurice, Montreal, several weeks ago, has been acclaimed a hit as emcee in show starring Harry Carrol and Lillian Barnes. Oakley recently completed a long term at Club Paramount, Chicago.

SASCHA is the latest Parisian importation to be added to the Bal Musette floor show by Leon Bedou. Supporting in the cast are Pierrot, Millard and Anita, Georgette and George Marchal.

AL B. WHITE, emcee at Al Delmonte's 51st Street Club, is producing the show. Among new talent for this week is Beaty Donner, a blues singer. The rest of the lineup includes Val Vestoff, Naomi Morton, Janis Williams and 20 girls.

THE MARIGOLD RESTAURANT, Rochester, N. Y., is featuring Tommy Tucker and his Californians over the air daily from WHAM. Joe Gaikin manages the ork.

STANLEY JACOBSEN has left Charlie Agnew's Orchestra and his place has been taken by Harry Henneman Jr., baritone sax and clarinet player.

VAL AND VALERIE and their International Revue, a seven-piece unit, are current at the Hotel Gibson, Cincinnati. Val Williams, manager and producer, writes that the revue has been booked solidly on club work thru Michigan the last four months. They have just completed a six weeks' engagement at (*See 'ROUND THE TABLES* on page 51)

Det. Booker Has Acts Over Class Circuit

DETROIT, Feb. 3.—Night clubs and cafes booked from Detroit offices have been giving major engagements to a number of class acts in recent weeks. One of the leading Eastern stands booked from Detroit is the Plaza Hotel, Pittsburgh, which is handled by the United Booking Office, headed by Henry H. Lueders. Current bill there headlines the Morse Sisters, acrobatic dance team; Jack and Mickey Carr, dance team; Betty Brooks, blues singer, and Lee Sisters, singers.

Booking thru Mid-West territory, Kenneth Rexford, booking agent affiliated with Lueders' office, has added three class spots this week—the Gibson Hotel at Cincinnati, the Brown Hotel at Louisville and the Chatterbox Night Club at Fort Wayne. This new series of clubs and cafes will operate as a circuit for 10-people unit shows, produced in Detroit. The first show is being lined up to open next week.

Two important local cafes were added to the Lueders books this week, the Lone Tree Cafe and Neblo's Garden in Melvindale, western suburb.

Peter Iodice, formerly with the Lueders office in charge of the garden department, has left to open his own booking office in the Insurance Exchange Building here.

Hitting High Spots Of Chi Night Clubs

CHICAGO, Feb. 3.—Zelda Santley, long a featured act on the vaude stages, appeared at a College Inn celebrity night recently and her mimicry of various stage and screen stars was so realistic and entertaining that Frank Berling engaged her for the Inn's floor show. Now Zelda is knocking 'em dead with her clever characterizations. The celeb night, staged at the Inn last Wednesday, drew a host of celebrities, among them Irene Beasley, the "long, tall gal from Dixie"; DeWolf Hopper, Alan Jones, Harold Parks, Pat Kennedy, the Morin Sisters, Will Mahoney and many others.

Ruth Lee, tall, blond Dixie gal singing with Earl Burnnett's Orchestra in the Gold Coast Room of the Drake Hotel, is doing splendidly, her easy style of singing registering very well with audiences. Burnnett has probably the best orchestra he has ever had. The boys have rhythm and the brass, while plentiful, is sufficiently subdued to make the music pleasing to all.

Hal Kemp continues to attract scores of stage, screen and radio celebs to his Midnight Riders program on Monday nights at the Blackhawk Cafe. Hal and his band have built up a loyal following and the Monday night programs are one big good-fellowship gathering in which everybody participates.

Danny Russo and his Orioles arrived back in Chicago late and tired last Wednesday after a trip by plane and train from Sarina, Mich., but they put on an excellent bill at the Oriental Gardens, where Russo's Wednesday night radio parties have livened up the Randolph street sector and largely increased the business of Oriental Gardens. Eddie and Pannie Cavanaugh, gossips of the air, conduct the radio party and never fail to have on hand a goodly number of well-knowns from the air-lance.

Gala Show at S. F. Lido

SAN FRANCISCO, Feb. 3.—The Lido opened last week with one of the most elaborate floor shows seen here in years. Val Valente, popular Coast bandman, and a 12-piece orchestra supply the dance music, while Juan and Anita, South American team, feature the new Brazilian dance, the *Carrioca*. Thelma Crocker heads a chorus of male and female dancers. Both the Lido and Bal Tabarin, situated but a few blocks from each other, continued in business during prohibition.

New Spot Near Pittsburgh

PITTSBURGH, Feb. 3.—Fred Sanders, local showman, now in the night club business, opened a new spot near Crafton, Pa., February 1, which he calls New Summit House. Extensive floor shows will bid for the city's patronage. Opening bill is headed by Oats and Rye Moses, comedy team; Marjorie Schaffer, acrobatic dancer; Esther Mooney, tap dancer; Eloise Butler, torch singer, and Tom Oberly, emcee. Sid Dicker and his ork furnish the music.

FLOYD BURGER, formerly of Jack Wardlaw's Carolina Pines Ork, has joined Ray Bowley's Band.

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

FOR YOUR FLOOR SHOWS

WRITE, WIRE, PHONE
New York's Leading Bookers of Floor Acts, Revues,
Orchestras, Singers, Dancers, Entertainers.
VICTOR ARTISTS BUREAU
525 Fifth Avenue, New York, N.Y.
MEX 5-1714
CAFES—HOTELS—NIGHT CLUBS

AEA GOES TO BAT FEB. 7

Gillmore To Make Plea for Actor At Meeting of Code Authority

Equity's head sees code committee as all radio group with no reason to take the part of the artist—small stations fear ruin via artists' salaries

NEW YORK, Feb. 5.—Next official move of Actors' Equity Association to obtain NRA jurisdiction over the radio actor and include him under the wage and labor division of the broadcasting industry code, which in effect means the organization of these artists, will be to lay his proposition before the Radio Code Authority committee which has been designated to study the situation pertaining to the artist. The first meeting is scheduled for Wednesday, February 7, at the Waldorf-Astoria Hotel, this city. Chairman of the committee is John Shepard, of Boston; other members are James W. Baldwin, executive officer, and M. R. Runyon, who is treasurer of Columbia Broadcasting System. This committee, which has invited others members to sit in, has been studying the Equity survey of the radio actor's conditions, made at the request of Deputy NRA Administrator Sol S. Rosenblatt, and results of the first meeting are expected to show which way the wind is blowing for Equity and what sort of a battle it will have on its hands.

Frank Gillmore, president of AEA, will represent his organization at the Code Authority meeting, and he admits that strong opposition is expected from every radio quarter. Broadcasters have stated that it is virtually impossible to properly classify the artist in radio and differentiate between the various classes. Small stations especially fear the organization of the actor or a minimum wage, pay for rehearsals or auditions. They have made the plea that it will practically force them out of business.

Gillmore's Opinions

Gillmore, on the other hand, is of the opinion that the current established wage scales for the average actor will not necessarily result in a huge increase of salary. What he did want to establish, however, was some sort of a minimum wage scale so that there would be no more free sustinings, etc.

As to the findings in the Equity survey, Mr. Gillmore is prepared to back up all of the statements with documentary evidence in case there is any question of its authenticity. This is mainly in the form of affidavits from artists and other radio employees. Insofar as the meeting with the Code Authority members is concerned, Mr. Gillmore does not believe there should be anything secretive about it, and even went so far as to state that one or two lay people from the ranks of the listeners-in should also be elected to the Code Authority. As the group now stands, Mr. Gillmore points out that it is virtually an all radio proposition; but since radio concerns millions of people as well as the industry itself, he saw a difference between the radio Code Authority and other industries whose business concerns only those within its ranks.

Following the conferences and studies made by the committee of the Code Authority, it will make its report to Deputy Administrator W. P. Farnsworth. This final report is not expected to be submitted before several weeks have elapsed.

Bill Jones Joins WLS

CHICAGO, Feb. 3.—William Jones, veteran of seven years as announcer, vocalist and production man, has joined WLS as assistant to George Biggar, program director. Jones comes to WLS from KPRU, Columbia, Mo., where he was production chief. Previous to that he was connected with KMOX, St. Louis, first an announcer and finally as chief of production. He is a baritone and has had considerable dramatic experience, having been with *Blossom Time* two seasons, with St. Louis Municipal Opera Company two seasons and *The Vagabond King* one season.

CHICAGO, Feb. 3.—Little Jackie Heller returns to an NBC-WJZ network February 5 with a program of popular songs, to be heard Mondays, Wednesdays, Fridays and Saturdays.

Celebs, Radio Men at CBS Studio Opening

NEW YORK, Feb. 5.—Columbia Broadcasting System's long-felt need, that of a centrally located public studio seating approximately 1,200 guests, was fulfilled Saturday night when the initial broadcast from the former Hudson Theater, now called "Columbia Radio Playhouse," was staged before a specially invited audience. Situated on 44th street, off Broadway, the location is considered ideal and the house is cozy enough to readily lend itself to the intimacy of a radio studio.

The latest type wide-band high frequency transmission and other equipment has been installed, with the control room seen thru windows in what was formerly one of the lower boxes. A stage crew and electricians are on hand. (See CELEBS, RADIO on page 14)

Radio-Press Adopt Definite Plan Which Becomes Effective March 1

NEW YORK, Feb. 3.—Representatives from radio and the press held another meeting on Wednesday and culminated the series with the announcement that the tentative date of March 1 for the discontinuance of news broadcasts as they are now being handled is made definite and that networks and indie stations not owned by newspapers would be limited to five-minute periods twice daily. Two modifications in the original 10-Point Plan are considered relatively unimportant unless subsequent developments prove differently. The proposed agreement in the original plan that National Broadcasting Company and Columbia Broadcasting System would go out of the news-gathering business was eliminated, although both chains announced their intention of withdrawing from this field.

The other change from the original proposed agreement pertains to the newspaper-owned stations. Former plan was to the effect that newspapers and broadcasters would co-operate to limit the broadcasting of news by newspaper-owned stations and indie broadcasters on a basis comparable to the schedule set for the networks. New interpretation of this part of the agreement is to the effect that it will be part of the new program to secure the broadcasting of news by the newspaper-owned and indie stations on a basis comparable to the schedule set for the others. It is expected that the news-gathering associations will be able to control their respective members whether or not they own stations.

New agreement provides for a committee of seven members to be set up as an editorial control board or supervision bureau which will furnish to broadcasters daily news bulletins of not more than 30 words each for broadcasting purposes. Committee will consist of one representative each from the United Press, Associated Press, International News Service, American Newspaper Publishers' Association, National Association of Broadcasters, Columbia Broadcasting System and National Broadcasting Company. Edwin

"You Nahsty Man"

E. L. Potter, executive vice-president of Erwin, Wasey & Company, Inc. (Chicago office), has compiled a 14-point yardstick by way of telling an advertiser how to select an ad agency. In regard to "radio service," Mr. Potter is of the opinion:

"If you have a program on the air, or are likely to have one, it is important that you have an agency with a competent radio department under experienced direction — an agency which does not leave program planning, continuity writing, radio publicity, etc., in the hands of the broadcasting company.

New Pontiac Show Set on the Coast

NEW YORK, Feb. 3.—Current CBS Pontiac show on twice weekly with Col. Stoopnagel and Budd, Jacques Renard Orchestra and Vera Van will be changed beginning February 10 when the show takes on a complete change of cast and instead of 15-minute periods on Wednesday and Saturday goes to one show weekly of half-hour duration on Saturday Night.

New setup will hold for five weeks at least and will originate on the Coast. Talent is Raymond Paige and orchestra. Kay Thompson and her Rhythm Boys (male trio) and a 90-voice Negro choir. Also a local Hawaiian musical group.

Stoopnagel and Budd will do their last Pontiac show on February 7 and join the Camel Caravan on its next broadcast. New girl singer is also said to be in line to replace Irene Taylor on the cigaret show.

5 Renewals Closed By NBC; 1 New Acct.

NEW YORK, Feb. 3.—Five healthy renewals fell to the lot of National Broadcasting Company the past week, as well as one new account. The Hudson Motors renewals with Rolfe and Ripley is said to be good for a year at least.

Renewals: Th: Wander Company (Oratlone), thru Blackett-Sampis-Hummert, Inc., Chicago; from January 1, daily, excepting Sunday, at 5:45-6 p.m. On WJZ network of 17 stations, including two Canadian outlets. At 6:45-7 p.m., 18 Midwest and Southern stations. *Lizelle Orphan Annie*. Same as above. Daily, excepting Sundays and Thursdays, 4:45-6 p.m. PST five Coast outlets; 4:45-5 p.m. PST, KOA and KDYL.

Hudson Motor Car Company, thru the Blackman Company, from February 24, Saturdays, 10-11 p.m., EST: WJAZ network to the Coast. B. A. Rolfe and orchestra, plus Robert L. Ripley (*Believe-It-or-Not*) and Men About Town quartet.

The Pepsodent Company (toothpaste and antiseptic), thru Lord & Thomas, Chicago; from January 1, daily, excepting Saturdays and Sundays, 7-7:15 p.m., on WJZ network and split network to the Coast at 11-11:15 p.m., also taking Midwest spots. Amos 'n' Andy.

J. A. Folger & Company (coffee), thru Blackett-Sampis-Hummert, Inc.; from Monday to Friday, inclusive, 5:30-2:45 p.m., EST. WOC and nine additional Midwest stations. *Judy and Jane*—script.

NEC new business: B. T. Babbitt (Bab-O), thru Peck Advertising Agency, starting February 18, Sundays, 1-1:30 p.m., on WJAZ and 13 outlets to Chicago. Mary Small and William Wings Orchestra, also guest artists. Program called *Little Miss Bab-O's Surprise Party*.

WLS Accounts

CHICAGO, Feb. 3.—Hamlin's Wizard Oil has contracted for one 50-word announcement over WLS six days a week on a fee basis. Account handled direct.

M. E. Cold Remedy has renewed on a fee basis its daily announcements. *Pathfinder Magazine*, thru First United Broadcasters, has renewed its sponsorship of the WLS Mountain Memories program for another 13 weeks.

The Chestnut Hatchery, Chestnut, Ill., has contracted for a series of six 50-word announcements on Wednesdays and Saturdays.

The Evans Fur Company, thru Auspitts & Lee, has contracted for three quarter-hour programs.

Campbell Cereal Company, Northfield, Minn., thru Mitchell-Fraust Advertising Company, Chicago, has contracted for an unusual 13-week series of children's programs, which star Hal O'Halloran as Steamboat Bill and Malcolm Claire as Spareribe, spinner of fairy stories.

West Coast Notes; News Battle Is On

LOS ANGELES, Feb. 3.—Once again "All's Quiet Out the Western Front" and the radio stations and newspapers have settled down to a "get busy" policy to duplicate each other's air news efforts. *The Los Angeles Times*, thru its new hookup with KMTZ, Hollywood, is on the air for a total of three hours daily with programs featuring news writers and news broadcasts. KNX, Hollywood, is duplicating the time with two-minute news bulletins every half hour. KBJ and the Don Lee stations are using all the news matter they can cram in to fill up time and KECA-KFI has made an arrangement with *The Los Angeles Record* whereby the paper will broadcast six 15-minute periods daily. All in all the West Coast is getting more news per (See WEST COAST NOTES on page 15)

before 9 p.m., could use the stuff released for the a.m. period, they believed. CBS, however, will probably definitely dismantle its Columbia News Service.

Air Briefs

By JOE HOFFMAN

Voice of Romance, featuring a vocalist and an orchestra under the direction of Waldo Mayo, orchestra conductor at the Capitol Theater, New York, will make its debut over the CBS network February 10, under the sponsorship of Rleser Company, maker of Venida hairnets. Eddie Peabody, the banjo king, started a series of NBC broadcasts Sunday. Phil Regan, the CBS tenor, has been placed under contract to Warner Bros. and begins working on his first picture on the Coast shortly. Other CBS artists who are doing film work are Gertrude Niesen, Do Re Mi Girls, Gypsy Nina, Isham Jones Orchestra, Four Eton Boys, Little Jack Little's Orchestra and Vera Van.

Edward Neil Jr. is being featured on the new *Ring of Melody* programs, which are heard over NBC every Sunday night. . . . Lelth Stevens, arranger-director of the "Melodiers," heard via CBS thrice weekly, is the new musical director of the Saturday night tobacco show on WEAF. . . . Ray Heatherton has been assigned a new morning spot on the NBC network. . . . *The Heart of New York*, WEVD's latest program idea, will present

group entertainment and important personalities from representative communities in the city of New York. It will be a half-hour program, commencing February. . . . Jimmie Lunceford's Orchestra, now featured at the Cotton Club, Harlem, is broadcasting nine times weekly. They are heard twice a week over the NBC network and nightly via WMCA. Lunceford is the first of the colored orchestra leaders to introduce choral work a la Fred Waring. . . . Bert Lahr will be guest artist from Chicago on February 11 on the Real Silk program. . . . George Gershwin's contract with Peennamint is a long term, calling for 52 weeks of programs out of 65. Mary Pickford may make four guest appearances on the Fred Waring Ford program. . . . Alexander Gray and Bernice Claire, who guest star for Ipana February 7, will probably be engaged by Frank Black, NBC musical director, for his NBC series of Viennese operetta programs.

Pancho's Orchestra now broadcasting from Coast to Coast. . . . Howard Marsh is considering offers from two other sponsors in addition to his present commercial. . . . Tony Wons and the Voice of Experience have patched up their feud. . . . Don Bestor now using a vocal octet, blending the voices of six men and two girls. . . . Landt Trio and White preparing their programs three weeks in advance in case their forthcoming vaudeville tour takes up too much of their time. . . . Annette Hanshaw's fan mail has jumped to first place on the "Showboat" program. . . . Max Meth, "Roberta" maestro, auditions for a program series. . . . Jack Berger's Orchestra making electrical transcriptions. . . . Jack Denny starts his new *Hudnut* series via CBS this Friday with Jack Whiting and Jeannie Lang. . . . Edith Murray, the CBS songstress, engaged for

in each ad. All ads were equally complex and no easily remembered slogans were used. Visual presentation was effected by the use of booklets. . . . After intervals of one day, a week and then 21 days, recall and recognition tests were given. In each case scores were in favor of auditory by no mean percentage. The students could remember in whole or part that which they had heard over the loud-speaker far better than they could recall the printed words they had read. Professor Stanton has also contributed a technical account of his experiment and findings to the February issue of *The Journal of Applied Psychology*. . . . It is expected that ad agencies will find the study excellent ammunition for bombarding potential buyers of radio time, with the hope, however, that the client doesn't go for it literally and cut out his black-and-white appropriations.

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

BABY ROSE MARIE
SOLE FEATURE TASTY YEAST PROGRAM
Sundays at 12:15 Noon and Mondays at 7:15 P.M., WJZ.
Direction
ROMM-MEYERS-BESTRY SCHEUING
Paramount Bldg.
Phone: Lockawanna 4-1114, New York

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

HARRY PEARL AND MEL PITZER
Orchestras—Entertainment
Now Located at
1674 Broadway, New York
Phone: Circle 7-0573.

CHARLEY GAYLORD
AND HIS HOLLYWOOD ORCHESTRA
Wm. Penn Hotel Pittsburgh, Pa.
Daily NBC, MCA Management

THE LIQUOR BOGEY

Altho the 18th Amendment has been repealed, the Federal Radio Commission, which has made no special ruling on the question of liquor advertising on the air, calls attention to broadcasters and advertisers to that section of the Radio Act of 1927 which provides that stations are licensed only when their operation will serve public interest, convenience and necessity, and asks the intelligent co-operation of both groups insofar as liquor advertising is concerned.

Informally, the FCC officials explain that no censorship is involved; in fact, the law specifically withholds such powers from them. Apparently it is a matter of seeing to it that stations are operated in the public interest, and keeping squawks down to a minimum. Some time ago the Columbia Broadcasting System formally announced that no liquor accounts were to be signed. National Broadcasting Company has made no official statement on such policy. Independent stations, however, feel that when they are in so-called "wet" territory it is perfectly all right to accept liquor accounts the same as newspapers.

While the FCC's latest statement appears to be somewhat of a threat to broadcasters, local liquor accounts are bread and butter to a station as well as to numerous artists. They may as well share in the benefits of repeal. Institutional advertising of liquor which urges no one to drink should not be banned excepting in so-called "dry" territory. It is merely a matter of heeding the words of the FCC and observing the proprieties, perhaps more so than on the general run of commercials. With the use of common sense no station need fear the loss of its license because of liquor business.

As an example of what may be done in the way of liquor credits, below is presented the exact copy used by Mount Rose, Inc., as prepared by the Stack-Goble Advertising Company for a gin program that made its debut Friday night on WOR. (A review of the program appears on the next page):

Those listening in from dry States may now tune out this station, for the next program is not intended to offer alcoholic beverages for sale or delivery in any State or community wherein the advertising, sale or use thereof is unlawful.

Repeal is here and there is no reason why you should drink dressed-up synthetic gin, however fancy the label or bottle. No reason why you should take a chance with your stomach or pay for something you're not getting. Mount Rose Dry Gin is Certified Gin. As safe and trustworthy as a certified check. No guessing or wondering as to what you are drinking or getting. The label tells you what is in the gin. You know, you must be careful what you put on a label for the law makes you live up to it. Please note there is nothing vague or evasive about the Mount Rose label. As the label states, the alcohol is the highest grade Pure Grain alcohol, the finest and most expensive that can be had. Absolutely no molasses alcohol used in Mount Rose Dry Gin. The Juniper berries are the finest quality imported, and cracked fresh daily in our plant. To these are added five other choice herbs and fruits. Distilled four times and aerated for improved bouquet and flavor. Mount Rose Dry Gin, as the label also states, contains no glycerin, extracts, artificial coloring, adulterants or substitutes of any kind. Look for these statements on the label of any gin you buy.

Mount Rose Dry Gin is sold on a money-back guarantee. You are privileged to try half a bottle and if it doesn't meet every test you care to make—if it isn't without doubt the finest and smoothest gin you ever tasted—return the balance of the bottle to the Mount Rose Distilling Co., Trenton, N. J., and the purchase price will be refunded in full. Remember the name—MOUNT ROSE DRY GIN, made by Tastyest.

Auditory Vs. Visual Ad Copy Test Finds Aud. Easier To Remember

NEW YORK, Feb. 3.—Report of a psychological experiment testing the comparative effectiveness of the oral and visual presentation of advertising copy is being distributed by the sales promotion department of the Columbia Broadcasting System. Experiment was conducted by Professor Frank N. Stanton, of Ohio State University.

The 46-page booklet is crammed with interesting facts concerning the test, including the description of the method, description of the tests, results, and a general discussion of the method. The so-called radio advertising copy was presented by the psychologist thru the medium of a loud-speaker and p. a. system without a program of music or other embellishment, while the printed material was placed before the various student participants void of illustrations or any typography tending to attract attention.

Copy for both the auditory and visual presentation consisted of two groups of eight advertisements each, featuring fictitious trade names but the commodities being of the type widely advertised. Each piece of copy ran about 75 words and mentioned the trade names three times

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

BEN MARDEN Presents
EMIL COLEMAN
AND HIS SOCIETY ORCHESTRA
PALAIS ROYALE
Headquarters at 42nd Street
Also Heard Every Sunday Night, GULF HEADLINERS' Program, 9 to 9:30 P. M., E. S. T., WEAF, Coast to Coast.

THE ACT WITH A THOUSAND IMITATORS
OTTO GRAY
and his Oklahoma Cowboys
STILLWATER, OKLAHOMA
For Open Dates Write GUS SUN BOOKING EXCH. CO., Regent Theatre Bldg., Springfield, O.
Or Care The Billboard, Cincinnati, O.

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

JOHINI FOGARTY
THE IRISH-AMERICAN TENOR
JACK FROST SUGAR HOUR
NBC NETWORK
Personal Direction James F. O'Connell
1580 Broadway, N. Y.

ISHAM JONES AND HIS ORCHESTRA
"THE BIG SHOW"
COMMODORE HOTEL New York
BROADCASTING G. R. S., Tues., Thurs., Fri., 11:30 to 12 P. M.
SPONSORED BY EX-LAX Every Monday, 9:30 to 10 P. M.
COAST TO COAST
DIRECTION COLUMBIA BROADCASTING SYSTEM.

PROGRAM REVIEWS

Gus Van-Arlene Jackson

Reviewed Tuesday, 7:45-8 p.m. Style—Songs, talk and orchestra. Sustaining on WJZ (NBC network).

Gus Van returns to radio, bringing with him the clever Arlene Jackson plus the William Kirges Orchestra. Program is a fast-moving series of solos, duets and bits of dialog by the singers. Van working in his inimitable dialect songs, such as German, Negro and Italian. In addition to the songs there was some whistling. Orchestra was in capable hands and rendered excellent accompaniments.

General plan of the offering runs somewhat toward a vaude layout, the songs and dialog being more or less continuous, with the former sometimes cued by the talk, and there were no blank intervals even for a second. While the entertainment was pleasing throughout, it is a question whether Van stood out as well as he might have had he sung one or two numbers strictly on his own with plenty of elbow room. Not that it wasn't a nice gesture on his part to give Miss Jackson a 50-50 break through-out. Miss Jackson has done very well on her own also.

This is the first time Van has teamed up with a feminine partner, and for the many radio listeners who may not have heard him with his late partner, Joe Becker, or heard Van doing one of his better numbers, the program should hold no worries for them excepting that it is cramped with running dialog, songs and music, all of it highly acceptable to the most jaded taste. As a team the duo ought to carve itself a very welcome spot in radio. M. H. S.

Appeal is apparently aimed at housewives, who no doubt do most of the dairy-products shopping. Credits are eased in not any too forte, and as an offset to the Kraft cheese outfit the Borden program, of course, hasn't got the Dash nor universal sock. M. H. S.

Mount Rose Gin

Reviewed Friday, 7:30-7:45 p.m. Style—Vocal harmony. Sponsor—Mount Rose, Inc. Station—WOR.

The New York metropolitan area gets its first radio liquor program with the almost startling line at the opening. "Those listeners-in in dry States may now tune out, for this program offering alcoholic beverages is not intended," etc., which is most assuredly something new for the ears of the radio fan and probably bound to hold attention due to sheer curiosity if nothing more. Subsequent credits about half way thru the program and at the close dwell on the quality of the product and the money-back guarantee, respectively. Hardly anything in the copy would drive young or old to drink, but in the usual customer might well arouse an idea that this must be excellent gin.

Entertainment is provided by the Sizzlers, three youths doing close harmony and a fourth at the piano. Just enough continuity is in evidence to cue the song. A few bars of Sweet Adelines was followed by one of their fast numbers, It Don't Mean a Thing, revealing a load of clever trick arranging, yet the kind that does not mar a song's melody. Did You Ever See a Dream Walking? was the second number, the sponsor's credit being best in order. If you like gin there was no reason to use the questionable variety, since there was Mount Rose dry, a certified product. The ingredients and grade of alcohol were praised as to quality, and these facts were also on the label. To misbrand a product was a serious offense, and labels on any bottle of gin should be read.

The vocalists offered Coffee in the Morning and dialect comedy versions as well. Another popular tune and the closing announcement mentioned the fact that the product was sold on a money-back guarantee if found unsatisfactory, also that it was made by Tastyeast (of which Mount Rose is a subsidiary). Lee Cronican did the announcing. M. H. S.

CELEBS, RADIO

(Continued from page 12) as ordered by the LATSE, altho the former at least has little if anything to do except draw the curtain occasionally.

CHI AIR NOTES

By NAT GREEN

Station WMBD, Peoria, grasped the opportunity to report a sensational event to its listeners when the new Premier-Fabert Brewery, which was to have begun production in a few weeks, was razed by a \$100,000 fire the night of January 29. The plant is located just three blocks from WMBD's transmitter. Shortly after the fire started WMBD engineers hastily laid 1,800 feet of wire from the transmitter to the brewery, where in a temperature around zero the entire Peoria fire department was battling the flames, and station announcers, at intervals over a period of two hours, described the scene for radio listeners of Central Illinois.

Lucielle Long, contralto; Jack Brooks, tenor, and Norm Sherr, pianist, are teamed up on a new series. Use Your Noodles, to be heard three times a week over WBBM, starting February 5. Perfect Circle Company, a noodle manufacturer. New series sponsored by Perfect Circle Company, starting February 4, and to be heard every Sunday on NBC-WJZ, was sold in Chi but will originate in the New York NBC studios. Announcer John Harrington had his car stolen recently. It was found stripped and the insurance company made a prompt settlement, replacing all stolen parts. John drove the car up in front of his house, and five hours later when he prepared to go to the studio, he found the car had again been stolen. Little Jackie Heller has signed up with NBC for a four-a-week sustaining series. Mike and Herman are doing fine, thank you, on that new Kasper

First show was not as good a layout as some of the subsequent broadcasts are hoped to be, due to the fact that the show was on the air only from 10:30 p.m. to 12 midnight. Commercial programs prevented the special performance on the CBS network earlier and yet CBS did not want to invite its guests as late as 10:30. Thus the invitations announced a 9:30 curtain and the first 45 minutes were taken up by the huge house orchestra, which received a workout at the hands of four CBS conductors, who also used soloists such as Mary Eastman, Vera Van and Alexander Semmler and voice, also Evan Evans and chorus. The conductors were Howard Barlow, Mark Warnow, Freddie Rich and Andre Kostelanetz. This part of the show proved rather poor planning, for the three-quarters of an hour was more or less a tiresome repetition on the concert order. Another possible case of poor judgment was that no announcements were made in connection with the first part of the show.

Following a short intermission the second half of the show went on the air. This began with an overture, which was followed by Edwin C. Hill, who made the only dedicatory speech heard on behalf of CBS. Nino Martini, tenor; Colonel Stoopnagel and Budd, Ruth Etting, Albert Spalding, Jacques Fray and Mario Braggiotti were heard in succession. Via the loudspeaker and from the Coast were heard Bing Crosby and Burns and Allen, who brought the first bit of comedy and laugh of the evening. The "Five Spirits of Rhythm," Negro musical quintet, was then heard, followed by Alexander Woolcott in a humorous talk. George Jessel, Gertrude Niesen and Jessel again. Lucrezia Bori, operatic star, closed the program, and the house orchestra obliged with an exit march and then the national anthem.

Programs, as formal as the dress of the guests, contained a foreword by President William S. Paley of CBS and the network's idea in opening the "Columbia Playhouse." House was well studded with celebrities, as well as advertising agency executives and out-town radio men affiliated with CBS.

Entire CBS artist bureau, program and publicity departments were on the job, not to mention the engineers. Lighting effects were old fashioned, but said to be only an opening-night makeshift affair. Officials are of the opinion that their playhouse will aid the theater in general rather than hurt it since an artist who plays the house may later attract a paying patron when he appears on the legit or vaude stage, provided his free show pleased, of course.

Waring's Pennsylvanians, with the new Ford show and guest artists, started the Radio Playhouse on its commercial program routine Sunday night. A schedule of half-hour programs will be heard from the new theater studios thruout the week.

coffee program on WBBM. Axel Christensen, veteran teacher of "rag-time" (remember rag-time?) music, is doing old-time songs and jokes twice a week on WJJD.

Ulmer Turner, radio ed of The Herald and Examiner, came right out in meeting the other day and called the turn on that Seth Parker-NBC broadcast in which the "35 colored congregation folk from up in the hills" of Virginia turned out to be the 11 Alston Burielgh Singers of New York City, the "little baby we'll christen Seth Parker" was "Baby" Pierce, NBC's producer of baby walls, and the old parson a member of the Burielgh Singers. Why supposedly intelligent station or chain officials and radio artists will pull such hoaxes is beyond us. There is a sufficient number of intelligent radio listeners to resent such impositions, and no valid excuse can be offered for faking. Of course it's easier to fake, and perhaps saves a little money, than to use the old ben legitmately and ooral the genuine articles. Still, remembering how snooty Seth Parker (Phillips Lord) was at the World's Fair, we wouldn't be surprised to see him adopt the attitude of the narrator who at the close of a children's hour unconsciously broadcast the now classic "I hope that will hold the little so-and-so's a while."

Ken Ray advises that thru his office the Crusaders, now appearing in the Gold Coast Room at the Drake Hotel, have been signed to a long-term contract with NBC and will be heard on a commercial and two sustaining programs.

Television

By Benn Hall

"Telly Ready, But"—NBC

Again NBC has indicated its progress in the perfection of our favorite step-child. Charles A. Wall, of NBC, addressed the Manlius Old Boys' Association at the Columbia University Club. Wall, speaking cautiously but frankly, said that television transmission is "ready to come out," but receiving sets, at this time, would be too costly for popular and wide sale.

Uncle Sam Peeping?

Those in the television know are talking about the possibility of the federal government lending the radio industry money to foster television. As yet there is nothing definite to this rumor, but the possibility intrigues one. The constant objection to the general introduction of television is the cost. The government is making strenuous efforts to locate Old Man Prosperity by lending money, thru its various agencies, to worthy public and private projects.

Telly Sure-Fire Booster

Television, undoubtedly, will help bring that shy, bashful gentleman, Good Times, out of his hiding place. The possibility of governmental aid to the radio manufacturing industry, should radio desire it, is still far off, but it is, nevertheless, a possibility.

One obvious and just objection would be any attempt by the United States to federalize radio by making it a government monopoly similar to the post office and British radio. Some observers believe that the government would be willing to grant money loans with no strings—to foster a new industry—not to own it. Think it over.

Telling Visions

NBC authorized by FCC to extend time of completion of WJZBS until April 15 . . . supposed to have been ready January 16 . . . Scophony, Ltd., . . . active in England. . . . Simon Bowman backer of G. W. Walton's invention . . . apparatus expected to broadcast master film either via wire or radio so one print can serve a large number of theaters . . . rumor about Sanabria . . . hard up for cash . . . and may fold.

Prison Commercial Proves Successful

PLATTSBURGH, N. Y., Feb. 3.—Merchants of this city and Danemora are utilizing talent from Clinton Prison for a semi-weekly broadcast sent out over Station WQDM, with entire show made up of inmates, including m. c., band and singers.

Project is first of its kind known to be broadcast as a commercial in these parts. Program is supervised by Rev. Robert J. Booth, chaplain, and the fan mail has proved encouraging to the group sponsors, comprised of local merchants.

New Olson Rug Series

CHICAGO, Feb. 3.—Al and Pete and Dorothy Miller will be heard on WBBM Tuesdays, Thursdays and Saturdays, beginning February 13, in a new series sponsored by Olson Rug Company.

Pat Kennedy, tenor, and Clarence Wheeler's Orchestra will be heard over WBBM from Monday to Friday each week on a new program sponsored by Bromo Quinine. Carlos Molina and his orchestra doing some electrical transcription for Victor, with John Harrington, announcer. Five-minute productions of "Great Climaxes in Classic Sports Events" will be the feature of a new program starting February 5 on WGN, with a razor-blade company as sponsor. Quin Ryan will rebrandcast the thrillers. Harold Stokes, who conducts the orchestra in the Sealed Power Side Show over NBC-WJZ each Monday night, will fly to Omaha February 9 to appear at the Omaha Auto Show. A new male quartet organized by Frederick Pohlman for WAAF will make its initial appearance February 11. Charlie Agnew's Orchestra will go on a new early morning commercial (cosmetic) over WMAQ February 18. Hank Richards, now sales manager for WJJD and WIND, used to be with KMOX, St. Louis.

Material Protection Bureau

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

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

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

New Song Tips

"Our Love Will Still Go On"

Ballad. By Bernice Petkere. Published by Sherman, Clay & Company, San Francisco, Calif.

Smoothness of lyric and melody is apparent in this number. Brevity also is another redeeming point. However, when considering the theme, one is likely to foretell the sentiment at a glance. In this instance the treatment is much better than the average song dealing with the emotions of the human heart, especially in retrospect as the text informs us. Here we find the singer recalling the original trysting place and subsequent meetings, where an ardent love was born. Furthermore, extolling the joys that are still fresh in the storehouse of memory, although summer has come and gone and winter is here. There is sincere assurance that in spite of the changing seasons one's admiration for someone hasn't entirely ended. In fact, it has grown and grown with the hope that it will eventually find deserving receptiveness. The refrain carries a plaintive tho not too maudlin plea. "The leaves have tumbled down and the grass has turned to brown," we are further reminded. Then again, "Birds are on the wing, they won't be back till spring," etc., with the title finally brought in to complete the picture.

Artists will not dismiss the number without giving it careful consideration. Still there is the palpable fact that it will have lots of strong competition from similar products that see the light and invariably quickly fade as fast as they leave the sacred sanctums of the publishers.

"A Rough Idea of My Old Kentucky Home"

By Jack Scholl. Bradford Broune and Max Rich. Published by Frank Crumit's Song Company, New York.

Traveling the title of a classic is supposed to be a dangerous procedure unless you know how and do it well. A trinity of writers have decided to try it and from all accounts have managed to make good. They at least have been able to extract some kind of comedy without vilifying or libeling to any irreparable extent the fame of the fair State of Kentucky. And as long as the whole thing must have been inspired in the hopeful attempt to garner laughs we feel confident that the admirers of the immortal work of Stephen Foster will not mind. The domicils as described in the song is at total variance with the one that Foster visualized. Modernity has crept in with a vengeance in place of the picturesque. We are assured without apology that the "Beds are in the kitchen, and the bathtub's on the blink. The wood is in the parlor and the oars are in the sink," etc. And furthermore, there is a slam at the Mississippi River. Think of it! At any rate, the text states that while everybody is singing for the waters to "stay away from my door," most of it is "seepin' thru the floor." And so it goes, nonsensical, satirical, pecking fun here and there, but with a purpose.

The melody is of the hybrid brand. The verse starts off like a serious ballad with the tune in keeping with the style of a ditty of the Southland. Then comes a decided change in the chorus. The sources of the music are obvious. There is a mixture of Irish, Negro, Indian airs, well blended, reminiscent to a fault, but expertly arranged to fit the text and subject. A number that should appeal to those who have outlived the parody period and are after some responsive guffaws.

Orchestra Notes

By DON KING

EDDIE MAKINS, orchestra leader now playing at the 100 Club, Chicago, has written a song entitled *You Is a Nasty Man (Don't Ever Do-o-o That)*, which he has submitted to Joe Penner, the comedian.

JACK RAWLINS and his California Nighthawks will be at Blossom Grove, Atlantic Beach, Fla., probably for the first of the winter. Rawlins intends to offer an innovation in dance instrumentation by adding a portable theater-

type organ to his pieces. He also has arranged for Diane King, former *Follies* girl, to be the featured soloist. The Nighthawks derived the name when playing early-morning broadcasts for KPL.

BILL SPERBER and his Philadelphians are booked into the Chamberlin Hotel, Old Point Comfort, Va., playing every night.

TOM GERUN and his orchestra have been engaged to play at the annual Mardi Gras in New Orleans. They took up their stand at Club Forrest in that city January 23. The band's popularity at the Century of Progress brought about the contract.

DON BAKER has named his band after the new dime and dance spot at Oxford, Mass., Bolero Inn, where he is playing for an indefinite engagement. He and his orchestra recently completed a 16-week job at Spanish Gardens in Danielson, Conn.

HENRI BUSH and his Coronet Club Orchestra are now playing at the Gotham Hotel in New York. The hotel has added music for dinner dancing in connection with its new cocktail bar.

FREDDIE BERGEN'S Orchestra, of Detroit, is playing the Hotel Schroeder, Milwaukee. The band, formerly under the MCA banner, is now handled by Amusement Service Corporation, Chicago.

ENOCH LIGHT and orchestra have had their contract extended for three months more at the Governor Clinton Hotel, New York City.

SMITH BALLEW and his boys are on an indefinite engagement at the Cosmopolitan Hotel, Denver. They are wired over KOA daily and over National Broadcasting hookup on Sunday nights.

CHARLES VAGABOND and his 11-piece orchestra (out of Chicago) are set on an indefinite engagement at the Club Avalon, Tampa. Doris Baynes is featured songstress. Miss Baynes was formerly one of the Happy Sisters on CBS. Ork broadcasts nightly over WDAF.

RUBE RICHARDS and his orchestra played a return engagement January 27 at the Buffalo Athletic Club.

JACK BRUCE and his orchestra are playing an indefinite engagement at the swanky Union Grill (under Pittsburgher Hotel management), Pittsburgh. Earl White, boy singer, is featured.

C. S. FAHL and his Sugar-Foot Five are playing the Arlington (O.) Dance Club Saturday nights.

PETE UNDERWOOD and his Biltmore Radio Orchestra are featured in the Georgian Ballroom, Biltmore Hotel, Atlanta (over WSB on Wednesdays and Saturdays). Betty Elliot does the *Eumba* and torch songs.

PAUL CORNELIUS and his Radio Recording Orchestra presented a number of novelty bits and new costumes for the Roosevelt Birthday Party, January 30, at Swiss Garden, Cincinnati. Men taking part in the specialty numbers included Homer Michael, Don Eagis, Bert Shamam, Jimmy Campbell and Clyde Kinsinger. This week the orchestra will record *Smoke in Your Eyes, Keep Young and Beautiful, Jimmy Had a Nickel and Lonely Lane*.

BOBBY MEEKER'S Orchestra returned to the Claridge, Memphis, this week from St. Louis, succeeding Red Nichols and his Pennies. Meeker's Orchestra was the first booked into the Claridge last summer when this hotel adopted its dance policy for the first time. Meeker opened the Terrace Roof atop the hotel and held forth for several weeks. His return will place him in the new 20th Century Room of the same hotel.

GENE EDWARDS and his Synco-Rhythmic Ork played at Sherry's, New York, January 10 in connection with the Beaux Arts Ball.

SAMMY KAYE'S Orchestra opened last Saturday in the Crystal Dining Room of the Hendrick Hudson Hotel, Troy, N. Y. Combo is enjoying a successful Eastern tour. Kaye just closed a five weeks' stay at Edgewood Restaurant, class spot near Albany.

MAL HALLETT and his 15-piece entertaining combo started their first Southern tour recently, opening at the

Greater Hotel Kentucky, Louisville, Fecked artists include Gloria Graye, Dick Dixon, George Troupe, Tom Hardy, Gene Crouper and Frankie Carle. Itinerary takes in Cleveland, Cincinnati, St. Louis and St. Paul. Band is managed by Charles Shribman, Boston.

CHARLEY GAYLORD and his Hollywood Orchestra are current at the William Penn Hotel, Pittsburgh. Heard daily over NBC network thru KDEA.

Ballrooms

By DON KING

SAN ANTONIO—Eidon D'Oric, xylophonist, and Hillis and Flint, adagio and apache dance team, are recent additions to the floor shows at the Alamo.

BRIDGEPORT, Conn.—The Ritz Ballroom, largest local dance palace, opened its new modernistic smoking lounge recently in the Ritz basement.

AKRON, O.—The Eagles' Temple Ballroom, remodeled and redecorated, made its debut recently as a night spot under title of the Bavarian Village. With the change the ballroom enters the dine-and-dance class and offers floor entertainment in addition. Herr Hans Schmitz, who presides over the new amusement spot, brings his 12 singing waiters to the Village.

BURLINGTON, Vt.—The Palace Ballroom, under the management of Robert Minotti, opened recently.

SAN FRANCISCO—Art Weidner and Harry Cohen opened with a large dance band at the Pavilion Royale here last week, with Mayor Angelo Rossi dedicating the ballroom, which accommodates more than 2,000 couples. The Pavilion Royale is owned by Michael A. Fisher, former baseball manager. Nickel dances are to be revived. Paul Ash and Paul Whiteman are said to have played here in their early days.

DOVER, O.—Vincent J. Weber, managing director of Spanish Ballroom, announces a real increase in business since December 1, Eddie Conti and his orchestra drew capacity crowds on their two nights' stay recently. Ballroom specializes in road bands.

DETROIT—Gene Coy and his 11 Black Aces, following two weeks at Greystone Ballroom and several special engagements, have opened at the New Majestic Ballroom on Woodward avenue. Band is under the management of Ted Merriman, Hollywood, Calif., who is accompanying the combo on its Eastern tour. Dates ahead now take in Toledo, Akron, Youngstown, Canton, Cleveland and Pittsburgh.

AIR BRIEFS

(Continued from page 13)

the Tic Toc Club, where she is now appearing. . . . Zoel Paranteau, conductor and composer, has been appointed musical director of WNEW. . . . Jimmy Kemper, CBS song dramatist, addressed Professor Baker's Yale Theater Workshop Tuesday night on the subject, "Drama—Set to Music." . . . Donald Novis, the tenor, can sing down to bass register if necessary. . . . Rubinoff and his orchestra will remain at the Roosevelt Hotel thruout the spring. . . . Lennie Hayton returns to the air February 14 with the Troubadours. . . . Charles Previn, now on the Gerashim concert tour, returns to the Paramount, New York, on February 14. . . . Harry Horlick and his A. & F. Gypsies will do a series of shorts for Warner's. Mildred Bailey on a West Indies cruise. . . . Willie and Eugene Howard will guest star on the Baseball program March 4.

The H Bar O Ranger program, written by Peter Dixon, a newspaperman, and rating with the *Wizard of Oz* show as top in child programs, has renewed thru the summer. . . . Whitney Bolton, dramatic critic of *The New York Morning Telegraph*, will be heard twice weekly over WNEW when that station goes on the air in about two weeks. . . . Charles Bauer's Orchestra and its vocalist, Rose Marie Vernon, auditioning for a commercial. . . . Tom Howard vacationing at Miami. . . . Albert Spalding, noted violinist, served with the A. E. P. in Italy under Major Fiorella LaGuardia, the present mayor of New York.

Verna Bourke is back with WOR after making personal appearances in the West. . . . Miriam Hopkins went over the air with Boris Moros last week, and after the broadcast Moros was surprised

to get a bill for 30 beefsteaks, all of which had been consumed by H Hopkins during her p. a. at the Paramount for the week. . . . The octovion, bent clarinet, has come back into usage in the last week. . . . One has been added to WOR studio band by George Shackley, also two have been seen at WHN with Capitol ork. WOR will broadcast honor dinner to Ann Lindbergh when she receives medal from Veteran Wireless Operators' Association at the McAlpin February 24.

Herman and Sam Hertz are back with WOR on Monday nights at 9:30 after a period with chain commercials. Also, Irene Collins will be the vocalist on the program. Herman has been called by Vallee one of the finest sax players on the air.

WEST COAST NOTES

(Continued from page 12)

day via the ether waves than any other section of the country.

David Bailou has accepted the position of production manager and program director at KMTR, Hollywood. Was formerly with KNX.

SAN FRANCISCO, Feb. 3.—Bob Roberts resigned this week as general manager of KTAB to devote his time wholly to his radio advertising agency. He is succeeded by Frank Galvin.

Paul Quan is to direct exact reproductions of Chinese broadcast programs over KTAB tomorrow from 7 to 7:15 p.m. Features originated at ether depots in China.

Robert Bowman, formerly musical director and program manager for KGB, became assistant production manager at KPFC this week under Bill Wright.

Herbie Kay, succeeding Anson Weeks at the Mark Hopkins, is conducting amateur auditions with more than 500 contestants participating.

Anson Weeks and his Mark Hopkins Band, together with Frankie Saputo, Kay St. Germain, Bob Crosby and the Anson Weeks Trio, headlined at the Warfield last week as part of their vaude and picture tour since leaving the hotel.

Tom Gerun, on his way to a cafe and Mardi Gras engagement in New Orleans, is playing one-night stands and broadcasting en route.

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BELASCO

Beginning Monday Evening, January 22, 1934

THE JOYOUS SEASON

A play by Philip Barry, featuring Lillian Glah. Staged by Arthur Hopkins. Setting designed by Robert Edmond Jones, built by Turner Construction Company, and painted by Bergman Studios. Presented by Arthur Hopkins.

- Francis Battle..... Eric Dressler
Theresa Farley Battle..... Jane Wyatt
Marlin Farley..... Jerome Lawler
Patrick..... Barry Macollum
Hugh Farley..... Alan Campbell
Ross Farley..... John Eldredge
Monica Farley..... Florence Williams
John Farley..... Moffat Johnston
Edith Choate Farley..... Mary Kennedy
Christina Farley..... Lillian Glah
Nora..... Kate Mayhew
Sr. Aloysius..... Mary Hone

The Living Room of the Farleys' House on Beacon Street, Boston. ACT I—Christmas Eve. ACT II—Christmas Morning. ACT III—Christmas Afternoon.

Lillian Glah is at present treading daintily in the footsteps of Forbes-Robertson, Beerbohm-Tree, Hampden and every other actor who ever played the lead in either The Servant in the House or The Passing of the Third Floor Back. As the gray-owled, reverent mother of Philip Barry's The Joyous Season, which Arthur Hopkins brought to the Belasco Monday night, she revisits her earthly family on Christmas Eve, straightens out the tangled threads of their lives, and departs again, silently and unseen, on Christmas afternoon. Meanwhile she indulges in some very superior acting, acting which rises time and again above the boredom of the talk which Mr. Barry has provided. For not only has Mr. Barry given his newest play an old and expected theme which was better in its previous versions, but he has also filled it with interminable conversations, broken up only by the most obviously arranged entrances and exits in the history of the first-class American stage.

It would be nice to talk only of Miss Glah's performance. Mr. Barry was still is, in fact—this corner's top-flight playwright, and by far the pleasantest thing would be to forget that a play called The Joyous Season had ever been written. That, unfortunately, cannot be.

The Joyous Season reiterates Mr. Barry's oft-repeated thesis concerning the difference between material and real worth, material and real success, but it posits the distinction less forcibly, less clearly and less capably than any of the previous statements. It is a thesis that is still fine and honest and eminently worth repeating on the stage or anywhere else. But it is deserving of far better treatment than Mr. Barry has now accorded it; it received far better treatment in Holiday and The Animal Kingdom.

The mother, superior, who now carries the burden of the statement, is at first glance a fine figure, a religious, who sees honestly and with spiritual insight thru worldly problems, who is not afraid to be merry and kind and wisely tolerant. But bottled down she is nothing more than another item, not only in the long line of fine and tolerant pietists that the stage has known, but also in the almost as long line of mystic pascers-by who have solved the problems of others. And she is far from an outstanding example of either class. She is unbearably talkative, occasionally amide, and the suspicion remains that if it were not for the splendid pretending of Miss Glah, who does a thoroly rounded and glowing job, she would frequently appear shallow and boring.

The Farleys have risen to Boston prominence, but when their cloistered sister returns to them most of them are unhappy. Simply but with words of wisdom—words and words and words—she solves their problems. The sister who has lost faith in her husband regains it; the sister who loves that same husband gallantly shoulders her cross; the brother who has devoted his life to the family makes a date with his secretary; the brother who has been forced into becoming a Bostonian against his will sends for his kids, who are out west, and so on. The gray-owled sister is as Skippy might have put it, a champion fixer-upper.

But she does her fixing up in a very unconvincing way. Surprisingly, in a piece by Barry, the psychology is unbelievable and unground, the conversions coming suddenly and without any honest insight or characterization. Also surprising is the amount of talk. And most surprising of all is the fact that these stage mechanics are managed so badly. Entrances and exits are inept and routine; they can be foretold with accuracy by any reasonably theater-minded cus-

tomers. So, too, can the situations. The entire second act is a series of interviews between the guiding sister and the rest of the cast, with the customers calling the turn before each one.

What gives the piece any merit it may possess is the fine playing of Miss Glah. With her broken blossom days now provisionally far behind her, she makes of Mr. Barry's Christina a bright and very dear figure. And Mr. Hopkins has provided a cast that plays aptly up to her. Outstanding work was contributed by Moffat Johnston (the most dependable of our actors) Jerome Lawler, John Eldredge, Kate Mayhew, Eric Dressler and others. Jane Wyatt, as the dissatisfied sister, seemed false and affected, particularly in the early scenes. She may have been a bit worried about being too young for the part, tho, which would have explained it. Certainly she would have been far better as the love-tossed youngster played hysterically and without clear outline by Florence Williams.

Robert Edmond Jones' set was rich and satisfying. But this corner greatly preferred it all when Beerbohm-Tree played the fixer-upper. EUGENE BURR.

RITZ

Beginning Thursday Evening, February 1, 1934

THE WIND AND THE RAIN

A play by Merton Hodge. Staged by Walter Hart. Setting designed and painted by Philip Geib and built by New York Studio. Presented by George Kondoff and Walter Hart.

- Mrs. McPie..... Mildred Natwick
Gilbert Raymond..... Alexander Archdale
John Williams..... Lowell Gilmore
Charles Tritson..... Frank Lawton
Paul Duhamel..... Edward Raquell
Anne Hartgroves..... Rose Hobart
Jill Manning..... June Blossom
Roger Cole..... Charles Campbell
Peter Morgan..... Albert Whitley

The Entire Action of the Play Occurs in the Students' Study at Mrs. McPie's in Edinburgh.

ACT I—Scene 1: Mid-September. Scene 2: Two Weeks Later. ACT II—Scene 1: Two and Half Years Later. Scene 2: The Same Evening. ACT III—Scene 1: Two and Half Years Later. Scene 2: Three Weeks Later.

The Wind and the Rain, a quiet comedy of medical students in Edinburgh, boasts a long and extremely successful London run. Whether or not it will enjoy similar success in New York, as it is presented by George Kondoff and Walter Hart at the Ritz Theater, is an open question. The chances are against it, the two sides of the Atlantic differing as they do.

It is interesting to compare two college pieces, London's The Wind and the Rain and our own farcically balmly She Loves Me Not. Compare them, and the difference between the theatrical taste of London and New York at once becomes apparent. And it is confined not only to the plays. It also includes the acting.

For the leading role in their offering Messrs Kondoff and Hart have imported Frank Lawton, a young Englishman with good looks, real ability and something of a way about him. He acts the quiet comedy by Dr. Merton Hodge with the reticence and charm that so clearly mark a certain type of English acting, the reticence and charm that are at their best when displayed in a Leslie Howard or a Herbert Marshall. He brings quiet effectiveness to the slender tale of a love-tossed young man—and, more important, he brings charm and sympathy to the young man himself, who suffers from a mother fixation and a snide attitude in Dr. Hodge's writing.

to sit back in his seat and really enjoy himself for a change.

The support with which Messrs. Kondoff and Hart have provided Mr. Lawton is uneven. Rose Hobart plays Ann appealingly and well, turning in what is probably her best performance since her return from pictures. Alexander Archdale, another English importation, plays a gentleman who takes 10 years to get thru medical school and extra-curricula activities. At first he seems overcoy, but he grows on you. Mildred Natwick turns in another grand portrayal—they're getting to be a habit with her—as the Scotch landlady, Edward Raquell is excellent as a doctor, and Lowell Gilmore, as another student, turns in some of the best acting to be seen on the Ritz stage. He's so quietly effective that you're apt not to notice the splendid work that he's doing.

June Blossom, a society lass, who was last in musical comedy, plays Jill. If musical comedy will have her back she had best return to it post-haste.

EUGENE BURR.

SELWYN

Beginning Wednesday Evening, Jan. 31, 1934

A HAT, A COAT, A GLOVE

A play by William Speyer, adapted from the German by William A. Drake. Staged by Crosby Gaige and Robert O. Fischer. Settings by Alvin Bernstein. Presented by Crosby Gaige and D. K. Weiskopf.

- Jerry Hutchins..... Lester Vail
Ann Brewster..... Isabel Baring
A Man..... A. E. Matthews
Feliccia Mitchell..... Nedda Harrigan
John Walters..... Philip Van Zandt
Secretary..... Helen Wynn
Robert Ross..... Boyd Irwin
Judge Breed..... George Alison
Court Attendant..... Charles O. Johnson
James Gardiner..... Horace Casseberry
Clerk..... George W. Williams
Court Stenographer..... Henry Brent
Henrietta O. Jones..... Clare Woodbury
Sergeant Whelan..... D. J. Cawey
Tommy Harris..... Oscar Berlin

The Action Taken Place in Jerry Hutchins' Studio Apartment, New York; in the Private Office of John Walters, and in the Court of General Sessions.

William A. Drake was the second ex-Prohman press agent to erupt this week with an adaptation of a play—and he was the more successful. The A Hat, a Coat, a Glove, which he took from the German of William Speyer and which Crosby Gaige and D. K. Weiskopf presented at the Selwyn Wednesday night, is better than the Hotel Alimony which A. W. Pezet took from the English (presumably) of Adolf Philipp and Max Simon. It is better, but not much.

A Hat, a Coat, a Glove gets itself a good central idea to start with and then proceeds to make nothing in particular out of it—nothing in particular, that is, except one of the dullest crime plays of the season. The lover of the wife of a great criminal lawyer rescues a young walf from the river and takes her to his apartment, where she is shot by the lawyer himself. The lover naturally is implicated, and the lawyer undertakes his defense—whereupon we have the interesting spectacle of a man defending the life of his wife's lover, who is innocent and at the same time hiding his own guilt. It ought to be exciting, but it isn't.

There have been dull courtroom scenes on the stage in the past—there ought to be a law against them by this time anyhow—but none much duller than the one in A Hat, a Coat, a Glove. It, like the rest of the play, is talky instead of fast and exciting, and it is also very phony from the standpoint of the law. It is the "big" scene of the play, but it will have to grow a bit more before it can support an evening on its own merits.

More important to the play than even its good central idea is the acting of A. E. Matthews as the attorney. Mr. Matthews is, as usual, charming and debonair and very effective in his quiet way. It was an unusual performance for this sort of thing, but you only have to watch it to realize how right it is—right, that is, when it happens to be played by Mr. Matthews.

The rest of the cast that Mr. Gaige assembled acts as excellent support, including as it does Lester Vail, Nedda Harrigan and others, who turn in good performances. But the suspicion remains that a crime play in order to be effective must be at least as exciting as the situation which it seeks to present. EUGENE BURR.

SHUBERT

Beginning Tuesday Evening, January 30, 1934

ALL THE KING'S HORSES

A romantic musical. Book and lyrics by Frederick Herenden. Music by Edward A. Horan. Staged by Jose Ruben. Adapted from "Carlo Rocco" by Lawrence Clarke and Max Olesberg. Designed and painted by Ward and Harvey Studios. Gowns and uniforms designed by John Booth Jr. Presented by Harry L. Cort and Charles H. Abramson, by arrangement with E. Stewart-Tavart.

- Reasel (the Royal Barber)..... Robert O'Connor
Albert (His Assistant)..... Arthur F. Clio
A Patron..... Mansart Kippen
Leli (Another Assistant)..... Frances Thress
Baron Koritz..... Frank Greene
King Rudolph of Langenstein..... Jack Edwards
Con Conley..... Andrew Tombs
Donald McArthur..... Guy Robertson
Sherry Shannon..... Doris Paston
Joseph..... Louis Morrell
Countess Ergard Rectward Bathy..... Russell Hicks
Countess Puttkammer..... Betty Starbuck
Queen Erna of Langenstein..... Nancy McCord
A Mother..... Edna West
A Father..... Howard Morgan
A Sister..... Blanche Lyell

LADIES IN WAITING—Doris Anderson, Helen Ryan, Virginia Davies, Etna Ross, Gertrude Ryan, June Tempest, Joan Orner, Frances Thress, Naida Mora, Moris Vordislin, Winnie Duncan, Dorothy Kuster.

Peasants From the Southern Province—Frank Augustyn, Leonard Rogall, Einar Bolt, Harold Freeman.

ACT I—Scene 1: Andre Kessel's Barber Shop. Scene 2: In Front of the Palace. Scene 3: A Room in the King's Quarters. Several Days Later. Scene 4: The Royal Bed Chamber. ACT II—Scene 1: The Morning Room in the Palace. Next Morning. Scene 2: In Front of the Palace. Scene 3: The Royal Gardens.

All the King's Horses is a pleasing musical comedy, and since there are only four other musicals in town—and one of them goes out this month—there should be room for it. At least it should be able to stick for a couple of months.

The main trouble with All the King's Horses is the book. The dialog and lyrics are often dull. But the ingratiating tinkling music by Edward Horan makes up somewhat for this deficiency, while the truly beautiful sets also help.

It's all about Donald McArthur (Guy Robertson), an American film star; his manager, Con Conley (Andrew Tombs), and their companion, Sherry Shannon (Doris Paston), who somehow wander into the quiet kingdom of Langenstein. And what should the movie star do but swoon places with the king, who happens to be his double in appearance.

This fraud on the people of Langenstein has its complications. It saves the kingdom from revolution as McArthur uses high-pressure American salesmanship to "sell himself" to his subjects, but it also starts trouble. For example, what should the queen do but return to the royal bed after a three-year separation? And what should the temporary king do but fall in love with her?

Yes, it's one of those mythical kingdom plots, with handsome men in flashy military uniforms and peasant girls who dance so prettily and queens who coquette on their own royal beds. It has color and gay music and love lyrics about the stars and the moon.

Robertson is altogether pleasing as the movie star, while Nancy McCord displays a good voice and a nice personality. Andrew Tombs and Betty Starbuck provide the comedy relief, turning in whole vaudeville routines at a time. Doris Paston is pretty, while Russel Hicks makes a properly menacing villain.

Two song numbers, I Found a Song and Charming, are outstanding. PAUL DENIS.

FORREST

Beginning Wednesday Evening, Jan. 31, 1934

THEODORA, THE QUEAN

A play by Jo Millward and J. Kerby Hawkes. Staged by Jo Graham. Scenery by Yelkenti. Lighting by Louis Hartman. Costumes by Helene Foss Studios. Presented by Jo Graham.

- Crier..... Hilous Gray
Elytemestra..... Lina Abarbanel
Aghrah..... Harriet Prebrom
Chandria..... Sarah Lane
Cici..... Julia Colin
Tavlanus..... Tom Padden
Guard..... Robert Anderson
Hypocrite..... Horace Braham
Anoulina..... Carla Gloor
Hatu..... Rex Ingram
Theodora..... Elena Miranova
Belliarus..... Paul Everett
Paul..... Raymond Jones
Marcus..... Raymond Bramley
Father Sebastian..... Lester Alden
Justinian..... Minor Watson

The Action Taken Place in Byzantium in the Sixth Century. ACT I—Scene 1: Theodora's Dressing Room. Scene 2: Theodora's Dressing Room. Scene 3: Theodora's Dressing Room. Next Day. ACT II—Upper Terrace of Theodora's House. Late Afternoon. Four Months Later. ACT III—Theodora's Dressing Room. That Evening. The shade not of Edwin Forrest, but of Stephen Phillips, stalked last night

at the Forrest Theater when *Theodora, the Queen*, written by Jo Milward and J. Kerby Hawkes and presented by Jo Graham, opened. It is a tale in blank verse of the queen of queans who became a queen in fact, the glamorous empress of courtesans, prostitutes and wantons who became empress of Byzantium; it is the story of great love and her great victory over men and death. Whether Messrs. Milward and Hawkes have kept to history is beside the point—and this reporter wouldn't know anyhow. The point is that they have attempted to construct a drama in the old heroic mold—which is a very welcome sign on Broadway.

And the attempt has been not entirely unsuccessful. Their start—the three long scenes of the first act—was dispiriting and frankly bad, but thereafter they managed to build up something that compares very favorably with the usual attempt of Broadway. It is better to miss in making a *Winged Victory* than to be hugely successful in constructing an empy of Mickey Mouse.

The play probably was in the traditional five acts of the heroic drama. Three of them have been run together to make an overlong and under-effective first act. The piece runs too long for our effete moderns as it stands, and both interest and dramatic continuity would have benefited if those first three scenes had been made one. They are badly done in any case in both production and writing. The primary danger to the play was in being taken as something in the *Road to Rome* mode—which it emphatically isn't. In that overlong first act you couldn't tell. There were occasional glimpses, perhaps unintentional, of nudity; there was a lass whose nudity, tho thinly veiled, was far more than occasional; there were shady cracks; there were nicknames for the historical characters; at least half of the 30 postures of love which *Theodora* had so well learned were displayed on a red and much-abused couch. You could hardly blame the customers for wondering whether it wasn't all a bad and boring copy of *The Road to Rome*.

But in the second act the swing and beat and occasional beauty of the Messrs. Milward and Hawkes' blank verse began to come thru, and so did the swing and beat and depth of their characters' emotions. *Theodora*, twice saved from the results of her folly and pride by the regent, Justinian, conceives a huge passion for him, and he for her. But in the wried and sere heart of the courtesan passion becomes love. That, of course, is an old, old story (the most recent example is Mme. Parla, of *Mahogany Hall*), but it is fresh and real and deep in this writing. *Theodora* will not put Justinian on a plane with all the other men who have bought her body; she will give it to him—but honorably. It is not that she craves power as an empress; she craves love as a wife. But Justinian will not entangle

himself with a girl of the circus, and in spite of his love he will take her only on his own terms.

So *Theodora* leaves the profession of which she has been the greatest light, hoping thus to bridge the gap between the old and the new. And it is only when *Theodora's* old procurer sends him a spurious message that Justinian comes. When *Theodora* finds the reason all her joy crashes to the dust at her feet.

The mad emperor dies, Prince Hypatius makes an attempt at the crown, and *Theodora* drugs Justinian, hoping thus to keep him from the purple and to win him for herself. But when Hypatius' mob tear thru the city seeking Justinian's blood she realizes what she has done, returns to the circus, and with pitiful merry-making keeps the crowd at bay. As they charge against the doors behind which Justinian lies hidden, he forces an unwilling priest to marry him to *Theodora* so that she may share his fate. And she, frightened but proud and glorious, accepts the sacrament. It is a scene with which the authors might have done more than they did. When Justinian's legions batter the crowds away and bring the crown to his head he seeks to strangle *Theodora* with his own hands and keep forever from the light the traffic in crowns that has occurred. But for once his purpose fails, and the curtain falls as *Theodora* kisses his hand.

The acting points a moral. It has long been the fashion to laugh at the old school and its scenery chewing—but when confronted with the splendid periods of blank verse the old school doesn't show up so badly. Minor Watson, as Justinian, wisely goes back to tradition, bringing out the full force and beat of the lines, bringing out what essential poetry there is in them, quietly and effectively. Elena Miramova, on the other hand, acts in the spasmodic, jerky, rough, modern manner, never giving the lines a chance and reveling in suppressed and explosive reactions. And it is Miss Miramova who seems to be making a meal of Yellenti's sets, not Mr. Watson.

Lina Abarbanel, a grand actress, is authoritative and fine as the procurer. Horace Braham is sufficient as Hypatius. And a lass named Carla Goyer at least displays—greatly displays—a nice figure as *Theodora's* confidant.

Theodora, the Queen hardly seems Broadway fare. Its lines take real saying; its emotions, properly offered, rock the heart and hit deep into the characters' souls; they are emotions that may be displayed; they are the eternal emotions of the theater. It is doubtful if the play has a chance. But it's the guts of this intrepid and benighted corner that if the last two acts had had Maxwell Anderson's name attached to them, and if they had benefited by a fine Theater Guild production, they might have been rated not greatly inferior to *Mary of Scotland*. Certainly their sheer drama is better. As to their poetry, discounting what was done to it by the production and some of the actors, it seemed at least in flashes very fine, even if occasionally self-conscious. At any rate this reporter would like to read the script. EUGENE BURR.

VANDERBILT

Beginning Tuesday Evening, January 30, 1934

AMERICAN, VERY EARLY

A confession in three acts by Florence Johns and Wilton Lackaye Jr. Settings by Yelkenti. Staged and presented by Mr. Lackaye.

- Nippy Andrews.....Lynn Bransger
- Rub Tilson (A Carpenter).....Edward FAVOR
- Winifred Proctor.....Florence Johns
- Victoria Buzzer (A Neighbor).....Harriet Sterling
- Erza Buzzer (Her Husband).....John Harold
- Sylvanus Sperry (The Plumber).....Harry Tyler
- Canary Twist.....Edith Tachna
- Tom Courtney.....Alexander Clark
- Birdie Littlefield.....Vincent York
- Hulga (A Maid).....Georgette Sperry
- Ma Mother.....Lulu Mae Hubbard
- Her Little Boy.....Bobby Heas
- Annie McCall (A Dealer).....Florence Auer
- Mrs. Preston O. Polk, Marion Warring-Mantley
- F. Millard Hopewell.....James Jersey
- Lawrence Proctor.....Grant Mills
- Mrs. Mortenore Santly.....Helen Royton
- A Farmer.....John P. Brawn
- A Collector.....Jeanne De Me

TIME—The Present. PLACE—Hotterville, a Quiet Little Village Nestled at the Foot of the Berkshire Mountains in Connecticut. SCENE—The Dining Room of "The Old Gode Place." ACT I—A Chilly Morning in Early Spring. ACT II—A Summer Afternoon. Two Months Later. ACT III—Another Summer Afternoon. One Year Later.

For an evening in the quaint countryside of Connecticut here is a jaunt to any antique shop in the State or, as far as that goes, any other State. No more, no less. We expected something artistic, but instead we found situations involving unimportant people and very little good taste. Somehow a setting like this could have been a very pretty little

BROADWAY RUNS

Performances to February 3, Inclusive.

Dramatic	Opened	Perf.
A Hat, a Coat, a Glove.....	Jan. 31.....	6
Ah, Wilderness.....	Oct. 2.....	166
American, Very Early.....	Jan. 30.....	7
Big Hearted Herbert.....	Jan. 1.....	40
By Your Leave.....	Jan. 24.....	13
Come Along.....	Jan. 12.....	27
Days Without End.....	Jan. 8.....	32
False Dreams.....	Jan. 15.....	34
First Apple, The.....	Dec. 27.....	45
Green Bay Tree, The.....	Oct. 20.....	122
Her Master's Voice.....	Oct. 23.....	127
Hotel Alimony.....	Jan. 29.....	8
Joyous Season, The.....	Jan. 29.....	8
Lake, The.....	Dec. 26.....	47
Mackerel Skies.....	Jan. 23.....	19
Mahogany Hall.....	Jan. 17.....	22
Mary of Scotland.....	Nov. 27.....	81
Men in White.....	Sept. 28.....	154
No More Ladies.....	Jan. 23.....	15
Peace on Earth.....	Nov. 29.....	77
Pursuit of Happiness, The.....	Oct. 9.....	125
Sally Beward.....	Sept. 28.....	150
She Loves Me Not.....	Nov. 20.....	89
<i>Theodora, the Queen</i>	Jan. 31.....	6
Tobacco Road.....	Dec. 4.....	73
Wednesday's Child.....	Jan. 18.....	23
Wind and the Rain, The.....	Feb. 1.....	4

Musical Comedy

All the King's Horses.....	Jan. 30.....	7
As Thousands Cheer.....	Sept. 30.....	128
Murder at the Vanities.....	Sept. 12.....	167
Roberta.....	Nov. 18.....	89
Ziegfeld Follies.....	Jan. 4.....	36

thing, but it was merely commonplace, and we didn't even learn anything about authenticity. We did learn, tho, that Grant Mills is an actor who should go places, and we don't mean antique shops either. He has a freedom from ego and an intelligent way with his personality that give him wide range. Helen Boyton stole the show with the only comedy that struck anyone as comedy, and that was pretty much burlesque.

An estranged wife opens the shop with a partner, in spite of her husband, to show him that she is businesslike and that she can succeed without "tricks of the trade" such as he has employed in his own high-pressure business. She is taken over by her own customers. Her husband makes a bet with her that she can't make a go of it within a year. He returns from a London business trip to find that his wife has at last become a hard-headed business woman; in fact, harder than himself. Her hardness was the result of a series of hard knocks by experience, but after winning the bet she finds that her husband has been very good to her after all, so they go back to the city together after telling the inquisitive neighbors to go to the devil. The partner marries an author of note. BILL WILLIAMS.

ROYALE

Beginning Monday Evening, January 29, 1934

HOTEL ALIMONY

A comedy by A. W. Pezet, adapted from a farce by Adolf Philipp and Max Simon. Staged by A. W. Pezet, under the supervision of Irving Franklin. Settings by P. Dodd Ackerman. Presented by Franklin and Stoner.

- Kate Ryan, a Chorus Girl.....Eve Farrell
- Mr. Tolson, a Business Lawyer.....Peter Geo Chubb
- Jim Ryan, a Piano Player, Kate's Husband.....John Henry McKee
- Peter Thorpe, an Author and Composer.....James Shelburne
- Roger Woods, Mildred's Fiance.....Robert Emmett Keane
- Mildred Thorpe, Peter's Wife.....Nancy Evans
- Mrs. Hopkins, Mildred's Mother.....Edna Archer Crawford
- Dorothy Fulton, Peter's Fiancee.....Marjorie Dille
- John Bromford II, Mildred's Lawyer.....Frank Coltrini
- Arthur Nathan, Peter's Lawyer.....Roland Bottomley
- Jenkins, Head Keeper, Alimony Jail.....Sheldon Leonard
- Sam O'Brien, a Prisoner.....Stanley De Wolfe
- Alf Helton, a Prisoner.....Alf Helton
- Muni O'Brien, a Prisoner.....Muni O'Brien
- Wilbur Warren, a Prisoner.....Wylie Adams
- Charles Dudley, a Prisoner.....Norman Duggan
- Al Gordon, a Prisoner.....Bert Whoox
- Montague, Charles's Valet.....Denia Gurney
- Jake Lippokovitch, a Prisoner.....Martin Noble
- William Collins, Warden, Harrison Brockbank Deputy Sheriff O'Connor.....Tom Dillon
- Henry C. Carter, a Prisoner.....Diamond Gallagher
- Stella Gordon, Al Gordon's Wife.....Jeanette Fox-Lee
- Mary Saunders, a Shop Girl.....Winifred Law
- Also Prisoners, Prisoners' Wives and Lawyers, Kepters, Etc.

ACT I—Scene 1: The Living Room and Alcove Bedroom of Peter Thorpe's Greenwich Village Apartment. Tuesday, May 10, 1932; 8:45 A.M. Scene 2: The Law Office of John Bromford II. Same Day at 3:30 P.M. ACT II—Scene 1: The Warden's Office and Reception Room, County Jail. Wednesday, November 2, 1932; 4:30 P.M. Scene 2: Prisoners' Recreation Room, County Jail. Saturday, November 24, 1932; 4:30 P.M. Scene 3: Warden's Office and Reception Room. Tuesday, November 28, 1932; 4:58 P.M. ACT III—Scene 1: Peter Thorpe's Apartment. Saturday, December 31, 1932; 10:35 P.M. Scene 2: Warden's Office and Reception Room. Saturday, December 31, 1932; 11:51 P.M. Scene 3:

Prisoners' Recreation Room. Two Minutes Before the End of Scene 2. Scene 4: Warden's Office and Reception Room. One Minute Before the End of Scene 2.

There was a rumor after the opening that *Hotel Alimony*, written by A. W. Pezet from a farce by Adolf Philipp and Max Simon and presented by Franklin and Stoner at the Royale Monday, possessed one good scene in its nine. Two scenes were cut out of the last act on second night—and if the rumor was true the good scene must have been one of them.

Hotel Alimony, as the title may suggest, is a plea against the ridiculous and unfair divorce laws in New York State, which allow a wife to tie and bind an unsuspecting male for the duration of his days, which place all burden upon the gentleman and which completely reverse the old bromide about the woman always paying. Its thesis is true and interesting—and when Mr. Pezet allows his characters to stomp-speak about it he writes nicely, even if he writes a pamphlet rather than a play. But when the scene shifts to Alimony Jail it all becomes farce in the worst farce tradition. The less said about it the better.

The piece twists and turns all over the place, seldom making sense and never creating interest. Inmates in Alimony Jail are shown at their pastimes—reminiscent of Welfare Island—and a young songwriter's gal friend gets him out just in time to save his show, in spite of the nastiness of his wife. Scenes are included for no rhyme or reason, notably the disgusting drunk scene, which is about as funny as a pornographic postcard.

A large cast gave the play precisely what it deserved. Outstanding because of unusual ineptitude were Nancy Evans, as the wife, and, above all, Marjorie Dille, as the gal friend. Robert Emmett Keane struggled manfully with an impossible role, and Stanley De Wolfe was occasionally amusing as the head keeper. Even the curtain-call mechanism in the Royale lounge went slightly screwy and emitted a sound like a well placed and appropriate "bird."

EUGENE BURR.

Chorus Equity Notes

DOROTHY BRYANT, Executive Secretary

We are holding checks in settlement of claims for Joan Abbey, Nancy Lee Elaine, Adele Butler, Jimmie Babbits, Peggy Barrow, Janet Carver, Jay Conley, Charlotte Davis, Mona Degener, Betty Eisner, George Ebert, Frances Ford, Helen Folsom, Betty Field, Gladys Harris, Marge Hyland, Marion Hyland, Elizabeth Huyler, Fred Holmes, Edward Howell, Dorothy Mellor, Jayne Manners, Bert Melrose, Martha Merrill, Victoria Memou, Harry Miller, Katherine O'Neil, Emmet O'Brien, Eileen O'Connor, Evelyn Page, Tasha Pearson, George Raymond, Carol Rafkin, Percy Richards, Ragna Ray, Frances Stutz, Frank Shea, Romulo Santos, Myra Scott, Hazel St. Amant, John Wolfe and Daniel Wyler.

In September, 1930, Margaret Freeman joined the Chorus Equity, paying the \$1 initiation fee then charged, and \$3 due to November 1, 1930. Shortly after that the *Some Nights* Company with which Miss Freeman was working closed without paying salaries. These were the days before Equity's bonding policy had been established and all that the Chorus Equity could do was to take the claims and attempt to get the money.

The case dragged on in court—it was 1928 before the money was paid. Meanwhile Miss Freeman left the profession. The address we had for her was no longer a correct one, she no longer received the Equity magazine which lists checks held and apparently had lost all contact with the theater. The Chorus Equity continued to advertise for her both in the Equity magazine and in *The Billboard* column, her name being carried in the latter place weekly since 1928. Last week Miss Freeman, her attention having been called to this column, came to the office to collect the salary due her. On a total investment of \$3 she received \$56.14—not a bad return on a \$3 investment.

The provisions covering the work of chorus people in the code were obtained because of the work done for its members by the Chorus Equity. Further, any code is subject to revision. At present there is a request from employers for such a revision. Again the chorus people must have their association to speak for them.

We are holding mail for Harold Ten Brook, Florence Tilton, Lee Rita Timmins, E. Vitis, V. Vernon and Jean Vernon. DOROTHY BRYANT, Executive Secretary.

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EXTEND TIME FOR ASSENTS

February 28 Set as Deadline for Signatures; 870 Names for Boards

More time given for exhibitors to study film code before signing — many Allied groups send qualified assents, which will not be accepted by Code Authority

NEW YORK, Feb. 3.—The Code Authority has extended the time for receiving assents from exhibitors to February 28 from January 31. It was explained that several exhibitor organizations had asked an extension of time in order to further study the code before signing. It was thought advisable to extend the time inasmuch as the assents have not been coming in as fast as expected. Many exhibitors are waiting for certain rulings on the code before signing and it was considered to the best interests of all to give the exhibitors an extension. Many of the members of the Allied States are sending in qualified assents despite the warning that they will be returned. There is a suit pending to determine whether or not the Code Authority has the power to nullify assents that are qualified. Many who sent in unqualified assents have requested that they be withdrawn. The situation is complicating the work of the Code Authority and it is hoped that the matter will be straightened out before the closing date.

The committee in charge of naming the personnel of the various grievance, zoning and clearance boards is working day and night in an effort to hasten the functioning of the boards, for grievances are piling up at the office of the Code Authority and these will be turned over to the boards as soon as they can start working.

The Code Authority has received recommendation of 870 names to fill the 357 posts on the grievance, zoning and clearance boards and it is now easy task to make a choice. The committee expects to make known its choice on February 9, and as soon thereafter as possible the boards will get to work.

HOLLYWOOD, Calif., Feb. 3.—Sol Rosenblatt, Code Authority administrator, in a speech before members of the press this week declared that he does not favor federal censorship of motion pictures. He said that he does, however, feel that there should be some broad form of co-ordination between the government and the motion picture industry, which has so much public influence.

Paramount Still Leading Bowlers

NEW YORK, Feb. 3.—By taking three games in a row from Columbia this week Paramount retained its lead in *The Billboard* Bowling League. The first four teams of the league are grouped so close that a sudden temporary relapse on the part of the leader will make a change in the standing.

In this week's contest Universal won three from United Artists; Warners took two from RKO; Fox won two from MGM, and Para made a clean sweep of Columbia.

Warners took high score for three games with a total of 2,659. They also captured high single game with 933, while C. Aaron, of MGM, was high individual with 246 for a single game.

The teams now stand in the following order: Paramount, Fox, Warner, RKO, Universal, Columbia, MGM and United Artists.

Cohen With Powers

NEW YORK, Feb. 3.—Harry Cohen, formerly assistant European general manager for Warner Brothers, has been appointed Eastern representative by P. A. Powers for the Metro-Goldwyn-Mayer unit, producing Ub Iwerks' *Winnie Whopper* and *Flip the Frog* series.

Gartner Promoted

NEW YORK, Feb. 3.—Charles L. Gartner, veteran member of Paramount's foreign publicity department, has been appointed publicity manager of the foreign field, John W. Hicks Jr., vice-president of Paramount International Corporation, announced this week.

Exhibits Protest Free Broadcasts

NEW YORK, Feb. 3.—The Motion Picture Theater Owners of America have appealed to national broadcasting stations to stop the practice of giving away free passes to attend broadcasts. The theater owners contend that the free shows offer unfair competition and unless the practice is brought to an end the matter will be taken up with the code authority.

In New York the free broadcasting attracts thousands of potential picture-goers every night, and the exhibitors contend that it constitutes a menace to their business. The theater owners have sent letters to 32 broadcasting stations throughout the country regarding the matter.

Some time ago exhibitors complained that picture studios permitted their contracted stars to go on the air, stating that many persons remain at home to hear their screen favorites rather than go to the theater to see them.

Theater Owners To Dance

NEW YORK, Feb. 3.—The Independent Theater Owners' Association of New York will hold its first annual ball on Washington's Birthday eve at the Waldorf. Three famous dance orchestras will furnish the music, and talent for the floor show will be drawn from the leading musical comedies in the city.

Tickets may be purchased from members of the organization.

Publix Asks Court To Discharge Bankruptcy

NEW YORK, Feb. 3.—Attorneys for the Publix Theaters have presented a petition in the United States District Court of New York for the discharge from bankruptcy. Famous Theaters Corporation recently acquired the assets of Publix.

The date for a hearing has not yet been set, but creditors must register their objections when the hearing is called.

Rosenblatt May Seek To Put Players on Percentage Basis

HOLLYWOOD, Feb. 3.—It is understood here that Deputy Administrator Sol Rosenblatt will recommend to his superiors that the percentage basis for film players and writers will prove the most satisfactory means of paying off. The question of high salaries has been studied by Rosenblatt during his visit here, and he has the assurance of the top-notch stars that a percentage of the gross would be agreeable in lieu of straight weekly salaries.

This method, according to the second-string players and writers, may prove highly desirable by a half-dozen of the leaders, but that the rank and file will not agree to it without a battle.

In the case of players drawing \$10,000 a week, it is okeh to get in

Picture Costs

HOLLYWOOD, Feb. 3.—According to the Los Angeles Chamber of Commerce, the motion picture producers spent \$134,000,000 in Los Angeles last year. It is expected that \$13,000,000 will be added to the figure for next year, as it is estimated that this additional amount will be necessary owing to the NRA changes.

The distribution last year was \$78,000,000 for pay rolls; \$28,000,000 for studio operating expense, taxes, stories, and \$30,000,000 for operating and advertising.

Wesco Plans for Early Revamping

NEW YORK, Feb. 3.—It is expected here that the contemplated reorganization of the bankrupt Fox West Coast chain will get under way as soon as Sidney Kent gets back, which will be around March 1. It is the intention of Laving Skouras Brothers continue their operation of the circuit, which includes 125 theaters.

For some time there has been a gradual weeding out of the houses that could not dig themselves out of the red and the setup now looks good to those interested.

The adjudication of claims against the company has been progressing and there is little left to be done before the actual rebuilding of the circuit is started.

Dressler Re-Signs

HOLLYWOOD, Feb. 3.—Marie Dressler has signed a new long-term contract with Metro-Goldwyn-Mayer. Miss Dressler was recently voted the industry's leading box-office attraction in a nation-wide poll.

George Hill, the director, has also been signed to a new contract by MGM.

Denver Operators Elect

DENVER, Feb. 3.—Local 230, Motion Picture Machine Operators, has named the following officers for 1934: R. E. Sturdevant, president; H. M. LeFlew, vice-president; R. E. Walker, secretary, and Allen Wilson, business manager.

Embassy To Reopen

NEW YORK, Feb. 3.—The Embassy Theater, which was relinquished recently by Fox Movietone as a newreel house, will be reopened soon by the Newreel Theaters, Inc. The program will run 40 minutes and will show Pathe News shots.

Canada Improving

TORONTO, Feb. 3.—According to the Canadian Film Boards of Trade, there are 31 more houses open in Canada this year over last. Canada has a total of 785 wired houses, of which 58 are closed.

John Harris Heads Nat. Variety Club

PITTSBURGH, Feb. 3.—The Variety Club of America, national organization composed of men in and closely allied with the theater business, held its first national meeting here this week, drew up a constitution and elected officers. Eight cities have already been organized, with three now in process of formation.

Election results are: John H. Harris, Pittsburgh, president; M. R. Clark, Columbus, first vice-president; John J. Maloney, Pittsburgh, second vice-president; William Gehring, Cincinnati, secretary, and James Balmer, Pittsburgh, treasurer.

Directors named are J. E. Fontaine, Cleveland; J. E. Flynn, Detroit; Alvin Wolff, St. Louis; Max Stearn, Columbus; George Tyson, St. Louis, and Harry A. Goldstein, Pittsburgh.

The first Variety Club was organized here in 1927 by Harris and 10 others.

Rosenblatt Peeves Coast News Hounds

HOLLYWOOD, Feb. 3.—Sol Rosenblatt, who is making a survey here in behalf of the government for the film code, got off on the wrong foot when he stood the newshounds up several times and was meager in his information when pinned for facts.

The pencil pushers have intimated that Hollywood set out to keep Sol's mind off his business and as a result a series of social events were staged at the homes of several stars and he was given little time to investigate the more serious things.

One of the reporters made the statement that Rosenblatt is seeking a job in the film industry and as soon as it comes thru he will ditch his code job, but this latter accusation doesn't bear much weight.

Anyway, he evidently got the boys up in arms and they are out for his scalp.

Tess Michaels Teaches AMPA How To Run Show

NEW YORK, Feb. 3.—Tess Michaels, of United Artists, acted as chairman of the AMPA Ladies' Day at the AMPA luncheon this week and she gave the boys a record to shoot at. As guests she had Tamara, of the musical comedy *Roberta*, who sang two numbers. There was Elizabeth Arden, internationally known beautician; Alice Hughes, of *The American*, who gave the boys a heart-to-heart talk, and Blanche Yurka, famous trouper.

About 125 members attended the luncheon, and Tess was mentally patted on the back by the gang for her great work in handling the affair.

Va. Dailies Fight Censors

NEWPORT NEWS, Va., Feb. 3.—A growing sentiment for abolition of the State board of censors is crystallizing in editorial expressions in many Virginia newspapers. *Richmond Times-Dispatch* is carrying a series of front-page articles showing the board to be an outworn and useless institution, and other leading State papers have devoted considerable editorial space to the matter, all favoring elimination of the board.

"Nana" Run Extended

NEW YORK, Feb. 3.—After viewing the block-long line of patrons waiting for the doors of the Music Hall to open, it was decided to give *Nana* a four-week run at this house and then shift it to the Center for two additional weeks.

Md. Exhibs To Elect

BALTIMORE, Feb. 3.—The annual election of officers of the Motion Picture Theater Owners of Maryland will be held here on March 18, according to Herman Blum, president. The entire slate of present officers has been renominated and the election is merely a formality.

PERSONALS

Sam Morris, vice-president of Warner Bros., is doing nicely at Sydenham Hospital after his recent operation.

Phil Goldstone is in New York from Hollywood and will sail soon for a pleasure trip abroad. On his return he expects to continue producing pictures.

Al Jolson arrived in New York this week from the Coast. Mrs. Jolson (Ruby Keeler) is in Hollywood working on a picture.

Adolph Zukor is expected back at his desk in New York from Hollywood this week.

Budd Rogers, Liberty Pictures' general sales manager, left this week on a three-week jaunt thru the Middle West.

Arthur and Mrs. Loew are en route from Singapore to San Francisco.

John Hicks, vice-president of Paramount International Corporation, sailed this week for Europe, where he will make a survey of business conditions in England and on the Continent.

I. A. Maa, of the Fox foreign office, is en route to Mexico and Central America.

Joseph M. Schenck and Al Lichtman, of United Artists, left New York for Hollywood this week after witnessing the successful opening of *Nana* at the Music Hall.

Simon Fabian, of the Fox Metropolitan Playhouses, has returned to New York from Miami.

Joseph Shen has resigned from the Music Hall publicity staff and has been succeeded by James McFarland, formerly of the Rivoli.

Jack Cohn returned from Hollywood to New York this week after a conference with executives of Columbia studios.

Nicholas Schenck is sailing to the Coast aboard the Pennsylvania. Mrs. Schenck is accompanying him.

Frank McCarthy, of Universal, is absorbing the violet rays on the sun-kissed shores of Miami.

Sol Rosenblatt is expected back in Washington early this week after studying conditions in the film capital.

Al Aronson and Max Ehrenreich, who will distribute Monogram pictures in Australia and New Zealand, are en route to Sydney to start opening a series of exchanges.

Goodman to Japan

NEW YORK, Feb. 3.—Delbert Goodman, Far Eastern district manager for Fox Film, left New York this week for California. After conferences at the Fox Studio he will sail to Japan, where he headquarters. Goodman has been in New York for conferences with Clayton Sheehan.

U To Make 40

NEW YORK, Feb. 3.—It is understood that Universal will schedule 40 features for production next season, which is four more than the present shooting schedule. Many of the features will be drawn from best sellers and Broadway plays.

Harlow-MGM Make Up

HOLLYWOOD, Feb. 3.—Jean Harlow, the platinum blonde, has made up with MGM and will go back to work. She wanted her salary lifted from \$1,500 weekly to \$5,000. They compromised by giving her \$2,000 and an annual tilt of \$500 weekly for three years.

Cops Stop "Elysia"

HOLLYWOOD, Feb. 3.—Mark Hansen, head of the Hansen community theaters here, was advised Monday by the police department to discontinue screening the nudist film *Elysia* within two days. Two-day notice is unique in police history, but was given so Hansen would have sufficient time to book in another feature.

Riviera Houses Will Close as Tax Protest

NICE, Feb. 3.—Owners of the local motion picture houses have served notice on the municipality that unless excessive taxes are abolished all picture houses will close on February 15, as owners claim it is impossible to operate successfully under present conditions. More than 25 houses, three of which use vaudeville, will be affected, and a large number of musicians and other employees will be thrown out of work if threat is carried out.

California Exhibits Protest on Zoning

LOS ANGELES, Feb. 3.—At a special luncheon held Monday at the Ambassador Hotel, Sol A. Rosenblatt, deputy administrator for the NRA, promised the Independent Theater Owners of Southern California that immediate steps would be taken for a zoning and clearance board in this territory.

During the luncheon various Southern California exhibitors told of the injustices practiced against them by the majors and all of them maintained no relief could be realized until some action was taken for a schedule of zoning and clearances.

Rosenblatt stated that immediately upon his return to Washington he would take the necessary steps to set such a board in action here to clarify the muddled situation.

National Theater Supply Develops New Register

NEW YORK, Feb. 3.—The National Ticket Register Company announces that its new register will be known as the American Silent Ticket Register.

This latest development has embodied in it the highest mechanical improvements over the ordinary old type registers to the point that it is expected to revolutionize the sale of tickets in theater box offices.

Among its features are silent operation and interchangeable units whereby any one unit can be removed whenever required without interfering with the operation of the other units.

Jack Enslin, general manager of the National Ticket Register Company and formerly president of the World Ticket and Supply Company and general sales manager of the General Register Corporation, states that this new register is ingeniously designed and contrived by experts in this line.

Joseph Wins RKO Prize

NEW YORK, Feb. 3.—To spur the advertising men of RKO theaters to their greatest efforts in behalf of *Little Women*, the theater company and the RKO Distributing Corporation posted \$200 in prizes for the best campaigns on the film. First prize was won by John Joseph, press agent, of Chicago; second prize by Jake Golden, manager, Rochester; third prize by Hardie Meakin, manager, Washington; fourth prize by Mickey Gross, manager, Sioux City, and fifth prize by Emil Umann, press agent, San Francisco.

Amity Expanding

NEW YORK, Feb. 3.—Amity's intensive reorganization of its distributing system, conducted by John M. Crinnion, has extended to Indianapolis, where the appointment of Abe Kaufman for that territory was announced this week. Mr. Kaufman and his associates are incorporated under the firm name of Big Feature Rights Corporation.

Moss With Paramount

NEW YORK, Feb. 3.—Alec Moss, who has had wide experience in both motion picture and general commercial advertising, this week joined the New York exploitation department of Paramount. He will assist Robert M. Gillham, director of publicity and advertising, and Bill Pins, recently named to head the East and West Coast exploitation departments.

Frankenstein

More and more American picture producers are planning to enter the European producing field. Already Paramount, United Artists and Warner Brothers are making pictures abroad and Fox and Universal are set to follow suit.

Just how many millions of dollars will be poured into European production by Americans is not definitely known, but it will be considerable. And every dollar used in foreign production will bring keener competition from Europe to plague those who are now instructing Europeans on the ways and means of producing box-office pictures.

It is a rather peculiar situation where Americans use their money to finance foreign production, knowing that as soon as the European product reaches the American standard the competition from abroad is going to do irreparable harm to American distributors, players and technicians.

Heretofore Europeans have been handicapped by lack of technic, capital, players and directors, and they have never been able to offer any real competition. Now Americans are supplying everything that our neighbors in Europe lacked and giving them a free education and staking them in the bargain.

Most of the foreign pictures will be made in England. United States supplies nearly all of the film product used in the British colonies, but when England learns to make box-office hits, with American capital, it is reasonable to believe that the colonies will take British product in preference to American.

Under the guidance of Americans, England is making good box-office pictures. An outstanding example of what they can do is "The Private Life of Henry VIII," which has done more to establish English pictures abroad than anything that has happened in the last 10 years.

Englishmen are quick to learn and it will not be long until films from British studios will be flooding the United States and there will be a howl for protection against the very evil that Americans are now cultivating.

American capital has been used in erecting modern studios in both England and France, and the exchange of stars and directors has given foreign technicians a liberal education which has not been lost on them. If American capital were withdrawn immediately it is doubtful if the harm could be counteracted.

If, and when, foreign producers start their flood of product here, and American producers and distributors call for government protection, it is reasonable to believe that foreign film men will seek retaliatory methods in their own countries against American films.

Until the past year the Americans have held a firm grip on the production of box-office pictures, but thanks to the Americans themselves, a new situation has arisen and a Frankenstein is being built to, in a large measure, destroy the advantages gained thru the huge expenditure of American brains and money.

Will we never learn?

EXHIBS PRESSURE CONGRESS

Senator Borah Reads Into Record Condemnation Wire From Myers

Protests from Allied and independents flooding members of Congress—Sirovitch to go into huddle with Deputy Sol Rosenblatt regarding block booking—delay expected

WASHINGTON, Feb. 3.—In spite of the number of wires from several parts of the country from exhibitors to legislators regarding the code and so-called unfair practices, with demands for a Congressional investigation, it is considered unlikely that Congress will take any action in this session. It is doubtful if there have ever been as many demands upon individual members of Congress to delve into the picture business. The one that attracted most attention was a telegram from Abram Myers, chairman of the board of Allied States. In his wire to Senator Borah, Myers accused the picture code of being monopolistic in that it disqualified exhibitors who signed assents with qualifications. Myers stated that this places too much power in the hands of the Authority, and asked the Senator to give it his attention.

Senator Borah made public the wire and expected to make ammunition of it in his fight to remove monopolistic clauses in the various NRA codes. He read the telegram into the Congressional Record and intimated that it would receive his further attention.

It is the consensus of opinion here that the administration is very anxious to give the Code Authority of the picture business an opportunity to function without interference before condemning it, and it has been hinted that there is sufficient major legislation at hand to keep the legislators busy.

It is evidently the plan of Allied and independent exhibitor groups to continue their fight against several clauses of the code, and they confidently expect that with a show of power they can bring about an investigation.

Congressman Sirovitch, of New York, is working hard to bring about an investigation of block booking, and in this he has the support of several other Congressmen. It is understood that Sirovitch will go into a huddle with Sol Rosenblatt as soon as the latter returns to Washington, and the result of the conference may bring about a special committee to study the situation.

It is understood that the pressure brought on Congressmen this session for investigations has been by far greater than in previous years and it is considered likely that an investigation is inevitable unless the Code Authority gives the relief that exhibitors have been clamoring for.

Previews Giving Studios Headache

HOLLYWOOD, Feb. 3.—Once again Hollywood and Southern California are in the throes of a wholesale preview epidemic with the new pictures being shown in from 3 to 10 houses as a Major Studio Feature Preview.

Suburban theaters find the previews an excellent aid to sagging grosses and make demands upon the studios for an occasional preview of the studios' product. The smaller studios, and the larger ones as well, are allowing their pictures to be previewed as high as 10 times to satisfy these demands coming in.

In many cases pictures which have already been released are being billed by the theaters as studio previews. Exchanges allow the exhibitors to run one of these new films under this sort of claim against the strong protests of the studios. Exchanges can charge the theaters a fancy price for the use of a film under the studio preview guise for one night and can realize more than thru a regular booking of the feature.

The studios are opposed to the exchanges renting out released pictures on this basis, claiming that some of their films are again previewed as high as a dozen times after being released before the film is sold for a regular booking. When the exchanges sell the films for the one-night run the studios are left in the cold as far as their returns from the film are concerned.

Court Rules Out Jersey Sunday Tax

TRENTON, N. J., Feb. 3.—Taxing Sunday motion picture shows in the State of New Jersey is illegal, and any municipality doing same is exceeding its rights, according to the ruling handed down yesterday by the New Jersey Supreme Court in the appeal of a theater in Vineland, the only one in the town. Last year the legislature passed a measure allowing individual municipalities the right to regulate Sunday movies as to hours. Vineland, a few miles from Atlantic City, where no tax is levied, passed an ordinance prohibiting Sunday movies, except between the hours of 1:30 and 6 o'clock, and between 9 and 11:30. This, it was deemed, was perfectly legal, inasmuch as times mentioned were to prevent showing of movies during church time.

Shortly after the municipality imposed a Sunday tax varying from 5 cents on paid admissions of 20 cents or less to 20 cents for those of 60 cents or more.

The court's ruling was: "The effect of the act when adopted by voters of a municipality is to put Sunday amusements on same basis as those on other days, except the city is given power to impose different regulations on Sunday operations than those of other days. Whatever these regulations may reasonably include, they certainly may not include the imposition of revenue-raising taxes not imposed on week-day admission."

Dallas Is Showing Business Increase

DALLAS, Feb. 3.—Business gains are livelier in the South and Southwest, due to more buying being done from rural districts, where higher prices for farm products reflected more buying power. Wholesale and retail trade report business has greatly increased the past 60 days. The general condition over the

Expect 7,000 Assent Signers Before Books Close on Feb. 28

NEW YORK, Feb. 3.—Judging from the pace at which code assents are being received, it is estimated that approximately 7,000 unqualified assents will have been received by Executive Secretary John Flinn before the deadline on February 28. At the present time 6,217 theater owners have returned their assents without qualifications, and it is expected that another 800 will be received before closing the books.

The agitation against signing the code without qualification is growing, and it is understood that the Allied States members are gathering recruits outside their own membership, but just how widely the independent protest is extended is impossible to gauge.

The Independent Theater Owners' Association, of New York, is the latest organized group to refuse to sign the code, but their reason for holding out is to determine the outcome of the suit

Clara Bow on "Clean" Bill Brings Squawks

PITTSBURGH, Feb. 3.—The first attempt to show only clean pictures in a local theater was made by Jack Hooley, manager of the Harris-Family. He booked "Hoopla," starring Clara Bow, unaware of its scenes, which reveal its star in semi-nude positions. When patrons called this fact to his attention he yanked the film after it completed only two days of its week's engagement and played "Smoky" instead. "Hereafter," said Mr. Hooley, "we'll run films for the family trade only and live up to the last half of our theater's name." It seems that nothing but clean pictures will be tolerated by that house's cash trade. When "Hoopla" was on view Mr. Hooley was deluged with letters and phone calls, mostly from outraged patrons whose children told them all about Clara's undressing episodes.

Vermont Indies Are Organized

BURLINGTON, Vt., Feb. 3.—An organization to be known as the Independent Theater Managers of Vermont has been formed here. Harry P. Boardman, manager of the State Theater, has been elected president. Other officers are C. O. Spaulding, Bethel, vice-president, and M. P. Carr, Randolph, secretary. The purpose of the organization is to frame demands for code revisions to protect themselves from theater chains.

This new independent State organization is following the general trend throughout the country on the part of theater owners to form their own independent groups outside of the two national organizations.

Monogram in S. A.

NEW YORK, Feb. 3.—Stanton H. Wallach has arranged with Rithey Export Corporation for the opening of a new exchange system to be known as Monogram Limitada in Buenos Aires. Mr. Wallach will distribute Monogram pictures exclusively in Argentina, Uruguay and Paraguay.

Southwest is that receipts have been on the increase the last 30 days. Many theaters over the territory have been doing extensive remodeling and re-vamping, due to better box-office receipts.

In Dallas and Oklahoma City exhibitors report best business in many months. Saturdays and Sundays are always biggest days of the week with houses doing capacity business all day.

Since the Interstate Circuit of Theaters, Dallas, with houses in all the key cities of the Southwest, has added vaudeville to the picture fare, business has been exceptionally good.

Competition In Portland

Many amusement events are ballyhooed to draw from first-run pix houses

PORTLAND, Ore., Feb. 3.—In the face of plenty of competition first-run houses launched a strong collection of 1933-34 features, which were in every way worthy the heavy initial advertising expenditure and of better support.

Competition included the annual four-day Winter Fiesta on Mt. Hood and the Coliseum Ice Skating Rink; Roland Hayes, well-known colored singer, who showed to some 4,000 at the Auditorium at advanced prices, and Almee Sempie McPherson put on her "show" the following night to heavy business. All of this diversified entertainment helped to lower the grosses at the first-runs.

Displaying real old-time showmanship, Almee's band wagon drove up and down the streets playing rare old hymns. It was a reproduction of a locomotive and was last seen here emblazoned with the name of a well-known brewer and the hidden loudspeakers between renditions of *The Brewery, The Sidewalks of New York* and other gems of the gay '80s loudly shouted the virtues of the particular brands.

The first hit of 1934, *I Am Suzanne*, took in considerably more than average at the Paramount, which is now under the supervision of Gerald Gallagher, augmented by a second feature, *Hell and High Water, The Invisible Man*, at Hamrick's Music Box, found one feature still ample enough to secure good patronage: *The Consentation City and The Big Roundup* opened well at the Broadway; *Moulin Rouge*, the first of Constance Bennett's for 20th Century, went into United Artists; *From Headquarters and Goodbye Love* got a good opening day at Hamrick's Oriental.

Monogram Buys Stories For Next Season Films

NEW YORK, Feb. 3.—W. Ray Johnston, president of Monogram, announces his company has purchased the following stories for 1934-'35 production: *Heads Up*, by Adele Commandini; *The Right Man*, by Albert Payson Terhune; *Women Who Kill*, by Frederic and Fanny Hutten; *Twenty Years*, by Robert P. Roden, formerly scenario editor for Universal, and *Sing Sing Nights*, by Harry Stephen Keeler.

"The Ghoul"

(GAUMONT-BRITISH)

Rialto

Time—75 minutes.

Release Date—October 28.

This British picture stars Boris Karloff and is one of those eerie things that are supposed to send chills up and down the spine, but in *The Ghoul* the point is muffed and as a result the Rialto audience enjoyed laughs at the antics of the players in trying to appear frightened when Karloff came back from the tomb.

The story deals with an Egyptologist who believes that a certain jewel, if buried with him, will cause him to return from the grave. It does, but no one seems to care. Karloff walks aimlessly about a dusty old country place showing his bearded brow and sunken cheeks at the most opportune times and finally goes back to his tomb like a decent dead person should.

It's all very jumbled and badly directed. Karloff does his share to scare the kiddies, but as a whole the feature is decidedly second-rate. Morgan.

FROM THE BOX-OFFICE POINT OF VIEW

"As Husbands Go"

(FOX)

Music Hall

Time—65 minutes.

Release Date—December 29.

As *Husbands Go* so goes this picture—some will find it interesting, others romantic, still others amusing, and perhaps a few will find it dull. Taken from Rachel Crothers' well-written play and expertly directed by Hamilton MacFadden, this picture has the essentials for an hour and some odd minutes' entertainment in the theater. Holds more appeal for the sophisticated audience, and most certainly is not one for the kids.

Warner Baxter can truly be said to give the film most of its appeal—aside from the smart dialog and situations—for he gives his role thorough realism and the charm and romance so much desired by the ladies. Helen Vinson, too, does splendid work, handling the difficult role of a woman torn between two loves. Then there's Catherine Doucet effectively handling a part that provides comedy relief. Warner Oland also adds to the excellent portrayals, and despite the fact that he portrays a Continental you still think of him as Charlie Chan. G. P. Huntley Jr. could be more effective in the earlier sequences, but he comes thru with flying colors later. Others are Eleanor Lynn, Frank O'Connor and Jay Ward.

The story opens with two matrons from Dubuque, Ia., on the loose in Paris. Both fall in love with Continentals, one having the right because she's a widow, but the other erring because of a husband back home. They sail back to their shores, with the erring one determined to divorce her husband, who happens to be most thoughtful and an excellent provider. Shortly after they sail their lovers decide to follow.

Complications set in when the lovers arrive in Dubuque. First, the married lass has not yet got up the courage to do what she planned. Second, her lover is taken in tow by the husband in a most pal-like manner, both spending pleasant hours together. They fish and get drunk together, excellent ways of knowing each other. Result is that the lover cannot bear to hurt the husband, who has his suspicions but says nothing. Therefore he leaves and sails back home after writing a note to the wife. The widow fares better, finally getting her grown-up daughter's consent to marry her Continental. And so ends the picture with the husband and wife brought together in honeymoon fashion. Harris.

"Girl in the Case"

Screenart Production for United Artists Release

Previewed at the Criterion, Santa Monica

Time—60 minutes.

Here's about the most unique bit of film entertainment that has yet been turned out. Its success at the box office is more or less problematical, but my first impression is that it will be a terrible disappointment.

While made in this country the story is purely European, and the dialog, scenes and handling of the story matter closely resemble foreign-made pictures. About the only thing that would carry this one thru to any fair return would be the acting of Jimmie Savo and whatever you might be able to make out of his name in your advertising and ballyhooing.

Story is the first film effort of Dr. Eugene Frenke. Dr. Frenke is also responsible for the direction, which in some parts is good, but in most parts is only mediocre.

The picture belongs to Savo without any chance for a discussion on that measure. As a bass fiddler Savo is roaming thru peasant country as the story opens in search of an orchestra job. Accidentally, he stumbles into a lake and as he gets out sees a beautiful peasant girl who has come to swim. As he watches her from the bushes as his clothes are drying on another bush a passing tramp steals his clothes. The girl also is made a victim by the same tramp. In several scenes she is shown in some pretty daring nude poses. A mad bull makes a charge at Savo and he rushes into a stable, where the girl also takes refuge. To get the girl safely home Savo transports her

in his bass viol case. Along the way he recognizes the tramp and makes a rush after him, leaving the girl in the viol case. The next time the two meet he is in court to answer to a charge made by Eddie Lambert, keeper of a second-hand store, of stealing the bass viol. After Savo proves he owns the fiddle the girl's father forces Savo to marry the girl, and Savo so does with a shotgun in his ribs.

Savo's different type of comedy will prove amusing, and Eddie Lambert adds a few laughs in his role. As the girl in the case Dorothy Darling fits in pretty well.

The photography is fair. The nude scenes should be cut considerably.

Blackford.

"A Woman's Man"

(MONOGRAM)

Previewed at California, Glendale, Calif.

Time—68 minutes.

John Halliday's acting carries this one thru to a fairly good finish, and in the grinds and neighborhoods *A Woman's Man* will please. The title sounds like a fight film, and a fight film it is.

With Halliday in support are Wallace Ford, Kitty Kelley, Marguerite De La Motte, Tommy Dugan and Harry Green. Monogram will probably trim 1,500 feet off before this is released, and when it is cut down will be good film fodder for houses getting family trade.

Story has to do with a temperamental picture player who falls for a prize fighter. On the eve of his championship battle she leaves him cold and goes back to her former playfellow. The prize fighter loses the fight intentionally because he learns his former flame is at the ringside to gather some publicity for herself. The two romp thru some amusing situations, with the pug falling in her arms and everything okeh in the finish. Halliday has the role of the star's director and shadows the rest with his superior acting. Wallace Ford is fair as the pug, and Tommy Dugan passes as his manager.

Blackford.

"Wheels of Destiny"

(UNIVERSAL)

Previewed at the Stadium, Los Angeles.

Time—65 minutes.

It looks like Nate Gutzert wrote this one on his way down to the studio. Lacking everything that makes a Western a Western, this latest Ken Maynard production for Universal release is a washout.

It might please the kids who still can't follow the chatter too closely, and in some small towns it might get by, but it's a pretty poor piece of film junk.

Story concerns a wagon train en route to the gold fields in California. A lot of library stuff of Indians, buffalo hunting, wagon trains, etc., is jumbled together to make it look big and authentic. Throughout the flicker the Indians are always scalp hungry, a feud breaks out, some savages are after the hero's map of the gold fields, someone loves the hero's girl and that takes some of his time. All together it spells an hour wasted.

If there are any acting honors to award in this film they go to the horse Tarzan for being the only one actually acting natural.

Blackford.

"Hi, Nellie!"

(WB)

Previewed at the Boulevard, Los Angeles.

Time—85 minutes.

Paul Muni, Glenda Farrell, Ned Sparks, Robert Barrat, Kathryn Sergava, Robert Cavanaugh, Donald Meek, George Meeker and Marjorie Gatenon are cast in this Warner Bros. opus of newspaper life.

Muni is cast as the managing editor of a newspaper. Because he has not used a hot yarn to the best advantage the owner of the paper discharges him. Muni flashes his contract and to appease him the owner has him transferred to writing the "Advice to the Lovelorn" column. His former associate nickname him Nellie which causes Muni to burn. As the story swings along, thru his chatter column he is able to solve the mystery of a missing banker, get the paper the best story of the year and incidentally get his managing editor job back.

Muni is seen to good advantage in this rather routine story. Starting slowly the stride increases and the picture ends up in a whirlwind of happenings. Ned

Sparks is excellent in the comedy sequences and Glenda Farrell handles her lines satisfactorily.

Mervyn LeRoy directed *Hi, Nellie!* He's made better pictures out of poorer stories, but *Hi, Nellie!* won't disappoint at the b. o.

Blackford.

"Good Dame"

(B. P. Schulberg for Paramount)

Previewed at the California, Huntington Park, Calif.

Time—72 minutes.

Paramount has a breezy, fast and interesting comedy in this story of carnival people and carnival life. Fredric March comes forward as a carnival gypsy, and Sylvia Sydney, playing the opposite lead, is fascinating as the showgirl stranded in a small town who finally joins the carnival.

Marion Gering handled the direction of this opus by William R. Lipman. The carnival scenes are very good and the photography is excellent throughout. At the box office this film should prove a winner. It smacks with originality, it teems with humor and varied comedy, and it's brimful of good belly laughs.

As a stranded showgirl Miss Sydney visits a traveling carnival and when her purse is taken by one of March's confederates she is brought into an acquaintance with March. Thereafter follows a series of amusing incidents that keep the two together until March wins the disapproval of Jack La Rue, the big boss, and the two are ousted from the carnival. Together they engage rooms in a small-town hotel and make plans to send Miss Sydney back to Chicago. To raise funds for the trip they try selling articles and both land in the police court. In the finale the judge suspends sentence and the two are married in court only after Miss Sydney has confessed her coming motherhood.

March plays the role of a tough egg, believing all women are alike until the story develops his weaker side and he reveals his true love for Miss Sydney. While the part about Miss Sydney's coming child could have very easily been left out, it probably will add to the picture's interest.

Besides the principals, Noel Frances, Russel Hopton, William Farnum, Kathleen Burke, Helene Chadwick and Wade Boteler are also in the cast.

Good Dame is a dandy comedy that will please immensely.

Blackford.

"It Happened One Night"

(COLUMBIA)

Previewed at the Colorado, Pasadena, Calif.

Time—120 Minutes.

Thru the careful handling of the cast, the unique delivery of the comedy bits and the capable direction of Frank Capra, Columbia has a two-hour feature that seems like a two-reel comedy because of the swift movement of the story. The feature is packed with real honest-to-goodness laughs from start to finish and the two hours pass so rapidly that the average fan will not mind the extreme length of the film.

While this is another of the present cycle of Coast-to-Coast bus stories, Columbia has wisely changed the name from *Night Bus* to *It Happened One Night* and cut out a lot of the bus sequences and used auto camps for the background of the story.

Clark Gable takes the role of a news reporter out of a job. Claudette Colbert is a hot-tempered heiress who is running away from her father, Walter Connolly, to join Jameson Thomas, who she had previously married. Connolly offers \$10,000 reward for the return of the girl, which sets in motion the complications that make this an outstanding comedy.

At a small auto camp only one room is vacant, so Gable and Miss Colbert decide to bunk together and Gable strings up a blanket between the twin beds and christens the barrier the "Walls of Jericho." From then on the two grow closer together, and when Gable finds that Miss Colbert's father has had the marriage to Thomas annulled he blows a trumpet and blows down the "Walls of Jericho."

Some of the scenes are pretty risqué, but not so daring as to become offensive. The comedy element is cleverly worked in to overcome any bad taste the bedroom scenes might create. Gable has the best part he has had

in months and runs thru it like a trouper. Miss Colbert is excellent, and Walter Connolly adds to his screen laurels with another stellar performance. In several of the comedy scenes Roscoe Karns adds a few laughs.

It Happened One Night is ace entertainment that will pile up handsome profits at the b. o.

Blackford.

"Love Birds"

(UNIVERSAL)

Previewed at the Ritz, Hollywood, Calif.

Time—60 minutes.

Love Birds is a good comedy for every type audience in every city in the country. Far from being pretentious, the story is interesting and tremendously amusing. Its cast of players handle their parts in carable fashion and its laughs are well paced.

Slim Summerville and Zasu Pitts carry the lead roles, supported by Mickey Rooney, Frederick Burton, Emmett Vogen, Merna Kennedy, Maude Eburne, Arthur Stone and Thel Mandell.

The jokes and gags are all new and above the average. The situations are really hilarious and provide wonderful opportunities for smash comedy.

Summerville, Miss Pitts and her nephew, Mickey Rooney, find themselves broke as the story opens. A cunning real estate man has gotten to their pocket books and fleeced them out of their savings, selling them both the same ranch, which is worthless. However, the trio plan to make the best of it and move onto the ranch, when a miner finds gold on it. When the real estate crook hears of the gold strike he buys the property back from them, paying them a huge profit.

Immediately prospectors start hunting for the gold, but fail to find any. As the story develops it becomes known that the gold found by the first miner was a gold filling from Summerville's tooth. With the real estate slicker holding the bag, the two take the money they have made and get married.

Summerville and Miss Pitts are both excellent in their roles. William Selzer has made an interesting comedy from this screen play by Doris Anderson.

Blackford.

"Beloved"

(UNIVERSAL)

Rocky, New York

Time—80 minutes.

Release Date—January 22.

A good family-trade picture. It's clean and sentimental and marked with good performances, although it is slow moving and too serious. John Boles and Gloria Stuart have the leads and are supported by a standard cast of minor players, including Dorothy Peterson, Ruth Hall, Albert Corti and Morgan Parley.

The story involves Carl Hauemann (Boles) and his wife, Lucy (Miss Stuart). Boles does an idealistic high-minded pianist-composer who wants to create great work and who is beaten by circumstances all thru his life. Beginning somewhere around the Civil War, we see the couple thru to modern times.

Boles is always sacrificing money for the sake of writing just what he wants to, and his wife sticks with him. Their only son turns out to be a good-for-nothing, and their hopes are pinned on their grandson, Eric, who develops great musical talent. But he, too, turns into a popular songwriter, whereas Boles had been hoping he would become a great composer. Finally Boles, a very old man, has his masterpiece, *The American Symphony*, produced and on the night of the great event dies happily.

The picture has something of the heroic spirit of *Cardinal* in it, although it cannot stand the comparison, of course. It just misses being something very substantial.

Dents.

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BAA Protests to NRA on Actor Working Conditions

Reveals long list of "violations" sent to NRA Deputy Administrator—claims no letup in salary cutting, rubber checks, strandings and long hours

NEW YORK, Feb. 3.—Burly performers are up in arms over alleged widespread violations of the temporary pact, accepted by the operators, pending a permanent code, and also of the President's blanket code, which most burly houses signed. The Burlesque Artists' Association has just revealed a long list of alleged abuses which it has turned over to NRA Deputy Administrator William P. Farnsworth. Cites widespread cutting of salaries, stranding performers, rubber checks, IOU's and increased working hours. The BAA is also protesting the delay in signing the burlesque code, pointing out that if it is not signed very soon it won't do much good to performers this season. It asks Farnsworth just what constitutes a "traveling company," as in town they travel from one theater to another and go under the name of rotary stock.

The BAA lists the Orpheum, Paterson, and Parsons, Hartford, as closing recently without paying off. Also claims various unethical practices going on at the People's, the Gotham, Werba, Apollo (since closed) and Irving Place here, and the Gayety, Washington, and Shubert, Philadelphia.

It charges the Irving Place has been advertising for girls, "experience unnecessary," and that these girls are hired at very low salaries for near-nude posing. Claims this to be a violation of the operators' promise to the NRA regarding elimination of nudity.

Tom Phillips, president of the BAA, makes additional charges that salaries of one burly unit were cut 25 per cent last week without even a warning. He says BAA members on the road are reporting that salaries are held up and paid as much as three weeks later, and that predated checks and IOU's are more common than ever.

The BAA, in the meantime, is continuing a series of Sunday midnight membership meetings at the Knickerbocker Hotel. Holds the third one tomorrow night. Idea is to acquaint incoming troupes of conditions, the status of the organization, its new AFL affiliation, dues, etc. Beginning this month, initiation fee is \$5 and dues are \$12 a year for principals and \$6 for chorus girls.

Phillips went to Philadelphia Monday to preside over BAA rally attended by the casts from the Trocadero, Bijou and the Shubert theaters. He claims the organization has almost 100 per cent strength in the East and that it is now out to organize the Midwest and West.

The organization has paid its per capita tax to the Four A's and is now waiting for formal receipt of the AFL union charter.

Burly for Empire, Toronto

NEW YORK, Feb. 3.—Rube Bernstein and Harry Callahan have taken another house for burly stock. This time it is the Empire, Toronto, which they will open February 12. Among those booked so far are Jack Rosen, who leaves the Empire, Newark, and Clyde Bates and Jack Hunt, who move out of the Variety, Pittsburgh.

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Tab Tattles

MARION ANDREWS' Pep and Fun Revue, SeaBee Hayworth, manager, is playing return dates in the South for Public, also independent, after four successful weeks in Maryland, Delaware and New Jersey for the Frank Wolk office. Features of show are Pape and Pape, novelty acrobatic high-perch pole act; Senorita Conchita, foot slide from balcony to stage on a tight rope; Millie Long, acrobatic and tap dancer; Hayworth and Marion Andrews, eccentric dancing; Lyle and Virginia, harmony singers, and George Trotter, emcee. Others with company are Earl Ward and his Music—Ward, piano; Speck Hodges, trombone and banjo; Ted Cessna, sax and clarinet; Red Boykins, trumpet; Paul Summey, trumpet; Dave Long, sax and clarinet, and Slat Randall, drums. Chorus—Dolores Evans, Alice Brock, Melba Bailey, Hester Hensley, Thelma Osburn and Bee Tidwell. Carroll Phippen is stage manager and baggage master, and Joe Ross Hayworth, mascot.

CHES DAVIS and his Chicago Folies will return to the Ben Ali Theater, Lexington, Ky., February 8, for an indefinite run. Company was in that house six weeks in the spring of '33 and it is expected the coming engagement will run as long or longer. Davis, well-known blackface, will take his entire cast of 30 into Lexington. Other principals include Frank (Peg) Jones, formerly with Olsen and Johnson; the Dancing Bobins, Dolly Taylor, Bert Southern, Paul Landrum and Herbert Beck. The 10 Ches Davis Sweethearts are generally regarded as one of the prettiest and most talented choruses on the road. El Branham's stage band will be augmented to 11 men for the Lexington engagement. One of highlights of show is the Littlejohns and company in "The Garden of Jewels," a dandy flash act. In addition to regular company, several new acts will be brought in each week to add variety to the bills. The Chicago Folies celebrated third anniversary on February 6. Show opened for Public on February 6, 1931, and has been working continuously since then.

WALTER (BOZO) ST. CLAIR and his Rainbow Revue are still going strong at the State Theater, Seminole, Okla. Have been there 93 weeks. In cast are St. Clair, owner, producer and featured comic; Gladys (Red) St. Clair, soubret; Henry (Toby) Eastman, featured comic; Dorothy Eastman, ingenue; Jack Moore, general business and characters; Bob Bly, straights; chorus—Phyllis Cannon, Dorothy Cannon, Bobbie Peters, Fern Gragg, Ben Husky and Betty Boyd. Show changes three times a week. Houston Pickups—Ned Rao's Main Street house is dark while the two companies are playing out-of-town engagements. E. W. (Tommy) Stevens left to handle publicity on the Honey Hank Harris Show. Ken Parks is doing straights on the Ned Rao units. Harry Poole has been ailing with the "flu" but the show goes on with Mrs. Poole and aids at the helm.

ROBERT (RED) MARCUS has a 15-people show at the New Hippodrome in Louisville, Ky., and is doing very good business. Broke the house record on January 21. In the cast are George (Rap) Hart, Al K. Hall, Bob Lee, Ray McClellan, Margie Marcia, Rae Ralbridge, Boots Bronell, Billie Hall, M. Rahlgrad and Neva Vestal. Hart is producing and Bob Lee is stage manager. . . . Savage

and Lee, singers, dancers and musicians, are in their seventh week at the Flatiron Cafe, on Gilbert avenue, in Cincinnati. . . . Theater at Tifton, Ga., operated by Roy Martin Theater, Inc., is now playing a tab show each week. Cliff Watson's and Harry Clark's shows were recently there. Business has been good. . . . Geneva Phillips, tab and burly chorine, is still making Indianapolis her headquarters. She and Babe Mason are now making the rounds together. Geneva is looking forward to an early return to the boards. . . . Brownie Sick is in his sixth week as dancing juve at the Empress in Cincy. Billy Baud, another tabster, is a recent addition to the cast at that house.

JIMMY PARRISH is in his sixth week with John R. Van Arnam's Minstrels. Prior to joining John R. Jimmy was with George B. Fluhrer on the Hollywood Players. Had a 10 weeks' run at the Chestnut Street Opera House in Sunbury, Pa., Parrish handling a line of juvenile leads. Jimmy is remembered for his work in *China Chin*, *Chocolate Soldier*, *Merry Widow*, *Student Prince* and other operettas. He is in his 28th year and still going strong. . . . New faces at the Star, Cincinnati, managed by Maurice Zaldens, are Nita Jalna, featured; Dolly Davis, Wiggles and Giggles St. Clair, Dorothy and Jeanette, Harold Hovel, and Leroy and Sharp, ventriloquist act. . . . In Fiscal Curtain column of this issue appears details of the death of Mrs. Thomas Kennedy (formerly Grace Morgan), professionally known as Norma Fair, who was a feature soubret with Golden & Long's Buzzin' Around, Erie Young's revues and other companies.

Wilner Seeks To Rebuild His Wheel

NEW YORK, Feb. 3.—Max Wilner's Wonder Wheel will suffer the loss of another house February 11 when Isy Hirst's Trocadero, Philadelphia, goes into stock. Of the four other weeks that will be left, two more look set for stock policies. However, Wilner is reported to be after three new houses in towns he recently lost.

The new spots Wilner is after are Waldron's Casino, Boston, to take the place of the Howard, which goes stock Monday; the Nixon, Philadelphia, to succeed the Trocadero, and an unnamed house in Newark. The other houses said to be contemplating leaving the wheel are the Gayety, Baltimore, and Modern, Providence. About Baltimore, there is talk that the Trocadero in Philly wants to rotate shows with it. Providence is alone now that the Howard, Boston, takes its leave.

Placements

SCHUSTER BOOKING AGENCY, Chicago, Mill Schuster, manager.
Minneapolis (Gayety)—Blayne Sisters, Helen Greene, Al Reynolds, Grace DeLoria, Louise Miller.
St. Louis (Garrick)—Betty Novak, Eight Cherubs.
Columbus (Lyceum)—Collette, Atlanta (Atlanta)—Snookie Wood, Buffalo (Grand)—Little Egypt, Peoria (Palace)—Jackie James, Sam Mitchell.
Cleveland (Bozy)—Mickie Dennis.
Pittsburgh (Variety)—Elinore Johnson, Adel Stepp.

New Midwest Circuit?

GRAND RAPIDS, Mich., Feb. 3.—Formation of a circuit to present plays and grand opera in seven or eight Michigan and Canadian cities is being planned by Thaddeus Wronski, director of the Detroit Civic Opera. Two or more performances of grand opera each year would be given in a circuit, including Grand Rapids, Lansing, Battle Creek, Jackson, Ann Arbor and probably one or two other cities, and in Windsor and London, Ont., according to tentative plans.

The play *Rip Van Winkle* is being taken into a number of Michigan cities under sponsorship of the Detroit Civic Opera Society.

MARTIN BOWERS, veteran character comic, is seriously ill and confined to the Muidale Sanitarium, Ward B. Room 29, Wauwatosa, Wis. Would like to hear from his friends. In late years he appeared with Kilroy & Britten Attractions, Minnie Burke and others.

Burly Briefs

GEORGE JAFFE, owner of the Variety, Pittsburgh, left last week on a vacation. He went to Hot Springs, Ark., for a month.

JENNELLE LAMARR is a new face around the Broadway territory, hailing from Chicago. She opened Monday at the Republic, her debut in New York.

IRVING PLACE, NEW YORK, had its curtain held up Wednesday night because of some trouble with staghands. Was finally raised around nine bells.

GEORGE BROADHURST closed for Minsky-Weinstock. Was supposed to go to Boston for the firm, but "missed the train."

THE STAR Theater, Cincinnati, has Leroy and Sharp, double vent act; the Three Dixie Ramblers, instrumentalists, and Billy Clark, black-face comedian, in the vaude section this week.

BOZO SNYDER went into the Orpheum, Paterson, on Sunday with his vaude act in which he is assisted by Joe Forie. Understood that they are in on percentage.

ZONYA DuVAL didn't open a week ago Monday at the Shubert, Philly, as scheduled. Due to some trouble in New York. Her sister, Betty, is recuperating okeh from her recent operation.

PLAYHOUSE, HOLYOKE, Mass., which opened Monday, has a cast including Lew White, Scotty Friedell, Les Sponsler, Maybelle and Ellen Trotter. A chorus of 16 besides.

HOWARD, BOSTON, which opened Monday with burly stock, has a cast including Frank Silk, Charby Bonneau, Karl Bowers, Charlie Lavine, Palmer Cote and Bee Keller.

BOWER SISTERS closed with the Buddy Abbott unit in Baltimore Saturday. Jumped right into New York, tho, to open the next day for Max Wilner at the Irving Place.

FRITZI BEY was among those stuck when the Gayety, Miami, folded so suddenly the other day. She, however, contacted New York and probably will open there soon.

GAPFNEY BROWN and Lou Bergman got a funny reaction to a recent stickup in which a phony ring was lifted from Lou, who was socked. The hold-up boys returned the ring to him later and apologized for the wallow.

RALPH WALTON and Sally Van raised the dickens about being canceled just before they were to leave New York to open at the Colonial, Norfolk. It is said that they served a summons on Sol Friedman because of a thum.

FERBER AND MARVIN, writes in Herman Ferber, have given their notice to Jack Berger to close after a delightful 16 weeks in Chicago. They'll open this Monday at the Variety, Pittsburgh. Both are longing for a look-in on old Broadway haunts.

LOUISE STEWART left Werba's, Brooklyn, Tuesday night after a run of two weeks for Minsky-Weinstock. Mae Brown was pushed over from the Republic to sub for the balance of the week, and Margie White came in on Monday to fill the spot.

To Stage Musical Shows

NORFOLK, Va., Feb. 3.—The Colonial Theater reopened Monday for the third time this year, a corporation having been formed to stage musical shows. It is chartered as the Colonial Operating Company, and it is planned to maintain a chorus here, with principals to be supplied by Harry Friedman.

MONTREAL, Feb. 3.—The Rialto and Monkland theaters now trying old-time favorites Saturday mornings in an effort to build up youngster following. The company alternates between the two houses, one being dark each week. The first offering was *Little Lord Fauntleroy*, followed by *Little Women*, *Alice in Wonderland* and others of the same type.

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

Civic Rep Offers "Goodbye Again"

SYRACUSE, Feb. 3.—The Civic Repertory Theater last week presented the bright farce, *Goodbye Again*, written by Allen Scott and George Haight, which went over well. Production under supervision of Bruce Connig, executive director of company, and designed by David S. Faithner.

The cast: Rose Burdick, Joe Bates Smith, Stephen Sanders, Lois Jesson, Aline McDermott, Vallejo Gantner, Ruth Gutterman, Richard Bender, Charles Harrison, Joseph Eggerton, Master Bobby O'Donnell.

The company opened December 25 with *Her Master's Voice*, which was followed by *Criminal at Large*, *Elizabeth the Queen* and *Mrs. Moonlight*.

Billroy Show Briefs

PORT PIERCE, Fla., Feb. 8.—In a subtropical setting of orange blossoms, poinsettias and waving palms, with blue skies and bluer seas and a continuous stretch of perfect bathing beaches, Billroyans have been basking in mid-summer sunshine, "taking things easy" and wondering what the poor people were doing. Since leaving Homestead show has moved swiftly up the East Coast making most of the popular winter resorts. Visited several night clubs in Miami and each one seemed to have a "full" attendance. Fishing, surf bathing and other water sports received a "swell play" from the gang with several cases of sunburn the only painful results. But the old trouper spirit prevailed and the show went on just the same. (Just another one of those things the delicatessen dealers slice up!)

At Lake Worth a small tidal wave swept up the beach. Several Billroy chorines in gorgeous bathing suits had a narrow escape from bathing.

Fishing honors go to Rosie Marco, who landed a fish weighing 112 pounds. It is reported to be five feet, four inches in its socks, wears Oxford trousers and knows all the verses of *Frankie and Johnnie*.

Rody (Billroy's leading fashion plate) Jordan, dressed in suit number three, was glimpsed at the Silver Slipper Night Club in Miami giving lessons in elocution to the unfortunate customers. At closing time (4 a.m.) Rody was so tired he could hardly keep his mouth open.

Recent visitors were John R. Van Arnam, Bert Walker, Sidney Lovett and several of the Jimmy Heffner gang. MAC JOHNSTON.

Cast of Jennings Show

CINCINNATI, Feb. 3.—W. L. (Billie) and Flo Phillips, who are with the Jennings Tent Show on the Coast, report that business is still spotty. They are in their third year with the Jennings outfit. Others with company are E. V. Dennis and wife, Earle Newton and wife, Raymond Jacobs, Stewart Moore, Ralf Newton, Madelyn Newton, Johnnie Jennings and wife, Fred Jennings and wife. Six-piece orchestra is under direction of Flo Phillips.

Kansas City Jottings

KANSAS CITY, Mo., Feb. 3.—A campaign has been started by several Midwest playwrights to wipe out pirating of their bills.

Ernie (Toby) Brown has been confined to his room in the Columbia Hotel, ill of the flu. His wife, Juliet, is visiting her mother in Seattle, Wash., but expects to return here the latter part of the month.

The George Sweet Players will have a new top this season.

Ned Wright is now operating the Market Buffet here.

Mrs. Toy Wheeler is spending the winter with her aunt in this city.

McCurdy Takes Over Medbury

DETROIT, Feb. 3.—Pete McCurdy, producer of the *Bon Ton Girls* company for many years, has taken over the Medbury Theater, uptown house, from Herman Klein. McCurdy is putting in vaudeville this week for the first time in several years in this house, opening with *Princess Salina*, mentalist. One and two-act bills are being tried out, with good response to flesh this week, with the probable change of policy to a more elaborate stage show. McCurdy is planning a return to the tab field.

Rep Ripples

DRAYTON FAMILY is still in the East, with headquarters in Philadelphia, Pa.

ROBERT SISTERS are at the Joll House, a night club in Springfield, Mo.

L. B. WESSELMAN is operating a circle in Nebraska; headquarters at Wolbach.

CHICK BOYES is operating two circles in Nebraska, both headquartering at Hebron.

HARRY WILLARD is overhauling his tent show equipment at winter quarters in San Antonio, Tex., prior to opening his season with the advent of favorable weather conditions.

VIRGINIA CARR, graphologist, is making a southern tour and will be on the road until May. She has appeared in the big stores of Washington and Baltimore. She intends to open in Asbury Park or Atlantic City for the summer.

TEK A. SCHUBACH and his motion picture dog, Rex, will be a feature attraction with the Hollywood Comedians, dramatic tent show, opening approximately May 1. At present he and his wife are visiting friends in Norfolk, Va., and playing a number of dates in that vicinity.

LAYNE FAMILY, billed as Mary Layne's Musicalities Company, is working thru the Carolinas. Cast includes Mary Layne, Don Layne, Ernest Candler, Ted Poole, Speedy Texas, Inez Layne, Jeanne Oxford. Packing them in, says Don Layne, who is the all-around man, doing m. c., drums, xylophone, leads and what have you.

MACK BYBEE took his stock company to the Eastwood Theater at Madison, Wis., for a midnight performance on New Year's Eve and is still holding forth at that location, with business holding up nicely. It is said that the Bybee company broke all house records at the Eastwood during the first week's engagement, which has been the cause of the extended engagement.

HOUSTON PICKUPS — Dutch and Edie Mahan, w-k. rep people, are in their 20th week at "Dangerous Dan McGrew's," one of Houston's foremost night clubs. Act and orchestra billed as "Edie and Her Music." . . . Joey and Mae LaPalmer have closed with Hopkins Players. Hopkins' coming attractions are *Camille*, *Pollyanna* and *Mrs. Wiggs of the Cabbage Patch*. . . Mr. and Mrs. Buck Buchanan and Ted Jones are working out of Dallas.

BILL AND BEULAH CUMMINGS closed with the Silver Dawn Players in Tivoli, Tex. They are now in Victoria, Tex., where Bill has a pop-corn machine in a doorway of a bowling alley. W. C., son of the Cummings, who is playing with the Southerners Orchestra in El Campo, Tex., recently visited his parents. Mr. and Mrs. C. R. Greaves also are in Victoria. Greaves was formerly advance man for the Dude Arthur Comedians. The Three Cummings also have been with the Arthur Show.

MARIE AND LUCIUS JENKINS, musicians, formerly with W. I. Swain, Milt Tolbert, MacTaff, C. W. Parks, Ed O. Nutt and other rep companies, are located at city limit line, Tifton, Ga., on Route 41, operating a filling station, eating place and tourist camp. The Jenkins closed their show (Jenkins Fun Show) on September 20 after a very good 26 weeks' tour. Are undecided whether they will troupe this year. Jenkins is wondering where some of the boys of 1919 are—Harvey Holland, Bill Swango, Marlen Bell, Billy Chagnon, Max Bagley, Ferd Deen, Tim Lester, Everett Evans, Pete Paola, Nick Cosalo, Carl Miltons, Wesley Marshall, Harry Lamar, Sam Parks, Andrew Paola, Carl Swain, Jack Harrison and Otho Wright.

A FEW LAUGHS from Billy Terrell, manager of his stock company: "Billy Terrell and company are now playing all the large cities in Florida. We have even played towns of more than 200 population. Next season, in April, show will go under canvas or parts thereof. Mammoth outfit is motorized and will move on two large Austin trucks. We are installing a marvelous sound system for big top. Sound equipment has been

"What a Woman" Closes

SAN FRANCISCO, Feb. 3.—*What a Woman*, comedy drama, with Marian Lord, closed suddenly at the Alcazar and patrons were refunded their money. Play, which came here from Los Angeles under J. H. Morton sponsorship, played to poor business at the Alcazar. Altho advertised to continue its run, business was so sparse last Saturday that the show folded on the following day.

Fair Biz for Shaw

LA GRANDE, Ore., Feb. 3.—The Majestic Stock Company, under management of Eugene Shaw, is working every week and having fair business. The public is slowly turning back to flesh entertainment. The Toby Nord Comedians were thru here a few days ago and the Majestic players had the entire company to dinner. Nord company is playing circle stock in Eastern Oregon and fair business is reported.

Bishop's Biggest Week

WEST HARWICH, Mass., Feb. 3.—The Bishop Show continues to play to good business. Had the biggest week of the season last week at Cotuit, Mass. Mr. and Mrs. Drew, of Hyannis, Mass., gave a surprise birthday party for Mr. Bishop.

Golden Slipper Expands

BOSTON, Feb. 3.—The Golden Slipper Producing Company, which has been promoting marathons, walkathons and speedathons thruout New England, is spreading out.

Under the guidance of Fred W. Crockett, the company opened two Florida events and three new spots in New England recently. Fred Mitchell, owner of a Florida ballroom, Ernest C. Mesle, of Michigan; Lee Goldman, of Massachusetts, and several others are associated with Mr. Crockett.

purchased from a second-hand shop that went out of business in 1900. Equipment consists of one small phonograph, one large horn and three roller records (Edison). Will present nothing but high-class royalty plays, including *Pete in the Well* (I will play the leading role of Pete), *Razor James*, *Ghost in the Pawn Shop*, with a special musical score entitled *Every Night About the Hour of One*. Our favorite pastime is fishing and the leading man and myself recently purchased 5 cents worth of new fish hooks. Show will use a new system this season—charge them just what we think they can afford to pay, or, in other words, take just what they lay on the ticket box. We are looking forward to getting three meals a day this season."

GEORGE E. BUBB is still in show business in his old home town, Williamsport, Pa., at the Majestic Theater and also has the Risito in Canton, Pa. He was one of the first to introduce diamond dyed scenery with the Bubbs & Bennett Comedy Company that carried scenery for 11 productions and a company of 37 people. Mr. Bubb at one time had the *Third Degree* and *The Lion and the House* companies playing the Middle West. He also was successful with *Ikey and Abe*. At one time he was second man ahead of the big four, Barlow, Wilson, Primrose & West, under management of Harry J. Clapham, and many others.

J. TRACY HAGER, of Altoona, Pa., former circus agent, recently caught the Heffner-Vinson Players at Mt. Dora, Fla. He also saw the Billy Wehle show at Mt. Dora. With Hager was Nell Ray, coach for Triangle Producing Company. Nell Ray, who was in little theater work in Montgomery, Ala., for several seasons, is now presenting the play *Oh, Doctor!* for Triangle people. Is at present coaching play in Eustis, Fla., to be presented by Eastern Star.

Stock Notes

HOWARD FISKE, known in stock circles, is now producing home-talent productions.

JACK EDWARDS, former actor, director and manager, is now secretary of the Houston Street Association, San Antonio, Tex.

THE GHOST TRAIN, a gripping story, written by Arnold Ridley, dealing with rum runners and smugglers, was the attraction at the 69th Street Playhouse, Upper Darby, Pa., last week.

FLORENCE SAXON BUSCH recently appeared in *The 19th Hole* when that production was presented at the San Pedro Park Playhouse in San Antonio, Tex.

Manhattan in Ninth Week

BRIDGEPORT, Conn., Feb. 3.—The Manhattan Players are in their ninth week at the Pyramid Mosque. Guy Palmer, producer, had an important role in the play *Your Uncle Dudley* this week. He appeared in the original company on the road several seasons ago.

Kridello in South Carolina

TRADESVILLE, S. C., Feb. 3.—The Kridello Tent Theater finished its second week in this State to good business. Roy Leonhart, of Downie Bros.' Circus, will be with Sid Kridello until that show opens. Slim Pettit is doing "black." His wife is assisting Mrs. Kridello on the door. Two sections of blues were built at Pageland, S. C.

Hila Morgan Ill

CINCINNATI, Feb. 3.—Joe Baird states that Hila Morgan, of the Hila Morgan Show, has been very ill, threatened with pneumonia. She is recovering and expects to take her place at the head of the cast at an early date. May LaPalmer, of the Monroe Hopkins Show, has been substituting. Business is holding up well this winter.

Roy Clark Playing Schools

CARDWELL, Mo., Feb. 3.—The Klark Comedy Company, under management of Roy Rupert Clark is playing schools in this section of Missouri and in adjoining Arkansas counties. Company is presenting a program of short comedy acts and specialty numbers, lasting approximately two hours. Personnel includes Roy Clark, June Clark, Roy J. Stanfill, Opal Clark and Leroy Sisk.

Bruno Reports Good Biz

CINCINNATI, Feb. 3.—Will H. Bruno, who has been with a dramatic stock company, playing a circle of towns in Western Nebraska, since disposing of his interests in a newspaper plant at Orchard, Colo., reports good business for the company on its route. The company will remain intact thruout the summer season and play thru Colorado following the closing of its Nebraska bookings.

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Leading Woman, Leading Man, Ingenue, Second Business Man, Two-a-Week, Wardrobe, ability and personality absolutely essential. Write or write full particulars, including salary. Send photos. Company opening 11th, BOB POLLARD PLAYERS, Waterloo Theatre, Waterloo, Ia.

WANTED—For Circle Stock, one bill a week. People in all lines. Those doing specialties given preference. Sure salary. Jack Davis, Jack Schatz write or write WARREN'S COMEDIANS, Gen. Del., El Dorado, Ark.

WANTED MANAGERS to send for late AT LIBERTY LISTS, PLAY LISTS. Can use clever people anytime. Business is good. WAYNE'S THEATRICAL EXCHANGE, 418 Chambers Bldg., Kansas City, Mo.

IN EFFECT OCTOBER 1, 1933.

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Magic and Magicians

By WILLIAM J. HILLIAR
(Communications to Cincinnati Office)

ATLANTA is mourning the passing of one of its best beloved citizens—Harry MacKilgan, notice of whose death appears in Final Curtain in this issue of *The Billboard*. In addition to being past president of the Atlanta Society of Magicians "Mac," as he was known to all of the magic fraternity, was also an enthusiastic member of the Gate City Ring IBM.

ACCORDING to William A. Russell, chairman, the IBM Convention at Batavia, N. Y., June 6-7-8, is going to be the greatest affair of its kind in the history of magic. Russell writes: "The *Billboard's* idea of a merger for 1935 convention will be a big question that will be settled at the first meeting here. . . . Joe Lightner, of IMC, and John Mulholland, of SAM, will be here to talk things over. If we can all get together in Cincinnati it would be a big thing, but it will take some engineering to handle it and keep everyone happy." Well, where there's a Will there's a way and Bill Russell I know will do his bit, as well as will Mulholland and Lightner for whatever they consider to be the best interests of magic. And Cincinnati and *The Billboard* will do the rest.

MARQUIS was a recent caller at the Cincinnati offices of *The Billboard*. He was accompanied by George A. Ritzler, theater magnate of Lima, O.

ALL MAGICIANS. Remember February 27 at Heckscher Theater, Fifth avenue and 104th street, New York City, when the Parent Assembly of SAM stages its annual show, which is recognized as one of the outstanding magical events every year.

J. L. JOHNSON, manager Auditorium, Daytona Beach, Fla., wires January 26: "Birch the Magician Company scored tremendous hit last night at Daytona Beach Auditorium, establishing new house record. Seated 2,600, with many turned away. Am convinced that magic has not lost its glamour when presented by a master magician like Birch."

(ED'S NOTE: And magic will never lose its glamour.)

THE FAMILY CIRCLE, a national weekly magazine, with a circulation of close to 1,000,000 copies, published by a

MIND READING "SECRETS"

This book explains under one cover the Most Successful Verbal, Silent and Crystal Ball Mind Reading Methods used by Famous Stage, Club and Parlor Performers of the Present Day, such as the Vaudeville Musical "Silent Thought," Transference Act, A vaudeville Second-Sight Act, A "Complete" Original Vaudeville Mind-Reading Act, Wined Mystery—A Sensational, Sure-Fire Mind-Reading Experiment, a Letter Day Miracle—A "Different" Sort of Sure-Fire Test, Vaudeville Crystal-Gazing Act, Phonetic System for Silent Thought Transference Acts, Feature Mind-Reading Act, On Answering Questions, Method of Obtaining "Secret" Messages, Written at Home by the Audience, The "Hypnotic" Test, a Most Sensational Publicity Test, Publicity Stunts for Mind Readers, "Silent" Thought Transference and Mind-Reading Act, written for Club Entertainers; The Chess Knight Test, Voice Culture Instructions and a two-hour Act entitled "Ombomb of the Ghosts." Illustrated and Guaranteed. Only \$2.00, postpaid. "CALOSTRARO," FERNY CATTONI, P. O. Box 74, Times Square Bldg., New York, N. Y.

THE PERFECT RIBBON MIRACLE

An ordinary piece of ribbon is thrown out to the audience for inspection. The spectator is asked to cut the ribbon in two, and knot the pieces together. The magician takes the cut and knotted ribbon in his hand and in full view of the audience the knot is seen to vanish, and the ribbon is once more restored, and handed out for examination. This miraculous feat is accomplished with a very fine magic—A Piece of Mediumism, which can also be used for the color changing of silk, etc. The most baffling of all ribbon cutting mysteries. Clean and easy to do.

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THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally.
Conducted by MARTIN C. BRENNAN,
108 City Terrace Building, Pitt Street, Sydney,
Australia Office of THE BILLBOARD.

well-known chain-store company, in its issue of January 12 contains an article, *How's Tricks?* In a four-page interview Harriet Thoradyke, well-known writer, has John Mulholland give some of the highlights of his interesting magical life. Mulholland's interview should be read by all.

BILL DURBIN'S many friends will be glad to know that he is again back on the job as Registrar of the Treasury at Washington after several weeks illness at Kenton, O. Bill is one of the greatest stimulators of magical enthusiasm in the world.

UNIK TRIX THAT KLIK, published by Nelmar System, came to my desk. It is an unusual compilation, containing a wealth of novel tricks, ideas and tips regarding how to make magic pay as a profession. It is one of the best \$1 buys that I have run across in years.

ROBERT GUNTHER, treasurer, Mystic 13, of Los Angeles, writes: "I believe it will be of interest to magicians who are readers of *The Billboard* to learn that there is one amateur magicians' club that is doing all it can to help magic as an art and a business. It is the Mystic 13, of Los Angeles. The same club that Loring Cambell wrote to you about some time ago.

"Under our constitution, no member may give shows for lodges, clubs, etc., without charging a standard fee. In this way we get all the fun we want out of magic, yet do not in any way interfere with the professional, who makes his living in this way.

"The Mystic 13 is all for magic as an art and does all it can to put it on a higher scale where it really belongs.

"Members of the club, and this isn't applause, enjoy *The Billboard* magic section with its up-to-the-minute news."

DR. W. M. ENDLICH, secretary and treasurer of Keystone State Federation of IBM, is looking forward to great doings during the convention at YMCA, Philadelphia, February 9-10. If you can possibly get to Philadelphia don't miss it.

CHICAGO ASSEMBLY No. 3, SAM, will stage its annual magic show February 11 at the Ideal Studios, 3907 W. Madison street. George Troseth, Dorny and other members are hard at work on plans for the event, which they promise will be one of the best the assembly has ever given.

YADAH THE GREAT played at the Exhibition Palace, Brooklyn, for a week. One of his latest effects is to vanish 20 pounds of water in the air. Yadah is getting plenty of bookings."

NATE LEIPSIG landed a two-column feature story in *The Free Press*, when he recently visited his home town of Detroit. The article concludes with:

"Leipzig puts little credence in the occult. Still there was one inexplicable thing in his career. He visited his brother in Salt Lake City and his brother promptly hustled him down to meet his father-in-law, a Mr. Freid, engaged in the furniture business there. Freid had a leaning toward spiritualism and asked Leipzig if he had any knowledge in that field.

"I used to have a trick," Leipzig said. "You write the names of five people on a piece of paper, tear them off and roll them into pellets. One of the names should be that of a dead man. I'll pick up the pellet with the dead man's name on it."

"Freid followed instructions and Leipzig picked up a pellet. Freid guffawed. 'You didn't do it,' he said.

"The next day Freid sent hurriedly for Leipzig. He apologized.

"That man whose name you picked out died yesterday," he whispered. It is the only time anybody died to prove Leipzig a magician."

HADJI ALI, Egyptian fire eater, lost his car when it went off the road en route to Spokane, Wash., from Wenatchee to all his date at the Orpheum. Mrs. Ali suffered severe shock. The car was demolished by fire at about 4 a.m. Ali escaped without injury and opened in the afternoon.

PARENT ASSEMBLY of the SAM presented a ladies' night program at the

Hotel McAlpin, New York, January 16. Entertainers included Leon Maguire, Leo Rollman, Warren E. Simms, John Mulholland, Ladson Butler, Ed (Aladdin) Wilson, Irwin Davidson, Al Baker, Dr. Harlan Turbell and Stanley Hunt, who was master of ceremonies.

IMC has not yet definitely decided to hold a convention this year, according to Joe Lightner. May just have a get-together party. By the way a little bird whispers that in next issue of *Seven Circles* is an editorial which may start a controversy.

MYSTIC 13, League of Magicians, Parent Assembly, at Minneapolis, held its first social night of 1934 at the club-rooms, 223 South Sixth street. Those in charge of the entertainment were Collins Pentz, president; Ernie A. Anderson, secretary and treasurer; Arthur Harris, chairman of entertainment.

A GENERAL GATHERING of all the magicians of the Northwest, whether members of Mystic 13, League of Magicians, SAM, IBM or those not affiliated with any society, was held at Minneapolis February 2 at 8 p.m. Members discussed working methods and wage scale for all magicians to abide by.

GREAT (MAURIO F.) RAYMOND reopened the Pantages Theater, Portland, Ore., January 20 with a greatly enlarged show and his usual popular stunts. He was assisted by Anna Lee Snyder, blind psychic. Popular prices filled the 1,700 seats.

RHODE ISLAND RING 44, IBM, at its convention session in Woonsocket elected Lucian San Souci, of that city, president for the coming year. Everett Ingram, of Westerly, was chosen as vice-president, and A. A. Almon, of Pawtucket, as secretary-treasurer.

Big feature of the two-day convention was the gala magic show held in the Park Theater. Frank Lane came from Boston to act as emcee. Paul Noffke, Max Holden, Mysterious Ingram, James (Eddie) Boe, E. Adrian Smith, William Satchell, Lou Schwarz, assisted by Buddy Strickland were on the bill.

As a climax John H. Davison offered a repertoire of magic in a manner that only comes with years of experience such as this "grand old man" has to his credit.

All receipts from this and other matinee performances given during the convention were turned over to the Rhode Island Society for Prevention of Cruelty to Children.

JOHN A. DITTMAR writes in very complimentary terms regarding Howard Thurston's recent engagement at Majestic Theater, San Antonio. So large were the crowds, John informs me, that Thurston broke all records for the Majestic circuit in the Alamo City. Jane Thurston, as always, remains an outstanding feature of the show. Sure, friend Dittmar, I will remember the old Baylor House on East Commerce street where almost 30 years ago you and I used to cut things up magically.

Theatrical Mutual Assn. By DAVID L. DONALDSON Grand Secretary-Treasurer

Baltimore Lodge No. 14 on January 14 installed the following officers: Ed M. Gill, past president; Robert E. L. Hood, president; M. E. Hyland, vice-president; M. J. Fitzgerald, recording secretary; J. C. H. de Shields, financial secretary; Charles Revoli Sr., treasurer; G. Wilson Younglove, chaplain; Dr. Charles Hoffman, physician; Robert L. Bortner, marshal; M. J. Burke, sergeant-at-arms; W. S. Hill, outer guard; W. W. Rodgers, George G. Gejwitz and Walter Beach, trustees.

Long Island Lodge No. 87 held its regular meeting January 25 at Brau Garden, Brooklyn. The new staff of officers is prepared to do everything possible to revive the interest of the members. The grand president, Charles F. Eichhorn, who is a member and past president of the lodge, has formulated an ambitious program for the ensuing year which was outlined at the last officers' meeting, presented his program to the members for their consideration and approval.

Buffalo IATSE Local No. 10 has elected the following officers for 1934: Eugene E. Milton, president; Emer Smith, business agent; Edward Tindall, Palace Theater, vice-president; Daniel Gill, Shea's, Buffalo, treasurer; Angelo Cognato, Shea's,



Little Theaters

The Little Country Theater, of Fargo N. D., will celebrate its 20th anniversary February 10, 11 and 12. Events will include presentations of *Jack and the Beanstalk*, *A Russian Honey-moon* (a three-act comedy by Mrs. Burton Harrison), *The Servant in the House*, scenes from *The Raindrops*, *Peer Gynt*, *Dr Jekyll and Mr. Hyde*, *David Harum* and *The Cherry Orchard*, an overstate talent program and a Lincoln program.

The University Civic Theater, of the University of Denver, has just completed the first half of its season with a highly successful production of Somerset Maugham's *The Sacred Flame*, with leading parts played by Nora Works, Elizabeth Halsell, Mollie Lee Bessford, Charles Works, Louis Sains, William Frake and Richard Henson. The play aroused unusual interest and drew large audiences during its five-day run.

The high-water mark of the season so far was the December production of *Twelfth Night*, with settings and costumes in black, white and silver designed by the director, Walter Sinclair. It ran for 10 performances and elicited glowing eulogies. Leading roles were taken by Jay Allard, Francis Wolfe, Valdeen Sachs, Mabel Kirkpatrick, Leavitt Tudor, Frances Lamont, L. Alfred Reiber and Gordon Johnston.

The plays planned for the remainder of the season include Saki's *The Watched Pot* and Alfred Sangster's *The Brontes*, the latter being an American premiere. The season will close with Pitt Hardacre's version of *East Lynne*.

Saranac Lake

Jimmy Marshall received a surprise visit from wife and was he glad.

Murray "Boo-Boo" Weston is rehearsing packing his grip. He expects to leave the lodge with his o. k. papers February 11.

Salvatore Ragon is leaving the Lodge to resume curling at Northwood San. Dorothy Wilson, bed patient, received a visit from mother, who will remain for a week.

Some entertainers from the Ledo visited the Lodge and went into the sick rooms and entertained the patients. Toni Temple expects to leave the Lodge with o. k. papers this month.

Louis Rheingold, bed patient, is doing nicely, both in health and song writing. Victor Monroe, bed patient, is showing improvement. Mrs. Monroe still visits daily.

One of President Roosevelt's Birthday Parties was held at the Hotel Saranac to a big crowd.

Hazel Gladstone is back in bed for a few weeks.

Ben Shaffer, bed patient, is doing very good; hopes to be up soon.

Ezra Johnson, bed patient, is doing nicely; visited daily by her hubby, Guy Sr., and son, Guy Jr.

Jeanine La Faun is up for three meals and doing very well.

Buffalo, recording secretary: Edward Sutton, Shea's, Buffalo, financial secretary.

Plans are afoot for a monster all-star benefit, vaudeville show and theatrical ball to be held by Chicago Lodge No. 4, TMA, on March 31. This year's jamboree promises to be a big affair for all concerned, as the year marks the golden anniversary of Chicago No. 4. All proceeds of the affair will go to the sick fund for the benefit of members. A committee of 10 has been appointed to handle arrangements, with Charlie Mueller as chairman. Nate Stein, deputy grand president of Illinois, Indiana and Wisconsin, promises to have a number of the grand lodge officers present. A. E. Byrne is handling the tickets.

At the meeting of Chicago Lodge No. 4, TMA, held January 24 in their new quarters at the Performers' Club of America, the following officers for 1934 were installed: President, Harvey William Schraut; vice-president, William Wiertz; chaplain, Fred L. Fredericks; financial secretary, Frank Galuzo; recording secretary, Wishard Charles Miller; treasurer, Joe Sorg; sergeant-at-arms, James Maluzzi; marshal, George Mueller. Trustees are William Lubin, Morris Thacker and Richard R. Bay. Dr. Harry Heias is lodge physician.



WHEN the conversation of a group of actors or showmen makes a surefire stimulant is any offhand remark about The Road. Always an intriguing topic, always one that can be depended upon to raise voices and pulses, The Road—once the backbone of the stage—has again come into its own as a factor in the plans being made to revive employment thru the NRA and other governmental agencies. Everybody is interested in reopening dark theaters; few seem to be in a position to do anything about it, including the owners or lessees. A dark theater in certain towns is as immutable a factor as the Mayor's Elk's tooth. In certain spots theaters have been dark for so long that any thought of reopening them might stir the natives to the same pitch of righteous indignation as the despoiling of the World War monument. Such is human nature.

An alarming phenomenon—such as the closing of a theater once famous for its harboring of great shows and great actors—is given properly mournful reaction by the public. Time passes. The ghostly shadows cast by the darkened structure night after night, the weathered coloring of its aging walls during the long days . . . these and other exterior fixtures of a ghost-cluttered theater become part of the town's tradition. The same unpleasantness that greeted the closing of the theater might be expected should it be reopened by some soul trusting with beautiful faith the stirring words of the "flesh" fiends who really believe that the American public still wants a Theater stretching from Coast to Coast and from Oregon to the palm-lined highways of Florida.

Our attempt at facetiousness notwithstanding, there at least seems to be some basis for belief that The Road is on its way back. Pioneers of a new era, notably Katharine Cornell, are blazing the trail. Despite the crushing opposition of monopolistic theater chains, the stubborn resistance of rusty locks on dark theaters and the various other obstacles offered by towns that have not seen a show for so long that they might be expected to go into hysterics at the sight of an uncanned actor, despite all of this the way is being opened. Valiant souls are making the provinces "flesh" conscious thru good companies, presenting wisely chosen repertoires thru so-called units and other hybrid forms of full-length presentations. The process is sometimes a discouraging one. More times than not, but no progress is attained except thru diligent effort, pioneering endeavor.

There will come a time real soon when we will wake up some bright morning and find that the little seeds planted by Guy Bates Post, Kit Cornell, blatant Billy Rose, professionally fraternal Eddie Cantor and Georgie Jessel and other troupers have sprouted and before us we will see the beanstalk of a revived theater. "Flesh" has had its ups and downs. So has business. But at this stage of our national headache we have come to the definite conclusion that business can be founded on sound principles, thus insuring its prolonged activity, and that the "flesh" industry is a sound and basic one.

The important factor—one that we kept constantly in mind thruout the dark and doubtful days immediately past—is that the public wants stage shows. Some film exhibitors haven't

been alive to this fundamental urge in the human material they cater to, but they are paying heavily for their mistakes. "Flesh" is wanted and it will be served, regardless of monopolistic combines, turkey promoters and other factors that used to be considered so goldarned important.

Before "flesh" reinstalls itself in theaters where tradition dictates it should be—after the cobwebs of local apathy and bank foreclosures are swept away—the road, as represented by touring dramatic and musical attractions of acknowledged merit, must be made safe and hospitable thru the spots classified in the genre of municipal auditoriums. The road was ruined by un-intelligent managers and devastating competition from film chains. The establishment of municipal auditoriums as tolerable substitutes to harbor attractions hitting the road is being hindered in many local situations by incompetent and unenterprising supervision. A case of politics messing things up as usual.

An instance in point. Miss Cornell, thru her representative, Ray Henderson, sent word to the leading newspaper of a Southern town that she might not play the South as planned because theaters are closed to her. This town has a municipal auditorium of 2,000 seating capacity. Miss Cornell's distress signal was the first intimation received by the auditorium manager that one of the leading actresses of our generation desired to play his town. This gentleman apparently spends his time around the town pump instead of reading theatrical papers, contacting attraction managers and performing other duties essential to a progressive auditorium executive. The story concerns a single town, but the situation is similar in at least a score of towns in that part of the country. That's what happens when auditoriums are managed by politicians. That's what will continue to happen unless the public of these towns can be roused to action by wide-awake, civic-minded editors of local dailies.

Cartophilus is back again. This time in a brown study. The ghost of this pillar, the gent who we suspect wouldn't even hold the lamp for mama while she chape wood, has become a softie. That's what happens to most of those hard-boiled guys. He talks for us below, and we have every reason to believe that the situation around which he wraps his tear-saturated crying towel is the funeral of a vaude agent for whom all of us had a warm spot and whom it will be hard to forget:

Well, sir, I saw the old gang last week. It was at a little gathering. To be absolutely correct, it was a funeral. One of the gang had passed on, and, as is customary, we all visited the little chapel to pay our last respects to our old pal. You will always find the old gang in there at the finish, tho I think this consistency is something more than a gesture toward the departed. I think that deep down in their hearts is a desire to see the rest of the gang and note how time has treated them.

It is strange that these occasions should be the only meetings of the old gang, because we had such a good time in the past. Banquets, balls, card parties, etc.; in fact, anything to bring us together. If a fellow had a birthday we gave a dinner; a long trip meant a luncheon; an anniversary meant a ball. In fact, we gathered on the slightest provocation and made merry. But all that is changed now.

Not all the gang were present on this particular occasion. A few were out of town and a couple were fortunate enough to have steady jobs. However, enough of them were there to enable one to get a good idea of what the gang looks like today. It may have been that the coldness and brevity of the services cast a pall over them and made them appear older than they really are. Whatever it was, it also made them look tired and discouraged.

After the services were concluded the gang started to file out. They even seemed eager to get away as quickly as possible. Most of us were gone after a few curt nods of recognition. One or two seemed to be high hat, but that may have been only an assumed attitude to forestall touches. A number of small groups gathered in the foyer for a few minutes, and then the old gang melted away, not to reassemble again until the passing of another member.

Yes, Sugar, I saw the old gang last week . . . It was enough to make your heart ache.



Minstrelsy

By BOB EMMET
(Cincinnati Office)

THE EXCHANGE CLUB, of Lagrange, Ind., has set April 6 as the date of its annual minstrel show.

AL JOLSON began his climb to fame when he joined Lew Dockstader's Minstrels in Fort Smith, Ark.

CHICK WILLIAMS, tenor last season with Mack and Long's Ideal Minstrels, has a supervisor's job with the CWA.

AT TINT writes from Chicago: "Caught the Lassie White Minstrels over WSM the other night. He has a great show, and how Honey Boy Wild can play the uke. I never fail to tune 'em in when not working on Wednesday nights (7:30 Central time)."

JIMMY PARRISH, of the John E. Van Arnam Show, infos that they have a long season of solidly booked weeks ahead. The parade is a blaze of red and gold, with a band concert and all the old-time traditions faithfully carried out. This season the company is traveling in specially constructed sedans. They have all new scenery and wardrobe thruout the first part. Show runs one hour.

THE AMERICAN LEGION of Melrose Park, Ill., put on a dandy minstrel show the night of January 12. George M. Ellis, in the minstrel and musical comedy field for more than 30 years, produced and directed the show. Those contributing to the pleasure of the evening included: Mrs. Julia Brust, John Corrigan, Paddy Amore, Roy Markward, William Heaney, Lou Wicman, Bob Johnson, Ralph Daniels, the Brocco Brothers, R. Hartman, E. Otto, Jerry Evans, the Smiling Harmonettes, Isabelle Ellis, Mrs. Bludorn and Mary V. Johnson.

NMP&FA Notes

By Robert Reed, Secretary

From time to time your secretary is besieged with requests for information regarding old-time minstrels and minstrel units, whether living or dead, whether in existence or not. While we have a limited amount of data available at all times, our files are far from complete. Members and friends possessing such data will do real service for the minstrel association by forwarding such copy to your secretary. Please give full information, write plainly, name and address, if living; name, date of death and place of burial, if deceased. Troupe units: Give name of organization, list of personnel and cast, date organized, date disbanded, if possible. Remember that your minstrel association is making every effort to render a useful service to minstrelsy, minstrel folk and minstrel fans everywhere.

Already your secretary is in receipt of letters from members who express their intention of being present at our fourth annual convention meeting to be held in Cleveland on September 1-3, inclusive. Plan today to make this your vacation trip. Rail and other transportation rates during the holiday period are exceptionally low from all points and you will be truly happy to have made the trip and been with us. The committee on arrangements has planned several unique and pleasing trips and special parties.

"Hi-Brown" Bobby Burns, our hustling vice-president of the Southland, is organizing a local minstrel association circle in the Louisville sector. Good work, Bobby! These local units are proving ideal in creating an added minstrelsy and minstrel interest in their respective localities.

"Lasses" White, down there at Nashville, is certainly going strong in the new membership drive as new enrollments are received from that area. Jack Wingham, out in Kansas, is another boy who is holding fast to high honors in the campaign for increased membership. Now is the time for all of us to get busy and put this 1934 new membership drive across in good style.

Canada, San Francisco, New York, Massachusetts, Maine, North Carolina and Delaware have all been somewhat slow in recording new members. Up and at 'em, boys! We need your support, Carl Graves, H. W. Lenox, Sam Griffith, Al Pinard, Jimmy Leamy, Les Nichols, Mickey Arnold, Paul Donley, James (Josh) Billings, Jack Shepherd, William Talmage and other members whose pens have been idle for some time. Let us hear from you, boys; tell us what you

are doing and what is being done for minstrelsy in your respective communities.

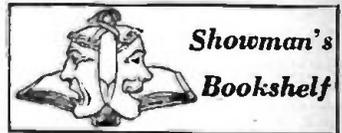
Cleveland Minstrel Notes

Jimmy Thomson, veteran of the Al Field Minstrels, has moved over to the Backstage Club, where the cork opera songbird will meet many old-time troupers. "Fly" Smith, of the old school of minstrelsy, is now employed in the publicity department of the Bell Telephone Company in this city.

Leo Schamadani, the "Coony Chaikologist," and John Sutton, black-face comedian, were on hand to bid goodby to Joe Penner as the pop radio comic boarded his train for New York after recent appearance at the Cleveland Auto Show.

Reese Prosser has joined the Saturday afternoon club at Otto Mosler's grill on Fourth street. . . . Bill Craft, the Western minstrel warrior, has annexed the local open "Ping-Pong" championship, according to word received from Auggie Laub, latest dancing demon of the local colony.

That pop Irish minstrel tenor, Bob McLaughlin, may be heard in various night club and dinner banquets when not appearing in the local minstrel lineup of the Reed outfit. . . . Here's what the vet troupers are doing today: Ed Dunn sells coffee; Reese Prosser is timekeeper for the Railway Express; Mike Dowd, storekeeper at the Hotel Statler; Lew Schamadani, sergeant of meat and dairy inspection; Ed Winters operates meat market; Bill Burke, producing home talent minstrel; Bob McLaughlin has an apartment house. Larry Gardner warbles over the ether. John Sutton is a dry-cleaning operator, Norm Borthwick and Steve Pearson are machinists; Bill Craft, advertising writer; Jimmy Thomson operates a gas station. Les Headley continues to hang paper, "Hi-Pockets" Charlie Green is employed by the Board of Education, while the great Jack Craven devotes his time to the steel industry.



Fiction

Go Into Your Dance, by Bradford Ropes. The third novel by the author of 42nd Street. King. \$2.

History

The English Folk-Play, by E. K. Chambers. A discussion of the mummer's play and other branches of folk drama. Oxford University Press. \$3.75.

Music

Nothing Can Replace Music. A compilation of newspaper comments on the relationship between music and the radio. American Society of Composers, Authors and Publishers. Pamphlet.

Published Plays

The Dark Tower, by Alexander Woolcott and George S. Kaufman. The three-act melodrama which didn't run as long on Broadway as everyone expected. Random House. \$2.

Days Without End, by Eugene O'Neill. America's First Dramatist studies a tortured soul as it evaluates religion. Stepped on by the reviewers, but doing nicely now on Broadway. Random House. \$2.50.

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The Broadway Beat

By GEORGE SPELVIN

JACK AND JILL'S, on West 47th street, took it on the chin the other day via the fire route. . . . And speaking of restaurants, those strike pickets were cheating plenty on their walking marathons during the frigid spell. . . . Most of the boys were ducking into the theater alleys to keep warm. . . . Not many people out on the streets to see them anyhow. . . . Harry Howard, doing a new act, claims that it's so fast and full of blackouts that he has to give himself a private rehearsal before each show. . . . The Palace has gone Music Hall this week, and vice versa. . . . The Palace is playing the Music Hall's choral ensemble, while the big house is using Willie West and McGinty, Jack Arthur and other vaude acts. . . . Jay Packard, head of the Packard Theatrical Exchange since 1907, is going into the restaurant business. . . . With his wife as hostess he opened at 41 West 52d street Thursday (1). . . . It marks the end of the oldest agency in the business. . . . Douglas Fairbanks and Maurice Barrymore are among the actors handled thru Packard, and Blanche Sweet was his personal discovery. . . . Aaron Singer has returned from a six weeks' trip for material for his forthcoming *Relief of Visual Fatigue of Motion Pictures*. . . . Collaborating with M. Luckiesh, head of GE lighting research labs in Cleveland. . . .

The SPA Bulletin, a quarterly, which has just made its second appearance in the interest of the Songwriters' Protective Association, contains plenty of humorous stuff contributed by the members. Mr. Spelvin would like to crib the whole issue, but space forbids. Abner Silver, for instance, includes under *Do You Remember*: When writer got advances on royalties . . . when publishers ran after an act to get their songs in the vaudevillian's bow music . . . when publishers kpwotwed to acts playing the Greeley Square, to whom they won't give a set of professionals now . . . when Jerome Kern demonstrated songs behind a music counter . . . when Al Dubin was a bartender in Philly . . . when Benny Davis, Con Conrad and Russ Robinson wrote *Margie* while hanging around and waiting to play another song for Henry Waterson . . . when George Gershwin plugged songs for Remicks . . . when Coney Island was the Garden of Eden for song pluggers . . . when Fred Fisher was called "the wolf of tin-pan alley" . . . when Jolson's picture on a song meant sure-fire sale of copies.

Loew's State will have to explain why those hired Eskimo ballyboos for *Eskimo Wife Traders* (nee *Eskimo*) were shivering during the cold spell. . . . Al Robar, the maitre d'hotel of the Piccadilly, is an expert ice skater. . . . Mel Pitzer is back with Harry Pearl, and they've established a rejuvenated ork booking office in new Broadway headquarters. . . . Ernest Anderson, of parks and circuses and fairs and whatnot, is on the way to a niche in the commercial advertising realm. . . . Courtney Ryley Cooper, the author of alfresco subjects, including sawdust, concludes as continuity writer for the Scott's Emulsion circus program February 17, after which he will leave for the West; then the South-west and the annual vacash in Florida. . . . After 12 years of leading pit bands, Max Meth is finally granting that there is such a thing as radio, and is preparing his ork for broadcasting. . . . Bill Schudt, manager of WBT, vouches for this one: a sponsor was auditioning a band and requested that the leader play louder. . . . "I'm playing forte now," said the maestro. . . . "Well, then," answers the client, "play fifty."

Those Pournaras brothers (Ous and Andy) are certainly trying to ankle in on the Skouras realm. Ous is managing a dance team, Jan Evers and Phillippe King, and even sent out class invitations to what he terms "the private showing of the exotic Jan Evers" at the Bowery Club. Andy is still high-brow. When not in his shop he is taking vocal lessons, going to opera or trying to place a countryman of his, a juve appearing with the Greek stock company Sundays at the Times Square. Make it "burra tust, pils."

Phil Tyrrell, the not Jewish, staged the show for the B'nai B'rith benefit a week ago Sunday at the Astor. . . . He loaded up on beer while handling the show. . . . Jack Markie assisted him—both ways. . . . Patricia Bowman, with the *Follies* now, is studying French daily, preparing for a trip to Paris this summer. . . . Sophie Tucker expects to spend the next four weeks in Hollywood, Florida, resting on the sands during the day and working evenings at the Hollywood Country Club. . . . Arnaut Brothers went from the Capitol into the Roxey Friday. . . . What is this thing called opposition? . . . Shep Traube has opened an office in the Selwyn Building. . . . He has an office, a phone, a partner (Sheldon Bennett) and even an angel—but no script. . . . Thus reversing the usual setup. . . . Sam Wingfield reported out of the hosp. . . . A phony bit in *Peace On Earth*, which is anything but phony, are the capers of the drunken cowboys, who don't even look the rodeo part. . . . Checkers Malone, of the Big Show billing brigade, was in town for a spell. . . . The Palace Cafeteria is due to reopen shortly.

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The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business.

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

SHOWN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For RADIO

DOROTHY PARKER—well-known author, poet and wit. Made her radio debut with Alex Woolcott on WABC-CBS last Friday. Has all the stuff that goes toward making a smart little program, either on her own or as part of a larger broadcast. Later is probably the best bet—a musical—with Mias Parker doing the talk.

For VAUDE

PAUL YAWITZ—columnist, heard on WINS commercial now being staged with other characters, such as secretary and office boy, in an office locale. Skits seem to be ready made for a shot at vaude or de luxe houses around New York.

For LEGIT

Musical

CHANEY AND FOX—an established vaude dance team, Mayris Chaney and Edward Fox, having the essentials to fill a couple of good spots in a revue. Do ballroom dancing, including adagio lifts, and dance to such numbers as the *Bolero*. Class thruout, plus looks, ability and good staging. Have been in the limelight recently because of their friendship with Mrs. F. D. Roosevelt.

LOUISE GAY—lovely and charming little dancer, now heading a flash act with the Reis Brothers. Has personality and appearance, can toe-dance and do adagio work; also handles comedy lines well enough to do as a dancing comedienne in a book show. In a revue could appear in akits as well as dances.

JOHNNY CONVEY—show-stopping eccentric, rubber-leg dancer, now with the Rose and Edwards act. Also shows real talent at mugging and handling comedy lines. A good possibility for a spot in a revue.

Chicago Chat

By NAT GREEN

AN INTERESTING memento of showdom is the 1884 minute book of the local Theatrical Mutual Association, now preserved in the archives of Chicago No. 4. It contains, among many other interesting things, a program of its first benefit for the stage folks held 50 years ago at the old McVickers Theater. John Irving and Ellen Terry, who were both members of Chicago No. 4, were among the galaxy of stars who donated their services for this first benefit for stage folks. John McVicker donated the use of his theater and gave all aid in his power to the formation of this early theatrical organization.

Are all these gal singers from Dixie long and tall? There's Irene Beasley, who must be all of six feet; Ruth Lee, singing with Earl Burnett's Band, not much shorter, and now comes a new one, Theresa Finch, a quiet, dark-haired Dixie gal who had a successful tryout on the air the other day—she's tall and slender, too. . . . Bunny Bryan, who went to the Coast with Guy Lombardo, is back with B. & K. and managing the Pantheon Theater here. . . . The Schallmann boys are booking the Wisconsin Theater, Milwaukee, which has joined the rapidly growing vaude ranks. . . . Dorothy Barquette and Emma Dean (formerly of Ray and Emma Dean) are doing an act written and produced by Jack DeBelle, opening in the East. . . . Glenn Hunter has to return to the cast of *The Mad Lover* in New York, so Raymond Hackett will take his place in the production of the same name here at the Funch and Judy. . . . Horace Siatore is handling the publicity. . . . Charley Kallen's new song, *Where the Dear Old Rockies Tip toe to the Sea*, written in conjunction with Wendell Hall and Earl K. Smith, is soon to be released by Foerster Music Company.

Are you from "Meenesota"? A Minnesota-in-Chicago Club has been formed with Frank Burke, manager of the Aragon Ballroom; Pierre Andre, WGN-NBC announcer; Hal Racklin, of *The Herald-Examiner*, and Charlie Dawn, of *The American*, as charter members. . . . Object? . . . Ask the boys!

A new local theatrical and night spot weekly is making its appearance this week. . . . It's known as *Chicago Daily Doings* (sort of an awkward title for a weekly) and Edward A. Pentecost is its backer and managing ed, while Hall Burton is editor, makeup man and what have you? . . . Burton retains his column on chatter in *Radio Arts* and his publicity job with Danny Russo and his orchestra. . . . Performers Club show of January 27 drew a good crowd, was a lot of fun and made some money for the club's treasury. . . . Joe Bren has hooked up with Paul Ash and there is talk that Ash's proposed school of the stage may yet go thru. . . . B. B. B. and his brother, Herman Berman, both emceeing at the reopened 225th Club. . . . Margaret Morton McKay, radio writer, won a \$50 prize in a Mae West slogan contest sponsored by Paramount-Public and a group of fan mags. . . . Esmaness Theater has added the Vendome (South Side) to its string and inaugurated a policy of colored band and colored pictures.

Return of Emma Goldman, anarchist, from 14 years' enforced exile in Russia brings back memories. . . . Back in my callow youth in St. Louis I used to meet in old Druids Hall with Emma and her manager, Dr. Ben Reitman (now a respectable practitioner here in Chi); Jack London the writer; Eugene V. Debs, the idealist, and other well-known radicals of that day and listen to the exposition of their various philosophies. . . . It was a stimulating experience! . . . What showmen they were, altho they wouldn't have admitted it. . . . But alas, the theories then considered so radical have all been taken over by the Democratic and Republican parties and are now thoroly respectable, which takes all the kick out of 'em!

Danny Russo and his Orioles are some punkin's when it comes to playing dance music, but as flyers—not so hot! . . . They started home from Saginaw by plane after playing for the President's birthday party in Danny's home town, but bad weather forced them down at Kalamazoo, and were they sick! . . . Oh me, oh my! . . . Bill Sneed, chairman of the John Davenport Top, CFA, says the Shrine show at Grand Rapids was a darb. . . . Joe Cook and his *Hold Your Horses* are making such a hit they seem likely to go along until fair time—well, maybe not quite that long, but they're due for a lengthy stay. . . . Herb Smolen, who was p. a. for the Terrace Garden last fall, is now editing a column on a Miami, Fla., newspaper. . . . Charlie Dawn back at his desk on *The American* and once more hitting the high night spots, which Fritz Blocki covered very nicely during his absence. . . . Walter Powell back in vaude after a hospital siege and his wire act went over nicely at the Academy. . . . Ralph T. Kettering has given up his lease on the Illinois Theater and the building may be razed to make way for a parking lot.

The Roosevelt parties in Chi were gay affairs and raised some \$30,000 for the Warm Springs project. . . . That was a bit less than was expected here, but at that very good. . . . The fetes at the Auditorium and the Aragon were especially big. . . . Circus rumors circulating. . . . One says Tom Mix has been signed by E. K. Fernandez for a tour of the Hawaiian Islands next fall. . . . Another that Carl Hagenbeck will put out a 25-car circus this spring with F. J. Frink as agent.



THE FORUM

This department of The Billboard is conducted as a clearing house, where readers may express their personal views concerning amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer, must not exceed 300 words, and should be written on one side of the paper. Send communications to The Forum, The Billboard, Box 572, Cincinnati, O.

Death of Small-Cast Plays

Editor The Billboard:

In a recent issue of a New York daily one of our prominent critics bewailed the fact that several current plays were overcast—too many "atmospheric" figures. He advises small casts for smooth plays. If our friend had been blessed with the hard knocks of a long trouping experience he would know that the measure of a playwright is gauged by his ability to "cut" the cast.

It's one of the difficulties that small repertoire shows contend with. With possibly one exception there isn't a writer in the whole country that can turn out a smooth-running play with a short cast. I have bought almost all I could lay hands on, but they all fall back on Toby hokum and they don't impress audiences except those in the very dense sticks.

Our dilettante playwrights, the drawing-room Broadway types, can no more put theater in small-cast plays than school-trained writers can write vaudeville sketches. Those that are attempting to write short-cast plays, with, as I say, possibly one exception, are in most cases writers that have few ideas of their own, but are adept in lifting whatever they lay hands on. This also can be said of many managers of small-city dramatic shows. In fact, it can be said of the greater part of the whole theatrical production—an unscrupulous desire to steal the other fellow's brain products.

Perhaps this is the reason of our dearth of good writers for the smaller traveling troupes. There's little satisfaction in pondering a month over a scene that some fellow will lift and use as his own without the least of scruples.

GERALD J. GRIFFIN.

Worcester, Mass.

First Negro Minstrel Version

Editor The Billboard:

It has been written by different authors that the first organization of Negro minstrels was in New York City in the winter of 1842. This company comprised Dan Emmett, Frank Brower, Billy Whitlock and Dick Pelham. They called themselves the Virginia Minstrels. It is said that all of them were end men and interlocutors. They sang, played instruments, danced jigs (singly and in pairs), did an essence of Old Virginia and the Lucy Walkaround for a finale. Dan Emmett is given credit for being author of *Dirge*, which afterward became the war song of the South.

FRANK CAVERLY.

West Somerville, Mass.

Circuses of Grandpa's Time

Editor The Billboard:

I recently visited an indoor circus performance and had a nice visit with the producer, a friend of mine, and we talked over old circus days. His show was good, pleased the public and it showed he is a natural-born circus manager, and no doubt if he carries out his ideas under canvas they will be successful.

People today are craving to see the circus like grandpa used to see and talked about weeks after it left town. One with a good band, a clean parade, bright costumes, spangles, good lights, one ring and, above all, featured clowns and not masquerade walkarounds.

EDWARD WERTLEY.

Bridgeton, N. J.

Recalling Musical Families

Editor The Billboard:

How many remember the number of musical families that were on the road some 40 and 50 years ago? There were the McGibeny Family, who traveled in their own palace cars; the Famous Noss Family, the Swiss Bell Ringers and the Gee Family. The writer was with the latter from 1884 until 1890 and was considered the youngest advance agent known at that time, 16 years old. Ben Gee is now in Cincinnati, with one of the orchestras that is on the air every week. Maude and Kate are in Chicago and Grace is in Jackson, Mich. Ben was one of the strongest street cornet players of that time, as also were Hi Henry and Bobbie De Rue, of De Rue Bros. Minstrels, and Nickerson, of the St Plunkard Band. These fellows reached high G and held the tempo.

Haverhill, Mass. J. B. SWAFFORD.

Former Butchers Were Adept

Editor The Billboard:

I have been interested in the letter of H. L. (Sheeny) Bush on old-time butchers. I am an oldtimer myself, having joined out in 1883 with the W. W. Cole New Colossal Shows. The old-time "candy butch" was considerable of a fellow. He was adept in his business and therefore prosperous, lived well, wore good clothes, stopped at good hotels and in general partook of the good things of life. It seems that in those days the ethics of show business were on a somewhat higher plane than they are today, and just everybody couldn't "june."

W. M. (KID) CUMMINGS.

Augusta, Ga.

Queries on Barrel Jumpers

Editor The Billboard:

What has become of the old-time barrel-jumping acts? There were a number that I saw about 1900, such acts as Bean and Hamilton, Deonzo Brothers and Bailey and Pickett. Cliff Bailey's closing trick was to jump from ground to table, then to second table and then into third barrel on table, that is, three barrels high, and with a quick forward out of barrel onto stage, with ankles tied and while blindfolded. He also worked blindfolded and tied in a sack. I understand Bailey is dead, but that George Pickett is still doing an act. We should have more of these hard-working acts.

Boston. JAMES DELMONT.

Billing the Circus Bands

Editor The Billboard:

I have been reading about circus bands in The Forum and note that one writer says Al Sweet had a 35-piece band and that it was the best band the show ever had. I never heard it, but with 35 men one surely can have a fine band. I heard the band on the Big One last year with 20-odd men and they could play anything from Tschalkowsky, Rimsky-Korsakow and Franz Liszt, and play it well. Give this leader 35 men and see what a difference! It's too bad circus bands can't do justice to a concert in the ring. A circus band is a feature and should be billed like any other big act. It is more than a band; it is the life of the party, plays, rain or shine, and if a musician is sick he still keeps on. Acts do their stuff and go, but the band plays on. Let's hope there will be more circus bands employed by circus owners.

M. SNITZER.

Philadelphia.

Abraham Lincoln—And the Stage

By J. E. BECHTHOLD

Oh, why should the spirit of mortal be proud?
Like a swift-fleeting meteor, a fast-flying cloud,
A flash of the lightning, a break of the wave,
Man passes from life to his rest in the grave.

The life story of Abraham Lincoln is so dramatic from the hour of his birth 'mid pitiless poverty to the day he was felled by a regicide in the Temple of Thespis that it forms a page in history of intimate interest to the people of the stage; thus it is meet that on his natal day we pause to review the career of one who, had he preceded or been contemporary with the Bard of Avon, would have loomed large in Shakespeareana. He occupied the stage practically alone; his performance was continuous; there was only one curtain—the final one.

On February 12, 1809, there was born near Hodgenville, Larcu County, Ky., a boy to Thomas Lincoln, a farmer, and to Nancy Hanks, his wife. It meant to the parents an additional burden, another mouth to share their almost foodless larder; to Sarah Lincoln, aged 2, it meant a baby brother to play with.

Came a day when the Lincolns decided to migrate. Stowing their few belongings in a creaky wagon, they hitched two decrepit horses to the whiffletrees, their other two they tied to the tailboard, and trekked to what is now Lincoln City, Ind. Here they built a log shack. It was rudely constructed and had neither door nor chimney. Winters came with all their hardness, followed by summers which netted inconsequential returns considering the laborious efforts to produce a crop. The delicate, underfed body of Abie's mother could not cope with the cruelty of privation and she became ill. She had plodded steadily without complaint, had cooked, did the sewing (mostly mending) and planted a little garden; she coughed much and had to lie down to rest. Lincoln said in later years that as she lay prone on her cot, worn, sallow and sad, she beckoned him to come near. As the boy stood by her side she reached out a hand, and, pointing to little Sarah, said: "Be good to her, Abie." Then the tired woman closed her eyes for the last time.

The next day Thomas Lincoln fashioned a coffin as best he could. Four faithful friends carried it to the top of a hill, a prayer was invoked, a hymn was caroled and the home-made casket was lowered to its last resting place. As was customary at the time, a pile of rocks was placed atop the grave to protect it from the marauders of the night. In 1905 this hill, approximately 30 acres, became the property of the State of Indiana, a chapel was built, a watchman installed, and a simple granite monument placed over the grave inscribed:

NANCY HANKS LINCOLN
Mother of Abraham Lincoln.
Died October 5, 1818.
Aged 35 Years.

a panegyric carved in stone.

For a year after her mother's death little Sarah cared for her father, her brother and herself as best she could. And then something happened. The father absented himself for a fortnight, and when he returned he brought a bride along—Sally Bush Johnston—and the Lincoln children owned, not a stepmother, but another mother. With the alphabet Nancy Hanks had taught them, Sally instructed the brother and sister to build words and to construct phrases and sentences. She made sandals for Abie's feet, which had never been shod; she wove a cap for his head, which had never been covered; she told them of our great country, of Washington and of Jefferson, and of the nation's capitol, under the great dome of which the boy was to dwell.

From here on we may follow Lincoln's life as described in school histories, but as to his death there is conflicting opinion. The following data is believed to be incontrovertible:

April 14, 1865, had been a laborious day for President Lincoln. The Cabinet had held a long session listening to a report from General Grant, who had just returned from Appomattox, and it was proposed that the party seek relaxation by attending the theater. Ford's was selected, and *Our American Cousin*, a play by the English dramatist, Tom Taylor, was the offering. At 8 p.m. the President, accompanied by his wife and two friends, entered the playhouse and retired to a private box. At 10:30 John Wilkes Booth, of Baltimore, son of Junius Brutus Booth, walked leisurely into the lobby. Availing himself of the court-les accorded at theaters to actors, he passed the ticket box unchallenged. After presenting a card to the President's messenger, he stood for a few moments in the passageway behind the dress circle surveying the spectacle before him. He then entered the vestibule of the President's private box, shut the door behind him and fastened it from the inside. Then, holding a pistol in one hand, a dagger in the other, he stepped thru an inner door to the box just behind the President, who was leaning forward, his eyes intent on the happenings on the stage. One shot was fired at close range. The bullet pierced President Lincoln's skull and traversed the brain behind the right eye. The victim's head fell forward, his eyes closed, no word or cry was uttered. He was carried to a neighboring house, where he died at 7:20 next morning. As he had given no sign of intelligence it is presumed he did not realize he had been shot or that he was conscious of suffering.

Amid the excitement attending the horror, Booth left the theater as he had entered, fled toward the south, evaded capture 12 days, when he was killed near Fredericksburg, Va., by Sergeant Boston Corbett. In 1866 the government purchased Ford's Theater, using it as an army medical museum and later as the Pension and Records Bureau of the War Department. It collapsed with loss of life in 1893.

And so came to an untimely end the life of a savior, who believed that freedom and slavery could not companionate, who had a deep but unaffected, unostentatious reverence for God, of whom General Robert E. Lee said: "The South has lost its best friend"; of whom Robert G. Ingersoll said he would inscribe above his name the words: "Here lies one who, having been clothed with almost absolute power, never abused it except on the side of mercy"; the kind of man of whom the Great Teacher spake: "Greater love hath no man than this, that a man lay down his life for his friends"; the man whose oration on the carnine sod of Gettysburg is a classic; whose alpha was his entrance into the world amid surroundings of dire distress, whose omega was his coronation with a crown of imperishable glory.

Abraham Lincoln, who was 6 feet 4 inches tall, died at the age of 56; he served as President four years and a month. He married Mary Todd, of Lexington, Ky., in 1842, four sons being born of this union. He was buried in Oak Ridge Cemetery, Springfield, Ill., a granite structure 120 feet high being placed over his grave. In West Potomac Park, Washington, the sky is pierced by a monument costing \$3,000,000, inscribed: "In this temple, as in the hearts of the people for whom he saved the Union, the memory of Abraham Lincoln is enshrined forever."

'Tis the twink of an eye, 'Tis the draft of a breath,
From the blossom of health to the paleness of death—
From the gilded salon to the bier and the shroud—
Oh, why should the spirit of mortal be proud?

The verses are borrowed from Mr. Lincoln's favorite poem, written by William Knox, a Scot, who died in 1825.

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DISPLAY ADVERTISING—Fifty cents per agate line. Whole page, \$350; half page, \$175; quarter page, \$87.50. No display advertisement measuring less than four lines accepted.

Last advertising form goes to press noon Monday.

No telegraphed advertisements accepted unless remittance is telegraphed or mailed so as to reach publication office before noon Monday.

The Billboard reserves the right to edit all advertising copy.

H-W GETS BIG RIDING ACT

17 People in The Cristianis

Ringling-Barnum quarters at Sarasota, Fla., is now a scene of much activity

SARASOTA, Fla., Feb. 3.—Pat Valdo's recent scouting expedition to Europe bore its first fruit today when General Manager Samuel W. Gumpertz of the Ringling circus combine announced that the Cristianis, a 17-people 6-horse riding act, described as "Europe's most sensational," would be with the Hagenbeck-Wallace Circus this season, replacing Poodles Hanneford and his act, which, as previously stated in *The Billboard*, will go to the Al G. Barnes Circus.

Mr. Gumpertz told *The Billboard's* resident correspondent here that he had not completed his check of Valdo's reports and was not yet ready to announce the complete setup of European acts scouted by Mr. Valdo. Neither would he say whether the Cristianis were the ace group of the lot. The act is due to arrive in the United States from Berlin about April 1 and will go direct to Peru, Ind., for preliminary rehearsals. The replacing of Hanneford by the Cristianis group will give Poodles new audiences to work to with his famous act.

At the winter quarters of Ringling-Barnum here, where Mr. Gumpertz can be found in his office car or scouting (See H-W GETS on page 43)

Bob Morton West

PHILADELPHIA, Feb. 3.—Bob Morton, of the fraternal circus bearing name, is leaving for the West, where he has bookings. He stated that he has a number of feature acts signed for the reopening of his show's tour. He expects to return here about the first of May to take up some local promotions.

Wirth Verifies Contract

CINCINNATI, Feb. 3.—Verification was received by *The Billboard* this week from Frank Wirth that the Frank Wirth Circus will exhibit at Million-Dollar Pier, Atlantic City, which will open in June, its second season at that resort. It is claimed that some "insidious propaganda" has been circulated that the Wirth attraction would not be at Million-Dollar Pier this year, which rumor has also been discredited by Buck Taylor, lessee of the pier, contract having been signed last fall.

In Face of an Operation Bandman Proves a Trouper

MARIANNA, Fla., Feb. 3.—In his "What's News" column of *The Times-Courier* (Marianna), January 25, Emmett G. Sheppard commanded the trouper-ship of a circus bandman as follows:

"The show must go on is an age-old tradition among the people of the make-believe world. This tradition was never better illustrated than Sunday at the concert given in honor of Mr. and Mrs. Ernest Haag. The young trombone player who thrilled the appreciative audience by his rendition of 'A Perfect Day' had been told by physicians that he had to have an immediate operation.

"Did he let a little thing like an operation stand in his way? He most certainly did not! Sunday afternoon Jingles, as he is known to his friends here, appeared in person at the Confederate Park band stand and gave a wonderful translation of Carrie Jacob Bond's immortal number. Sunday night Jingles drifted peacefully into the land of pretty fairies produced by a surgeon's ether."

Preparations at Christy Quarters

HOUSTON, Tex., Feb. 3.—Altho there is a polite silence on the part of the Christy brothers, G. W. and H. A., and Secretary Gertrude Thomas, the local representative of *The Billboard* has information that at least one of their circuses will take the road early, moving on trucks that are now being readied in quarters at South Houston. Title of this show probably will be "Lee Bros.," as there is considerable Lee paper still on hand.

Also, there is a possibility of "Christy Bros." again playing old territory, not less than a 25-car show. The Christys have three complete railroad shows, namely, Christy Bros., Lee Bros. and Texas Ranch; also the motorized show known last season as Lee Bros., which title if used this year would leave the Heber Bros. title and paper for the other outfit.

Parade equipment, tents, lights, seats, props and trappings of the named shows are in first-class shape and ready for use on short notice, and the railway cars require little work. While some of them need shopping, most of them

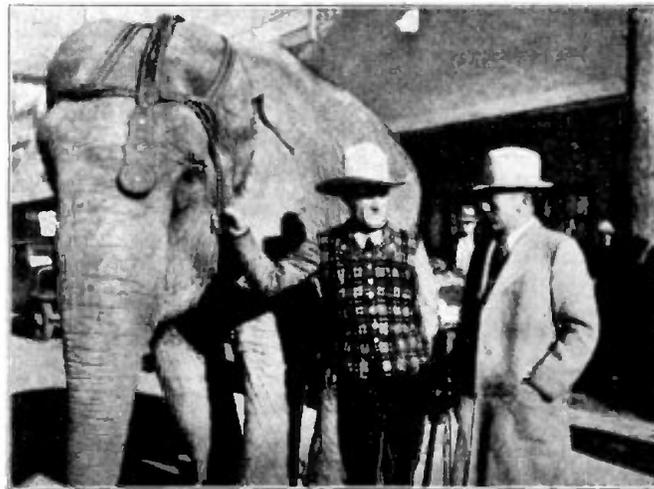
Marianna, Fla., Honors Mighty Haag Showfolks

CINCINNATI, Feb. 3.—The circus editor has received a clipping from *The Times-Courier*, Marianna, Fla., January 25, commenting on an occasion honoring Mr. and Mrs. Ernest Haag and members of the Mighty Haag white-top organization, which, incidentally, is probably now the oldest circus continuously operating under the same direct management and ownership. The comment read as follows:

"The longest program ever rendered by the Marianna Concert Band was presented Sunday afternoon at the Confederate Park. The concert was given in honor of Mr. and Mrs. Ernest Haag and the Mighty Haag Shows, of Marianna. The band was directed by Prof. W. T. Lee.

"Twenty numbers from such masters as King, Sousa, Beethoven and Bond composed the two-hour program. With the regular members of the Marianna Concert Band were several musicians from the Haag band.

"One of the features of the evening was the rendition of Carrie Jacob Bond's famous number, *A Perfect Day*, in which



TOM MIX patting an elephant as he conversed with Sam B. Dill at the quarters of the Dill-Mix Circus and Roundup at Dallas, Tex.

require only airbrake and some other attention.

Training and shop work in quarters is in charge of Harold Christy and Merritt Below, and the front-gate sign reads: "No Admittance — No Help Needed."

Val Vino Re-Engaged

CINCINNATI, Feb. 3.—Val Vino, well-known announcer and entertainer, has been re-engaged for the coming season as inside talker by Duke Drukenbrod, manager of Hagenbeck-Wallace Side Show.

Dalbeanie With Russell

NEW YORK, Feb. 3.—Great Dalbeanie has signed his staircase wagon-wheel act with Russell Bros. Circus again, he told *The Billboard* this week. Dalbeanie, recently back from engagements in England and Germany, appearing there for four months, said that the Russell organization plans expansion, especially with respect to seating capacity and rolling stock, plus erection of a stage in center ring.

SAN ANTONIO, Feb. 3.—The Society Circus is now located in quarters here. Manager Fred Glascock states that the show will continue to play country towns near here from time to time. Recent visitors included the following performers: Joe Abrus, Rubie Davis, Gus Edwards, Eleanor Thatcher and Harry Shipley.

Sam Dill - Mix Quarters Busy

Many housecars being constructed—new big top to be a 120 with three 40s

DALLAS, Feb. 2.—Work in all departments of Sam B. Dill's 3-Ring Circus and Tom Mix Roundup, at winter quarters here, is being rushed to completion for opening early in April.

Fifteen of the new housecar trailers are almost completed. The paint department is busy repainting everything from seats to trucks, and trailers are putting stock thru rehearsals. A new big top has been ordered, a 120-foot round top with three 40-foot middle pieces.

Tom Mix, having closed his vaude unit, is now in Hollywood in pictures, at completion of which he will come to winter quarters and attend to his final preparations for the outdoor season.

DALLAS, Feb. 3.—Sam B. Dill, whose circus equipment is in quarters here on the State fairgrounds, advises that he has closed a contract to purchase from General Motors a \$38,000 living car for Tom Mix, to be added to the circus' motorized transportation fleet.

Tony and other horses of the Tom Mix string have arrived at the quarters, and Mix is slated to arrive about March 1.

200,000 Attend Cleveland Show

CLEVELAND, Feb. 3.—Grotto Circus closed 10-day run at Public Auditorium here tonight. All previous year attendance records were broken, as special morning performances were made necessary to care for the daily overflow. Figures covering the 22 performances were released from circus headquarters and show that over 200,000 people had contributed a gross in excess of \$150,000. Concessions this year, under Nick Carter management, are reported as doing almost triple any former year business, thus scoring another record for the circus concession boy whose hunting qualities were outstanding at this indoor attraction.

The average attendance, based upon total attendance figures, shows something over 9,000 people per performance in a house which listed only 7,000 seating capacity, this made possible thru the co-operation of Walter Davis, auditorium commissioner who granted permission to fill every aisle in the huge hall.

Orrin Davenport, producer; Bill Schmidt, managing director; Monarch Major D. Pittingale, committee chairman; Charley Johnson, vice-chairman; Walter Davis, auditorium commissioner; Fred Bradna, equestrian director; Merle Evans, musical director and Capt. Frank Story may well be lauded for the splendid showing made, the smooth operation and efficient management of this winter indoor attraction which will rank as the biggest and best of all Al Sira Grotto circuses presented in this city.

Swafford Re-Engaged

CINCINNATI, Jan. 27.—Report has reached *The Billboard* that J. B. Swafford has been re-engaged as general agent with Lewis Bros. Circus for its coming season.

Beeason Has New Act

CINCINNATI, Feb. 3.—Glata Beeason, wire walker, who will be with the Sam B. Dill Circus the coming season, is preparing to spring a new wire act that is expected to be an outstanding feature. Beeason will have a 20-foot-high wire on which he will do a dancing routine.

Seils-Sterling To Be Enlarged

POPULAR BLUFF, Mo., Feb. 2.—The writer, Jack Riddle, has just returned from Sheboygan, Wis., home city of Lindeman Brothers, owners of Seils-Sterling Circus, and where a great deal of equipment building has been under way for the coming season. Mr. and Mrs. William (Bill) Lindeman have moved into their new home, one of the most beautiful in Sheboygan, and Pte Lindeman is remodeling his home. The writer arrived in Sheboygan in time to attend the wedding party of Milton Herman, who has played first sax in Prof. Art Hettler's band with this circus the last three seasons. Al Lindeman was emcee at the party, which was attended by about 60 couples, all of the circus.

The show will be enlarged for the coming tour. Three new semi-trailers, 20 feet in length, have been turned out at the shops at Sheboygan. Three new living-quarters trailers, 17 feet long, are being built for Orval, Pete and Bill (See SEILS-STERLING on page 43)



With the
Circus Fans
By THE RINGMASTER

President, HARPER JOY, 423 Riverside Ave., Spokane, Wash. (Conducted by JOHN SHEPARD, P. O. Box 644, Wheaton, Ill.)

Secretary, W. M. BUCKINGHAM, Thomas Bank, Norwich, Conn. (Conducted by JOHN SHEPARD, P. O. Box 644, Wheaton, Ill.)

Don S. Howland, of Madison, Wis., one of the newest CFA members, informs that he has been a fan and follower of the circus ever since he can remember. He is especially a Ringling fan and has not missed seeing one of the Ringling shows during the last 30 years with the exception of 1917 and 1918. He knew very well both Al and Charles Ringling and most of the troupers on that show throughout the years. He gets a great thrill out of being a member of the CFA. Mr. Howland recently had a fine visit with Mr. and Mrs. Albert Powell while in Chicago and met Harry Atwell, adding some fine circus photos to his collection. He also visited Baraboo and unearthed some fine scrapbook material and some old and interesting pictures of the Ringlings.

Fred Schlotzauer, CFA, of Oquawka, Ill., was a member of the cast which won first place in the State finals of the Illinois Rural Music and Drama Tournament at Urbana. This group represented Western Illinois and presented the one-act play *Mis' Mercy* to an audience of 1,900 at the University Auditorium, competing with two other groups. Fred went directly from Urbana to Chicago to attend the John Davenport Tent dinner at Hotel Sherman.

Among recent visitors at the "Circus Room" of Cumberland Hotel, New York, were Frank Provost, New York; Sharon Stephens, Green Roomers, New York; Fred Sawyer, Ringling Show; W. J. Hanley, old-time press agent on 101 Ranch and H-W; Harry R. Wood, 101 Ranch in 1928; Sky J. Harris, once on the Walter L. Main Show under King Bros.; Jimmy Victor, leader of Victor's Band. Alfred J. Meyers, of Long Beach, N. J., sent Harry Baugh a photo of Dan Rice, the

famous clown, taken in 1865, and also one of Billy Showies, famous equestrian with the Barnum & Bailey Show in 1893-'96.

T. H. Legge, CFA, of Eden Park, Beckenham, Kent, Eng., called a meeting of circus fans and enthusiasts for London January 20 to perfect a Top of the CFA in that country. Jeannette Power, CFA and elephant trainer, was present.

Melvin Heints, a South Milwaukee high-school student, has included circuses and mentions the CFA in the school's *Hobbies Club*.

Hon. Chauncey Weaver, who delivered the address at the 1930 convention of the CFA at Des Moines, Ia., is ill in the Methodist Hospital in that city.

Chairman Bill Sneed, of the Chicago CFA Tent, attended both afternoon and night shows of the indoor circus at Grand Rapids, Mich., on January 24. Says it was a great performance and business was fine.

We greatly regret that the name of Mrs. Clyde Beatty was omitted in the article in last issue in list of those present at the big dinner given by the John L. Davenport Tent at Hotel Sherman, Chicago. She drove up with Mr. Beatty and the Tent felt honored in having her as a guest, as well as her distinguished and intrepid husband.

The Iowa Circus Fans, under Past National President J. A. Wagner and Ben Cohen, have secured the famous old "hemisphere" band wagon originally on the Barnum & Bailey Circus. Later on the combined Ringling-Barnum Show, and then on Robbins Bros. Circus, and it is being revamped and put into fine condition to be housed in a permanent building on the State fairgrounds at Des Moines. It is now the property of the Iowa CFA and will be loaned to the fair association for exhibitional purposes. Will also be used by bands and in other practical ways. Secretary Corey of the fair association co-operated with the CFA in this venture.

The Alfredo Codona Tent, San Antonio, Tex., entertained Tom Mix and John Agee at a banquet held in Gunter

Hotel January 23. Mix and his company and three horses began a three-day engagement at Majestic Theater the following day. Among the guests were Jake Newman, Fred Beckmann and Howard King, all well-known outdoor showmen; Raymond Wiley, district theater manager; Al Lever, manager Majestic Theater, and J. Murvin Hunter, editor of *Frontier Times*, Bandera, Tex. Manager Paul McSweeney, CFA, of the Gunter, furnished a fine collation, and music was rendered by the hotel orchestra and a number of vaude acts were given. Judge Frost Woodhull, CFA, introduced Tom Mix, who responded with a fine talk. Past CFA National President Harry Hertzberg acted as toastmaster. CFA members present, besides those mentioned above, were Julius Barclay, A. M. Blodenhorn, Richard Gill, Lewis Kayton, Porter Loring, Walter Loughridge, Maury Maverick, William McIntosh, Jack Pit-luck, Simms Potts, Pasco and Tom Scaperlanda, Col. C. G. Sturtevant and Adolph Topperwein.

Karl K. Kitecht, cartoonist on *The Evansville Courier* and editor *The White Tops*, gave a chalk talk at an all-cartoon program January 20 at the Children's Theater Hour, Losw's Victory. Program sponsored by Junior Service League, Teachers' Club, City Recreation Department and Loew's Theater.

Secretary-Treasurer Walter M. Buckingham writes that all Norwich is commencing to talk about the coming annual national CFA convention, to be held in that city some time this summer. He is receiving offers of help and co-operation from all sides, which insures a most successful gathering. Exact dates of convention not settled as yet.

We were pleased to get a letter from Jim Chloupek, well-known CFA, of Oakland, Calif. Jim gives us a fine lineup of the dates of the Forepaugh-Sells and the old and original Sells Bros. circuses in Oakland and San Francisco. He states that he and Mr. Van Wyck are still working on circus dates and hope to have definite information which will enable them to have the data completed in a short time.



Circus Saints and Sinners Club

For the Troupers—and a Home

JERSEY CITY, Feb. 3.—Wednesday the club had a remarkable luncheon and no doubt it will be the talk of the town for many moons. As previously stated many times, these meetings move so rapidly one cannot properly record them and only the high spots can be mentioned. There were 100 present, and the guest of honor was "Believe It or Not" Ripley, whose application for membership was accepted recently by the admissions committee. . . . Harry Baugh, at the front, was happier than ever because he was handed a new lot of chow ducats. . . . Harry can make change like the tried trouper that he is. . . . Irving Bush's Band playing the Alma Mater. . . . That pleasant smile on J. K. Dunn's (CSCCA) face when presented with a Disc of Honor for splendid CSCCA service. . . . The unique manner in which Bob Ripley was brought before the crowd. . . . Two members, Carlton Hub and Ollie Oliphant, dressed as hangmen, black hoods "n" everything, led Ripley into the room with a huge noose around his neck. . . . The "real" barking of a real museum "barker." . . . Capt. Knight displaying the eagle which customs officers recently tried to refuse entrance into this country because it wasn't a "blue" eagle. . . . The Italian dialect traffic story of Vehicle Commissioner Harold Hoffman. . . . The different kind of a story of Charley Wainiger (OSBCA), of *Show Boat* fame. . . . The sleight-of-hand of Zangoni, one of America's clever magicians. . . . Gene Tunney's (CSCCA) telegram of regret at being unable to attend meeting. . . . The absence of Leonard Traube, who was anxious to get his hair cut by two barbers before they went on strike. . . . The clever portraits of the seven Ripley Ages done by Jolly Bill Steinke (CSCCA), perennial and always enjoyable master of ceremonies. . . . The always interesting report of Ollie Oliphant, chairman of the executive committee. . . . The gallows erected for Bob Ripley's initiation. . . . Prexy Tony Sarg's announcement of the Midnight Stag to be given on February 16 and the unique circular to be found at each plate announcing the features of the evening. . . . Dexter Fellows' caduche. . . . Ripley's wonderful stories about things which he dares not draw. . . . The voluntary donations for the Old Troupers' Home given by two guests

from Chicago, Mr. Donnelly, of *Red Book* note, and a Mr. Simpson. . . . Mr. Messereau, vice-president the New York Real Estate Board, enjoying the party. The adjournment at 2 p.m. and everyone proclaiming it an ace-high party, believe it or not. Hans Adamson, secretary of the executive committee and chairman of the initiation committee, was unable to attend the luncheon.

New members recently taken into the Tent: Robert L. Ripley, P. William Zelcer and Robert D. Blackman.

Bernard Gimbel, prominent clubman and merchant and an ardent CSCCA booster, always takes his same place at all of our luncheons. He is a very interested listener and to see him chuckle at those things which amuse him is worth the price of the luncheon.

When Bob Ripley was seated beneath the gallows with a rope around his neck and two black-robed executioners standing by his side, he actually showed fear, his knees shaking perceptibly—believe it or not. The joke was on Ripley, for nothing happened.

The announcement for the big affair on February 16 contains five off-hand sketches by Prexy Tony Sarg, and the circular itself reads, in part, as follows: "Tony Sarg, president of the Saints and Sinners, and a very active committee have just completed arrangements for an evening's entertainment that will include three very important, breath-taking features. At 9 p.m. assembly at No. 1 Fifth avenue in the Saints and Sinners' drinking room. Here the committee will endeavor to put you into that mellow atmosphere produced by soft music and cocktails. At 10:15 we meet at the Luchow Restaurant on 14th street. More soft music. A midnight show put on especially for the club at the Irving Place Theater. Many surprises will be sprung at this show. Price to all only \$3.60, including everything. In view of the marvelous object of the Saints and Sinners to provide a home for needy circus people in Richmond, Va., the committee hopes to make an overwhelming success of this evening and turn over all the proceeds to the Home Fund. Send your reservations, accompanied by your check, to E. D. Thornburgh, care Int. Tel. & Tel., 67 Broad street, New York City." P. P. FITZER, National Secretary.

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CUMBERLAND
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By
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OF AMERICA**

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Who can handle promotions and advance. Have entire big outfit, 14 Trucks and Trailers. Animals, Elephant, Horse, Pony, Animal Acts, Tents, etc. ready to open immediately. CHRISTY, South Houston, Tex.

WANT
For the coming season all kinds of Circus Acts suitable for one-ring circus. WILL BOOK Wild Animal Act. Must be good. WANT Combination Billers that can drive. FOR SALE—\$8000.00. Tint, Candy Floss Machine, All shape Long, sure season. KAY BROS. CIRCUS, 2640 S. W. 28th Lane, Miami, Fla.

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CHAS. BERNARD, Savannah, Ga.

This Week's Bargain
20 x 30 Oblong Square End Hip Roof USED TENT, approximately 18x27 actual size, roped 2d, pole 4th fully roped, 8-oz. Army Khaki Top, 8-ft. 8-oz. Khaki Wall. Fair condition. Top, Wall. Many Other Bargains, Too.
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And Attractions for Motorized Circus. Versatile Team with Acts (no Punch or Magic). Man must make strong, convincing opening. Attractive young Girls for illusions, Colored Musicians and Dancers, or small organized Colored Band and Minstrel; must be SMART Feature Freak. WILL BUY Heavy Dumb-Bells for Strong Art. Trained Cockatoo Act, Punch Figures, Bonnet, Free Animals, or anything new and novel for high-class Sideshow. AL F. WHEELER, Oxford, Pa.

SHOW tents write for prices
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Atlanta, St. Louis, Memphis, Birmingham, New Orleans, Kansas City, Kan.

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WANTS FOR SEASON 1934 FOR BIG SHOW PROGRAM:
Strong Acts to feature. Ready to work in Show's Riding Act. Must be good comedian. Circus who can leap. YOUNG, ATTRACTIVE ACROBATIC GIRLS to sing and dance in Spec. and ride horses in parade, who are willing to learn circus acts. We furnish girls board and separate sleeping accommodations supervised by matron. Girl with strong soprano voice to sing with Band. All state age, lowest salary for entire season in first letter. Send photos, which will be returned. All address York, S. C.

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Under the Marquee

By CIRCUS SOLLY

A REMINDER: See if your name appears in the Letter List.

A VETERAN and widely known trouper has passed on, Charles Rooney. See Final Curtain columns.

JOE SHORT postcarded that he is back with his joey pals at the Cleveland and Detroit indoor circuses.

GEORGE SINGLETON recently left Los Angeles for Macon, Ga., to take the canvas of Downie Bros.' Circus.

REPORT IS that William H. (Bill) Curtin goes back to Al G. Barnes as boss caravanser.

MANY TROUPERS have highly complimented the tribute to the late Charles Kennely, written by Floyd Bell, and which appeared in the January 27 issue.

HARTFORD, CONN., has been billed for the annual Shrine Circus at the Armory. Frank Wirth is again furnishing acts.

An outstanding "traditional circus family" of the present day (one of the few existing), the Famous Nelson Family.

THE DEATH of Dewey Butler cast intense gloom among the personnel of the Grotto Circus at Cleveland. Also among his many friends at the winter-quarters colony and citizens of Peru, Ind.

MYRON (BUCK) BAKER a few weeks ago made a hit with citizens of Peoria, Ill., with his clowning and Ed Wynn impersonations in connection with a showing at Palace Theater, that city.

DR. L. E. KRESS, Wauwatosa, Wis., a Circus Fan and husband of Nellie Urban, formerly with Ringling, Sparks and Hagenbeck-Wallace circuses, is still confined to bed. He has been ill since last December 18.

AL FRIDDY, who now resides in Chicago, addressed the Fort Wayne (Ind.) Rotary Club at its luncheon meeting January 29. Priddy discussed and explained the characteristics of various animals he met during his former years with circuses.

MIGHTY HAAG, departing from its custom, did not start its new season at its winter quarters city, Marianna, Fla.;

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NEWPORT, KY.
Opposite Cincinnati, O.

instead, at Chattanooga. But Ernest Haag told Mariannans that he would play their city in May.

JACK McFARLAND, agent Sells-Sterling, is sort of cheery these days around the show's winter quarters city, Mt. Vernon, Mo. The missus recently presented him with a bouncing baby boy. Mrs. McFarland and the new arrival will leave Mt. Vernon for home in Toledo in March.

COL. M. L. BAKER, who had the side show with Reed's European Circus (motorized) a part of last season, and who during the last 20 years has been in various branches of show business, and his wife and daughter are wintering at their home in Lincoln, N. C.

LEON E. BLONDIN, who has been associated with the Dallas Zoo last several years, while attending the recent convention of Texas Association of Fairs at Dallas, informed a representative of The Billboard that he probably will be with one of the circuses this year.

DETROIT, Feb. 3.—Ticket sales in advance of the annual Shrine Circus, which starts February 8, for two weeks, have reached a new high, according to Tunis E. Stinson, in charge of production. The reserved seat sale in particular has exceeded any previous year's record one week in advance.

BILLY AND CONCHA PAPE, last season with Downie Bros.' Circus, are being featured with Hayworth's Pep and Fun Revue, doing perch, foot slide and dance specialties. The show recently completed a string of Warner theaters in Eastern States and started on a Public chain in the South at Greensboro, N. C.

PAULSEN AND SHELLEY, of the La-Mont Troupe, advise that they had a very pleasant engagement with the Kenneth Waite Troupe and other joys at the Grand Rapids (Mich.) Shrine Circus. "Uncle Zeek" and "Little Willie" made the come-in walkaround with their double-Rube comedy.

AMONG RECENT visitors to Silver Bros.' Show were George Reno and wife, who chatted with C. V. Hicks, with whom they trouped on Mighty Hoag several years ago, also Happy Bud Harrison and his son, Jimmie, who have been featured over radio (WSM, Nashville) and making personal appearances in theaters.

CLYDE BEATTY clubbing a lion into submission after it had killed a lioness while in a fight during a training rehearsal, and afterward arranging for the victor to get a trimming at the paw and teeth of several others of the "cat" group, drew heavy and wide publicity for the Grotto Circus at Cleveland and later Beatty engagements at other cities.

JAMES HOWARD, a circus fan, writes Solly that while passing thru Lexington, Ky., he saw a number of white-top folks working in a local tobacco warehouse, among them Jack Campbell, Spud Smith, Frank Silock, Bobby Russell, Slim Bartlett, Slim Wright, H. O. Fowler, Scotty Craigan, Curly Gatlin and the assistant trainmaster, Heavy Malone.

IRA HAYNES, bandmaster with Barnett Bros.' Circus, reports having a pleasant and successful season of 40 weeks, and is now in the winter quarters city, York, S. C., until the show reopens. On the Florida trip of the circus he had a number of bandmaster visitors, among them Merle Evans, Eddie Woekener and Rodney Harris.

A remembrance: The classy bicycle act (using high front wheels) of the Stirk Family many years ago.

CHESTER SHERMAN and Tracy Andrews, clowns with the Kenneth Waite Troupe, renewed acquaintance with George Wyman, clown, while playing the Shrine Circus at Grand Rapids, Mich. Wyman playing club, etc., dates. The Waite Troupe, at Grand Rapids, was entertained by Lee Brown, manager of a local department store, and his wife.

A MARYLAND law is that motor buses (resident or non-resident) and commercial vehicles of two tons or more capacity must be equipped with flares (at least two red or yellow burning danger or caution lights) capable of burning for 15 minutes, for use in cases of accidents or breakdowns on highways, to warn approaching traffic. According to a press dispatch issued from Baltimore, orders have been issued to State

A handicap to circus performers in vaude during winters is the ignorance of most newspaper reviewers—relative to difficult feats. If self-conscious reviewers would rely more on the applause of audiences than their own ego the "dumb acts" (so-called) would get a better break in newspaper print. Solly saw one of the best acrobatic acts (six people) before the public in a vaude house some time ago. The audience veritably "ate it up." Despite this, a reviewer in one of the city papers had the nerve to merely state: "I did some acrobatic work" in his "review," but gave about two inches of type to a two-girl song-and-dance team that actually forced two bows.

police to see that the requirements are enforced.

PARIS "PICKUPS." Jan. 29.—Cirque Medrano is offering a good bill, including Miss Eily Ardelyt, trapeze; Flying Banners, trampolines; Billy Rey, dancing juggler, and several other numbers. Cirque Dejonghe is installed in the Cirque Royale building, in Brussels. Mejaris Brothers, wire walkers, are at the Rex, Paris. Lime Trio and Carr Brothers and Betty are at the Eldorado Casino, in Nice.

HOUSTON "PICKUPS."—A. and Ruth Reno passed thru the city en route New Orleans. Reported a pleasant and remunerative season. . . . Dorothy Dawn, Mrs. Howard Hendricks, has returned from her recent illness, and returned to her home here. Hendricks last several seasons with Russell Bros.' advance. . . . A. B. (Curley) and Melita Murray, over from Beaumont, state that they will again pass up trouping this year.

W. P. ANDERSON, concessions, last season with novelties in George Davis' department with Hagenbeck-Wallace, last week ramled away from his abode in Central Kentucky hills and passed thru Cincinnati, en route to join the indoor circus unit playing Cleveland. Anderson, who tips the beam at about 310 pounds, recalls incidents of the last several seasons. The size of uniform coat seemed a drawback to his affiliating with Mr. Davis' department—until last year, when he provided his own coat.

INTERVIEWED by Geraldine Sartain, of The New York World-Telegram, Elizabeth (daughter of Irvin S.) Cobb, who was in the spec of the Big Show for 10 days, is quoted as saying that "circus people are very polite, but essential snobs." "Goes on to say, however, that "there is an aristocracy of the Big Top that traces its antecedents back thru several hundred years of circus forbears. They're very courteous with newcomers, but sort of wary, a bit cold. It wasn't until they started kidding me that I knew I had been accepted."

CHARLES SIEGRIST, Helen Siegrist and Joe Adams, of the Charles Siegrist Troupe, motor-d from Detroit to take in the Shrine Circus at Grand Rapids. Charles writes that he never saw a nicer program put together, and run more smoothly, and he gives Fred Ledgett great credit. Charles also opined: "Of course, Fred got his early training from the Barnum & Bailey Circus when Mr. Bailey was alive. He was one of the best of performers in his early days, his specialty a bareback riding act, using two horses to a buggy, and was the first in this country to have a buggy made to run around behind two horses."

A LITTLE HUMOR — Oswald Relche contributed from Joplin, Mo.: "I have noticed that the code makers at Washington have found it difficult to distinguish between a circus, a side show and a carnival, in some points. About 40 years ago a circus wasn't considered a circus unless it had a bareback riding act. Of late years there have been the 'Mouse Circus,' the 'Monkey Circus,' the 'Flea Circus,' and I have been wondering why someone doesn't launch a 'Bedbug Circus'—it might be easy for some folks to become 'circus owners.' The code makers have been arranging for a set expense for shows. I wonder could they also arrange a set income."

WHEN THE RIPLEY Believe It or Not Odditorium played a 11-day engagement in Cincinnati, Mr. and Mrs. Harry Oosterkamp, who are among circus folk's finest of friends, entertained at their palatial home Mr. and Mrs. Harold Wilson, Walter Dunn, Joseph Trosey, Edna Price Trosey, Mr. and Mrs. Al C. Beck and

James (Jim) McSorley (who is again spending the winter at home in Cincy). The Oosterkamps are patiently awaiting the arrival of spring and the coming of the "white tops" to the Queen City, when many of their circus friends will be greeted with the real "Zinzinnati" spirit.

AUSTRALIAN "PICKUPS" — The St. Leo's, who were with American circuses years ago, were brought to mind by the recent visit of Case, one of the older members of the organization, to the local office of The Billboard. He stated: "When you again write to the paper, let our old-timer friends know that all the family here are well and hope to make another trip to the United States one of these days. . . . George Sorlie, whose many entertainment ventures have included the financing of tent shows, was stricken with ptomaine poisoning recently and was taken to a Toowoomba (Queensland) hospital. . . . Tom Handley's buck-jumping unit, one of the oldest of the Australian organizations of the kind, played one night to very big business at Parramatta recently. . . . Wirth's Circus still touring one of the States, but there has been no definite news of its movements received here for several weeks. The combination is similar to that which played Melbourne at Christmas. . . . Leo and Jean Cracknell, with other well-known Australian circus folk, are still the main performers in the new local, playing the outskirts of Sydney and doing satisfactory business. . . . Dick Ford, Australian-American clown, was noted in town recently. He is still with one of the local tent shows.

An editorial appeared in a recent edition of The Fort Wayne Journal-Gazette headed "A Circus Is a Circus":

"Dictators come and go. Kings are toppled from their thrones. But circuses go on forever. In communist Russia and in capitalistic America the lion act and the clowns are equally popular. It is a good thing that there is one institution on this round earth upon which all men can agree and enjoy. The circus seems to be that institution."

CANTON, O.—Change in plans for the Al Koran Trumdrum Shrine Circus, to be presented in City Auditorium week of February 26, will bring one of the best indoor circuses ever offered here. The committee, headed by Karl Zetter, manager, viewed the Grotto Circus at Cleveland this week and listed acts it wanted for the Canton show.

STEPHEN M. DADE, veteran circus man, formerly with Barnum & Bailey and now retired and living in Maywood, Ill., paid a visit to the Chicago office of The Billboard a few days ago for a chat over the old days.

"OF ALL EXISTING institutions the one which seemingly has most reason to face the future with equanimity is the circus. The tides of political and social change do not threaten the trained elephants or the clown in his broad-bottomed breeches. . . . In Russia the circus remains enormously popular. The performing dogs are as passionately loved by the proletariat as they used to be by the bourgeoisie. Second thought suggests perhaps an excess of optimism. There have been no reports from Germany about what has happened to Hagenbeck's under the Nazi regime. It may be that the circus has been coordinated, along with everything else. Perhaps the line has been sharply drawn between the non-Aryan species like zebras or hippopotamuses and the descendants of the primitive Germanic aurochs or reindeer."—The New York Times.

Kay Bros. Now in Quarters at Miami

MIAMI, Feb. 3. — Kay Bros.' Circus, which closed a long season January 5, near this city, is now in winter quarters here, and Manager William Ketrov and his aids are preparing for the new season tour.

The show, motorized, traveled 9,336 miles. Opened last April 18 at Petersburg, Va. All equipment is being overhauled at the quarters, and Mr. Ketrov states that the show will be about the same size as during the season recently (See KAY BROS on opposite page)



The Corral

By Rowdy Waddy

CONTESTANTS and performers: Look thru the Letter List each issue.

TALK IS that Tex Austin may again produce a big rodeo in London. It's time for another one in England's capital city.

MONTANA LAMB and family, sharpshooters and whip poppers, were recently on the bill at Princess Theater, North Little Rock, Ark.

A LETTER from Milt Hinkle, of Texas Rangers Rodeo Company, who has of late been in Florida, stated that he was leaving for New York.

THE ANNUAL Fiesta de los Vaqueros—midwinter rodeo—at Tucson, Ariz., has the support of community interest. It is sponsored by the Tucson Chamber of Commerce.

GEORGE (SLIM) HANLEY, formerly with King Bros., last year with Shay Carrington's Wild West, with which he was injured when a steer stepped on him, is in Buffalo this winter.

A LETTER from E. B. Williamson informed that at a recent meeting of the Darke County Agricultural Society, Greenfield, O., the board of governors met and contracted with the Harry Taylor Rodeo and Hippodrome to furnish grand-stand attractions for this year's fair at Greenville.

TEXAS JOE MIX, since closing at museums in Detroit a few weeks ago, has been playing dates in and out of that city, including an indoor circus at Wyandotte. Joe info that he recently met Frank and May Stanley, Shorty Suttin, Carl Romig, Johnny Woodruff and Buck Spencer in the Motor City.

JACK W. KING, of King Bros., spent a couple of days in Cincinnati last week, arranging some paper and other matters in connection with the show's coming season. He had attended the recent fair men's meetings at Columbus, S. C.; Richmond, Va., and Allentown, Pa. Jack is looking fine and is optimistic regarding business in 1934. Advised that the Eskews and others at winter quarters at Asheville, N. C., have been fine and dandy, and that he has a racing wrinkle for this year.

SYDNEY, Jan. 20.—Clare & Meekin recently pulled thru the biggest rodeo yet held in Australia. Two days and two nights proved that the public wants this kind of show, providing it can be made attractive, as was this instance. Unfortunately for the financial success, weather was far from conducive to best results, notwithstanding which the partners broke around even. Jack Maynard, known in American rodeo circles, has been in Sydney and was one of the attractions at the recent rodeo here and proved the goods.

MONTANA HANK and his troupe have been playing theaters in Canada this winter. The roster: Charles Mavely, manager; Fresno Rose, sharpshooting; Cherokee Ed, guitar and songs; Death Valley Bob, harmonica, guitar, songs and comedian; California Joe and Texas Al, ropes, songs and instrumental music; Calgary Jenn, harmonica and songs; Cattle Annie (five years old), ropes and songs; and Montana Hank, sharpshooting. Hank writes that they played the Regent Theater in Sudbury, Ont., when thermometers registered 64 below zero. He included a photo of little Cattle Annie, in neat cowgirl regalia and rope.

"PICKUPS" from the Red Horse Ranch Rodeo quarters near Kent, O.—A Brahma bull calf, the first one ever born in the East, came into the world last week at the ranch, and was named "President Roosevelt." The mother did not take kindly to the naming ceremony. Bawling and frothing she went on the "prod." Charged the crowd, which included a number of school children, and knocked one of them, Master Buddy Peck, against a corral fence. There was a pitchfork handy and, before the cowboys could rush to the rescue Buddy grabbed the fork and thrust it deep into the cow's anatomy. Away went the maddened "critter," over fences and up into the hills. Lew Weir and Chuck O'Connor,

cowboys, roped the animal, extracted the pitchfork from her shoulder and dragged her back to her "son." Col. Al Chase, master of the ranch, congratulated Master Peck on his bravery and made the little fellow very proud by giving him a five-gallon hat and a gaudy necktie. HERB MADDY.

A RODEO is slated for the coming summer at New Harmony, Ind., with a new producer of such events, Fred Bennett, at the helm, assisted by experienced rodeo executives and other aids. Advice is that Mr. Bennett has witnessed many rodeos in the West the last several years, that he has engaged Harry Custer, of the Broken Bow (Neb.) Rodeo, as business manager; contracted stock from Lee Cave, of Western Nebraska, and also contracted C. L. (Jack) Baum, of Baum's Horse Acts, to furnish all exhibition events; saddle and bareback bronk riding, bulldogging, calf roping, wild-horse race and wild-cow milking all contest.

LOS ANGELES.—From reservation to circus, Wild West, carnival, to the flicker—is the history of a unique colony, new to Hollywood and motion pictures. The colony, headed by Chief Standing Bear, at present time has 300 Indians from Standing Rock, Osage, Nez Percé, Blackfoot and other tribes. Standing Bear, 65 years of age, a graduate of Catholic University, an author, actor and lecturer, is the leader, and he has developed rather remarkable talent among his charges, several of them recently scoring decisively in speaking parts—W. S. Van Dyke uses them at every opportunity. The industry has discovered that only real Indians can be used in Indian scenes, as the cleverest make-up artists cannot duplicate the facial characteristics of the red men. The colony is operated on a community plan. They take seriously their work before the camera. One of the outstanding members is an Indian girl, Agnes Narcha, and it is predicted that she will reach stardom. In the recent picture made by Warner Bros., *Massacre*, starring Richard Barthelmess, more than 200 Indians were used. Chief Standing Bear was assistant technical director, with Silver Moon on story and continuity. The redskin folks are self-sustaining, the colony departmentalized. Chief Thunder Bird keeps the general store, White Eagle operates a lunch wagon, Iron Eyes has a garage and repair shop. Big Tree has a soda and refreshment shack, and others of lesser note work at odd jobs. The colony is now one of the show spots of the movie sector, located at Chatsworth, just a few miles from Hollywood.

Here and There

ROSSLYN, Va., Feb. 3.—On the program of the fathers and sons' get-together night, held recently at Thompson Community Center, Washington, Frank Fortillo, CFA clown, opened the entertainment program with his clowning. Capt. Richard Bradford, CFA, whose cartoons, *Those Were the Happy Days*, are a feature in *The Washington Sunday Star*, also was on the bill with a cartooning act.

Forest (Hooley) Swanson, who sang bias with the Harmony Three act in 1911 (when the writer sang with the same trio and played piano), is now living at Monmouth, Ill.

Edward S. Schmid, who has operated a pet shop in Washington for more than 50 years, is in Florida for the winter and was a visitor at the Ringling winter quarters, Sarasota.

The writer is in receipt of two photos of Susie, the gorilla, a feature of the Cincinnati Zoo, and her trainer, Bill Dressman. With the photos a complete set of physical measurements of Susie, which are of interest to anyone interested in zoology.

Robert E. Joyce, who was a circus clown 50 years ago with the big ones, is now judge of the Traffic Court in Mt. Rainier, Md.

Lou Engle, former owner of Engle-Eldridge Circus, has opened a law school in Washington.

Ernest Capon, formerly boss animal man at Thiele Zoo, Port Chester, N. Y., is now superintendent of menagerie at the Geisel Animal Circus Farm, near Amsterdam, N. Y. Capon is an old-time circus boss animal man.

REX M. INGHAM

GRAND RAPIDS, Mich., Feb. 3.—With the close of the Saladin Shrine Circus here last Saturday, officials estimated nearly 40,000 persons had attended performances during the week, an increase of 26 per cent over last year. Sellouts for night shows and heavy houses for matinees were reported daily.

Peru Pickups

PERU, Ind., Feb. 3.—A tri-county meeting, attended by more than 50 prominent citizens of Marion, Wabash and Miami counties, perfected a permanent organization to further plans for a proposed State park near circus winter quarters here Monday evening. Visitors were guests of Jess Adkins, general manager Hagenbeck-Wallace, at a sumptuous banquet. The winter-quarters farm, located on Mississinewa River and former Miami Indian Reservation, abounds in historic lore and scenery. Four State highways intersect within a mile of Zoological Gardens, and it also was decided at meeting to press paving by the State, connecting cities south, with hard-surface roads. Invited guests were Indiana's lieutenant governor, M. Clifford Townsend; State Superintendent Public Instruction Floyd McCurry; Jess Murden, CFA, former member of the State Highway Commission, and Prof. Ross Lockridge, Indiana University. Organization has as officers and directors: Dr. Otho Wintger, Edward Warfield, Roscoe Coomler, Charles Bradley, Louis Wolf, William Ditzler and Lieutenant Governor Townsend. A pageant, *The White Rose of the Miamis*, by 15 high-school students, direction of Prof. T. R. Tewksbury and O. N. Neighbors, was a feature.

Fred Ledgett, equestrian director at the Grand Rapids Shrine Circus, arrived here this week. Stock and props used at Grand Rapids returned Monday in the worst blizzard of the winter. Horses, ponies and dogs were moved to circus farm, but five elephants, in charge of Eugene Scott, were kept in steam-heated baggage car day and night until storm subsided.

Police officials here are endeavoring to learn the identity of a man killed at Peru, Ill., June 30, 1930, and said to be a trouper with Sella-Floto Circus when it showed that city. A photo of the dead man, together with description: 5 feet 10 inches tall; mixed with gray, and between 35 and 40 years of age—called "The Kid," by circus employees—was sent here by Joseph Pott-hoff, chief of police of that city. Inquiry at circus farm here, among officials and employees, failed at identification. It is said that an investigation, after three and a half years, was reopened when authorities were tipped off as to a suspected murderer being held for questioning.

Ray (H-W) Colling and the missus, and Frank Collins (R-B) are back after a stay at Spring Valley, Ill.

Eddie Billetti left for Chicago during the past week.

It is stated that Jules Jacot, many years animal trainer with ACC units, will not be with H-W coming season, or with leased acts.

Keys Bros.' United Indoors Circus, which closed the week preceding Christmas, may take road again as winter unit. The field representative, contracting dates in Ohio, reported that schools and civic auditoriums large enough to stage show have been wanting too much percentage.

The late Charles Rooney was liked and respected by all circus farm and publicity agents. Of large stature, quiet spoken and nervous temperament, he was one of tented attractions' most colorful characters. During road seasons in past years on H-W, with largest menagerie unit ever leaving here, Rooney always had animals and props loaded before the big show was over, regardless of rain, muddy lots, etc. Reliable and dependable, his word was as good as a bond; his place probably never will be filled. The high esteem in which Mr. Rooney was held was attested at obsequies, attended by former circus magnates, officials, fellow troupers and townsmen who packed the largest funeral home here, with scores standing outside in a blizzard, waiting to accompany his remains to the railway station.

KAY BROS.

(Continued from opposite page) ended. The elephant and other animals are at Opa Locks Park.

Among members of the circus troupe wintering here are: Si Kitchie and wife, Bumpy Anthony and wife, Russell (Shorty) Bookman and wife, Chief Running Elk and family, and Pee Wee, clown, with his trained dog, Rex. Frank Ketzow has the circus seats rented to a walkathon being staged at Hialeah Park. Robert Ketzow will soon leave for a brief visit north. Mary Ellen, daughter of Mr. and Mrs. William Ketzow and a versatile performer, has several new dance steps perfected for her wire act. Mary Ellen has a fine new house trailer.

Eastern States

Eastern States Circus played to a week of fair business recently at Beaumont, Tex., where it exhibited under auspices of Eagles. Frank (Dutch) Hildebrand and Rich Freeman had some nice promotions in the way of ad banners and a nice, thick program. J. W. Snearly left at Beaumont to go with Texas Producing Company as general agent, Irving J. Polack visited in Galveston, where the show has a date following the Port Arthur engagement. Mickey Blue left during the Beaumont engagement for his promotional duties at his next stand for the show, Sweetwater, Tex. Henry (Iron Jaw) Mott has been standing them up in their seats with his spectacular act. It is almost needless to say that *The Billboard* is eagerly awaited each week and very much read by members of the circus. The show now has a personnel of 65 people, including the advance. Pat Hanlon has it booked up for two months solid. So it looks like it will be a long season.

At Port Arthur, for Eagles, the show opened in the Armory to a sellout and had to close the doors every performance at 8 p.m. for lack of seating capacity and the Armory holds 3,000 chairs and has much standing room. Two extra matinees and two extra night performances had to be given. The ticket sale and advance promotion, handled by the writer, the best of the season. Louie Sterns, general manager, looked after his oil interests while here. Irving J. Polack, general director of the shows, and wife were busy all week, speaking at Rotary and Lions clubs and attending banquets. Sam Polack, secretary-auditor, played the ponies. Al Katzen did very well with his string of concessions. W. T. JESSUP.

West Coast Jottings

VENICE, Calif., Feb. 3.—Charles Cook and family are spending the week-end at their mountain cabin at Big Bear Lake.

Bernie Griggs and wife and baby were visitors to Bernie's mother (Blanch Reed) here.

Bill Fowler, of whale note, and wife were over looking over the Venice Pier and visiting friends here this week.

"Red" Fowler and wife are visiting friends here, having motored from Chicago, where "Red" was employed last year at the World's Fair.

Raymond Behee and wife were visiting friends here at the beaches over last week-end.

James DuBols, former ticket seller Barnes Circus, writes from Vincennes, Ind., that he has been off the road for the last three seasons, but will troupe this season.

The Kling Brothers, still walkers, last two seasons with Al G. Barnes Circus, state that they will again be with it the coming season.

Nig Dobbert and family are mighty visitors to the "town pump" at St. Marks Hotel.

Walter Wellington, clown, writes from Michigan that he has stayed at home the last three seasons.

Lee Norris, clown, is living at his home in Ohio this winter.

W. A. (Curly) Phillips has returned to Venice from a short vacation in Los Angeles. States that this is the last rest he will get before the opening of the circus season, as he will start on a picture next week, using his dogs, Bob and Buster, in a comedy.

Irene McAfee is playing vaude dates with her dog act, billed as Madam Griz-zel's Dogs.

Robert Thornton and wife, wintering in their home here, will again be with the Barnes Circus this season.

The writer will again remain off the road this season and work pictures with Charles Cook. TOM PLANK.

The show is slated to open its new season late in April. William Ketzow is general manager; Frank Ketzow, general agent, and Mrs. William Ketzow, treasurer.

Among visitors to the show's winter quarters lately were John Van Arnam, of minstrels note; Bryan Woods and wife (Billie), of Woods' Monkey Circus; James (Jimmy) Heffner and wife, of Heffner-Vinson Players; the Maxey brothers, of medicine show note; Clint Barnes and wife and son, Harold; George Beers and son, Charles, and Roger Barnes.

GOOD QUALITY, VERY REASONABLE PRICES.
HILL'S SIDE SHOW BANNERS
STUDIO: 243 MADISON STREET, PORTLAND, MAINE.

FIRES SWEEP EASTERN SPOTS

Half of Golden City in Brooklyn Goes in Futile Battle With Blaze

Bucket brigade is defeated by flames sweeping Burlington Beach, N. J. — toll takes in buildings, sports arena, devices and concession stands in three resorts

NEW YORK, Feb. 3.—About half of Golden City Park, in the Canarsie section of Brooklyn, was swept by flames on Monday as icy winds hampered firemen, many of whom were injured in a battle against the park blaze and in near-by Flatbush. Two hundred ladders and 45 pieces of apparatus were called into play in a five-alarm. Destroyed or severely damaged were a cafe-dance hall, hotel structure, sports arena, concession stands and devices, including the Coaster. Several small structures were demolished. Golden City is managed by Jack Rosenthal.

WILMINGTON, Del., Feb. 3.—Fire did considerable damage in Shellpot Park here Monday night. The large arena was badly damaged and much of the Scenic Railway was destroyed. The park, being in a residential section, houses in close proximity were damaged. Shellpot is one of the oldest amusement parks in this section.

PHILADELPHIA, Feb. 3.—Fire which destroyed the park known as Burlington Beach on Burlington Island, N. J., on January 28 was fought by a bucket brigade and extinguishers which were unavailing against the fierce flames. Latest estimate of damage stands at the first figures, \$30,000. Fire was discovered by Frank Donnelly, a concessioner. There is no water supply on the island.

At one time this park was popular with Philadelphians, who reached it on excursion boats, but of recent years had drawn only from its close vicinity. An Old Mill and some concessions destroyed were owned by H. Moore, Vineland, N. J. Scenic Railway, part of the toll taken, had been partially dismantled and was owned by Fred Merkle, Bristol, Pa. Contractors had been moving most of the equipment from Burlington Island, owned by Robert Merkle Company, Philadelphia, to Seaside Park.

Governor, Mayor Speakers At N. E. Meet's Sessions

BOSTON, Feb. 3.—President Barney J. Williams, manager Pine Island Park, Manchester, N. H., will open the sixth annual convention of the New England Section, National Association of Amusement Parks, here in the Manger Hotel on February 27 at 10 a.m. Sessions will adjourn at noon on the following day.

Governor Joseph B. Ely of Massachusetts, Mayor Frederick M. Mansfield of Boston and Frank W. Darling, New York, president of NAAP, will be among speakers.

Program, in the hands of Chairman Wallace St. Clair Jones, Boston, is near completion and it is expected that it will be announced next week.

McKibbin Business Manager For Meyers Lake in Canton

CANTON, O., Feb. 3.—E. Don McKibbin, New Castle, Pa., became business manager of Meyers Lake Park Company here on February 1.

Mr. McKibbin, well known in the park field, has been business manager for Conneaut Lake (Pa.) Company the last four years and was successful in booking outings and conventions.

Meyers Lake Park Company officials anticipate a good season.

Coaster Razed in Forest

ST. LOUIS, Feb. 3.—The "Mountain Ride" at Forest Park Highlands is being torn down in the process, the management explained, of winter renovation preparatory to the summer season. The Roller Coaster, which has some of its steepest dips adjacent to Oakland avenue, has been a familiar sight to St. Louisans since 1922. Plans for improvement to take its place have not been completed.

Jersey Anti-Taxers In Capitol Invasion

ATLANTIC CITY, Feb. 3.—Led by an escort of motorcycle police, more than 100 private cars, a dozen buses and trucks, carrying business, amusement and professional men of every walk of life in the resort, paraded thru the city and to the State House in Trenton Tuesday afternoon to join 35,000 others to protest against passage of a sales tax bill. Invaders were led by Louis St. John, head of an outdoor advertising company, and met other delegations along the way.

Mayor Samuel S. Kenworthy, Belleville, head of the New Jersey League of Municipalities, led forces for the tax, while L. D. Othner, secretary, Camden Chamber of Commerce, headed the opposition. Ex-Senate President Emerson Richards, Atlantic City, who told how the proposed tax would hurt the resort, was cheered.

It was said to be one of the largest non-political demonstrations ever witnessed in the capital. Final action on the measure, which concessioners and novelty men declare would kill their business, is expected within two weeks.

Resort Goes to Nevadans

WESTWOOD, Calif., Feb. 3.—The large Westwood Resort, near here, it is reported, has been purchased by Anderson Bros., Boulder City, Nev., and new owners plan to improve the clubhouse and grounds to the tune of several thousand dollars.

Valliers Are New Managers Of St. Ignace, Mich., Spot

ST. IGNACE, Mich., Feb. 3.—Rogers Park has been taken over by new management, James Fenlon, former manager, announced.

Frank and Ellsworth Vallier, St. Ignace, have become new proprietors. They are continuing weekly dance features of the winter season, with the Michigan Night Hawks, Sault Ste. Marie. Plans for summer have not been announced.

Jantzen Gardens Laid Out

PORTLAND, Ore., Feb. 3.—Among new attractions in Jantzen Park for 1934 will be Jantzen Gardens, patterned after outdoor restaurants of foreign countries and put in adjacent to the well-known natatorium. Tables will be arranged on the lawn amid shrubbery and flowers. Entertainment will be music and a chorus of girls in costume, who will also serve refreshments.



BERT STOCK, prominent Ohio orchestra leader, who has become assistant manager of Idora Park, Youngstown, O., assuming duties on February 1. He will be in charge of exploitation, will manage the dance pavilion and book its attractions.

Stock Takes Hold as Deibel Aid for Idora, Youngstown

YOUNGSTOWN, O., Feb. 3.—Bert Stock assumed the post of assistant manager of Idora Park here on February 1, in charge of exploitation, manager of the dance pavilion and booking its attractions. For the past year and a half he has been promotion manager and announcer for Radio Station WKBM here.

Mr. Stock has been identified with the orchestra business 11 years. He maintained a New York office eight years and holds a record in Detroit, having directed his own band 81 consecutive weeks in Monticello Ballroom. He appeared in several musical comedies and directed the tab version of Hello, Yourself.

He succeeds Edward Gilronan as aid to Charles Deibel, and announces that he plans to put many names into the park ballroom the coming season.

K. C.'s Fairmount Rides Going to Springfield, Mo.

SPRINGFIELD, Mo., Feb. 3.—Rides and other equipment which the Ingersoll interests, of St. Joseph, plan to install in Dolling Park here will be moved to Springfield from Fairmount Park, Kansas City, as soon as weather permits. President E. C. Hamlin, park board, has been informed.

The Ingersoll company already is operating the skating rink. The lease does not call for other operations to begin until April 1. The company has leased the park, but plans to operate it with a free gate as in the past, charging admission only to the rink and rides, and for swimming and boating.

One of the rides which will be moved here eventually is said to have cost \$75,000 to build, and will cost \$17,000 to move.

Spending \$360,000 on Piers

LONDON, Jan. 27.—Winter improvement plans at Hastings, English sea-coast resort, include rebuilding of the pier at a cost of \$200,000 and a new three-deck promenade to cost \$160,000.

Why Exempt City-Operated Places?

By RAY STECK

Manager, Lake Hellums, Enid, Okla.

In reading over and studying the proposed NRA code for parks and pools I fail to find any clause whereby municipal pools would be brought into line. Here, as well as many other places, I expect, we have our grief and worry over municipally operated pools. Our local municipal pool is operated as a political football and passes are handed out just like so much paper, all of which, we all know, works a hardship on a privately owned industry.

I believe that this code should cover municipal pools and parks, as well as privately owned and operated spots, and I can see no reason why the former should be allowed to operate tax free, with little or no charge for admission, while we pay a high tax rate and are compelled to compete with out-rate prices.

Taxpayers Help Out

And many times we find that they do not gross enough to pay their operating expenses and we taxpayers have to reach down in our pockets to support and carry on operation of such parks and pools. If NRA wants to do something for our industry I think it should look into this, above all else.

So far as salaries are concerned, ours remain at or a little above the NRA proposed schedule and our hours vary according to season and weather.

Park men will have to pay salaries according to other lines of business and the salaries paid in them, and I feel that the salary schedule is a small matter in the code as compared to municipal competition.

For Real Protest

Why cannot park and pool men get together and push this point? I would like to see some expressions from other park men over the country, as thru this section all privately owned resorts are operating under this same hazard and we feel that this is the time for park and pool men to stand up on their hind legs and bark loud and long if they expect to get the protection that they deserve.

If some cash is necessary to fight there is no reason why anyone should sit back and not get his hat in the ring along with a few dollars, whether or not he has this evil to "compete with." Because some day he will undoubtedly be up against the same thing if he hasn't got it now.

Kyle in at New Wonderland

MANCHESTER, N. H., Feb. 3.—Charles Kyle, Kyle Producing Company, New Haven, Conn., is general manager of new Wonderland Park in Hooksett, outside of Manchester, and Eagle Eye, bird and animal man, is owner. Season will be from April 15 to September 30, with zoo, ballroom, Monkey Circus, musical comedy stock, rides and concessions, most of which have been booked. There will be free nets, free parking and a free gate. Only legit merchandise games will be presented, the management has announced.

Danbury May Have Fun Area

BRIDGEPORT, Conn., Feb. 3.—With purchase of 17 acres on west side of Danbury-Ridgefield road, the State of Connecticut is proceeding to enlarge Wooster Mountain State Park on the outskirts of Danbury. The acreage, bought from Hiram J. Kellogg, is on the State road. The park is being cleared by CWA workers. Although never opened to the public, it is understood that plans are being made to throw open the land to the public next summer, with a portion being devoted to amusement attractions and concessions.

ROY (POP) BROWNLEE's Hickville Follies and Band will play parks and fairs next season under the banner of the Gus Sun Booking Exchange.

NRA Data Important

Operators of amusement parks, pools and beaches who have not received copies of the proposed NRA code will please apply at once to Deputy Administrator Sol A. Rosenblatt, Washington, D. C., for free copies. Acquaint yourself at once with your tentative code and fill in and return immediately the questionnaire supplied by the NRA. This is important to you!

NAAP

Manufacturers and Dealers' Section

By R. S. UZZELL

Michael G. Heim, an outstanding leader among park men of the old school, has passed on. He was a leader in any undertaking which claimed his interest and attention. It is a repetition of my frequently repeated story of beginning at the bottom and by force of merit, ability and hard work surmounting all obstacles confronted on the way to success and a position of influence and usefulness to his city, State and country.

Mike was never content until he attained the best in whatever he set out to do. The name Mike Heim in Kansas City, Mo., always assured the people they were to get to see a superior article. His beer was the best, his amusement park the finest west of the "Father of Waters" and his brewery horses were superb. They could have been models for Rosa Bonheur's brush.

Little Mike first appears at the St. Louis end of Ends Bridge, with his father, mother, brothers and sisters, selling ham sandwiches and coffee to the farmers who had sold their hogs, cattle or produce in East St. Louis, Ill., and were on their way to bring merchandise and supplies in St. Louis. They were HAM sandwiches, not a venger of ham between two dry crusts of bread.

Heim Family Honesty

A newspaper reporter once said he bought a ham sandwich at Euclid Beach and when he opened it the wind blew the veneer of ham away. Heim sandwiches had a slice of ham that would make four modern sandwiches. His mother baked the bread while cooking the hams. It was bread "like your mother used to make." Heim said if they did not use 30 hams on a good Saturday it was a keen disappointment.

Here over a period of several years' hard work the family made enough for the first substantial payment on a St. Louis brewery. After it had paid out and had a surplus, M. G. was 19 years of age. He felt the usual wanderlust of that age and had become engaged to a girl to whom his parents very much objected. They told him if he married the girl they would disinherit him.

Mike manifested his characteristic determination when he refused to give up the girl. He took \$2,700 of his father's money in large bills and put them in the letter press so as to compress them into a size that would fit his inside coat pocket. After all of the family had gone home for the day he was to have made his getaway with the money and the girl. Sitting in the office, waiting for the watchman to get away on his rounds, he took a last long look at the familiar surroundings. Many things reminded him of his parents and their struggle. Their sincerity and honesty. Honesty! A Heim family characteristic!

He jumped to his feet, opened the letter case, took the well-pressed \$2,700 in bills from the press and put them back in the safe. He said, "A Heim thief. Never!" He hopped a freight train in the St. Louis yards and rode it to Springfield, Mo., where he got a job as a carpenter at \$1.50 per day. Your author saw one of the houses M. G. helped to build.

Changed Mind on Beer

By economy he soon had enough money saved to send for the girl. They were married in Springfield. The father was anxious about Mike and could not understand. No explanation. Not a word from the absent son for a long time. On hearing from the son Senior Heim offered to purchase the Kansas City brewery if Mike would agree to go there and run it.

The offer was accepted and Mike became manager of production. It prospered and succeeded beyond their fondest dreams. It was as an outlet for their beer that they built old Electric Park on the bottoms near the brewery and piped the beer to it. The park venture was highly successful and satisfactory until the memorable Missouri River flood of 1903, which submerged the park the day before Decoration Day. For six weeks they were prevented from operation by water and mud. All of the motors had to be baked before put into use.

Like Noah, Heim looked for dry land. A defunct driving club and race track

of 30 acres, diagonally across the city and about seven miles from the center of town, was purchased for \$15,000. After the park was moved and rebuilt on grander plans it was discovered that local option was against a license. Mike thought a park could not be run without beer. He went into the park business to sell beer. What a change!

The finer patronage, the real spenders, the families patronized new Electric Park so liberally that Mike said: "I would not put beer in now if given a license." The park became the apple of his eye. He played the best bands of the world, and \$50,000 per season for music was fixed in his budget. He always opened each spring with something new that could make the headlines. It was the pride of the city. It once had two opposition parks, but the manager had youth and health. The opposition only made it interesting.

Kept Himself Occupied

But when the second wave came over the top, M. G. had lost his health and fighting spirit. This, with an independent income of \$100,000 per year, decided him to close the gate. He did not give up completely. The swimming pool and dance hall were continued. He sold he had to have something to occupy his time. His summer home was in the park from its inception until and including the past summer. He made as much as \$150,000 per summer. The (See NAAP on page 37)

Seashore Breezes

By WILLIAM H. McMAHON

ATLANTIC CITY, Feb. 3.—Steel Pier on Sunday celebrated its first all-winter vaudeville bill anniversary. A good-sized crowd witnessed the program, which included Funnyboners, radio stars; Gus Edward's presentation of *Armida* and an all-round good bill. Pier started Sunday flesh for winter last January as an experiment.

Leviathan Band billed in Auditorium for "last appearance of season," but owing to big draw at large ballroom they will be returned for Washington's Birthday week-end, playing three days instead of usual two. Joe rink opened Sunday night for benefit game for Andy Ritchie, who died as result of mishap while playing with Sea Gulls.

Chamber of Commerce considering plans to pep up June, between Memorial Day and July 4, usually "dead" days during which amusements opening for former take it on chin until latter week-end. . . . among proposals is staging of late Philly Mummies' Parade on Boardwalk on June 3, to be preceded by a ball in Auditorium on June 2. Proposal is favored. All racing projects hang upon action in the Legislature regarding betting. . . . local representatives hopeful.

Long Island Patter

By ALFRED FRIEDMAN

FROM ALL AROUND: Neglected for a long time, the wisies are finally recognizing outdoor amusement possibilities around the oceanside section. Will do things there this summer. . . . Lots of the show gang here in receipt of regards cards from Harry E. Tudor, don't think abroad. . . . Bill Vance, Hewlett, exhibiting boat models. . . . Paul Ruggle getting feature yarns for *Island News*. Some of the p. a.'s who'll be doing things this coming spring around the Island will include, it is expected, Boswell Lynch, Art Johnson, Bert Nevins and Larry Waldron. . . . Sunnyside Pool, Long Island City, will shoot for New York City trade next summer.

That clever Island amusement park manager is going around these cold days arranging summer tleups already. And made a number of them, too. . . . Frank Bausch, the scribe, used to do circus ballyhoo. Quit to live on Long Island, he says, 'cause he likes it better. . . . Don Santo, the band boss, angling for a local spot. . . . Island's State parks in better shape now than they've ever been, federal funds being a reason. . . . Com- (See LONG ISLAND on page 37)

PORT WAYNE, Ind.—Purchase of the old Robinson Amusement Park, north of this city, by the waterworks of Port Wayne, incidental to building a second dam in the St. Joseph River, as proposed by the Public Works Administration so that the plot may again be used as a park, is being advocated by citizens.

Mercedes on Booster Jaunt

MADISON, Wis., Feb. 3.—Joe Mercedes, well-known mentalist and head of the Heart of the Lakes Association, set forth with Mrs. Mercedes last week for a 3,000-mile jaunt thru the South and to Florida with the idea of linking up the latter winter playground with summer spots in the Wisconsin Heart of the Lakes district. Mercedes will visit one or two towns a day in Florida in a campaign for a mutual boosting agreement between the two States.

With the Zoos

MADISON, Wis. — "Charlotte Greenwood," white-handed gibbon, is dead in Henry Vilas Park Zoo at the age of 20, following a seven-day "hungry strike."

PARIS.—Two young elephants, Unique and Mamotty, have been acquired by the Zoological Garden of Vincennes to replace elephants recently burned to death in fire which destroyed the zoo stables.

SOUTH BEND, Ind.—J. M. Stephenson, newspaper publisher, is donor of a lion cub, placed with other animals in Potawatomi Park Zoo. Mr. Stephenson has already donated three bear cubs. William A. Walker, superintendent, reports the zoo also houses bears, monkeys and antelopes.

NEW ORLEANS. — Charles B. Thorn has been elected president of Audubon Park Commission; Warren Johnson, vice-president; H. L. Falk, treasurer; J. A. Hayes, secretary, and Frank E. Neells, re-elected superintendent. Two sea lions from the Pacific Coast were donated by Sigmund Odenheimer.

NASHUA, N. H.—Backbone of winter is broken, according to John T. Benson, owner of the Benson Wild Animal Farm. One of his large-eared owls laid two eggs and is setting, a sure sign, he says, as the wise bird knows when winter is on the wane. It was March 2 last year when the owls laid eggs. Beavers at the farm have begun to break up their dam in the lake to make ready for a large flow of water when snow from hills begins to melt. The beavers did not break up their dam until about March 1 last year.

CINCINNATI.—Plans are being made for excavation of a tunnel from the carnivora building of the Zoo to barless cages now under construction so that lions, tigers and other wild animals may be conveyed with safety to the new habitats. This was disclosed to members of the Kiwanis Club by Ned J. Hastings, business manager of the Zoological Society. Manager Hastings said that transfer of the animals had been a matter for considerable thought. It probably would be accomplished thru construction of a barred runway thru the tunnel, with room for keepers on both sides. The Zoo has been promised specimens of Antarctic penguins by Rear Admiral Richard Byrd. These are expected to be brought on the return of the admiral and his party from the South Pole a year or more hence.

SONOMA, Calif.—Traveler Amusement Company, Ltd., has been incorporated with capitalization of \$150,000 in Sonoma by S. T. Harvey and S. T. Galbraith, Mill Valley, Calif., and Leigh Hulbert, Sonoma.



The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, care of New York Office, The Billboard)

Many times I've requested pool men to send their problems to this department for discussion and solution if possible. Recently I've been more than gratified with the response from readers who seem anxious to swap opinions here. And rightly so, for if this pillar only serves as a medium for exchange of pool ideas the space allotted is not in vain.

A most interesting communication was received from L. J. Steinbaugh, swimming pool manager of Red Park, Chambersburg, Pa. I urge you to read this letter carefully and if you have any suggestions to make which might help Mr. Steinbaugh I trust you will shoot them in.

He writes: "I have been following your articles in *The Billboard* regularly and find them very interesting and instructive. I like your suggestion of reading the stunts pulled by the theaters and the ballrooms, for a pool operator can get plenty of ideas that have already proved successful.

"We operate an outdoor pool in our park in Chambersburg. The pool is all concrete, 100 by 150 feet long, with 460 gallons of fresh water being pumped in every minute and the same amount (See POOL WHIRL on page 46)

DANCE HALL, 160x80

Suitable for Walkathon or other Endurance Contests. One-half mile out of city. Car Loop on grounds.

FOR RENT
Dayton Fun House & Riding Device Mfg. Co.
DAYTON, O.

WANTED

RELIABLE MANUFACTURER established in Amusement industry to manufacture a new revolutionary and appealing amusement device suited for Park and Carnival Concessionaires. Willing to entertain royalty proposition. Write for photograph and description. Demonstration gladly given. Write BOX 442, The Billboard, 1544 Broadway, New York City.

Wanted, Rides

For Park Opening April
Grandview Park, Mobile, Ala.

IN ONE OF MICHIGAN'S BEST PARKS, IN CENTER OF AUTOMOBILE INDUSTRY, BUSIEST SPOT IN THIS COUNTY.

TO LEASE—Refreshments and Checkroom in Pavilion, Ball Game, Palmistry, Popcorn and Peanuts. Space for two other Concessions. Will lease or buy Rides at right price. Arcade Machines for trade. What have you? For Sale or Trade—Poker Roll-Downs. All electric; Evans Add 'Em Up, and other Games. BOX 191, Lake Orion, Mich.

WANTED GOOD DANGLER

State make, amount used and condition. Give size dimensions. Quote best cash price P. O. R. place of leading.

NORMAN BARTLETT
329 Main Street, TONAWANDA, N. Y.

WANTED RIDES, all Concessions, Fortune Telling, Indian Basket Maker, Wonderland Park (Frer Gate), Address EAGLE EYE, Manchester, N. H.

PHILADELPHIA TOBOGGAN COMPANY
Manufacturers of Amusement Devices.
PRESENT
THE LITTLE RODEO
A New PORTABLE Device for CHILDREN of ALL Ages.
LOW IN PRICE—ECONOMICAL TO OPERATE.
Write for Photo and Terms, or See It in Actual Operation at 130 E. Duval St., Germantown, Philadelphia, Pa.

1934
Auto-SKOOTER Water
THE RIDE THAT ENJOYED GREATEST POPULARITY AND BIGGEST NET PROFITS AT "A CENTURY OF PROGRESS." CHICAGO, ILL., LAST YEAR.
AUTO SKOOTER. LUSKE BROS., INC., 2847 North Fairhill Street, Philadelphia, Pa. U. S. A. LUSKE BROS., LTD., Central House, 41 Kingsway, London W. C. 2, England. WATER SKOOTER.

TEXAS HAS RECORD TURNOUT

Dallas Convention Hears Reports Of Profits at All Except 2 Fairs

Largest attendance in association's history marks annual meeting—34 of 36 boards come in as winners—new president is Abernathy—Fort Worth loser for 1935

DALLAS, Feb. 3.—The 1934 convention of the Texas Association of Fairs in the Adolphus Hotel here on January 26 and 27 can be put down as the best and most informative in its history. Delegates from 36 fairs attended and at a "closed session" Friday afternoon reports showed that 34 gained good profits for their 1933 events, with only two fairs being on the losing side and these for only small losses. It was voted to incorporate the association under the laws of Texas and unanimously voted to join the International Association of Fairs and Expositions as a body as associate members. The convention was called to order by President George D. Barber, Mineral Wells, with welcome addresses by J. Ben Critz, Dallas Chamber of Commerce, and Roy Rupard, secretary, State Fair of Texas. Claude Holley, Gonzales, made the response. President Barber spoke on *Why the Texas Association of Fairs?* and there was general discussion led by Russell E. Rhodes, Ennis; Roy Gray, Big State Shows; Frank Thompson, Sherman, and H. P. Adey, Kemper-Thomas Company.

Friday afternoon's session was for fair officials only. Ed C. Burris, Graham, chairman of the program committee, opened with an explanation of what he expected delegates to learn at the meeting.

Dallas Selected Again

Reports showed what profits and losses fairs of the State experienced in 1933 and what is being planned by officials to remedy matters. L. B. Herring, Beaumont, spoke on *Carnival Contracts*; M. R. Martin, Marshall, *Advertising Fairs*; Pete H. Smith, Ennis, *Light Contracts*; O. L. Taylor, Amarillo, *Free Acts and Special Entertainment*; O. R. Warren, county agent, Denton County, *County Agent and Agriculture Exhibits*; Henry Duke, Ennis, *Commercial Exhibits*; M. D. Abernathy, Longview, *Paid Gate vs. Free Gate*; Claude Jones, Gonzales, *Daytime Attractions*, and J. D. Motley, Ballinger, *Labor Cost*.

At the final business session A. R. Davis, manager of Panhandle South Plains Fair, Lubbock, talked on *Committee Organization*, followed by Senator T. H. McGregor, Austin, on *Horse Racing and the Fair*.

Election resulted; M. D. Abernathy, Longview, president; Ed Burris, Graham, secretary-treasurer; regional vice-presidents and directors, Claude Holley, Gonzales; Lee Caviness, Paris; O. L. Taylor, Amarillo; Richard Knight, Crockett, and Pete H. Smith, Ennis. In rivalry as to the next meeting place, between Fort Worth and Dallas, Dallas was chosen for 1935.

Showfolk Are Numerous

At the annual luncheon in the Peacock dining room of the hotel Friday noon Mr. Barber was toastmaster and entertainment was by the Brown School of Dancing and Music, Dallas. About 150 participated.

Among attractions people present were B. S. Gerety, Beckmann & Gerety's Shows; Mel Vaught, Harry L. Oordon, Vaught's State Fair Shows; Fred H. Kressmann, Barnes-Carruthers Fair Booking Agency; Mrs. Catherine Oliver, Oliver Amusement Company; J. A. Bender, J. W. Somerville, Dallas Tent and Awning Company; Mrs. Olive Oray, Acme Tent and Awning Company; Harry and Orville Hennies, Phil Little, Noble O. Parry, Ralph Ray, Hennies Bros.' Shows; Roy C. Lee, Lee Theatrical Illuminating Advertising Company; Paul Hunter, Paul Hunter's Concession Company; T. J. Tidwell, H. G. (Buck) Buchanan, C. R. Pulton, T. J. Tidwell Shows; St. Williams, S. B. Williams Shows; Carl Adkins, Carl Adkins Com. (See TEXAS HAS RECORD on page 36)

HARRY DE MARLO and Marietta, his wife, sailed last week for London, where they will play the Palladium Theatre, with other dates to follow. They had just returned from Bermuda. Upon their return they will play fairs for George A. Hamid, Inc.

Still, Small Voices

MADISON, Wis., Feb. 3.—"Conscience funds" did thriving biz in these parts this week. Secretary of State Dammann received an unsigned letter, inclosing 25 cents and reading: "Last year I climbed the fence at the State Fair. Since then I have got religion. Here's your money." Sauk County Fair reported receipts of \$18.25 in its "conscience fund." A woman sent in premium money which she had received on articles exhibited twice in violation of rules. A man who "jumped the fence" at 1933 Sauk County Fair sent in the admission price.

Winter Haven Tops Peak Gate of 1932

WINTER HAVEN, Fla., Feb. 3.—Official figures of Florida Orange Festival, January 23-27, show that an all-time attendance record was set, total being 74,939. This was 4,610 in excess of the previous peak of 70,329 in 1932.

"It should be borne in mind," said General Manager John B. Outhric, "that these figures do not include admissions of officials, guests, exhibitors, entertainers and employees. "There are a number of lessons to be learned from the increased attendance. One is that a combination of good weather, good show and good publicity, so far as show business is concerned, is hard to beat. Another is that increased attendance taught us that there are many winter visitors in the State and that many came to see what we had to offer in a display of citrus fruits and their by-products."

Oregon State, With Good Surplus For CWA Work, Sticks to Economy

SALEM, Ore., Feb. 3.—Oregon State Fair in 1932 was prosperous, it is shown in a bulletin issued by Director of Agriculture Max Oehlhar. Total paid admissions lacked only a few hundred of being double those of 1932. Gate admission charge was reduced by 50 per cent and all other charges on the grounds were lowered in proportion.

"Even with reduced receipts, the State Fair has paid \$13,500 of the principal of an old bond issue and on November 15 there remained a cash balance on hand of \$17,545.51, much of which will be used for grounds improvement," said Director Gehlar.

"Practically every building is being renovated inside and out. This includes sewers, tile drains, sheet metal work, wiring, gutters, re-roofing, painting inside and outside, several acres of new lawns, nearly one-half mile of new flower beds, large new self-parking areas constructed to accommodate several thousand automobiles, a new three-lane traffic entrance with ornamental forged steel gates with ornamental fluted pylons guarding the entrance from the South and affording a direct entrance to the grand stand.



GEORGE H. BEAN, Northampton, elected to head the Massachusetts Agricultural Fairs Association for this year at the recent annual meeting of that progressive organization. He became secretary of the Hampshire, Franklin and Hampden Agricultural Society, Northampton, five years ago, a position he still holds.

Roosevelt Victory Expo Set As Added Gainesville Draw

GAINESVILLE, Tex., Feb. 3.—Addition of a Roosevelt Victory Exposition to Cooke County Fair in 1934 was approved by the directors when dates were set as August 29-September 3. All community booths will draw a comparison between agricultural conditions as they existed before the President's inauguration and show improvements resulting from his legislative program.

Much work will be done with CWA labor. A hedge will be set out along the south fence of the race track, a roof will be placed on the race track grand stand, new chutes for rodeo will be built and inside fence of the track completed. A building for the flower show will be constructed and adjoining will be a concrete pool for water fowls shown at the fair. A roof will be built over the brick promenade connecting the main exhibit hall and live-stock building.

Gainesville Community Circus was contracted for September 1-3, and there will be free races and rodeo program each afternoon. Between-act features will be furnished by radio names from Fort Worth and Dallas.

Border Fete Is Projected

Wheels set in motion for wide Canada-States celebration at Niagara Falls

NIAGARA FALLS, N. Y., Feb. 3.—Ambitiously charted plans are under way here for a combined Canadian-American celebration marking the anniversaries of the founding and settling of many regions in the two countries.

Project includes the tercentenary of the founding of Three Rivers, Que.; the centenary of the founding of Toronto, the sesquicentennial of the landing of the United Empire Loyalists in Ontario and a pageant commemorating the restoration of old Fort Niagara, around which, incidentally, much of the entire fete centers.

For Climax at CNE

Great Britain and France may join the celebration, which is being organized by the Port Niagara Association of New York State, among other governmental and semi-governmental channels, and is carded to commence the middle of July and continue thru August, concluding at the Canadian National Exhibition, Toronto, for a climax.

Prince Edward Island, for one, is expected to participate on the Dominion end, with the Great Lakes region and other key historic points comprising part of the "celebration circuit."

Consider Talent End

Title for the big splash gives every evidence of being termed "New World Celebration" and among those deeply concerned are General Manager H. W. Waters, Honorary President Sam Harris and President William Inglis, all of the Canadian National Exhibition; Col. Charles H. Morrow, "the idol of Niagara," commandant of Fort Niagara, and W. W. Kincaid, president of Old Fort Niagara Association and general chairman of the proposed doings.

At a meeting last week to marshal all sources concerned with the mammoth undertaking a talent man was present in the person of George A. Hamid, head of the New York booking company of that name. This indicates that the amusement end is seriously under consideration and it is inferred that Mr. Hamid will serve on committees in which flesh is involved.

Raum Lines Up Ohio Route

OLNEY, Ill., Feb. 3.—C. L. (Jack) Raum returned to winter quarters here of Raum's Circus Unit, announcing formation of a midway show to appear at fairs where his act is booked. He has contracted Ohio fairs in Urbana, Celina, Tiffin, Norwalk, Sidney and Wooster, after which he expects to show in the South, playing about 10 months a year hereafter. In his company now are Mr. and Mrs. Ralph Duke, Joe Bird, La Verne Totten, Jack Davis, Chief Jannagin and Edythe Cooper. Ten head of stock will be carried.

Chicago Auto Show Runs Way Ahead of Last Year

CHICAGO, Feb. 3.—The 34th annual National Automobile Show in the Coliseum this week has broken all records for the last few years. Attendance during the first four days has been about 30 per cent ahead of 1933 and sales of cars have been large.

During the first three days 617 cars were sold. With especially large crowds expected today, it is believed attendance will compare well with that in boom years of 1928-29.

TUCKER'S Novelty Circus Unit has contracted to furnish free acts at Minnesota fairs in Detroit Lakes, Little Falls, Long Prairie, Fairmont, Farmington and Cambridge.

Profit for Great Falls Is 7 Grand

North Montana fair pulls thru well despite rain—CWA work is planned

GREAT FALLS, Mont., Feb. 3.—Revenue of North Montana Fair in 1933 exceeded total expenses by \$7,186.42, annual auditor's report to the fair commissioners reveals. The board expressed satisfaction, particularly in view of the fact that 5 1/2 inches of rain fell during the 1933 fair. Commissioners believe that with good weather the surplus would have been about \$40,000.

Expenses totaled \$80,298.52, which included administration, \$7,349.51; fair operation, \$41,963.15; premiums and exhibition expense, \$24,773.23; emergency because of rain during fair week, \$712.22, and maintenance of grounds, including fire insurance, night watchman and repairs to buildings and equipment, \$5,498.41.

Revenue was \$87,482.94, which included admissions, concessions, entry fees and rentals, \$66,554.07, and tax receipts for 1933, \$20,928.87. Report shows total assets to be \$338,265.56, which includes land, buildings, equipment, fencing, lighting, water and sewer service, furniture and fixtures, cash on hand and uncollected tax balance for 1933-34.

A feature pointed to by the board is that the institution is entirely paid for with exception of current monthly bills of \$168.63. During the year the value was increased by \$15,020.86 by additional buildings and equipment, roads and walks. There also was \$4,094.58 prepaid on fire insurance under the three-year policy extending thru 1936.

The board plans an administration building, shingling the 4-H Club building, installation of additional restrooms and dressing rooms. It authorized application to the CWA for labor.



MISS ARVILLA GERBRACHT, secretary-treasurer of Calhoun County Fair, Manson, Ia., youngest fair secretary in the Hawkeye State. She was recently re-elected, and an assistant manager will be appointed to assist her. So far as has been announced, Iowa has only one other woman fair secretary, Blanche Erickson, Lorimor.

ected, to the happiness of all concerned.

A very enjoyable banquet was arranged by Charles Somma, director general of Virginia State Fair, and the entertainment furnished by George A. Hamid, of New York, was by far the best in years. There is no doubt in the writer's mind that Mr. Hamid is one of the greatest assets to the outdoor show world in America today.

He is one of the most thoughtful, pleasant and generous gentlemen I have ever met and is the most thoroly liked man in the profession. My hat goes off to him in the tribute he paid to the late Larry Boyd and "Duke" Golden by requesting those at the banquet to remain silent for a moment in respect to those two well-known and genial showmen who passed to the great beyond.

REVELATION TO SHOWFOLK
Things around the nation's capital are humming. I try to run in and get an earful at the capital once in a while when I'm not on the road, but things are happening so fast on Capitol Hill that only Floyd Gibbons could keep up with them. There is one thing certain, this town is sure sold on our President, and as this is (right now) his home town and as we know more about what is going on in the White House than the majority of the country that should be indicative that Roosevelt is right.

Washington was all aglow with activity over the President's birthday anniversary, and even tho the thermometer was near zero, streets were crowded with people going to clubs and resorts of pleasure to celebrate.

In other words, folks, it is a new deal, people are happy, and every showman who comes to Washington and sees the activity is sure to agree with your old faithful announcer that 1934 is going to be a banner year for fairs. I'll see you in front of the grand stand. My business is very, very good, thank you.

Fair Meetings

Wisconsin Association of Fairs, February 7-9, Plankinton Hotel, Milwaukee. J. P. Malone, secretary, Beaver Dam.

Ontario Association of Fairs and Exhibitions, February 8 and 9, King Edward Hotel, Toronto. J. A. Carroll, secretary, Parliament Buildings, Toronto.

Association of Georgia Fairs, February 12 and 13, Ralston Hotel, Columbus. E. Ross Jordan, secretary, Macon.

Association of Connecticut Fairs, February 20, Hartford. Leonard H. Healey, secretary, State Office Building, Hartford.

New York State Association of County Agricultural Societies, February 20, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine avenue, Albany.

INQUIRIES are being made regarding coming meetings and association secretaries should send in their dates.

Marion and the Randows will present two turns apiece.

Officials are basing their optimism for this year's event on the fine results in '33.

Maritime Dates Cleared Up

ST. JOHN, N. B., Feb. 3.—Fair associations in St. John, Fredericton and St. Stephen have finally reached an agreement on dates. There has been a deadlock. St. Stephen Fair has August 27-September 1, two weeks earlier than usual. Opening on September 1 and closing on September 8 will be St. John Fair. Opening on September 8 and closing on September 15 will be Fredericton Fair.

DETROIT—Henry H. Lueders, United Booking Association, has signed 10 of the 12 fairs which his units played last year, with others being negotiated. Because of the big pickup in fair prospects, Mr. Lueders is putting out three units this season for the first time. Two 50-people unit shows will play fairs in Michigan, Ohio and Indiana. A 75-people show, largest ever produced in this circuit, also will be put out. All shows will carry their own scenery.

Broadcasting

By HUGH M. CLAYTON

Howdy, ladies and gentlemen of the outdoor show world! Your old fairgrounds announcer hasn't had a lot to say thru *The Billboard* in a long time, but I'm so enthused over the outlook for 1934 regarding fairs that I just can't restrain myself any longer.

I've returned from the fair secretaries' convention in Richmond, Va., and everybody is bubbling over with joy at the outlook for better fair business in '34—the secs. as we call them, even had a lot of good words to hand out and when they begin to talk "good times" then there surely must be something in the wind.

HAMID AS AN ASSET

Now a word about the convention. The absence of our beloved president, Colonel Watkins, due to an automobile accident, was felt by all. It marked the first time in 16 years or more, since he became president, that he failed to be present. Of course, he was re-elected, with the able secretary, Charles B. Ralston, of Staunton. All officers were re-

Schaghticoke Over the Top And Preparing for Big '34

SCHAUGHTICOKE, N. Y., Feb. 3.—Treasurer's report at annual meeting of the Rensselaer County Agricultural and Horticultural Society showed that the 1933 event was financially successful, with entire bonded indebtedness wiped off the books the past year. Society starts off the new year with a substantial bank balance and no bills payable.

During the year \$2,500 was spent on new buildings, chief of which was erection of a steel grand stand. With the conclusion of last year's fair, work was started on a new half-mile track to replace the old one built 14 years ago. New oval is expected to be ready for spring training.

Alexander Diver was elected president for the 13th consecutive year and Farnam P. Caird, who was named secretary again, has been with the association for more than 25 years. The other officers are Jesse F. Snow, vice-president, and J. W. Richards, treasurer.

Society has contracted for the following free acts from the George Hamid office: Pearl Haines Revue, DeMario and Marletta and Gene Randow. The De-



Fair Grounds

DURHAM, N. C. — Leading business men and citizens have organized Durham County Fair Association.

BELLEVILLE, Kan.—A. Q. Miller, board member of North Central Kansas Free Fair here, has been appointed to the Kansas Public Works Advisory Board to succeed Ralph Snyder, farm leader, who resigned.

BARTON, Vt.—Orleans County Fair directors will sponsor a Fourth of July celebration with day and night program. Proceeds will be used to help defray expenses of the regular fall fair.

PETOSKEY, Mich. — Emmet County Agricultural Society, many years sponsor of Emmet County Fair, is being kept in tact and ready to conduct future annuals should supervisors so decide. The association's bills are all paid and there is a small balance in the treasury.

ANDERSON, Ind.—Reporting on Anderson Free Fair held last July, Earl McCarell, city controller, who acted as secretary, said a profit of \$3.99 had been made. The association has a deficit of \$372 from previous years. A bank failure took \$1,504 of the association's money.

MANCHESTER, Tenn.—Coffee County Fair, which will hold the 1934 annual here on September 20-22, was, as the Manchester Fair, established in 1858 and has been operated since then as a free fair. A few years ago the name was changed to Coffee County Fair, but no change was made in policy. It is said to be the oldest free fair in the State.

BRIDGEPORT, Conn.—Old State fairgrounds, Berlin, long in disuse, will soon undergo a transformation. If plans materialize, the 200 acres will be turned into an airport to serve Berlin and New Britain.

GREENVILLE, Mich.—In a statement issued here, Samuel T. Metzgar, commissioner of agriculture, said the State will match dollar for dollar the amount that fair boards provide for premiums. (See FAIR GROUNDS on page 37)

Montana Secretaries Are All Set With Permits for Sale of Lager

GREAT FALLS, Mont., Feb. 3.—In one of the first States to make specific provision for dispensing beer at fairs and exhibitions, Montana Legislature, in special session recently completed and passed legislation authorizing issuance of a special permit to fairs.

North Montana Fair here was actively behind the legislation. Last year beer was handled in Great Falls satisfactorily without any special act. The beer concession proved to be one of the most profitable on the grounds. More than 75,000 glasses of the 32 beverage were sold. The law provides:

Any fair association or corporation maintaining or operating a place for the exhibition of live stock or agricultural or horticultural products, or for the exhibition of races or rodeos, charging an admission fee thereto, shall in the discretion of the board be entitled to a special permit to sell beer to the patrons of such exhibition to be consumed within the exhibition inclosure.

The application of any such association or corporation shall describe the location of such inclosure wherein such exhibition is held, the nature of such exhibition, the period when it is con-

templated that the same will be held. Such application shall be accompanied by the amount of the permit fee hereinafter provided.

The permit issued to such fair association or corporation shall be a special permit, but shall not authorize the sale of beer except starting one day in advance of the regular period when exhibitions for which a fee is charged are being held upon such grounds and during the exhibition period described in such application, and for one day thereafter.

The permit fee shall be at the rate of \$10 per day for each day beer is to be sold or sold, but in no event less than the sum of \$25, hereby fixed as the minimum fee for such permit.

COMPLIMENTS

have been overwhelming from our many friends on receipt of the Recovery Edition of our Catalog De Luxe.

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PARKS--FAIRS--CELEBRATIONS

WANTED FOR THE AMERICAN LEGION'S 5TH SUCCESSFUL ANNUAL FAIR, for the week of September 24, a first-class reliable Carnival with not less than eight shows, five rides, one Free Act and Band. We have large grounds and plenty of buildings for Exhibits and Stock. State in first letter full particulars and don't misrepresent. Address D. WOLBERT, Acting Secretary, Tazoo County Fair Association, Tazoo City, Miss.

SOUTHEASTERN FAIR

ATLANTA, GA. BOX 1066
Will lease Lakeview Track, Fencing and Grand Stand three weeks in April for Running Races for \$3,500.

WANTED CARNIVAL

For August 14-16, inclusive. One of the leading Fairs in Illinois.
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WANTED For Chicago Century of Progress

People of all lines, planning to secure work at this year's CENTURY OF PROGRESS, including Openers and Orderers, write

JACK HARDY, Care of Campbell Marvin, 201 No. Wells St., Chicago.

PEOPLE in Chicago See JACK HARDY or Representative at Above Address.

WITH
THE
Trotters

By EDWIN T. KELLER



Twenty-three 3-year-old trotters were kept eligible to the Hambletonian Stake of 1934 by making the January 1 payment of \$250, this group being survivors of an original list of 403 colts and fillies foaled in 1931. Since its inauguration this great stake has been richest and most sought-after of all events yearly decided on the trotting turf and at all times has been productive of a sterling contest. This year's event will be Stake No. 9, but it has not been determined where it will be raced. Probably it will again go to Goshen, N. Y., where W. H. Cane, master of the noted Good Time Stable, has staged it so successfully for three years.

Number of colts kept eligible to the 1934 race is smallest in history. A year ago no less than 40 colts made the \$250 payment, showing a considerable falling off this year. This, however, is accounted for by the fact that the group of 2-year-old trotters out racing during 1933 was one of the best groups ever seen. There were no less than 21 2:10 juvenile trotters that appeared and from this number four entered the ultra-select group of 2:05 performers, highest honors that a juvenile can attain. In the long history of trotting there has been only one other season that produced four 2:05 colts, 1930. This means that if 10 colts face the starter on race day that the 1934 race will be worth about \$35,000.

Dark Horses Numerous

The event in 1935, however, will be for a bigger purse, as there were 35 colts on which the \$200 payment at 3-year-olds was made the first of the year, an increase of 20 over the number that made that payment a year ago. This number is from an original list of 325 colts foaled in 1932, and which should make the 1935 Hambletonian worth approximately \$40,000.

In the group of 23 colts kept eligible for this year, no less than 10 are 2:10 performers. Four more earned records throughout the past season, while nine that were kept eligible did not earn any records, and they constitute the real dark horses in the event.

The real favorites are in the group of 10 colts. In this are Muscletone, 2:03½; Bertha C. Hanover, 2:04; Reynolds, 2:04½; Lord Jim, 2:05½; Vitamine, 2:06½, recently sold for \$7,500; Fay Mack, 2:07; Emily Stokes, 2:07½; Ella Brewer, 2:08½; Mame McElwyn, 2:08¾, and Harvey Spencer, 2:09. It looks as tho the winner would come from this select group, but race day may tell another story, as dark horses have a habit of popping up and knocking off the big stakes.

Horse interests all over the country are organizing for the coming season. The old Kansas and Oklahoma Circuit for years one of the early season leaders, has been reorganized and is looking forward to a banner season.

To Meet in Buffalo

In St. Paul the Northwest Harness Horse Association held its first meeting of the year and laid plans, while from Chicago comes the news of big delings, with organization of a Chicago Horsemen's Club to take active part in staging the Windy City's first Grand Circuit meeting in many years. Indications are that the season will be the best witnessed for three or four years, with many sections showing renewed interest.

In Western New York on a recent visit we found horsemen looking to the best year in a decade or more. Indications point to a betting bill in the Empire State before opening of another season, which will boost racing in that section.

A. D. Toomey, Fredonia, hustling secretary of Western New York Circuit, expects the circuit to line up stronger than ever and that chain of meetings will stage a most ambitious racing program. Plans for the season are to be formulated early in the month at a meeting in Buffalo, when several circuit members are expected to announce a series of stake races for their 1934 meetings.

Hamburg, seat of Erie County Exhibition, has come out with an announce-



GEORGE A. HAMID, head of the company bearing his name, leading outdoor talent mogul in the East, who celebrated his birthday anniversary on February 4 and was feted by members of his staff at the Forest Hills, L. I., home of the Hamids, with Mrs. Hamid playing host. Affair was kept a dark secret. Congratulatory telegrams and letters poured in from friends and clients, with gifts amounting to interesting proportions, as lights blazed and merriment prevailed the night of February 3.

ment that they are to have stake races again. J. C. Newton, veteran secretary of that association, who recently was elected to his 32d term, informs that Hamburg will give from 8 to 10 stakes this year, ranging from \$50 to \$1,000, and which should attract some leading stables. Dunkirk, Lockport, Batavia, Bath, Palmyra, Caledonia and other members will announce programs at the Buffalo meeting.

County Circuit in Kansas

COLBY, Kan., Feb. 3.—A racing circuit has been worked out, making four consecutive weeks for five county fairs, reports Secretary J. B. Kuska, Thomas County Free Fair here. In the new loop are Sherman, Thomas, Trego, Norton and Rooks County fairs, dates running in order named from August 21 to September 14. Sherman County Fair, Goodland, and Trego County Fair, Wakecney, held the same week, are more than 100 miles apart.

Agricultural Conditions

Condensed Data From January Summary by U. S. Department of Agriculture, Washington, D. C.

IMPROVEMENT IN YEAR

The year-end summaries of conditions in the various agricultural regions of the United States indicate, on the whole, some improvement during 1933. It is impossible to measure the year's income accurately before the farm products have been sold, but all estimates place it higher than in 1932. Included therein will be several hundred million dollars of benefit payments under the Agricultural Adjustment Administration program.

Last season was one of the poorest crop seasons in many years. The acreage of field and truck crops actually harvested was about 9 per cent less than in 1932. This decrease was due to various causes, including failure of some 14,000,000 acres of winter wheat, led weather at planting time, heavy loss of spring grains by drought and the plowing under of 10,384,000 acres of cotton. The main crops showed a total production of about 18 per cent less than in 1932 and the smallest in 50 years.

On the other hand, crop prices averaged materially higher than a year ago. Thus, in spite of the small output, the total value of the last year's crops, reckoned at prices of December 1, was \$4,078,000,000 as compared with \$2,879,000,000 in 1932. This represents an increase of 42 per cent in crop value over 1932, altho it is still only about half the 1929 figure. These figures are not a measure of the year's farm income and do not include benefit payments under

Fair Elections

HILLSBORO, Ore.—R. M. Banks and H. T. Hesse were appointed members of Washington County Fair board. C. D. Minto and Ed L. Moore, secretary of Hillsboro Fair, are the other members.

PETOSKEY, Mich.—Emmet County Agricultural Society elected George Cook, president; L. L. Thomas, secretary; Elliot Maxwell, treasurer. Vice-presidents have been named for each township and ward.

PROVIDENCE.—Newport County Agricultural Society re-elected Arthur A. Sherman, president; William B. Anthony, James R. Chase, vice-presidents; Sumner D. Hollis, secretary; Warren R. Sherman, treasurer.

BURLINGTON, Wis.—Racine County Agricultural Society elected George Cooke, president; Dar Vriesman, vice-president; E. A. Polley, secretary; George Weiler, treasurer; W. G. Roberts, superintendent of privileges; Leo Nisen, marshal.

CENTERVILLE, Tenn.—Hickman County Fair elected J. W. Shouse, president; J. L. Filan, vice-president; Frank C. Adair, secretary-treasurer; C. W. Peeler, R. H. Bogle, Ivy Mayberry, W. O. Thompson, A. E. Peeler, Charles D. Warren, M. R. Rochell, Frank Loveless, directors.

ST. HELENS, Ore.—Columbia Fair board elected W. F. Skeets, president; Edri C. Dowler, secretary-manager; S. F. Hruman, treasurer. It is probable that ground acreage will be doubled, work to be done by CWA forces.

MANSON, Ia.—Calhoun County Fair elected Henry Steinberg, president, succeeding A. E. Nelson; vice-president, Harold Moline; secretary-treasurer, Miss Arvilla Gerbracht; directors, John F. Vetter, Henry Vetter, Clyde Griffen, Axel Johnson, A. E. Nelson, Henry Loo's and Raymond Gingerich.

PORTLAND, Ore.—Hillman Luedemann was elected president of Portland Rose Festival, week of June 10. W. J. Hoffman and Roy K. Terry, vice-presidents; David H. Smith, secretary; Frank E. McCaslin, treasurer.

CALGARY, Alta.—Calgary Exhibition and Stampede elected C. M. Baker, president; T. A. Hornbrook, vice-president; E. L. Richardson, general manager; Col. James Walker, Senator P. Burns, E. D. Adams, C. M. Baker, D. E. Black, W. L. Carlyle, N. J. Christie, Frank Collicutt, James B. Cross, Dr. T. E. Hays, G. F.

Herbert, T. A. Hornbrook, Fred Johnston, W. R. MacArthur, James Smart, D. J. Young, J. Charles Yule, Dr. W. A. Lincoln, J. H. Ross, J. W. Russell, W. G. Southern, directors.

NASSAU, N. Y.—Rensselaer County Fair elected John F. Williams, president; F. M. Neilson and David L. Lynd, vice-presidents; Charles J. Poyner, secretary; Edgar Rows, treasurer; Ira G. Payne, Jesse F. Snow, T. R. Van Hoesen, Esther Howes, Robert Dean, Harry Bull and E. W. Morey, directors.

RICHLAND CENTER, Wis.—E. J. Gault was elected president of Richland County Agricultural Society; Henry Groh, vice-president; Hobart Goehenaur, secretary and treasurer; Ray Brewer, Donald Brace, Earl Wanless, William Niabet, directors.

Short Biographies Of People Engaged in Fair Business

Under this heading each week will appear a short biographical sketch of some person active in the fair field.

No. 68—W. E. STRUCKMAN

Mr. Struckman was born in Dale, Ind., on December 18, 1891, making him 52 years of age. His home is in Huntington, Ind., and he is now president of Indiana Association of County and District Fairs, having been elected at the Indianapolis convention on January 3. He has been president of Dubois County Fair four years, president of Dubois County Mutual Insurance Company eight years and is also head of Dubois County Fish and Game Club. He is a member of Masonic bodies and, among business affiliations, is a member of Holland Creamery Association. His hobbies are hunting and fishing. His wife, Annetta Struckman, is not active in fair work. They have a son and five daughters: John, 27; Geneva, 18; Alberta, 23; Phyllis, 10; Mrs. C. W. Moenklaus, 25, and Mrs. Ira W. Blesch, 29.

TEXAS HAS RECORD

(Continued from page 34)

pany; J. George Loos, J. George Loos Shows; A. J. (Buddy) Ryan, Southern Premium Manufacturing Company; Roy Gray, Lewis Bright, Big State Shows; Ed Brewer, Dodson's World's Fair Shows; C. W. N. Hill; Jack (Dillon) Ruback, Western States Shows; J. C. Compton, Compton Fireworks Display Company; John T. and Jack Wortham, Jack T. Wortham Shows; Frank B. Joering, The Billboard, St. Louis; Carl Kennedy, Carl Kennedy Tent and Awning Company; H. F. Adey, J. W. Wise, Kemper-Thomas Company; Bill Hames, Theodore Ledell, Bill Hames Shows; Hal C. Worth, Hal Worth Amusement Enterprises; Frank Sharp, Regalia Manufacturing Company; T. H. Brown, C. A. Vernon Shows; Tobe D. McFarland, John Francis, J. Crawford Francis Shows, and Frank F. Weaver, Weaver Badge and Novelty Company.

Some Contracting Done

Fred Kressmann, Barnes-Carruthers, secured several contracts from secretaries to furnish the entire grand-stand shows this year.

Among other contracts signed were: Bill Hames Shows with fairs of Gainesville, Paris, Greenville, Longview, Tyler, Marshall, Wharton, Victoria, Gonzales and Lockhart; T. J. Tidwell Shows, Graham, Iowa Park, Denton and Haskell; Roy Gray Big State Shows, among others, Center; Hennies Bros.' Shows, Ennis, and Jack T. Wortham Shows, Lubbock.

According to officials of Texas State Fair, all of whom were on hand, Beckmann & Gerety's Shows again secured a contract to play the "big one."

J. George Loos signed a contract to play the Cuero "Turkey Trot" November 12-17, first time in several years that this South Texas celebration will be held.

Herman K. Henry and W. H. Murchison, Haskell, advised that their fair will be known as Central West Texas Fair instead of Haskell County Fair, October 15-20.

It is safe to say that 80 per cent of Texas fairs this year will have horse racing.

George D. Barber, outgoing president, is given much credit for hard work. During 1932 he was secretary-treasurer of the organization.

Seventy-three delegates registered, representing 35 fairs, which officials said was an attendance record.

the Agriculture Adjustment Administration.

LIVE-STOCK SITUATION

The reports from the various sections of the country may be summed up as reflecting three general facts, as an outcome of the 1933 season: A somewhat better income from the main cash crops such as cotton, wheat and potatoes; very short crops and relatively high prices of feed grains, with a resulting difficult winter for many feeders in the North and West; distressingly low prices in the beef cattle, hog, dairy and poultry industries. So far this winter it appears that the crops are better property than the animals.

This situation is reflected in the December pig survey, recently completed, which indicates a curtailment in hog production. This survey shows a decrease of about 3 per cent in this fall's pig crop, compared with a year ago, and a prospective decrease of about 8 per cent in the number of sows to farrow next spring, compared with the number farrowed last spring.

The winter wheat report of last month also indicates a further reduction in that crop. The acreage sown last fall is estimated at 4 per cent less than a year ago and 7.3 per cent less than the three-year average 1930-32. The poor condition of the crop on December 1 suggests an ultimate abandonment of perhaps 20 per cent of the wheat now in ground.



By CLAUDE R. ELLIS
(Cincinnati Office)

JOIE RAY, former great American miler, was reported as one of the late entrants in the 21-day international roller-skating championship, scheduled in Dreamland Park Rink, Newark, N. J., for February 7-28. Others reported in were Ed (Iggie) Rau, Allentown, Pa.; Freddie Bradie, former amateur champion; Nick Stradle, Cleveland; Jack Simpson, Art Mowry, Detroit; Eddie Rager, Cincinnati; Billy Nelson, George Sine, Tommy Russo, Boston; Tony Cimino, Stan Malcomson, Ray Ispiers, Montreal; Nemo Shelton, Ed Marquardt, Joe West, St. Louis; Malcolm Carey, Philadelphia; Ernie Meyers, Arlington, N. J.; Rex Powers, Fordham, N. Y.; Claude Cawthorn, St. Louis; Bob Ringwalk, Newark; Murray Gorman, Brooklyn.

W. O. CLARK has opened an excellent roller rink in I. D. E. S. Hall, Lemoore, Calif.

A NEW rink in Fort Madison, Ia., opened on January 3, with afternoon and evening sessions, is being managed by Bernard Worley and Frank Neiters.

CLOVIS Roller Skating Rink has been opened by W. C. Boyce and Mey Hunt, formerly of Calisbad, in Clovis, N. M., in the old Jungletand Building. A new maple floor has been laid.

DEATH of Charles Brown Whitney, old-time exhibition skater and long active in the sporting goods industry, is reported in the Final Curtain in this issue.

FORT WAYNE (Ind.) team, National Roller Polo League, was defeated January 28 by Indianapolis, 5 to 3. Harry Plske, who took over the Fort Wayne franchise, indicates that attendance and interest have been low and that he will give up the franchise unless fans show increased interest in the next few games.

ALTHO he is now out of the lineup and is operating a hotel grill in Tampa, Fla., Harry (Jeff) Wilson, formerly of Steubenville, O., is wishing all speedsters a big season in '34. He would like to hear from Roland Cloni.

A **PORTABLE** would go well in Tampa, Fla., opines Jack (Skates) Hyland, who is sojourning there and doing a solo act in amusement spots. He reports the town wild about the rollers. Jack has a number of fem pupils among those he is teaching to stand up on a pair of skates. He expects to be back at Chi's A Century of Progress next summer.

MURRAY GORMAN, Hebrew pro speed skater, beat Art Ryder and Jack Gillespie in a one-mile race and a half-

mile in Royal Roller Rink, Brooklyn, N. Y., Tuesday, January 23, before a large crowd. The mile time was 3:02 3-5. Half-mile was in 1:34. Ryder was second in the latter race, while Gillespie took second in the longer route. In a quarter-mile special dash Gillespie won in 43.2-5 seconds, with Gorman and Ryder behind by inches in the order named. Roland Cloni, world's all-round roller racing champion and manager of Royal Rink, was referee and starter. "Cl" had a 10-mile three-man team race, with three combinations competing, including himself, in the running in his rink on February 6, night before commencement of the 21-day roller race in Dreamland Park, Newark, N. J. Royal floor is 20 laps to the mile.

JACK GILLESPIE and Murray Gorman repeated another five-mile team race victory over the favorite Brooklyn team of Art Launey and Steve Donegan in Brooklyn (N. Y.) Roller Skating Rink on January 27. The teams skated it out early in January and it was so keenly contested that a return event was slated. In two short contests Gillespie outskated Launey in a one-mile in 3:01 4-5 and Donegan trimmed Gorman in a half-mile by a close margin. The last five-mile was reeled off in 13 minutes, 41 seconds. Track is 16 laps to the mile. Alfred P. Fiath, general manager of the rink, was gun starter.

AMONG THOSE in the European feminine figure-skating championship contests in Prague on January 27 and 28 were Maribell Vinson, United States; Mollie Phillips, Megan Tylor, England; Ester Bornstein, Denmark; Sonja Henle, Norway; Vivian Hulten, Sweden; Jacqueline Vaudecrane, France; Mme. de Ligne-Guerts, Belgium; Liselotte Landbeck, Grete Lainer, Lilly Weiler, Fritzie Burger, Austria, and Mile. Metzner, Czechoslovakia. Mary and Marc, dancers on roller skates, are at the Cirque Medrano, Paris.

FAIRVIEW ROLLER RINK, Detroit, had one of the largest skating parties held in the city for several years in honor of the President's birthday anniversary. Total receipts were donated to the Warm Springs Foundation Fund. All employees, as well as Keith's popular skating band of 14 pieces: the Three Rollaways, Frank and Louise Ahle and Marcell Chabot; the Flying Trio, Joe McCann, George and Doris Howard, young and clever skaters, and "Duke," tramp skating clown of Detroit, donated their services. Rink owners are William Flier and Jack Thompson.

"**DESPITE** the fact that many roller rinks are missing from the ranks, due mostly to trend of the times and other amusements that attract young folks, nevertheless the National Skating Association and its secretary, Bert Randall, must be given credit for the way he is putting across the new organization. His untiring efforts are becoming more and more apparent as time rolls on," writes Peter J. Shea, Detroit. "Now is an opportune time to lay plans far in advance, and in some large city in the Central West promote a world's championship race or hockey contest, winding up the indoor season and bringing every member or as many as possible who can attend. Invite owners of rinks and managers to be present with the sole purpose of forming a managers' association. It will be necessary to have some big attraction, some noteworthy event, to bring forth those that have any interest in roller skating and at the same time put the the issue up to the managers and owners to form an association. It's the only amusement operating that is without co-operation, and now, with the future looking much brighter, there is no time like the present to lay a long-sought-for foundation. A managers' association would have a greater tendency to build up a bigger and better membership in the NSA."

NSA Notations

By **BERT RANDALL**, Secretary

E. E. Shepherd reports that the skaters' old friend, Freddie Martin, is managing White City, Chicago.

This will be welcome news to his old rivals, such as Frank Bacon, Rollie Birkheimer, Roland Cloni, Art Eglinton, Hoggle Colston, Art Launey, Joe Launey, Eddie Krahn, Steve Shipley and others. Bill Henning, Charles-Mt. Royal Rink, Baltimore, reports his junior hockey league is helping the rink a lot. Ages in the league run from 14 to 17 years. Crystal skating act interested visitors at Charles-Mt. Royal during recent races.

Windsor (Ont.) roller-hockey team, with the aid of Castleman in his first game this year, defeated Keego Harbor, 11 to 6. Keego, however, was without its star goalie, Ed Chandler, and the substitute was playing his first game.

Barry McCormick advises this office that he will probably hold a 21-day race in Detroit the second or third week in April. Will all skaters who entered before please notify this office at once as to whether they can compete in the race at that time?

Mr. McCormick, in the opinion of the writer, did the clean and most sportsmanlike thing in calling off the previously scheduled race when prize money was not forthcoming.

This column has not enough space to devote to co-operation between rinks this week, but will try to have something next week.

This column wishes Buddy Brown success with his 21-day race in Newark, N. J.

National Skating Association would like to have each State, thru its NSA governor, arrange a State professional and amateur championship race and after that will arrange a world's championship meet, with the State winners competing.

No real world's championship meet has been held for a number of years, and will rink owners interested get in touch with this office?

FAIR GROUNDS

(Continued from page 35)

He estimated that in normal years premiums offered by all Michigan county fairs total about \$100,000. He said the time involved would be from March 1 to February 28, 1935, with the premium offer good for all bona fide agricultural and horticultural fair societies.

MADISON, Wis.—Dane County Agricultural Society will permit sale of beer at the 1934 fair, under a new law passed at the special legislative session.

WARSAW, Ind.—County council last week rejected a request of Kosciuszko County Fair Association for appropriation of \$1,900, with which it had been planned to hold a fair on streets here in September. The council refused an appropriation last year and no fair was held.

LONG ISLAND

(Continued from page 33)

Irish Robert Moses will look after matters at Rias Park personally this summer, he declares.

ROCKAWAY BEACH: A J. Geist's frau ailing, but headm' for a rapid recovery. . . . Danny Grogan's spot is where the winter tribe gathers chiefly these chilly days. . . . Bill Brunner Sr. in Miami. . . . Joe Kushner, heading for the road, preparing to be back in the spring. . . . Willie Allen admits last season was a tough one, but sees a great one in the offing. . . . Last season Irv Adler had a half-dozen pieces, but next one he'll content himself with two, he announces. . . . Tommy Holmes, the rapid-fire poet, writing them about babies now, because he's an expectant father.

On that last freezing day John McFadden, the press agent, sent a wire back to his home town in Ohio, "wishing you were here," to a certain friend. . . . Izzie (Irv) Outterman so busy on The

New York Times reportorial staff he never gets a chance to see any of the Boardwalk bunch, of which he was once one. . . . Three flimsy concession places at Steeplechase are going with the next heavy wind.

LONG BEACH: S. J. Hogan off for Miami, Fla., that Rockefeller! . . . Long Beach Board of Trade will draft resolutions on how it wants the Boardwalk run this coming summer at one of its early meetings. . . . In Abe November's sedan, heading for Miami, are F. First, A. Ornstein and M. Schweitzer. . . . Claire Vagrot, winner of the last Long Beach beauty pageant, reported to have hooked a \$10,000 contract with Warner Brothers in Hollywood.

Where's Eddie Friedlander, the promoter, keeping himself? Much missed. . . . Mike Berlin's Washington influences landed jobs for a number of fellers here. . . . Jack Doyle fell and broke his ankle, second time in two winters. . . . And Johnny Robot collared us to info that he's doing a radio skit entitled *Mechanical Man*, inspired by his own name!

NAAP

(Continued from page 33)

reality alone in this market is worth a fortune. The city grew to it and has reached far beyond it.

His shrewdness is shown in selling the brewery when he saw prohibition on the way and while the earnings were at the top. The trust agreed that the previous year's earnings should be 5 per cent of the purchase price. The consideration amounted to \$11,000,000, which was split equally between the three brothers and one sister.

Then Mike became a man of leisure. He traveled widely and spent his winters in California or Florida. The latter suited him better, where he established his winter home. He became a noted fisherman and had to his credit a vast collection of most varieties found in tropical waters. His collection was one of the real attractions of his Kansas City park. It was donated to the city.

Recalls Giants of Past

Hunting was also a hobby. To avoid getting shot he and a number of his friends bought 3,000 acres of Florida swamp land for duck shooting. A by-law compelled a member to post for 30 days his interest to club members before he could sell to a non-member. Heim bought them until he owned seven-eighths of the tract. Andrew Mellon owned the other eighth. During the boom he had a \$1,000,000 flat offer. He held out for \$1,500,000. The break came and left him with the seven-eighths interest, which is part of his estate. We all make mistakes. He could afford this one. A prince of good fellows has departed. Fortunate was anyone to have this friend.

His frugal early life caused him to pinch pennies on a deal, but, once given, his word was his bond. He entertained lavishly and loved to do it. No concessioner ever had fairer treatment anywhere. We know from 17 years' experience with him, remaining for the swansong. There is space only for a beginning of his fascinating biography.

When we think of A. S. McSwigan, H. B. Auchy, Fred Ingersol, Fred Thompson, L. A. Thompson, Billy Dentzel, D. S. Humphrey and M. G. Heim, we must pause to say there were giants in our past history.

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WANTED Location for Roller Rink in Summer Park. WANT first-class Floor Managers capable of running Attractions, etc. References required. WANT 100 pairs Fiber Wheel Skates. EASTWOOD STADIUM CORP., Playland, Rye, N. Y.

\$1.75 MEN'S NEW WHITE LEATHER BUCKRIN SHOES. Great for Hockey. All Sizes. WEIL'S CURIOSITY SHOP, 29 South Second Street, Philadelphia, Pa.

TORONTO AGAIN FOR RUBIN

General Manager Waters of CNE Announces Contracts Are Signed

Big midway plum goes to Gruberg's organization for seventh consecutive time—centennial year expected to draw big crowds—Prince of Wales to open gates

CINCINNATI, Feb. 3.—Rubin Oruberg has again been awarded the contract to furnish the midway amusements at the most important fair on the North American continent—Canadian National Exhibition, at Toronto—August 24-September 8, according to announcement made by Dr. H. W. Waters, general manager. This will mark the seventh consecutive year that one of Gruberg's organizations has been selected for the big event. Rubin & Cherry Shows played it for several years, followed by Model Shows of America. The show this year will be known as Rubin & Cherry Exposition, Inc., and following the Toronto engagement will play the Western Fair at London, Ont.

Inasmuch as this year the exhibition will celebrate the 400th anniversary of the founding of Canada by Jacques Cartier and also the centennial of the city of Toronto, with a promise from the Prince of Wales that he will be on hand to open the gates, it is confidently expected that attendance and receipts will far exceed those of the last few years.

In addition to Toronto and London, Gruberg's shows will play the following fairs: Ionia, Mich.; Knoxville, Tenn.; Atlanta; Columbus, Ga.; Macon, Ga.; Memphis; Shelby, N. C.; Winston-Salem, N. C.; Concord, N. C.; Spartanburg, S. C.; Columbia, S. C.; Anderson, S. C., with other contracts pending.

Mr. Gruberg stated to *The Billboard* over long distance phone from Philadelphia that he would have a total of 24 fairs for his two units, and was leaving Thursday for Montgomery, Ala., where work will immediately start at winter quarters.

Two Quebec Fairs Go to Conklin

HAMILTON, Ont., Feb. 3.—Announcement was made here that Conklin's All-Canadian Shows will play the Quebec Exhibition at Valleyfield and also the Great Eastern Exhibition at Sherbrooke, Que.

For the last three years these fairs have been played by World of Mirth and William Glick Shows.

J. L. Landes Books Wiziarde Circus

KANSAS CITY, Mo., Feb. 3.—J. L. Landes, manager of J. L. Landes Shows, announces he has contracted with Jack O. Wiziards to present Wiziards Novelty Circus as a free attraction. The circus, with 10 people, will be presented in two parts, one unit in the early evening and the other later. The Wiziards calliope, public address system and fleet of trucks will also be used on the Landes Shows.

The newly built pit show, with a 120-foot panel front, will be managed this season by Pat Fitzgerald, who is now working in winter quarters at Abilene, Kan.

Cliff Adams, electrician of the show, has been working on plans for a new lighting system. Adams will leave for winter quarters the latter part of February to install the system.

Mr. and Mrs. J. L. Landes will leave for winter quarters about February 10, where Landes will supervise the work of rebuilding.

Tidwell Shows Booking Fairs

ST. LOUIS, Feb. 3.—H. G. Buchanan, general agent of T. J. Tidwell Shows, has already closed contracts for a number of fairs, which will give the show an impressive route for the coming season.

Among the dates are Anthony, Kan.; Winfield, Kan.; Eureka, Kan.; Girard, Kan.; Iola, Kan.; Anadarko, Okla.; Graham, Tex.; Iowa Park, Tex.; Denton, Tex.; and Haskell, Tex.

Ballyhoo Bros.' Circulating Exposition—A Century of Profit Show

By MAJOR PRIVILEGE

Orange Special En Route, Date—Any Day.

Dear Bill:

Show making a big jump to Florida. Takes all week. Can't send show story while we are en route. But inclosed find a few jackpots cut up in the privilege car on the trip. One cowboy tells this one: Some years back he played a town with a population of two in the daytime and none at night. The only two were the depot agent and storekeeper, who doubled as postmaster. The town was their mail address, but at night they drove home three miles in the country. It was a 20-car show and they mopped up. Big drawing power.

Another told this one: That the show he was with last season had an unborn show which happened to be located next to a grease joint. The little wop that ran the grease joint had a meat grinder and made his own hamburger before the eyes of the people. The unborn show talker would grind "human specimens." The wop said: "I make 'em."

The young lady that pitches sex books told this one: She made a pumpkin fair last fall. Made three pitches on her sex looks and bloomed each time. While on her fourth pitch a farmer came up leading a cow. Much interested, asked if he could tie his cow to her platform while he listened in. Young lady consented. And just as she came to the part of her lecture on birth control the cow gave birth to a calf. It was a natural baily and she sold out.

Alamo Shows Change Name

ST. LOUIS, Feb. 3.—Alamo Exposition Shows, which have been en tour for about 10 years, will change their name for the 1934 season and go under the name of Western States Shows.

They will travel in 20 trucks and trailers, according to Jack (Dillon) Ruback, manager, and will play Texas, Kansas and Colorado.

Percy Martin to Bunts Greater

CRYSTAL RIVER, Fla., Feb. 3.—W. J. Bunts, manager Bunts Oreater Shows, has engaged Percy Martin to do advance work this season. Martin has been in a similar capacity with Celin & Wilson Shows the last three years. Bunts and Martin and their families are enjoying some good fishing here.

Martin states that Mr. Bunts has ordered another light plant, with the plant purchased from Kelly last year is still giving satisfactory service and will be used again this year. The new plant will be alternating current and furnish power for the motors as well as additional lighting. New canvas was purchased last fall from Baker & Lockwood, according to Manager Bunts. New banners

(See PERCY MARTIN on page 42)



AN ARTIST'S CONCEPTION of "feverish activity" is some winter quarters.

Miller Bros. Back on Road

PITTSBURGH, Feb. 3.—Morris Miller announced that he has definitely decided to put Miller Bros.' Exposition Shows back on the road for the coming season, opening here early in April.

Equipment is now being assembled, and the show will carry 6 rides, 10 shows, several free acts and a few strictly merchandise concessions.

This will be the first time since 1930 that Miller Bros.' Shows have been in operation.

Docen Arranging Indoor Show

CHICAGO, Feb. 3.—Charles Docen, whose freak animal show has been an attraction at Coney Island, N. Y., for several years and who had a show at the World's Fair last summer, is making preparations to take a big indoor show on tour of the East. Docen plans to carry from 40 to 50 freak animals, which he will present in auditoriums, opening early in March and later moving to Coney.

W. C. (Bill) Fleming, of Buffalo, has been engaged to go ahead of the show, Docen states.

MSWC Elects New Officers

ST. LOUIS, Feb. 3.—Missouri Show Women's Club held the annual election, installation ceremonies and banquet in the Colonial Room of the American Annex Hotel January 20. Chaplain Mrs. Mabel Pierson acted as installation officer, with Mrs. Ciella Jacobson serving as conductress. The new officers are: Mrs. Kathleen Rebe, president; Mrs. Estelle Rudick, first vice-president; Mrs. Grace Goss, second vice-president; Mrs. Norma Lang, third vice-president; Mrs. Marie Simpson, secretary; Mrs. Gertrude Lang, treasurer. Board of Governors: Mrs. Mariette Vaughan, chairman; Mrs. Catherine Oliver, Mrs. Mary Francis, Mrs. Mabel Pierson, Mrs. Judith Solomon, Mrs. Ciella Jacobson, Mrs. Millicent Navarro, Mrs. Lula Sessions, Mrs. Hattie Hawk, Mrs. Helen Smith, Mrs. Anna Porter and Mrs. Daisy Davis. Mrs. Mabel Pierson was reappointed as chaplain and Mrs. Ciella Jacobson as sergeant at arms.

The retiring officers, Mrs. Grace Goss, president; Mrs. Kathleen Rebe, secretary, and Mrs. Norma Lang, treasurer, were thanked for their loyalty and services during the past year and presented with beautiful gifts. The retiring vice-presidents and board of governors were also thanked by the club.

After a short business session the ladies adjourned to the banquet table, which was beautifully decorated in the club colors and flowers. Mrs. Daisy Barry acted as toastmistress and read several telegrams of congratulations from other

(See MSWC ELECTS on page 42)

White Books York For Johnny Jones

YORK, Pa., Feb. 3.—Herbert D. Smyser, manager of amusements for the York Fair, has signed contracts with Walter A. White for Johnny J. Jones Exposition to provide the midway amusements.

Dates for the York Fair, one of the most important in Pennsylvania, are October 3-7.

Jack V. Lyles, general representative of Johnny J. Jones Exposition, announced that the show would also play the fair at Bloomsburg, Pa.

Dedrick Buys More Show Equipment

MANCHESTER, Ia., Feb. 3.—T. L. Dedrick stated that he had just completed a deal to purchase the entire outfit formerly known as Aladdin Shows from Attorney R. L. Douglass, of St. Joseph, Mo.

A box car carrying the equipment will be shipped from here to the winter quarters of New Deal Shows, Chattanooga, Tenn. Paraphernalia includes an eight-car Whip, No. 5 Elj Wheel, Merry Mixup, miniature steam train and a number of fronts and tops.

New Deal Shows are scheduled to open under auspices of American Legion at Chattanooga, Tenn., in a downtown location March 26.

Around New York

NEW YORK, Feb. 3.—Showmen have been coming and going, exchanging reports from fair meetings, trading rides and general paraphernalia and talking shop throughout the daylight and nocturnal hours, almost.

Noted in a huddle this week in the lobby of a Times Square hostelry were: Phil Isler, Capitol Outdoor Shows; Mike Korris, Korris United; Mike Zeigler, Monarch Exposition; Max Linderman, World of Mirth; Eddie Rynn, Gruberg's Famous; Benny Weiss and Art Lewis.

Willie Giroud has returned from a Florida vacation and is shaping plans to take out Oscar Buck's No. 1, while Buck himself is concentrating on the No. 2, as usual.

Frank J. Murphy sends word from Miami that he'll be back next month to ready his show for metropolitan territory.

Joe Bosco, pilot of the Liberty Amusement Company, Jersey City, talks of enlarging his outfit.

Mike Centanni, Centanni Greater, intends, he says, to take in a wider area (See AROUND NEW YORK on page 42)



J. F. (DOC) BARRY, famous talker and lecturer of the old school, notice of whose death appears in this issue of *The Billboard*.

Showmen's League of America

CHICAGO, Feb. 3.—After an absence of several weeks President Ernie A. Young was on hand to preside at the meeting February 1. A good attendance greeted him and reports of committees showed all had been on the job during his absence. Seated with him at the officers' table were Treasurer C. R. Fisher, Secretary J. L. Streibich and Past President W. O. Brown.

The application of Louis Footlich was presented for ballot and he was duly elected to membership. Chairman Walter F. Driver says that now that the new stationery is on hand the committee will be busy and we may expect results.

Plans for the February party have been discarded and a smoker will be held instead. Brothers Lou Leonard and Maxie Herman have been made chairmen of the affair, they to work in conjunction with the house and entertainment committees. Date is February 17.

Action was taken to hold a benefit performance at a Loop theater during the early spring. Committee to arrange for it has been appointed and they will get busy at once. Those on the committee are Vice-President G. J. Nelson, Vice-President J. W. Conklin, Treasurer C. R. Fisher, Nat Green, Beverly White, Frank D. Shean, Earl Taylor, Frank E. Taylor, W. O. Brown, Walter F. Driver, Maxie Herman, J. L. Streibich, Edgar I. Schooley, E. F. Carruthers, Paul Lorenzo, Sam J. Levy, Harry Coddington, Joe Rogers, Jack Benjamin, Lew Dufour, Nate Eagle, Samuel Bloom, Nat D. Rodgers, John L. Lorman, Harry A. Illions, Tom Rankine, Dr. Max Thorek, Edward A. Rock, M. H. Barnes, Lou Leonard, Maxwell Harris, Al C. Hartmann, E. W. Evans, Harry Russell, Dave Russell. Proceeds from the affair, success of which is underwritten by President Young, will be placed in the Cemetery Fund.

Action has been taken to hold the annual Banquet and Ball in Toronto at the time of the meeting of the I.A.F.E. Date will be announced as soon as we get the date of the meeting of the fair association. Vice-President J. W. Conklin has been made chairman of the affair, with Brother Walter F. Driver as co-chairman, and a committee consisting of the following brothers: James P. Sullivan, Maxie Herman, Harry Ross, Frank E. Taylor, Earl Taylor, Samuel Bloom, Dave Russell, Harry Russell, Joe Rogers, Lew Dufour. President will increase this committee during the week and we may be assured of plenty of action both on publicity and arrangement. Vice-President Conklin already being very active on the affair.

The League has taken advantage of the kind request of our late Brother Walter T. McGinley and has made final payment on the last addition to Showmen's Rest, thereby saving \$190 on the notes which all come due within the next year.

Brother Jerry Kohn writes from Atlanta that he is always interested in the League column in *The Billboard*. That's what it's for, Jerry.

Brothers Earl and Frank Taylor were with us after an absence caused by the business rush. Frank says he has been on a Cook's Tour.

Brothers Frank D. Shean and Nate Eagle are back in town and announce that we may expect them as regular attendants.

Brother Ben Beno has left for a short engagement in Dakota. Ben says these winter jobs come in handy.

Lew Backenstoe dropped into the League rooms for a call. We have an idea that Lew has something up his sleeve for the continuance of the World's Fair.

Another welcome visitor was Charles Dodson, of the Joe Cook *Hold Four Horses* Company. Charles spends his summer months as talker at Luna and Coney Island. He formerly was connected with various carnivals.

Past President and Mrs. Edward A. Hock are spending several weeks at Hot Springs.

We were grieved to learn of the serious illness of Brother Felice Bernardi, who underwent an emergency operation at Tampa, Fla. All are anxiously waiting news of his recovery.

Mail coming regularly to Whitey Lehrer and it looks like itchy feet will get the best of him and he will again be with the white tops this summer.

Brother R. O. Fisher was taken to St. Luke's Hospital for an operation. News of his condition has not been received up to time of writing.

Seems like things are going along okeh

with the several museums now operating in Chicago. This is the first winter this has been attempted for a long while and it seems the idea proved profitable.

Brother Joe Rogers, chairman of the finance committee, has again extended his business activities by opening a beautiful cafe and restaurant in the exclusive Michigan boulevard district. A number of the prominent members and executives of the show world are seen there nightly.

Rumoy tells us that we may expect the return of Brother Nat D. Rodgers at an early date. Hurry up, Nat, we are all waiting.

Bill Hames Show Has Good Route

ST. LOUIS, Feb. 3.—Bill Hames Orvater Shows, under the management of Bill Hames, and Theo Ledell, general agent, have a splendid route of fairs and celebrations booked in Texas for the 1934 season. The show will open the season in Waco February 22 and then move to the Pat Stock Show in Fort Worth for two weeks.

Among the celebrations and fairs already contracted are Brady, Taylor, McKinney, Sulphur Springs, Decatur, Sherman, Gainesville, Paris, Grovesville, Longview, Tyler, Marshall, Wharton, Victoria, Gonzales, Lockhart and Waco.

French Carnivals Open

PARIS, Jan. 29. — The carnival and street fair season of France gets into full swing next month with the popular Mardi Gras celebrations at Nice and other Riviera resorts. Elaborate parades, flower battles and street fairs are scheduled for Nice, Cannes, Mentone and various other resorts as well as at Aix en Provence, where big festivities are slated for February 1-14.

Carnival of Nice opens February 1 with arrival of His Majesty Carnival XVI and big parade, followed by carnival processions and confetti battles February 4. Principal festivities at Aix en Provence take place February 10, 11 and 13. Both cities elaborately decorated and illuminated.

Lyons starts off its outdoor season with a big street fair, opening March 16. Most important of the street fairs of Lyons is held in the parkways fronting the main railway station July 27-September 2, but other street fairs in various quarters of the city continue until October 1.

Lille has big street fairs scheduled for the carnival, mardi gras and Easter holidays, but the principal street fairs there are the Grande Poire Attraction, in the Champs de Mars, 29 days, starting August 26, and the Winter Fair, Place de la Republique, 29 days, starting Christmas. Rides, circuses and attractions of all sorts are featured at these street fairs.

Official dates for the important street fairs of Paris this year are as follows: Place d'Italie, February 18-March 4; Boulevards Villette and Chapelle, March 11-25; "Poire aux Pains d'Epice (Oin-

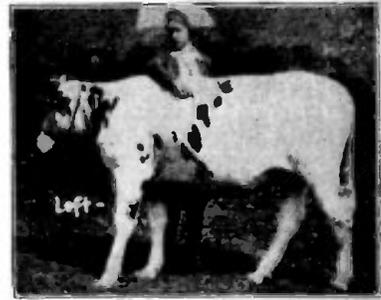
"JUTIE"—WORLD WONDER HOLSTEIN COW

A GENUINE ODDITY AND ATTRACTION

—FOR— Exhibition Purposes

This marvelous wonder of nature, four years old, weight 1,250 lbs., born with name JUTIE in black pink hair letters on left side. Letters almost perfectly spaced and clearly legible. Black hair on right side of animal's neck forms outline of little girl holding bouquet of flowers in hand.

JUTIE will prove a real magnet for crowds and genuine awe-inspiring attraction for Side Shows on Circuses, Carnivals, at Fairs, Parks, etc. Will consider sale for cash, or owner will travel with the animal on exhibition tour, on percentage basis. Would take on a partner on shares. Open for all types of offers. For more complete particulars address



"JUTIE", Castle Hill Mission, New Castle, Pa.

CLARK'S GREATER SHOWS

Wants Season 1934—Opens March 10th

WANT two high-class meritorious Shows. Will furnish outfits for same. WANT Wrestlers for Athletic Show. Have complete outfit. Legitimate Concessions. Corn Game open. Will book or buy Tilt-a-Whirl. This is a motorized show, playing industrial centers of Middle West. Address A. B. CLARK, 423 West Eighth Street, Los Angeles, Calif.

Tampa Bedtime Stories

By W. H. (BILL) RICE

TAMPA, Fla., Feb. 3.—Royal American Shows opened with a bang at Winter Haven. Grossed almost as much opening day as midway did all week last year. Weather perfect and business very good for everyone.

Tom W. Allen has hooked up with the St. Louis Municipal Auditorium as advertising agent.

Rod Krall writes from Chapman, Kan., he'll be in Florida shortly.

Mr. and Mrs. George Dorman will visit the Florida Fair.

Young Johnny J. Jones and Joe Hoffman, now at Haines Military Academy, marched in the big parade opening day at Winter Haven.

My old pals, Lew Nichols and H. L. (Sherny) Bush, sent letters to *The Forum* and were read with interest. Two grand men of the olden times. Funny I don't get a rise out of Nosey Schwab or George Davis.

Curtis Ireland's ad in last issue for a race track brought back memories of long ago when he was with the C. A. (See *BEDTIME STORIES* on page 42)

gerbread Fair), Place de la Nation, April 1-25; Boulevards Vaugirard, Pasteur, Garibaldi and Grenelle, May 6-20; Invalides, May 27-June 10; Place Armand Carrel, June 17-July 1.

BINGO CORN GAMES

FROM 25 TO 100-CARD SETS.
25-Card Set.....\$1.00
35-Card Set.....\$1.25
75-Card Set.....\$3.00
Send for Free Sample Cards and Price List. We pay postage except C. O. D. expense. Instant delivery. No checks accepted. Established 10 years. J. M. SIMMONS & CO., 109 North Dearborn Street, CHICAGO, ILL.

NOW IS THE TIME

To place your order for Miniature Gasoline Driven Auto Cars, fully equipped with spring bumpers, Good for Parks and Carnival. Full price, only \$125.00. P. O. B. San Francisco, Calif. JAMES DEMARCO, 728 Harrison St., San Francisco, Calif.

BARLOW'S SHOWS OPEN MARCH 11
WANT Cook House, Custard, Striker, Lead Gallery, Palmistry, Arcades, Displays, Candy Floss, Shows, Rides. Write 528 N. 52d, E. St. Louis, Ill.

Heart of America Showman's Club

KANSAS CITY, Mo., Feb. 3. — The dance held in the clubrooms January 26 was well attended. The entertainment committee, under the chairmanship of Gran J. Berni, decided to make it a weekly affair.

The new deal administration, as the newly elected officers have been called, is pushing its plans to increase the membership to the number on the books in 1929, and to date they have been successful. A new member every meeting night—and this week it was Jim Craig, decorator and promoter of parades and indoor events.

Cliff Adams left this week for a tour of the Midwest with an indoor circus as staff electrician.

Mickey Humphries returned Monday for a short visit with his kinsfolk, after a business trip thru Arkansas, where Mickey reports business is good. He will return there this week.

Blaine Young returned Thursday after several months in Southern Missouri.

A number of members attended funeral services Saturday of Michael Capp, father of Brother Frank Capp. The elder Capp was well known among showmen throughout the country.

Paul Parker was at the last meeting, coming from his home in Leavenworth, Kan. First meeting Paul attended in a long time.

W. J. (Doc) Allman was re-appointed chairman of the Hospital and Cemetery Committee. Elmer Velare was selected to head the Membership Committee.

Billie and Charis Hutchinson were visitors over the week-end, coming from Southeastern Kansas.

Dorothy Davis is ill at the Coates House.

Tommy Cook is a recent arrival from the South.

Mr. and Mrs. Toots Goldman and Morlie Gilman left Thursday for Texas.

Mr. and Mrs. Harry Martin, Billie Cutler and daughter and son arrived Thursday from San Antonio.

Fay your dues—only \$6.

How the American Carnival Began

By W. O. TAYLOR, Archbold, O.

(Concluded from last week)

Another step in the formation of the American carnival idea occurred in 1895, when a tramp steamer unloaded a queer mess of show stuff at Coney Island, N. Y. There was a small but gaudy animal show, known as Noah's Ark, in which a boxing kangaroo; Jolly, the elephant; Wallace, the untameable lion; a tattooed yak, some performing lions and "what-nots" were exhibited.

The outfit was manned by a bunch of Englishmen with the broadest accent. They knew nothing of American ideas and made many adverse comments on the ballyhoo, but were later obliged to adopt the Yankee methods. At the head of the English outfit was a young man, Frank C. Bostock, who looked well in a costume and made a fine appearance in a cage of lions. There was also Francis Perari, who looked like a Spanish don and had the commanding air of a sea captain. George Hall was also an animal trainer. Later on George Hall put on Adgie, the Spanish dancer, in a cage of lions, which was a carnival feature for years after that.

The Bostock outfit also had a lot of swings, boats and a huge carousel, called the gondolas. Bostock had an idea that a traveling fair such as was put on in England would be popular in this country. Bostock brought us the idea of mobility of a carnival company. He showed us how to construct and move the outfit to make week stands. Hagenbeck had already shown us how to put an animal show on an exposition grounds, but it was Bostock who worked out the ideas that have since proved successful. Bostock first had the idea of starting zoos in various cities for winter business, but the public must have its shows in the summer or not at all.

In the years following fair managers were so pressed for pay attractions that many small shows sprang up and later were combined into the various groups known as carnival companies. Carnivals, however, have never had easy sailing. It has been a battle from the beginning. In every town there are hostile groups opposed to amusements. These have always made the life of the showmen as unhappy as possible.

SEWARD'S 1934 HOROSCOPES
Four Sizes, Samples, 25c.
SEWARD'S Full Line of Books on Character, Delusion, Numerology, Etc.
A. F. SEWARD & COMPANY, 3679 Keeley St., Chicago, Ill.

CARNIVAL MUTTERINGS
By MIDWAY BILL

In the junk pile at Leavenworth, Kan. Jim Patterson was just in and I asked him the question."
JACK H. NATION writes from Hialeah, Fla.: "Much interest is taken in reading about the Billyhoo Bros.' Circulating Exposition and every line is enjoyed by all who read it here, and one of the main reasons is that almost every word is the truth."

WHEELS
Park Special
30 in. in diameter. Beautifully painted. We carry in stock 12-15-20-24 and 30 number. Special Price, **\$12.00**
BINGO GAME
75-Player, complete, 5.15, including tax.
Send for our new 1933 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Caddy, Balloons, Banners, Paper Hats, Favors, Confetti, Artificial Flowers, Novelties. Send for Catalog No. 233, Heavy Covering Walking Canes, The Hit of the Century of Progress. Price per Gross, \$27.00.
SLACK MFG. CO.
124-126 W. Lake St., Chicago, Ill.

FRED BOND will have his freak show with Bill Hames Show this year.
C. F. BELL, of Cincinnati, left to join Miller's Modern Museum at Pittsburgh.

BESSIE BESSETTE and Jack Marshall are playing a night club in San Francisco.
JACK V. LYLES, general agent Johnny J. Jones Exposition, is doing some fast stepping these days.

ELOISE NEWSOME. Communicate with your sister, Mrs. L. B. Cole, Sunset, Ark., immediately, as your mother is ill.
BILLY BOZZELL says he has almost got his Super Slide Show complete for coming season with Foley & Burk Shows.

TRESSIE G. McDANIELS is now out of the hospital at Meridian, Miss., and is enjoying perfect health once more.
LOUIE-LOUISE postcards from Florida: "Have own show at Sulphur Springs. Business is good."

PERCY HEMMINGWAY is of the opinion that many shows would do much better to have summer quarters instead of winter quarters.

HARRY W. LAMON has replaced Billie Clark as legal adjuster with Gate City Shows, which are playing lots around Macon, Ga. "Business is nothing to brag about," says Harry, "but we are all making a living."

KITTY KELLY'S Parisian Follies, of Alamo Exposition Shows, was featured recently at the Palace Theater, San Antonio, and the highlight of the exhibition was the fan dance offered by Miss Kelly.
HOUSTON "PICKUPS" — Mrs. Jess (Nora) Shoat, who has been confined to her bed since November, is reported as holding her own, and is living up to doctor's instructions. Shoat's colored revue, produced by L. C. Toland and carrying 20 people, in addition to regular

JAMES W. STEPHENSON, of Mighty Shoesley Midway, is in Mercy Hospital, Baltimore, with a broken leg, result of being hit by an automobile. He says the auto was unhurt, but was used as a patrol wagon to take the driver to jail, while an ambulance took him to the hospital.

LEO GRANDY sends the information that Young Bull Montana (Anthony Stewart) will again be with O. J. Bach Shows for the coming season as manager of Athletic Show. He will feature the famous (One-Man Gang) Sailor Jack Adams. Francis (Red) Smith will handle tickets.

JIMMIE ROSS, whose daughter is one of the feature dancers with Bill Evans' Wanderland Museum in Chicago, recently visited the quarters of Sol's Liberty Shows and reports that the show is going to look like \$1,000,000 this season. Ross was foreman of Leaping Lena with Rubin & Cherry Shows in 1930, but joined Sam Solomon last year and is "sold" on motor shows.

ROYAL AMERICAN SHOWS doubled last year's midway receipts at Winter Haven Florida Orange Festival—in fact, did the largest gross in the history of the festival. Attendance also beat all records, despite the warm weather and threatening rain, but fortunately the latter did not cut loose. Exhibition Manager Jack Guthrie must be wearing a happy smile. Attaboy, Jack!

MONS. LA PLACE sends following "Pickups" from Columbus, O.: The writer and his unit of Oddities played the Variety Club Banquet at the Dealer-Wallick Hotel January 21. Montana Mack and his wife are wintering here. Eckhart, trapeze performer, has been ill, but is feeling some better. Charles La Place and his orchestra still playing at the State Restaurant—going over big.

ASTRO FORECASTS AND ANALYSES

(COMBINED 1933-34. ALL SIZE 5x12)
Single Sheets, 5x12, Typewritten, Per Mth., \$5.00
Analysis, 2-p., with Blue Cover, Each, .45
Forecast and Analysis, 2-p., Fancy Cover, Each, .95
Samples of the 6 Readings, Free for 3c.
No. 1, 20-Page, Gold & Silver Covers, Each, .25
Wall Charts, Heavy Paper, Size 23x31, Each, 1.00
Gazing Crystal, Ovals Boards, Flashlights, etc.

NEW DREAM BOOK
100 Pages, 2 Sets Numbers, Clearing and Polarity, 1,144 Dreams, Bound in Heavy Gold Paper Covers, Good Quality Paper, Sample \$4.15
EGYPTIAN DECK BOOK, Small Size, 64 Pages, no Numbers, Sample, .75
Our name or ads do not appear in any book.

SIMMONS & CO.
165 N. Dearborn Street, CHICAGO.
Instant Delivery. Send for Wholesale Prices.

HUBERT'S MUSEUM
NOW BOOKING FREAKS AND NOVELTY ACTS.
Send photos. State all in first letter. Address all mail to
SCHORK & SCHAFER
123 W. 42d Street, NEW YORK CITY.

1934 FORECASTS
(25 Pages) and Horoscopes at reduced prices. Big, best and best reading on market, 1, 4, 7, and 24 page readings, nine styles, priced from \$1.85 per 1,000 up, plain and imprinted. Complete line Astro and Occult Books, Buddha Papers, Crystals and Mindreading Apparatus and Supplies. NEW 112-page, Illustrated Catalogue and Bargain Sheet, 30c.
NELSON ENTERPRISES
100 South Third Street, COLUMBUS, O.

SHOW PROPERTY FOR SALE
\$250.00 Fighting Rig, Portable, 54 Feet Square, 8 45.00 Tent, 20x10 Feet, Fine Condition.
\$ 25.00 English Convertible, Wonderful Tone.
\$ 65.00 Long-Eared Cricket Popcorn Machine with Recipe. We Want To Buy Concession Trains, Extra Wheels and Wax Shows.
WELL'S CURIOSITY SHOP, Philadelphia, Pa.
29 South Second Street.

FOR SALE—No. 8 Eli Ferris Wheel and Traver Mix-Up. In first-class mechanical condition. These two rides are stored in Windsor, Manitoba. One Two-Arrest Patker Merry-Go-Round, in very good condition, with Cushman Engine, Organ and practically a new Top. This ride stored at Vancouver, British Columbia. One Sweeper, in first-class mechanical condition, with all the latest improvements, also stored at Vancouver, B. C. Will also sell 70 Radio Rifles. These rifles are in first-class mechanical condition. Offers will be considered for any quantity of these Rifles stored at Hamilton, Ontario. Interested parties get in touch with J. W. CONNELL, Box 31, Hamilton, Ont.

Wanted--Good Dangler
State make, amount used and condition. Give also dimensions. Quote best cash price F. O. B. place of loading.
NORMAN BARTLETT
330 Main Street, TONAWANDA, N. Y.

AT LIBERTY
Wanted to Buy 9-Car Tilt-a-Whirl, No. 8 Ferris Wheel for Season '34. Rides now stored in Central Louisiana. JOE T. BRETT, Gen. Del., Mobile, Ala.

CATERPILLAR TUNNELS
AND MERRY-GO-ROUND TOPS. Save 40%.
ANDERSON TENT & AWNING CO.
35 Concord Avenue, Edinboro, Pa.

BARGAIN Merry-Go-Round, \$150.00, in good condition; Organ, Gasoline Power Plant Complete, except for Canvas. Stored Cincinnati. JOHN BERKNER, care Billboard, Cincinnati.



A HAPPY QUARTET. Left to right: C. J. Sedlmayr, general manager Royal American Shows; Hon. David Sholtz, Governor of Florida; E. C. Velare, business manager Royal American Shows, and John F. May, president Florida Orange Festival, Winter Haven, Fla. Photo taken on the front of one of Royal American attractions on Governor's Day during the festival.

FRANK ZORDA, of Mighty Shoesley Midway, infers that he is still resting up at Atlanta. Never mind, Frank, you may get to play Florida next winter.

ED STRICH, manager Valley Shows, was a recent visitor at winter quarters of Big State Shows. The Prestones, of Tutwell Shows, also visited.

FRED WEBSTER and Jay Dunham, who have been wintering in Oklahoma, will be back with McMahon Show next season.

MAX LINDERMAN has engaged C. C. Jernigan as special representative for World of Mirth Shows for coming season. Deal was consummated at recent Virginia fair meeting at Richmond.

WALTER B. FOX, general agent of Greenland Exposition Shows, is now in the advertising business at Greenville, Pa. He will leave for the winter quarters at Brunswick, Mo., about March 1.

CETLIN & WILSON SHOWS, for the third year, will furnish midway attractions at Greenbrier Valley Fair, Lewisburg-Ronceverte, W. Va., week of August 27.

ERNEST L. KENT writes from Pontiac, Mich.: "There is a good chance here for a store show. Only one circus and one carnival here last year. There are a few choice locations right uptown."

WHY TAKE A CHANCE WITH A WORN OUT ENGINE?

A latest model ELI POWER UNIT will eliminate your power worries for years to come. Designed for Riding Device operation. Ask about it today.
ELI BRIDGE COMPANY
Builders of Dependable Products.
Northwest Street, JACKSONVILLE, ILL.

The NEW KIDDIE AIRPLANE SWING
Suitable for Parks and Carnivals.

Seating capacity 18 children, weight about 2,000 pounds. Machine is actually driven by the speed of the propellers, giving the children the impression of riding in a real plane. Description and prices upon request.
SMITH & SMITH, Springville, Erie Co., N. Y.

CRESCENT SHOWS WANT
Free Acts, Carousel, Flat Ride, Shows, Concessions. No racket. Address HENRY MEYERHOFF, Timmins, Ontario, Canada.

FAIRWAY SHOWS
Opens May. WANT Merry-Go-Round with truck transportation and also a Man for Athletic Show, BOX 214, St. Paul, Minn.

J. L. BARBER SHOWS—Open in April. WANT Old House, Opera House, other Concession Shows, with or without own acts; Ball Game Acquire, other useful people, write, Address Charleston, Mo.

ROGERS' ATTRACTIONS WANT
Shows and Concessions, also Cook House. Opening in May in New York State. Write now, A. B. ROGERS, Indian Rocks, Fla.

Dode Fisk is recovering from a sick spell. The Billboard is sure a welcome visitor.

MEL VAUGHT, owner of Vaught's State Fair Shows, will invade Middle West territory for the first time this season. He has heretofore played strictly West Coast cities. Harry L. Gordon, general agent of the show, advised that they already had a circuit of seven fairs in Nebraska, including Hastings, and have promises of other fairs in both Kansas and Texas.

MR. AND MRS. MARTIN A. WIRTH and Mr. and Mrs. Slim O'Brien, concessioners, are wintering in Texas and are now in Corpus Christi. Martin says the name of the town should be changed to Carnivaltown, for in every other block are living tops and housecars, and he adds: "One thing sure, none of us down here will have the 'miss-meal' cramps as long as Jack Murphy is operating a fruit stand."

"PICKUPS" from W. E. West Motorized Show now in winterquarters at El Reno. John Cook and family left for Chickasha, Okla., to visit friends. Pete Holmes for Abilene, Tex., to visit his family. Jones left for Missouri. Bonduant left for Tulsa. Alvin Vandick is visiting in California. Curley Ellis left for Oklahoma. Spot Shieberl is building new concessions. Mr. and Mrs. West are at their home in Oklahoma City, Okla.

J. W. (PADDY) CONKLIN is under the impression that there will be a lot of activity in the amusement field in Canada this year owing to the number of Centennial Celebrations and Old Boys' Reunions. For this reason Conklin's All-Canadian Shows have definitely decided to stay in Eastern territory. Vancouver, B. C., newspapers ran pictures of Paddy and complimentary stories regarding his election as first vice-president of the Showmen's League of America. His eight-month-old son, James Franklin, was recently christened, with Mayor L. D. Taylor of Vancouver becoming godfather of the wee lad.

LaNeal Circus With Barlow Show

ST. LOUIS, Feb. 3.—Harold Barlow, owner of Barlow Big City Shows, has signed contracts with Bab LaNeal, manager of LaNeal's Novelty Circus, for the coming season.

Barlow Big City Shows will be completely motorized this year. The show owns all equipment, consisting of 6 major rides and 10 show outfits, transformers, calliope, etc. This will mark the 22d annual tour of the organization, opening in the St. Louis vicinity some time in March.

Hollywood Freaks Unit Playing Publix Houses

NEW YORK, Feb. 3.—Fred LaReine's Hollywood Freaks, vaude unit side show, have been playing the Publix theaters in New England successfully since October, reports LaReine, with attraction current this week at the Strand, Portland. In the unit are Bob-Babbette; Henry Bulsom, spider boy; Wire-Haired Marvel; Sweet Marie, fat lady; Mrs. Phoebe Hyde, emcee; Billie Hyde, Oriental dancer; Charlie Phelan, strong man and stage manager; Chief and Princess White Eagle, knife throwers, rope spinners and whip crackers; Ray Sheldon, ex-convict; Congo, half man-half monkey; Johnny Cummings, juggler; Shepherd from the Holy Land; Marion Eddy, cowgirl; Don Navaro, sword swallower; Forest Layman, armless wonder; Harry Twist Jones, added feature; Professor Bartel, human ostrich.

Chief White Eagle, Professor Bartel and Henry Bulsom have bought new cars. Troupe is making jumps by private cars and chartered buses. Jack Pauer is general representative, and bookings are being handled thru the Ross Frisco office. Tom Chapin is, as usual, chauffeuring for LaReine.

Tex. Turkey Trot For Loos Shows

CUERO, Tex., Feb. 3.—J. George Loos Shows have been booked to provide the carnival features for Cuero Texas Turkey Trot, sponsored by business and professional women's clubs, November 12-17. It is announced that 10,000 turkeys will participate in a monster parade.

Los Angeles

LOS ANGELES, Feb. 3. — There was a big reunion of showfolk the past week, with Hugh Fowler in from the Orient, Charley Hugo on a short visit and with Eddie Tait and others there has been a lot of entertaining. The BIM Club, which had folded for the season, reopened and gave a party for the visitors with local showfolk. Harry Fink gave a party at the San Fernando Valley Ranch, and the PCSA had open house Tuesday night, with more than 50 in attendance.

Steffen Shows have been doing a very satisfactory business, Mel Vaught writes from Texas, looking over the field, opening date and spot not yet announced. Archie Clark will enlarge show and add two new features. Charley Curran in and out in the interest of Crafts 20 Big Shows. Roy Ludington has been a visitor in downtown Los Angeles. Fay Asia, well-known mentalist, now located in Oakland, Calif., and will not troupe this season. Mr. and Mrs. J. J. Brachle awaiting the word from Doc Zeiger. They will be with Doc's shows this season. Incidentally, Doc says his will not be a bicycle show, but will be on the rails. Joe Krug has signed with the Crafts Shows and will have the cookhouse. Joe Olacey working downtown spots, awaiting the opening of a carnival with which he will be associated. Lewis Hoffman has Eddie Tait and friends visiting at the up-State ranch. Cal Lips, retired from the rabbit-raising industry, in town and has been set as assistant technical director with studio filming another outdoor show picture.

John Backmann reports the damage done the California Zoo by recent flood being rapidly repaired, and he has animal rentals and is working in Warner Bros.' Fur Coats. Dan Dix, sporting a growth of face foliage, cast for a speaking part in film that is to be directed by William Wellman. Al (Big Hat) Fisher booking his dancing girls in clubs. Harry Rawlings, aside from vaude dates, has the Hollywood Bears on loan and will do a bit in the film. RKO getting ready to shoot outdoor picture of show life in Australia; several of the local fellows are to be in the picture. Harry Fink again has been honored by being elected president of the San Fernando Valley Citrus Growers' Association. Frank M. Shortridge, former agent, later candy manufacturer, visiting on the West Coast, goes back to Des Moines, Ia. Raymond Seymour, formerly of Royal Canadian and S. W. Brundage Shows, visiting in Southern California; first visit to the Coast. Frank J. Lee, publicity director Pacific Whaling Company, in town, reports business with the new big Finback as very good. Carl Sonitz, returned from San Francisco, visited the Pacific Queen. Boat about completed. Plans trip up Sacramento River, then the high seas.

Charley Hugo, in from Shanghai, has made contracts for the entire Marcus Show of 60 people and will sail February 8 from Frisco for Shanghai and the Orient. Contract calls for six months' booking. Ben J. Martin recovering nicely from recent severe illness. H. W. Fowler in for a visit, returned from the Orient, goes to New York, then back here, sailing with people he will engage from San Francisco in March. Mike Krekes left for Cloverdale, opens February 20. Charley Lewis mingling with the trouper, no definite plans as yet. Roy Moyer working week-ends at beaches with illusions and sword box, says business has somewhat improved. Charles M. Lacey back from Pittsburgh, will have attractions at several of the beaches. Lillian Walker playing clubs in San Francisco, returning to Los Angeles for club bookings. Otto Tangleb, at Ocean Park, doing high dives in new tank, is considering offers from the East, to be placed as swimming instructor at a noted resort and also doing dives. Capt. W. D. Ament noted downtown, plans to stay on the Coast. Harry B. White getting ready, has several promising promotions. Milt Runkel says getting trouping fever again, likely will sign with one of the West Coast shows. Frank Kissinger, it is reported, will be the sole owner of the Pacific Queen, with Bill Chrysler manager. Charley Soderburg, high diver, plans booking his act at beach resorts on the West Coast. Barney Altman in from Chicago, en route to Shanghai with a skill and science device. Vic Johnson doing nicely with new place and will not troupe this year. Carnival agents thick downtown, usual spring game trying to outguess the others.

WANTED

FOR

ROYAL PALMS SHOWS

For a Circuit of Bonafide Florida Fairs

Opening South West Florida Fair, Ft. Myers, Feb. 13-17; Indian River Country Fruit Festival and Fair, Melbourne, Feb. 19-24; Plant City Strawberry Festival, Plant City, Feb. 27-March 3; Duval County Fair, Jacksonville, and others. Shows with their own outfits and transportation. Few more Flat Rides, also legitimate Concessions. No graft. This week, Elks' Midwinter Festival, West Palm Beach, Fla.

Conklin's All-Canadian Shows

Canada's Only Railroad Show

Playing the Cream of Canada's Celebrations and Exhibitions.

CAN PLACE SEASON 1934—Shows of Merit, Fun House, Outstanding Curiosities for Congress of Wonders, Legitimate Concessions. Canadian Showmen and Concessionaires given preference.

Address J. W. CONKLIN, Box 31, Hamilton, Ontario.

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CAN PLACE SHOWS, RIDES, FREE ATTRACTIONS.

All Concessions open. Will sell exclusive on Cook House, Bingo and Palmtree. No graft. CAN PLACE two good Program Men. Warren Riggs. Chester Calhoun write. Will furnish all Attractions for Uniontown Booster Week. April 28-May 5. Address all mail and wires to REX AMUSEMENT CO., 24 Middle Street, Uniontown, Pa.

Wanted—Coleman Bros.' Show—Wanted

TO OPEN AT MIDDLETOWN, CONN. APRIL 29, 1934. Eight-Car WHIP, TILT-A-WHIRL or LINDY LOOP, MERCHANDISE WHEELS and GRIND STORES. ALL BALL GAMES open. PIT and PLATFORM SHOWS. All Shows open except Hawaiian and Athletic. Chas. Zerm write. No Tracks, Skillets or G Wheels allowed. THOS. J. COLEMAN, Hotel Middlesex, Middletown, Conn.

GREATER UNITED SHOWS

WANT FOR SEASON STARTING AT

LAREDO, TEX., WASHINGTON BIRTHDAY CELEBRATION FEBRUARY 17th to 25th SHOWS and LEGITIMATE CONCESSIONS. 18-TEXAS FAIRS-18

Including Fredericksburg, Boerne, New Braunfels, Seguin, Laredo, Hallettsville, Yorktown, Bellville, Rosenberg, Cuero "Turkey Trot" and Others. WANT CAPABLE AND SOBER CATERPILLAR and TILT-A-WHIRL HELP. J. GEORGE LOOS, Manager, 121 Ostrom Drive, San Antonio, Tex.

REID GREATER SHOWS

OPENS SATURDAY, FEBRUARY 24, 1934, AUGUSTA, GA.

WILL BOOK Two-Attract Merry-Go-Round, Minstrel, Snake, or any good money-getting Show with own outfit. WILL BOOK a few more legitimate Concessions. Cook House, Corn Game and Grab sold. Positively no graft or G wheels wanted. Cook House and Ride Men report not later than February 20. Harry Dress, Sam Tye, Arno DeLeon write BENNY WOLF. WILL BUY Merry-Go-Round Band Organ. EARL REID, Manager, Augusta, Ga.

Cohen Waiting on Carnival Code

ROCHESTER, N. Y., Feb. 3. — Max Cohen, attorney for the American Carnival Association, while waiting for the code situation to be cleared up, is in communication with the Interstate Commerce Commission regarding tariffs on all American railroads insofar as they relate to show trains and demurrage charges for privately owned stock. Mr. Cohen admits that the transportation matter is a very serious one and requires a united front on the part of all railroad shows if they are to meet with any success before the Interstate Commerce Commission.

Ladies' Auxiliary PCSA

LOS ANGELES, Feb. 3.—Meeting called January 29 was attended by 35 members and three visitors. This was Past Presidents' Night. President Craft called the meeting to order then presented the gavel to Past President Ziv, who in turn gave the chair to Past President Karnes. After holding a short session Mrs. Karnes presented Past President Zeiger. Talks were made by our three past presidents and greatly applauded. Clara Zeiger, after stimulating a few arguments and "ribs" among the members, returned the gavel to President Mabel Craft for adjournment. Mrs. Panzer, Mrs. Elsie Kitterman and Mrs. Alma Cordell were visitors, also a

ELGIN WATCHES, \$1.65 Each

(7-Jewel, 18 Rub. New Yellow Cases.) 7-JEWEL, 18 SIZE ELGINS & WALTHAM, ELKS. FLARE CARNIVAL WATCHES, 14c Each. Send for Price List. CRESCENT CITY SMELTING CO., 112 N. Broadway, St. Louis, Mo.

new member was accepted—Mrs. Dixie Olson.

The game of "rumor" was indulged in and the rumor was whispered against Mrs. Cronin. After being passed among 35 members it could not be recognized when repeated by last recipient. President Craft appointed committees to assist the men's club to help out during the High Jinx February 8. The Ladies' Auxiliary pledged 100 per cent support. Door prize donated by Vera Downie was won by Jennie Rawlings. Ethel Krug, of salesboard fame, was going strong and the prize was won by Nora Karnes, donated by Estelle Hanscom. The moneys derived from the salesboard will be donated to a sick member. Tony Gooding is on sick list again. Clara Zeiger also laid up a couple days but recovery was miraculous, as Clara says. Five dollars a visit even from a good-looking doctor was too bad in winter time. Martha Levine on sick list, but will be out with the girls soon. Mrs. Edith Walpert expected back next meeting night. Still in the tall brush of Texas. February 5 was set aside for a get-together dinner, which has been made a monthly affair. The ladies will meet at clubrooms and attend in a body. Luncheon was served by Medames Cronin, Robinson, Brown and White. LUCILLE KING.



MUSEUMS

International, Traveling

SYRACUSE, Feb. 3. — Lashed by a winter gale that sent the thermometer eight below zero, the International Congress of Oddities opened a two weeks' engagement here Monday at 430 South Salina street in the heart of the theater district. With sub-zero weather the Odditorium played to 1,000 people the opening day and double that number Tuesday. More than 3,000 customers thronged the exhibit hall the third day of the engagement with the weather moderating.

It is the first museum to play Syracuse in 14 years. Business conditions in New York State are rapidly returning to normalcy, especially thru the industrial belt.

Ray Marsh Brydon, director, has assembled one of the strongest museums that he has ever operated. Jeanie Weeks, the hall girl, joined. Last season she was featured with the Ringling Bros.-Barnum & Bailey Side Show.

Casified Harry joined at Utica, N. Y. Tom Pietro, Harry's manager, accompanied by Mrs. Pietro, is lecturing on this internationally known freak.

Walter T. Brydon has disposed of his automobile agency in Indianapolis and is now superintendent of construction as well as looking after the transportation facilities of the show. A new specially constructed bus seating 28 people has been added to the equipment.

All of the 22 stages have recently been rebuilt and are now five feet in height, facilitating a more accessible view. Each of the stages has been decorated with plush curtains and draperies. The odditorium is illuminated on the outside by three large Neon signs.

Robert Hayes, well known in the circus field as a press agent, is now connected with the editorial department of *The Post-Standard* and was a frequent visitor. George Gilmore, well-known showman and former theater manager in Syracuse, was on hand daily to look the crowds over. Mrs. John R. Van Arman, wife of the minstrel owner, and her family were visitors.

E. C. Benner is the latest addition to the advance brigade and has charge of the program department.

The show will move from Syracuse to Rochester and will open a two weeks' engagement there February 12 at 115 Main street, East.

World's Odditorium

SAN FRANCISCO, Feb. 3.—Now in its 17th week, at 1143 Market street, World's Odditorium is still doing a good business. Attractions this week: Madam Sirwell's sea circus; Mysterious Blondell, who has just returned from the Orient; Dollita, singing and dancing doll; Princess Pontus, Amazon giantess; Baby Carrie, fat girl; Cliff Thompson, Norwegian giant; Prof. Patrick, tattooed man; Olga Miller, sword box and half-lady illusion; Hal Compton and Lamott Dodson, on the front with Bozo, midget clown for bally. Mrs. Dodson, cashier; Anna John Budd, in the annex; Austin King, manager; Jean St. Elmo, piano accordionist.

Attractions now playing World's Odditorium in Oakland: Hubbul, human bellows; Lady Ruth, midget mother; Linton, sword swallower; Rita, fat girl singing and dancing act; Flip, frog boy; Edith Hubbul, the torture of Ramesses; Madam ZaZe, extra added attraction, and Jack Ernest, piano accordionist. Bob Hendricks, on the front; Alva Evans, ticket taker; Eddie Fox, inside lecturer; Mike Golden, proprietor and manager. Mr. Golden expects to open a place in Portland and Seattle in the near future.

Lauther's, Traveling

READING, Pa., Feb. 3.—Carl Lauther's All-Star Museum closed in Wilmington, Del., Saturday night. It was one of the best Saturdays of the season. Store was small, but business for the week was very good, considering the trouble that the city officials caused during the stay in trying to close the museum.

Visitors last week were Jack Kelly, Al Fisher and wife, Mrs. Tex Conroy and Harold Fountain, of Philadelphia. Claudette Claudette spent several days in New York last week and rejoined at Reading Monday.

Show is now located in Reading at 816 Penn street.

Austin & Kuntz

CHICAGO, Feb. 3.—Business continues building up at the Austin & Kuntz Palace of Wonders as the show enters its third week at 28 N. Dearborn street. The program consists of 10 feature acts and three extra added attractions, two orchestras, electrical broadcasting system and two window attractions.

Acts at present are: Zip's sister, Gertie, and Remichander, Hindu rubber man, window attractions; Joe Austin, emcee, assisted by L. E. (Fat) Redding at the mike; King Kong Jr., presented by Capt. James Deal and scoring highest applause at each performance; Bluey Blucy, clown magician, who has become so popular he has a regular following; Gilbert Tracy, midget sword swallower; Big Jumbo, fattest clown; Hindu Charlie and his reptiles; Jolly Ethel and Winsome Winnie, fat girls; Dr. Joseph Kukul, mentalist, with two lady readers; Nepo Four, Hawaiian music, and Freda-Fred, extra added attraction.

On the second floor are Prof. Kuntz's European Flea Circus; Chief Bowlegs, juggling and rope spinning; Anna May, presented by Dr. and Mrs. Walters; Cuban Macks, knife throwing; Sulemane's Egyptian Orchestra; Lady Viola and her giant pythons; Harry Calvert and company, consisting of Leonard Aylesworth, Robert Michall, Mary Williams, Jeanne Roberts, Diane Williams and Leona Thloria, presenting *Reflections*, an attraction from the Oriental Village at the World's Fair.

Staff is as follows: Neil Austin, general manager; W. Kuntz, assistant manager; Joe Tracy Emerling, publicity and advertising; Louis J. Berger, secretary; Jack Lee and H. Bunny Thum, tickets; Charles Manda and James Garrick, doormen; O. K. Nathan, supervisor of building, assisted by Cleve Nixon. Many well-known show people have visited the show, among them Charles Dodson, of Joe Cook's show; Rubin Gruber, Tex Cooper, Lew Dufour, Harry Eltons, Larry Hogan, Carl J. Sedlmayr, Doc Shean, Nate Eagle and J. C. McCaffery. Winsome Winnie was visited by members of the *WLS Merry-Go-Round*, playing the State-Lake.

Ripley's, Traveling

DETROIT, Feb. 3.—Ripley's Believe It or Not Odditorium opened at Convention Hall January 31 to 14,000 people. Traveling by special train over the B. & O., the oddities and equipment upon reaching Detroit were greeted by a police escort and a lineup of 16 new cars supplied by a motor company. The cavalcade paraded thru the business district to the City Hall, where a welcome was extended by Mayor Couzens.

The room is 105 by 278 feet, easily accommodating the 16 fully equipped stages carried by the exhibition. Elaborate decorative pieces, carrying out the odditorium's color scheme of blue, red and gold, make the hall's interior one of the most attractive spots in Detroit.

Several Detroit stores, notably Crowley-Miller and Wurliizer, have made tieups with the exhibition, with displays running as large as a full page.

Detroit holds the odditorium thru February 13.

Philadelphia, Eighth Street

PHILADELPHIA, Feb. 3.—Cold weather hit this place this week and as a consequence business way down. The attractions the current week are Capt. Irwin, trained dogs and pig; Baby Lillian, fat girl entertainer, return engagement; Hudspeith, pigeon illusion; Rich Doolin, ventriloquist and juggler; Dantine, magician; Mrs. Hudspeith, mentalist; Van, tattooer. In the Garden of Eden annex dancing girls are still the feature. Jack Kelly and Bill Sylvan are still orating on the front.

Wade's, Traveling

KALAMAZOO, Mich., Feb. 3.—W. G. Wade's World's Fair Freaks have opened at 131 West Michigan avenue for two weeks. Joseph Kury, business manager, has announced.

The troupe has added Madame Louise Eakle, mentalist, and Oco, bear toy. Princess Wee Jeanne, midget mother, is attracting much attention. Julius Sando, colored sketch artist, it is said has been offered a free scholarship course next year at the Chicago Art Institute.

Pollie-Scully, Traveling

GREENSBORO, N. C., Feb. 3.—Show opened to slow business here, due to extreme cold weather, but as location was excellent a marked increase was noted as weather changed.

Tom Scully's big truck was put in the mill by Howard Henson and came out with a new 16-foot-long heavy-duty body that surely will carry plenty of paraphernalia. Francis Trexler, musician, has joined. James Thompson is building a fine cicicic chair outfit. Sailor West showing the trouper spirit by working with an ulcered tooth pinning him. He doubles as Gypsy Tony, Miracle Man, in addition to his tattooing activities.

Henry Mears, of Cetlin & Wilson staff, has joined the front-door shift, alternating with Tom Scully and Slim Stafford. Despite long hours daily the "hot-stove league" and the rummy hounds keep the kitchen lively until the wee sma' hours nightly. Danville, Va., next week.

Philadelphia, South Street

PHILADELPHIA, Feb. 3.—Surely the cold spell put a wallop in the business this week. First two days practically negligible as thermometer hit way down. Acts are now changed Friday and this week's bill is Adam and Eve, educated clowns, return engagement; Martinez, magician, assisted by Peggy Odion, a very clever act, really out of the ordinary for a museum; Young Broadway, ventriloquist; Princess Dagmar; Mme. Verona, mentalist. In the annex the dancers are Melba Ralama and Melba Lee. Jack T. Ryan is the efficient manager of the museum and attends to the bookings.

PERCY MARTIN

(Continued from page 38)

will be ordered for all fronts and with more and better lights, new canvas and banners. Bunts expects to have a better looking show than he has ever had, and it is his aim to have better attractions inside the tents.

The daughter born to Mr. and Mrs. W. J. Bunts here December 28 has been named Irene Crystal Bunts.

MSWC ELECTS

(Continued from page 38)

showmen organizations and individuals. She then presented the prizes which were won in the membership drive to Mrs. Grace Goss, Mrs. Kathleen Riebe and Mrs. Norma Lang, who won first, second and third prizes, respectively. Various ex-officers and others were called upon for short talks during the course of the evening.

BEDTIME STORIES

(Continued from page 39)

Wortham Shows and Rice & Dore Water Carnival. Ireland was the first man to give 25 per cent of the gross instead of 50-50 of the net. Doing away with a lot of bookkeeping and the net results were the same.

Joseph J. Conley writes from Lexington Hotel, Alliance, O., busy on a new show.

Ben Abend has a new truck for his "ham act."

Gilbert Noon and his big shooting gallery have arrived in Tampa. Lives just back of me. He is set for a Century of Progress in the new midway.

Mrs. Andy Carson and children just arrived from Kansas City to visit her sister-in-law, Mrs. Lil Sheppard. She was Esther Donahue, one of my most beautiful diving girls. Lil was top money show at Winter Haven and did \$500 more gross than in 1933.

Winter Haven had no controlled games, Saturday night couple of the boys slipped on the well-known "G." And did they get bawled out and run out? Maybe the boys will learn that the head man of a show means what he says.

Get X-rayed tomorrow and maybe I'll be on the crutches before Florida Fair is over. Will make it if I have to do it with the wheel chair.

Benny Kraus has himself set for eight weeks of fair. Sorry now he did not take Bowling Green that begged him to take the date on his own terms.

Milt Morris reports not an inch of space left on the enlarged Florida Fairgrounds. Every concession will be on the up and up.

Gilman Brown to put on a Lady Athletic Show.

AROUND NEW YORK

(Continued from page 36)

in the met district and will probably start out from Newark again.

Harry Heller is planning things from

Pacific Coast Showmen's Association

LOS ANGELES, Feb. 3.—Meeting Monday night had been announced as past presidents' night. Sixty-seven members were present. A program had been prepared by President Cronin and Past President Eddie Brown and it was carried out to the great enjoyment of the big gathering. The gavel was given to each of the past presidents to carry out certain parts of the program. President Cronin turned the gavel over to Past President Eddie Brown, then in turn to Walter Hunsaker, Joe Diehl, Orville Craft, Harry Seber and lastly to Harry Fink, to whom had been assigned the duties of president of the Gridiron Club. He did a masterful job ordering past presidents and other members to sing, tell a new story or be subjected to a fine, and in most cases both, just as the song or story met favor with the big crowd.

Charley Hatch was specially a mark for Harry. Joe Diehl, when presiding, had read the minutes of meetings March, 1926, which were really of interest. However, Harry said he had looked for these minutes in club records and could not locate them several years since. Result: a fine for Joe being in possession of them. Every past president was fined for some offense, real or otherwise, and as the result the penny parades reached a new high, probably the highest in club's history. Non-members who were called upon but not fined: Col. Ed Nagle; Stanley Dawson, of the Ringling Bros.-Barnum & Bailey ticket department; Jack Kenyon and Guy Tantlinger. In order that these non-members might be present the rules were suspended. A prize to the teller of the best story was not awarded, as it could not be decided which was the best, so Charley Muglavin, Harry Hargreaves, Roy Ludington, Orville Craft and Stanley Dawson all tied for the honor, and in candor the narratives of these mentioned were well worth listening in on. Gridiron Club took up the time usually allotted to the "Let's Hear It," so that part of program was passed. It was a splendid evening of enjoyment. Ticket sale for the February Frolics very gratifying, and Bill Deany, chairman in charge, asserts this will be the biggest in the club's history. Dancing, floor show and refreshments will be the program for the event February 8. Next meeting will be designated as John Miller night. John was present at Monday night meeting, being his first in a long time, and he was enthused to the point of sponsoring the entertainment for next meeting. Showfolk are keenly enjoying the PCSA. Aside from the weekly social features, there is a distinction in one being a member of this association. It operates for the best interests of all showfolk.

Philadelphia "Pickups"

PHILADELPHIA, Feb. 3. — Carl J. Lauther spent a day in the city looking over the local situation and may play some dates here with his museum.

Buck Taylor is busy arranging his bookings for next season at Million Dollar Pier, Atlantic City. Many new features and acts will be seen.

H. R. Goldberg, manager of Windsor Hotel where most of the showfolks hold out, has been appointed a member of the local hotel code authority.

Max Gruber has returned from the South, where he booked a number of fairs. Reports from winter quarters are that work will commence shortly on building and many new and original improvements will be made. Orval Williams, who is in charge of the winter quarters, will be joined shortly by George Kerestes, Whitey Hewett and J. C. Robson. Mrs. Gruber, who sustained several fractures and internal injuries in an automobile accident last month, is still confined to her home, but is gradually mending.

Ms Paterson base for Heller's Acme Shows, while Harold DeBlaker, who in the past has booked his rides with Heller, is said to be considering taking out a show in the spring. Paterson is DeBlaker's headquarters too.

Ben Williams is, as ever, in quarters, Winfield, L. I.

Max Goodman, fresh from an important speech at the Pennsylvania fair meeting in Allentown, where he delivered some sound advice on legit concessions, was seen arm-in-arming it with Frank E. Kingman, secretary Brockton (Mass.) Fair.



Out in the Open
 "Cartoon" Freaks for N. Y.? Those Two Battling Maxies About Mr. Duke Drukenbrod Milestones and Fish Worms Bill O'Brien, Half Loafer
 By LEONARD TRAUBE
 (New York Office)

REPRESENTATIVES of a contemporary of Robert L. Ripley, the curious cartoonist, are looking for a Times Square theater in which to show a "cartoon" freak array, first to metropolitan mobs and then on the road. Several big shots are already talking up the thing.—Joe Rowan and Herbert Knight, falling to interest Nyack (N. Y.) firemen in a circus promotion, will instead put on a "community show" enlisting local amateur talent, thus depriving professionals of a week's work.—Mack Kasow went way over the top as guest "barker" at the Circus Saints and Sinners' luncheon, knocking the boys dead on the come-in.—George Traver, owner of Traver's Chautauquus Shows, is in the throes of lining up a permanent amusement plot in the heart of a New Jersey town.—The treat of this or any other week is watching Max Linderman, impresario of the World of Mirth Shows, and Max Goodman, the eminent concession baron, arguing heatedly about legitimate stores, fairs, percentages, guarantees and kindred subjects. The two Maxes do everything but hurl cleavers at each other, all in a friendly way.

Friendly advice to L. Porter Moore, p. a. of Madison Square Garden: Watch how Tom Killilea handles tickets for the Westminster Kennel Club Show at your arena. Westminster officials liked his method so much last year that they have asked him to return on the duce end and publicity, with Dick Kilborn again p. a. in his expert fashion.

ARE the methods of ballyhoo in use by side shows changing according to the demands required by modern amusement going? A man that occurs to us offhand is, in our opinion, a living example of an alert, progressive showman who is hep to the needs caused by changes in social life, bucolic, urban or in-between. He is Duke Drukenbrod, manager of the side show on Hagenbeck-Wallace. We believe that the Duke was the first in his class to install a loud-speaker in side showery, the first to eliminate the old double-deck banners, replacing them with an entire stretch of full-size banners. If he wasn't the first, who is? We believe, too, that he first brought pagoda tops with hand-painted silk backgrounds into use for inside platforms. We'd like to hear from other side-show owners and managers who have in some way been innovators in the field.

John J. Kelly, the well-versed attractions caterer, is staying up these nights composing a colossal letter to NRA Division Administrator Sol Rosenblatt.

MILESTONES . . . On March 17 Mr. and Mrs. George Hamid will celebrate 16 years of marriage. On March 18 Dorothy Packman, general secretary of the Hamid office, becomes Mrs. Mack Goldberg. On March 19 Major Edward B. Allen, president of the Flemington (N. J.) Fair, will give a toast to Mrs. Allen, to whom he will have been married for 50 (count 'em) years. On February 4 George Hamid celebrated a birthday. On February 1 Fred Fansher, the device distributor, left for Dayton, O., his home town, to be in on the festivities of the golden anniversary of his parents, which is February 5. Helen Jackel, daughter of John C., the booking agent, had a birthday last week.

Herb Maddy has become intensely interested in fish worms as actors. Discovering that they are susceptible to music, he draws them out of their earthen homes with a few bars of "Turkey in the Straw," which he plays on a mouth organ. Personally he is

in favor of strains from Chopin and Mozart, but, unfortunately, all Herb can play on the organ is "Turkey." Incidentally, Herb wants W. H. (Bill) Rice to exploit the worm show after the creatures are fully trained to their theater tasks, and he's also on the market for reliable fish-worm grooms. In short, Professor Maddy is becoming God's gift to wormdom.

W. J. O'BRIEN, outdoor producer and unit promoter, took in the Broadway hit shows and night clubs while visiting town for a week. It was practically one full week of loafing for him, except that he did do a little negotiating while running in and out of theaters, picture cathedrals and cabarets. So you might even call Oble a half-loafer. All of which leads up to the fact that half a loafer is better than none.—Phil Wirth has moved into the Palace Building.—Mark down another treat in Charlie Aldridge, whose yarns on the Western days of yore are gems. Listen to him talking of his breaking into the rodeo game, to his tales of Tex Austin, rodeos in the Old World, his cowboy vaude act, his experiences as a stock superintendent and jack of all trades and the like—and you'll agree.—A reader of The New York Times writes: "The educational feature of the Aquarium has been enhanced by labeling the tanks not only with the names of the various fishes therein, but with colored pictures of each species. Would it not be worth while to apply the same principle in our menageries in labeling the cages of animals and birds when more than one species is in a cage, thus furnishing an opportunity for some unemployed artists to earn a living as well as to increase the usefulness of our menageries?" Bravo! Good idea for commercial menageries and wild animal units and farms. Plenty of circus and carnival artists to do the job, too.

SEILS-STERLING

(Continued from page 28)
 Lindeman. Starback reserved seats will be used this year. All new canvas. There will be a parade the coming season, and there will be about 40 show-owned trucks on the lot. Lois and Annetta Riddle are working on a double-trape number in connection with their acts. Red Sublette and wife, Anna, are wintering here, Poplar Bluffs. Last season Anna was a menage rider and rode in the concert of Ringling-Barnum Circus, and Red and his comedy mule worked fairs and rodeos.

H-W GETS

(Continued from page 28)
 the grounds from early morning to late afternoon every day, everything is hustle and bustle to get the Big One readied. An arena, the exact measurements of Madison Square Garden arena in New York, is being laid out by Superintendent Carl Hathaway and his crew. Rehearsals of the Durbar of Delhi will get under way within a short time. This opening spec will be improved over last year, when it attracted wide attention all over the country.

In the meantime gate receipts at the winter-quarters turnstiles are picking up each day, with a record crop of tourists in this section of Florida. At two bits a show the gate admissions are "extremely satisfactory," it was said.

"This Christiani act is one of the largest riding acts in the world and comes direct from the Circus Schumann in Berlin, where Valdo caught it last fall," said Mr. Gumperts. "Bombayo, sensational bounding-rope artist, will again be a featured number with Hagenbeck-Wallace," Mr. Gumperts said. "Bombayo being signed to a contract a few days ago.

"We are lining up the Big Show acts just as quickly as possible, and those for the other two shows will come right along," said Mr. Gumperts, who assured The Billboard correspondent that he would be kept informed of day-to-day developments at the quarters. "We will keep The Billboard informed of everything of a news interest as we proceed," he said.

A daily visitor to the quarters is Mrs. Charles Ringling, part owner of the show and who is taking an active interest in the preparations for the coming season.

It was learned that April 4 is the earliest date that can be depended on for the Madison Square Garden opening, although it might be as early as April 1 or 2, depending on the close of the hockey season.

Dodson's World's Fair Shows

CLARKSDALE, Miss., Feb. 3.—Work practically at a standstill at the big barns on account of the inclement weather. George Roy and Red Bell moving their outfits to the shops of the Clarksdale Machinery Company so as to be able to get their necessary overhauling and rebuilding done regardless of the weather.

Ed Bruer arrived from Dallas bringing in news of the Texas meeting. Ed and the misus will spend the balance of the winter here. Doc Waddell info from Dallas that he has numerous lecturing dates and will be kept busy around here practically the whole winter.

Jack Bailie and Danny La Rauch, who are spending the winter in New Orleans, info from there that they are heading for Clarksdale immediately after the Mardi Gras. Mel Dodson writes from Texas that he will soon be in Clarksdale. Also states he has signed up the Columbus (Miss.) Fair in addition to the circuit the show played last season.

Del Crouch is shipping his drome to winter quarters and is very optimistic regarding the coming season as his drome has received nation-wide publicity thru the medium of Camel Cigarettes.

Quite a few of the folks who are intimately acquainted with Mrs. Cassie Cobb were grieved to read of her illness in last week's issue of The Billboard and trust that she has recovered.

E. P. King, from Springfield Trailer Company, was a visitor at quarters. Scout Younger, who is wintering in Florida, is shipping his Wax Exhibit into Milwaukee for a complete overhauling.

Mrs. May MacCauley gave a big chicken fry Sunday evening at quarters. Among those present were Mr. and Mrs. Red Bell, Billie Bell, Evelyn Bell, Mr. and Mrs. Joe Baker, Mr. and Mrs. George Roy, J. Harley Roy, Mr. and Mrs. Dick O'Brien and the writer.

MARK BRYAN.

Beckmann & Gerety's World's Best Shows

SAN ANTONIO, Feb. 3.—B. S. Gerety returned Sunday from Dallas, where he was in attendance on the meeting of the Texas Fair Association. He reports an enjoyable trip and met a lot of old friends.

Sam B. Dill visited winter quarters last week. Mr. Dill was in San Antonio principally to see his new partner, Tom Mix, who was presenting his act at one of the local theaters.

Mrs. June Hennes, of Del Rio, Tex., who visited Mrs. Beckmann for several days, returned home Sunday. Mrs. Beckmann drove her to Del Rio and spent a couple of days there taking in the sights across the Rio Grande.

Midway Bill must have jarred some of the letter writers in the last issue of The Billboard when he notified one and all that items regarding the winter quarters activities would be investigated in the future. Well, Bill can know right here and now that both of the hammers and one of the saws at this winter quarters are still hammering and buzzing along, as the bosses have just gotten another dime's worth of nails and a couple more 2x4's.

A spread of canvas, consisting of a 90-foot round top, with three 40-foot middles, was received at winter quarters last week, and while there is no authentic information available at this time, it's safe to say that when the season opens this canvas will house and cover a brand new idea in the carnival business.
 EDGAR T. NEVILLE.

Northwestern Shows

DETROIT, Mich., Feb. 3.—Barricaded are all the windows and in most cases also covered with darkening panels. A huge padlock adorns the outside of the front and only door and it's not a pretty, shiny padlock either, but it's covered with rust and the keyhole is rustiest of all. So stands the winter quarters of the Northwestern Shows at this date. It always has been the policy of this company to make repairs each week during the operating season as they are needed and not let them wait to be taken care of during the winter, thus a week or 10 days' work just before the show takes to the road each spring is all that is ever required.

Members of the show are widely scattered this winter. E. C. May, business manager, is at present in De Land, Fla.,



HAROLD DE FUE and others of the North Montana Fair at Great Falls have real cause for rejoicing. Last year they succeeded in obtaining a permit, although there was no special act providing for this, to sell beer, and the cut from this privilege was a handsome one. This year there is sure to be a beer privilege on the grounds because the Montana Legislature has passed a bill authorizing issuance of special permits, at the rate of \$10 per day, to sell beer at fairs and exhibitions in the State.

Incidentally, North Montana is one fair where it takes more than rain to keep the public from attending. Great Falls has an average of 15 inches of rainfall a year. While the fair was in operation last year there was a rainfall of five inches during the six-day run, and in spite of this all of the fair's previous records were shattered.

How would you like to take a swim in a park or independent pool and watch a vaudeville show at the same time? Well, there might be such a thing next summer in the outdoor tanks. Yes, vaudeville shows given on floats in pools. One consolation in this idea is, if the acts don't appeal to the swimmers it will be easy for the latter to "duck."

YOU well know my views with reference to no-chance games on midway. I have been putting up a fight against them for several years. So far as I am concerned I do not ever expect to book anything from a carnival except shows and rides. You are the one I wish to deal with for concessions.

The above paragraph was lifted from a letter from a fair manager to a prominent legitimate merchandise concession operator. There are many other fair men whose attitude toward the "controlled" game is the same, still there are some who see things in that light one minute and the next minute get back into the old rut of booking the same off-color concessions they have had before. Those fair secretaries who think one way but handle their concessions otherwise had better get wise to themselves before it is too late.

F. H. Bee Jr. and Bob Sicksels are to be congratulated for their efforts in opposing the proposed tax on admission tickets to amusements in Kentucky. Here are two boys spending their own time and money to put up a battle in which hundreds of others should be interested yet, seemingly, are not. Just another case to prove that there are too many of the kind that believe in "letting George do it." Such a condition should not exist. What are you going to do about it?

CONTROLLED" games were conspicuous by their absence at the Winter Haven, Fla., Fair this year. All operators were warned thoroly but one or two of the boys tried to step with a "G" wheel on the final right. They stepped all right, but in the direction ordered by the show management—OUT.

Who said a show management cannot hold the whip if it wants to? More action along that line is sadly needed. Let's have it, carnival managers, if you want to see the legitimate merchandise games regain their old-time popularity.

and officially connected with the Volusia County Fair, which is soon to open. Ray Myers, ride superintendent, is employed this winter in one of the Detroit stores, and V. L. Dickie, secretary, has a job in one of the Michigan factories.

Floyd Mellon, cookhouse owner, is spending the winter, as usual, in his cozy home at Pontiac, Mich. Mrs. Dubey, cigaret shooting gallery owner, is in Detroit for the winter, and so are Ralph and Frances Barr, Bert Dunlop and Clayton Clizbe. W. W. Potts is at his home at La Grange, Ill. The Brownells are at Columbus and H. P. Engeling at Dayton, O. Opening of 1934 season is tentatively set for April 14.
 P. L. FLACK.

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 1,000 Lots, \$1.75
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SOAP SPECIAL—3 Assorted Cakes, Milled Soap, Cellophaned, 50 Packages, 1.85
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PERFUME—Furze Vials, with Container, 65c
 1/2 Doz.

KNIFE SHARPENER—Each on Card, 3.60
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FINGER NAIL FILES—Gross \$1.00, \$1.25, 3.00
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By GASOLINE BILL BAKER (Cincinnati Office)

Newspaper Columnist Deduces That Pitchmen Are "Wily Lot"

IN HIS "In New York" column (clipped from *The Pittsburgh Press* and sent to Pipes by P. J. Griffin) recently, Paul Harrison devoted all the space, nine paragraphs, to comment on "pitchmen." The fifth paragraph read as follows:

"Pitchmen are a wily lot, many of them having graduated from the old medicine show school of psychology. A fellow who sells metal polish in City Hall Park attracts a crowd by doing acrobatic stunts. . . . Another, a giant Negro, stands for a moment creaking what looks like a live rattlesnake. Then he shows the timid bystanders that it's made of rubber and proceeds to sell them razor sharpeners. . . . A Sixth avenue pitchman simply yells 'Hey!' at intervals. When people turn they see him gesticulating wildly during the top of a building. As pedestrians cluster about he turns and says: 'Now folks, I've got some packages of postcards here that are of interest to men.'"

The other paragraphs were semi-humorous.

paper? 'Beg your pardon,' said Reynolds, 'I make you a present of a pocket-book!' 'Huh,' was the rejoinder, 'I am working the paper, too, and I am giving away a horse!' 'But where's the horse?' asked Irish, to which the old man answered, 'I just give you a chance on the horse!' By the way, let's hear from Hot-Shot Austin (don't want to tell a funny story on you, Hot-Shot, so kick in), also Red O'Day. Will give the dope on the berries in my next pipe. I presume there will be lots of the boys from Georgia this year, as tags are only three bucks."

FROM MIAMI, FLA. . . . comes word that among the folks enjoying the sunshine there are Irving Goldstein, Teddy Goldstein and Mrs. Irving Goldstein and two daughters, Julie and Annette. One of the "bunch" writes: "Good luck to all the boys selling whistles."

FROM SAN ANTONIO, TEX. . . . came report that a med show, headed by Norman Owens, is taking to the road. Besides Owens, who is manager and lecturer, and also does straight, characters and a specialty number, others of the roster include Ethel and Ray, black-face team; Johnny Holmes, pianist; Fred Ward, dancer and parts, and Texas Harmony Duet, radio singers.

"I AM . . . working magic here, St. Louis," shoots Flacky Keeler. "Biz has been fair. All seem to be getting by, but not making much money. Plenty of the boys here. Leaving for Louisville. Let's have a pipe from Jeff Farmer."

SOME TIME AGO . . . it was asked in Pipes, "Who will be the first pitchman to have an airplane trailer house car?" While "trailer house car" was not specifically mentioned, the following came from one of the boys in the East: "Doc William Sullivan is arranging the purchase of an airplane and plans discarding his car, which he is using at present. Doc is of the opinion that the auto age is fast nearing its end and that the modern pitchman, to keep abreast of the times and be progressive, ought to make his jumps from spot to spot by plane. Doc says the spectacle of a plane landing in front of a shop during a noon hour would be a bally that would never fail to bring 'em out. He says that, with this new system of transportation, it might be possible to make a noon pitch in Boston."

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Brand-New Cases, Metal Bands. Send for Catalog. Biggest Bargains in Used Watches and Diamonds in the Country.

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Waldemar Chains, Assorted, Dozen.....\$1.75
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AMONG THOSE . . . of the subscriptions frat (*Progressive Farmer*) in Richmond, Va., during the recent Virginia State Dairymen's convention, held at John Marshall Hotel, were C. L. (Doc) Dobson, Robert W. Eeroaks and Count Harrington. Working conditions were ideal and quite a volume of subs was added to the mailing list, advises Harrington, who also intoned: "One of our welcome visitors was Col. H. K. Shafto."

"SMITH'S MED SHOW . . . is now playing the 'CWA Circuit' in Florida," postcarded Doc Robert (Bob) Smith.

A. DELL . . . who, along with the missus, will be with a side show with a circus the coming season, is this winter on subscriptions in the South. He piped from Statesboro, Ga., that he had a good business there, also at Brunswick. Says: "More power to Joe Strayhorn as manager of a hotel in Alabama!" Also: "Will give paper a rest the coming summer until next fall, but will read the Pipes every week, so everybody come in with a yard now and then."

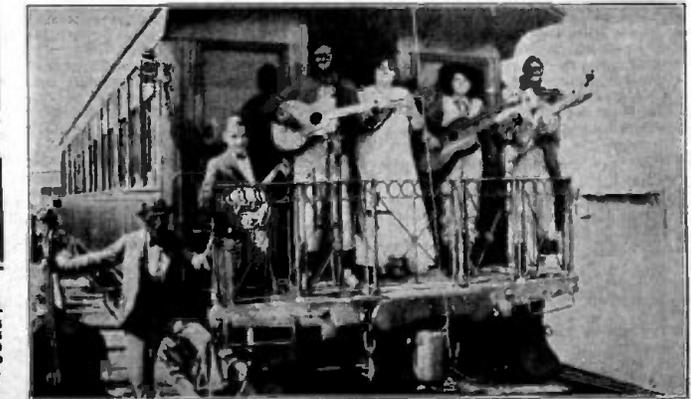
HOTZIGITY!

A report of the "first official med show conclave" came from the Keystone Camp, Miami, Fla., the festive occasion on January 27. Here 'tis: The function opened with an entertainment in the camp theater, and Doc Harold Woods put on a show that went over big. Emily and Harold Woods took the leads, Chuck Hamilton, juveniles; Eva Krauss, character woman. Bobby and King, working at Paramount Theater last half of the week, nobly handled the comedy. Doc Bert Cayton impersonated Mac West and won first prize at the masquerade, which preceded the show. After the performance all adjourned to "Woods Alley" (in the camp) for refreshments, and during a roll call the following answered: Doc

and Mrs. Rose Dyar, Doc and Mrs. Daly, Doc Harold Woods, Doc and Mrs. Ed Silvers, Doc and Mrs. Bert Cayton, Joe and Eva Krauss; Doc Ed Maxey and sister-in-law, Louise; Mr. and Mrs. Andy Woods, Doc and Mrs. Floyd Williams, Charlie Kisainger, Mr. Bates, Emily Woods, Chuck Hamilton and his Sunny South Syncoptators and Henrietta and Johnny Valera. Sonia and Gercau had left for Tampa, hence the dance interpretation could not be presented (which was given the previous week in "Woods Alley") — a principal disappointment being Doc Cayton, who came equipped with binoculars. Charlotte Woods' absence was greatly regretted by all, but she expects to join the party soon. "Woods Alley" isn't hard to find by one driving out Northeast Second avenue end sort of listening, as there are always laughs and pipes emanating from the "Alley."

AMONG . . . the boys working on shop lots at Detroit last week were Soapy Williams, Frank Libby and Sam Berman.

A. R. WADLEY . . . piped from Baton Rouge, La.: "Regarding conditions around here, I can't say they are much. Dollars seem scarce. Been here six weeks, driving the same routes I drove all last year, and money seems lacking. Met my old friend Irish Reynolds working out of Woodville, Miss., and he was faring very well. Irish recently mentioned something about 30 years ago in North Carolina, so here's one on Irish: While working a small town in that State an old man with long whiskers came down the street. Irish says to me, 'Here comes a darb,' and he approached the old fellow, stuck out his duke, and said, 'Reynolds is my name, what might be yours?' In a dignified manner the old fellow told his name and Irish proceeded to write his sub. Finally the old man stepped backward a couple of paces and asked, 'What kind of a premium do you give with your



A GROUP PHOTO OF MEMBERS of Doc R. P. Landrum's med. show last season. Left to right: Doc R. P. Landrum, lecturer; Bob Landrum, straights; Buck Capell, blackface comedy; Mrs. Irene Landrum, characters; Mrs. Iva Capell, trick roping; Sugarfoot Landrum, blackface.

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an evening comout in Chicago and a night pitch in Post Office square in Delhine, Tex. He is arranging for his secretary and chauffeur to take a course in aeronautics, especially the handling of a plane, as it is his desire to have his name recorded in the annals of Pithdom as being the pioneer pitchman to use a plane as a means of transportation. Doc says this solves the greatest problem of the present-day pitchman. For instance, if he should jump into Skowhegan, Me., on Saturday morning and find that town closed he could easily make Bad Axe, Mich., before the Courthouse closes at noon and obtain a reader—thus saving a day's work that would otherwise be lost."

W. G. MAGNUSON (Prof. Alain DuLysle), last season in a line of outdoor show business, postcards from Rockford, Ill., that he is awaiting the coming of spring, when he will again take out his med opra. James Rossi, last season with Bennett Comedy Company, is also wintering at Rockford, doing his vent act at clubs, also killing time at a local novelty store. They would like pipes from Doc James R. Burns and Chief John (Nick) White Eagle.

PIPING FROM Dothan, Ala., Jimmie McQuay stated that Red Heffington was there working toss-up balloons and the natives were buying 'em in lots. "All I could hear was 'Mister, give me annuder one,' and at night it looked like a toy balloon meet," says Jimmie.

"WOULD LIKE to read pipes from Doc Roberts, Doc Lewis, Happy O'Curran and Bobby Wheeler," postcards Robs (Louis E. Collins), who also included in his communo: "Still playing picture houses and halls in Southeast Missouri. The com-

pany plans being with Frank Davis, of Nu-Way Laboratories, the coming season. Cal Townsend is still going great with his iron-jaw number."

THE NIGHT of January 29 there was cold weather in the vicinity of Abingdon, Va., and with his tootsies near a fire Doc A. Anderson grabbed his trusty pencil and shot a pipe, which read thus: "There is still gold in the hills of Virginia and North Carolina. Doc George M. Reed was right. In his recent pipe, about keeping up prices. I worked Bristol, Va., to a red one on Saturday. After I had made a very nice passout, a fellow came up to me and asked: 'How do you do it? I sell the same thing at 10 and 25, and you get 25 and 50! I told him that only about one man out of 10 is looking for something cheap, which was worth thinking over. I have been here, Abingdon, for three weeks, and don't know when I will leave, as every day has been a red one except on Saturday—they don't sell tobacco here on Saturdays. I saw Red Baker and Eightword getting some nice business here last week. How do you like Texas, Jack Wilson? Pipe in!"

WHATISIT Ray Pierce? Still on the old line, cement? "Bill" hasn't heard from you in a long time. Remember the old days in the Central States? Shake a leg—that is, shoot in a pipe for the boys (many have asked for it)!

WILLIAM H. BURNS had not been heard from in a "coon's age," until last week. His pipe: "We have been in Texas since last October, and everything is okeh. At Longview, some of the big-plate-glass-front merchants made a squawk about a man selling socks from a truck, and the man was a full block from the main street. We met Ray Pierce at Teague, Tex. He was looking as tho the world had been kind to him. Regarding readers, o. m. is free in Texas. In spite of the action of some self-interests at Longview, Texas is a good State. We will go to West Texas for the summer."

"WHILE SHOWING at Lake Park, Ga., this week (week ending February 3), I had the pleasure of meeting Doc T. E. Marshall," scribes Rusty Williams. "Doc and his family are taking life easy at Lake Park, awaiting the departure of winter before he takes to the road again. He is doing plenty of hunting and fishing and he generally gets what he goes after. My family and I had several good bird dinners on Doc. He has a nice, convenient home arranged for his winter quarters and is well liked by people in and around Lake Park."

FIDDLER AL ZELLERS piped: "I am again playing halls I had been playing schools and audisces with Omar Majah. The personnel of the show at this time includes Shy and Shorty Williams and Mr. and Mrs. Paul Mentzel. We would like pipes from Harri Webster, Chief Canoe, Doc Rex Bell and Doc Gray Feather."

A "MR. TARDY" FESSES UP The "Mr. Tardy" (and "fesser-up") is G. Rex Worthe, who, with his trusty "writing planner," told it about as follows: "Our friend, 'Bill': My first pipe in years. I am so used to reading the Pipes (in fact, it is the first department I turn to when *The Billboard* arrives), I forget to do some piping myself. But the fever has struck me, so here it is: I have been working Pennsylvania so long with my med opra in the summer months and wintering in Tremont, Pa., that I am getting to be native, also am forgetting some of the old boys. I wonder how many recall Dad's Place, in Diamond Alley, Pittsburgh; Doc Mason (sez he), Springfield, and a few more I have in mind. Well, I am going to open as usual in middle of May, but this time it will be a new outfit. The first time in 10 years that I have changed my help, and I hope that the change of scenery will do me good, as last year I was getting rusty (not the b. r.). Tell the boys that come thru to look me up and a line always will be welcome, or a pipe from some (but let it be square), as I can recall the days that some of the boys took a tip, from the pipes sent in, on their last dollar and found things all wrong. I wonder how Harry Baldwin, Jack Dillon and Guy Warner are hitting and their whereabouts? Must ring in as the feed bag

A Decided Novelty

"This being my first pipe, I hope the news I give will be of interest," writes Mac Walker from Harrison, Ark., who infoed that he had come "up from the Mississippi Delta and will return there."

"While working in these parts I happened to wander into Jasper, Ark., to find Dr. J. P. Simpson, the O-Quaka med dispenser, and here's the dope: "Simpson worked the town with coupons and as a novelty, I understand, he traded med for a marriage license, also for the wedding ceremony, having the edge over most med workers, if not all of them."

"I had the pleasure of meeting Mrs. Simpson, who was Juanita Briley, a beautiful and talented young lady of 21. Doctor had arranged a fish fry, with the trimmings, that was 'fit for a king,' and believe me, a few friends, including myself, had a very enjoyable time. Doctor tells me he will make his future home at Harrison, where he is installing equipment for his new factory."

is calling. With best wishes to Pithdom, I beg to remain, one who always leaves the back door open for the other fellow to follow."

"WHO AND WHERE?" was asked in are all the card writers?" was asked in a recent issue. It got a rise out of Cotton Clark, who postcarded from Savannah, Ga.: "In regard to the inquiry as to where all the fancy card writers are, well, here's one and I'm doing just fair. Somebody thru this country is cutting prices. Let's hold it to two bits a dozen. Shoot in your whereabouts, you other fellows!"

ANOTHER DELINQUENT (pipe-shooter) "came to life" last week, Doc D. D. Lockboy. Doc put a charge of news powder in his writing cannon and the report sounded like this—from Sumter, S. C.: "Business for Lockboy's Comedians is fair. We are remaining here two weeks. Members of the med opra include Rusty and Addie Lee, a clever team, with Rusty producing the show; Sammy Fowler, guitar and straight; Virginia (Pickles) Lockboy, blackface; Little Bee Lockboy, singing and dancing specialties; Carlton and Pauline Knight, parts, with Carlton doubling on sax; myself, lecturing and still going strong."

IN ANOTHER PART of this installment of Pipes a paragraph calls attention to the recent death of Mrs. Thomas (Tom) Kennedy. A letter received from Tom, from Elkhart, Ind., after that paragraph was written, informs that after the remains of his wife were laid to rest at Fort Wayne he was returning to Cedar Rapids, Ia., after a couple of days' stay with Mrs. Kennedy's parents at Elkhart. Tom also gave the news that he is no longer engaged in pithdom, instead is purchasing hay and grain for a Chicago firm, in which he probably will continue indefinitely.

JEFF FARMER, strops, etc., hustler, infoes that he recently tried for two days to work in Knoxville, Tenn., but found the town slogged—"unless," he says, "someone is a better arranger than I am." Therefore, Jeff made up his mind to ramble back to stick towns, "where people have their noses in your case before you have time to open, and no balys needed."

E. D. KECKHOVEN still is in West Coast territory, head-quartering at Lodi, Calif., and has been working run menders. "Kick," as he is known among the boys and girls of Pithdom, infoed last week: "We are contemplating the construction of a new housecar, and we expect to have it unique."

A SILHOUETTER is with a pipe. He is Peter Matkica in with a pipe. He is Peter Matkica Cook, San Francisco. It follows: "This is the first time I have had the pleasure to write to Pipes, of *The Billboard*. A few issues back you asked

LAYMON'S NEW 5¢ COUNTER CARDS 10¢

ASPIRIN

6 TABLETS 5¢ 16 TABLETS 10¢

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Increased quantities, no increase in price. Same fine quality. Same big profits for merchants and salesmen. New, shining aluminum-faced displays. Sell complete line to stores. 83 displays in all. Many new-exclusive. Up to 112% profit for salesman—10% for merchant. Buy without investment. Get free catalog and details.

WORLD'S PRODUCTS CO., Dept. 228, Spencer, Ind.

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TEXAS MINERAL WATER CRYSTALS

Best Selling Season Just Starting

Sensationally Low Prices—Long Profits. Known the world over TEXAS MINERAL WATER CRYSTALS are starting their biggest sales season. Send 75¢ for 100¢ worth (sample 2 packages), sales plan, copy newspaper ad, also information on over 300 fast-selling items. Greatest money-making opportunity ever offered. Write today.

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We Make Everything in the Fountain Pen and Pencil Line.

Write us your needs.

One Green Holders, One Green Stroves, One Green Dressing, 578 Pieces, \$12.00. Sample, 10¢.

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Fine Oil Green Bar, 100¢ \$4.50
Bars in 16-Lb. Box, ...
Pumice, 4-Oz. Bar, 10¢ \$2.00
Bars in 16-Lb. Case, ...

HEIL PREMIUM CO., 2140 Hennepin, MINN.

JAS. KELLEY, The Fountain Pen King

67 E. W. N. Y. C.; CHICAGO, 180 W. Adams St.

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Know the country over! 100 Assorted Best Sellers only \$1.00. 6 FREE Selected from 500 latest varieties. Price P. O. B. St. Louis. Weight 8 Lbs. For Parcel Post rates call your Post Office. No risk. Sell on sight for 25¢ each. Quickest Sellers Known. Order direct from ad. Write for catalogue, KOEHLER SIGN SYSTEM, 233 Goetz Avenue, St. Louis, Mo.

WE THANK YOU CALL AGAIN

\$BIG MONEY \$ VETERANS GET BUSY

Official pension card. Build monthly roose. PATRIOTIC CALENDARS are hot new. HOLIDAY ISSUES Soldiers' Jokes and Stories, wit, humor, snappy illustrations. 15 fast sellers. 3¢ to 5¢ to VETS SERVICE MAGAZINE, 181 Leonard St., New York.

SILK! SOCK! SPECIAL!

Men's Rayon Silk Plaided Fancy Socks, guaranteed perfect, beautiful new patterns, sizes 18 to 12. SPECIAL—4 Dozen, \$4.00. Sample Dozen sent to you, prepaid, upon receipt of One Dollar and Fifty Cents.

FALLS CITY MERC. CO., Dept. 300, New Albany, Ind.

"Paper and Pencil"

Two paper boys were driving along a country highway. Eventually, they saw an old man sitting on a front porch and an old woman milking an old cow. They called the old fellow out to their car, whereupon the milk "maid" made great haste to join the party and before negotiations got fairly well started she uttered the following tirade: "What are you doin' to my 'old man'? He ain't got a cent, nor a cow, or a hog, or a mule, or a horse, or any cotton on this place! Do you see what you made me do? I split \$1.98 worth of milk on the ground!"—"Sorry, lady," spoke up the paperman, "but we haven't a cent!" — **ROYAL MILTON (DUSTY) RHODES.**

Here's a REAL Money Maker!

Makes Easy Sales, Quick Turnover, Big Profits Selling 10¢ and 25¢ Household Necessities—DIAMOND STICK BLUE and IRN-EZE—to Homes, Stores, Laundries.

GIVE PREMIUM COUPONS. OFFER CASH PRIZES.

Build up a steady, profitable, dignified business of your own. Be Independent! Send 10 cents for samples—amount to be deducted from first order. Write today.

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407 No. 4th St., Philadelphia, Pa.

LEATHER BILLFOLDS

No. 8150B—Genuine Leather (7-in-1) Style. Size, 4 1/2" x 9 1/2" open. Fancy Black Ostrich Grain Leather. 15¢; DOZEN, \$1.85; GROSS, \$14.00. SAMPLE, P. O. B. Egerstown, Md. 25¢ Deposit, Balance C. O. D. Other Leather Items, \$10.00 to \$40.00 per Gross.

THE HAGERSTOWN LEATHER CO.
Egerstown, Md.

'who are the silhouette artists and where are they?' To begin with, here's one. Started at it in 1918 and am still cutting them. I can be found at department stores in winter and beach resorts in summer—in late summer working at fairs. Hollywood was my hangout for 10 years (if a movie star there didn't have a silhouette out by me—well, probably he or she didn't rate). As for other silhouette artists: Georges Boria, a boy from Greece, is at present in Mexico. Jimmy Pheasant, an oldtimer who has been cutting 'em the last 30 years, is somewhere in the East at present, but resides in Long Beach, Calif. There also are a couple of women and a few new-and-then fellows, and some young fellows who have tried their hand but gave it up because they couldn't get the idea that its '90 per cent showmanship and 10 per cent art.' I hear now and then of names connected with the business, such as Bellamy, Vernons, Gene Ross, Fred Wurt, Belle Sharpe, Perry Ellis and others. Boys who have passed on during the last few years: Beckett, who was 40 years in the business, and Harrison, about 35 years. Last summer there were about six working the fair at Chicago, but as yet I have not learned their names. I would like to see pipes (in Pipes) from the boys in this line—what's what, who's who, etc."

AN ACCIDENT but no personal injuries (as was feared thru a report in a recent issue, relative to Doc Floyd and Margie Johnstone, Floyd wrote the Pipes editor from Winter Haven, Fla., January 27: "The missus turned our automobile over on the highway. We were not hurt, but the car needed many repairs." He also infoed: "Was out to the Orange Festival here today and found Harry Corry hard at it, with a swell auction concession, as only Harry knows how. Master Gale Colvin has joined-up with us for the season. We are just taking a sight-seeing trip for two weeks, and will soon be back in Georgia."

HARRY CORRY advises that his auction store on the midway at Winter Haven (Fla.) Orange Festival had as visitors, O. C. Cox, Clarence Gereau and wife, Floyd R. Johnstone and wife (Margie) and Doc Marshall. Jimmy Bathrick is Corry's assistant.

TOM FRANKLIN NYE has been putting on amateur shows around New York this winter, and says to good business. Was at Chicago last summer. Says he thinks Tom Sigourney was right in his statement that he (Sigourney) had the first store show on State street, Chicago, in many years.

BUSINESS has been good for the Ruth & Sunshine unit in the Olar (S. C.) section, pipes Sunshine Rogers, who also scribbled: "While en route from Columbia, S. C.,

EASY IS A DAY!
Possible with magic invention. Lights gas instantly without sparks or flame. A sure sale wherever artificial gas is used. Retail 25c.
MYSTERY GAS LIGHTER
Get in on This Big New Method Mfg. Co. Patent, Pa.
Sample, 10c. Rush \$3 per Gross or \$1 per Dozen.

OH BOY! SOMETHING REAL "HOT!" We are printers and make these UNIQUE Girl Novelties. No. 1. Novelty for example, or \$1.00 for 100 of them. Agents can get 10c each for them. Agents wanted. WRITE TO SILVER-MAN PRINTERS, Room 110, 4653 Division Street, Chicago.

We Make Them **You Sell Them**
WHIZ BANG OR AUTO SCARE BOMB. A sensational novelty. Agents wanted everywhere. Sample, \$1.00 per Dozen; Gross, \$9.00. Deposit required. ILLINOIS FIREWORKS CO., Danville, Ill.

USE A NEW YORK ADDRESS For personal or business purposes a New York address is an asset to you. Prompt, reliable service. \$2.00 MONTHLY. Mail forwarded daily. Phone calls received. NEW YORK MAIL SERVICE, 15 Park Row, N. Y.

WORLD'S FAIR NOVELTY, Pat. 1746080. Best Toy Aeroplane Made in America—AIRWAY GLIDER. 1 Doz., \$1.00; 1 Doz., \$1.00. Joy Plane J. Doz., \$2.00; 1 Doz., \$2.00. TOY JOY COMPANY, 235 E. 35th Street, Chicago, Ill.

HANDKERCHIEFS—Agents, Jobbers send Dept. for Bill and the stamper for \$2 worth of Handkerchief Samples and Wholesale quantity price. HANDY, 244 5th Ave., N. Y. C.

UNEMPLOYED MEN OR WOMEN NEW DEAL for making money at home. PROVEN. Stamp. REINICHE MFG. CO., Moorhead, Minn.

Pipes Wanted

When a name appears in the following list it means that a friend has written saying that he would like to have a pipe from the person named, giving the latest news of travels, business conditions on the road and other info that will be of interest and value to Pipes readers.

If you want to read pipes from some other members of Pitchdom just send in their full names to Gasoline Bill Baker. Names will be printed for not more than three insertions and will be omitted as soon as a pipe is received. This service is entirely free, but is open only to members of Pitchdom.

- | | | |
|-------------------|------------------|-------------------|
| Joe Clark | Larry Velour | Arthur Pitcher |
| Jack Malone | Frank X. Murphy | Charles Kosa |
| Harris Webster | Tom Shetrona | Clyde Wilson |
| Augustus Rapp | Cotton Williams | Doc Charlie Nye |
| Doc Tanner | R. Hawkins | D. Bert Roberts |
| Harry Brown | E. J. Vezina | West Coast McCord |
| R. J. Atkins | Johnny Shields | Al Royce |
| Eddie Stone | Sol Castle | Harry Woodward |
| Johnny Hicks | Doc Jack | Jack Moran |
| Ben Schwachon | Ned House | Harry Herbert |
| Jay Lewis | Harry Fournier | Hyman Gordon |
| Goo Goo Davis | Jack Burley | T. A. Smith |
| Jack Murray | Lou Greenbaum | Jimmy Cardwell |
| Ralph Quinlan | Abe Greenbaum | Frank Fox |
| Jerry Russell | Dutch Anderson | Monroe Ferdon |
| C. D. Lewis | Grant L. Mahoney | Bob Lilliston |
| Charles A. Skully | Heber Becker | J. Frank Heathcox |
| John Collins | Doc Travis | Walter Cardwell |
| Billy Allen | Jack Campbell | F. L. Morey |
| H. T. Maloney | Doc Faye | Harry Turner |
| Morris Sobel | Doc R. E. Lewis | Doo Messis |
| Harry May | Doc F. Criswell | Ed Frink |
| Doc Larose | Al Bennett | Sizz Cummings |
| Tug Wilson | Doc Sharpsteen | George Covell |
| George Silver | Sam Bluestein | |

January 14, some 'Barney Oldfield' had the 'pleasure' of being the first to knock some paint off our car and bending one of the rear fenders. About a dozen Negroes were walking on our side of the road, but the oncoming car's lights made it impossible for me to see them until our car was near them. Then I stopped. The other car kept going. One Negro boy came up and said: 'Here's your hubcap!' I told him to keep it and in the future use it as a tail-light, he might need it. However, no one was hurt and we enjoyed the evening after all. We recently had as visitors Mr. and Mrs. Duke Howard and others from the Keith med opy. They have a nice outfit and lineup, playing halls in South Carolina."

ACCORDING TO a clipping from a newspaper at Longview, Tex., anyone selling merchandise without first securing a reader, even on private property, draws complaints of local big-store merchants—with a special city ordinance to back 'em up. A fellow selling socks from a truck and claiming he was parked on private property and with owner's consent was haled into Police Court and pled 'guilty' and paid \$1 fine and departed.

FORREST GREGORY piped from New York State that he read the paragraph in the January 27 issue headed "Manufacturers and Jobbers" (relative to pitchmen continuously looking for items to sell) and stated, in part: "Am still dubbing around looking for something which I can handle and from which one may expect to make a nickel now and then."

HARRY H. MCGEE piped: "Just arrived back in Texas for the remainder of the winter. During the last six months have covered all States West of the Rocky Mountains and found business good everywhere, especially in Oregon. Had the pleasure of working the Bendition Roundup, also the Portland Stock Show, with R. J. Gram, of Seattle. I see in Pipes that Joe Strayhorn got back to Alabama okeh. Just saw Rosa Dimmett working toward North Carolina with Pathfinder. Not many of the paper boys in this section just now—presume they are in South Texas or on the Mexican border. The cotton section of the Puhlander is holding up good for paper, and weather ideal. I am working poultry and cotton papers."

FRED X. WILLIAMS penciled from Louisville, Ky.: "Well, here I am in the State that is noted for fast horses, good liquor, etc. I do not mess with the horses or liquor—but, what I want to feature in the new line is that I had good business at the Rabbit Show at New Albany, Ind. Met Dietrick and Miller at that town, working the tobacco market and reporting business

as good. Am leaving tonight (January 30) for the bunny show at Cleveland."

LOOK WHO'S "HERE" Johnny Hicks (ye auld "advertiser"), who shoots, in part, from Providence, R. I.: "It's been some time since I shot one, so here goes! I first want to thank The Billboard, thru Pipes, for aid toward wonderful business I have had the last six weeks, following my advertisement in that publication, and I have received support from all quarters. But, above all, I don't want the boys to think I am turning 'high hat' by not piping in oftener, as I want them to know that I am still for it—I have put my pitch cases at rest, but who knows that I won't again return to the fold. I met the incomparable Harry Corry in St. Louis some time ago while on one of my business trips westward and watched his wonderful pitch. I have heard that my old stable-mate, Morris Kahntroff, was selling socks out in Texas. More power to Morris! Also, that my old playmate, O. C. Cox, was in politics in Indianapolis; Sam Jones, in real estate in Los Angeles, and George Debona running a hotel in Houston. I wonder what has become of carriers of my old pals and those who carried the torch? All ye saldtimers pipe in and let's have one big pipefest before the 'bugle' (not Harry Corry's) blows! Let's hear more often from Doc George Reed. I have never met George, but no doubt many of his pipes have warmed the hearts of jam men. Come on, come all, let's all get with it, and the one who shoots the best pipe will receive a hand-carved medal from me!"

REGRETS In the Final Curtain columns of this issue appears an announcement of the death of Mrs. Thomas (Tom) Kennedy, who was formerly Grace Morgan and was known professionally as Norman Fair. A few weeks ago, on December 27, she became the wife of Thomas Kennedy, widely known in Pitchdom. Like many other performers, when show business took a slump she started demonstration of sales items, along with her sister, Betty, in department stores. After an operation she was attended by a specialist and two trained nurses. Doctors gave up hope and, after lingering a few days, on January 28 she passed on. A month and one day after her marriage to Mr. Kennedy. So much can happen in a short time! Tom Kennedy's legion of friends bear with him in his great loss! Tom Kennedy probably is one of the minority of mankind, however, who is blessed with the stamina to be self-consoling to a remarkable degree. Not that he doesn't suffer in the realization of his loss, but reading between the lines of his letter to this editor he seems to have the power to master his emotions. His letter included: "Life is made up of joys and tragedies, and the latter is only made more poignant when it touches us individually. . . . After all, the few short years we spend on

this earth are but a passing moment compared with time as measured by eternity. In speaking of time, the late Frank VanHoven once said: 'Picture the highest mountain. Let a bird fly over its top once every 1,000 years. Each time it makes the flight let it pick a clumb off the mountain. When the mountain is gone you would know the length of eternity.' Sooner or later we all must embark upon the Great Adventure alone. It is those we cherish and leave behind who suffer the most."

POOL WHIRL

(Continued from page 33)
of water being forced out thru two outlets at the opposite end of the pool from where it is being pumped in.

"Our park is a little over a mile from town, but we have a good bus service every half hour. The population of Chambersburg proper is 15,000, but we have a drawing population of about 100,000. Now for the reason of writing to you:

"Last year I staged two swimming contests and gave away over \$100 in prizes each time. These prizes were contributed by merchants of the town. We received plenty of publicity from newspapers on both meets and we inserted a paid advertisement giving the merchants' names, telling what each contributed, etc. What I would like to know is some ideas for running contests other than the ones staged according to those mentioned above. I would like you to give me some ideas for running a contest in a small town like ours, for most of your stunts seem to be confined to bigger pools. I know you have plenty of them tucked away in the ole bean and we will try anything that you may suggest.

"Furthermore, how do we go about having the Red Cross stage its life-saving contests at Red Bridge? And what do you think of this stunt which we were going to try last season, but thought of it too late and hence decided to hold it until next summer? Tuesday is an off night in our ballroom and so we wanted to hire a cheap orchestra for that night and charge about 35 cents to dance from 8 to 10 and then allow swimming from 10 until midnight for the same 35 cents. Our regular price for the pool is 25 cents for adults and 15 cents for children, who use the kiddie pool.

"Then, too, we have our pool pretty well lighted at night with 1,000-watt bulbs. Would also appreciate whatever suggestions you may care to give for night swimming."

Some real good ideas and some very practical queries are in that letter, don't you think? I appreciate the confidence placed in this column by the writer of that epistle. It's certainly refreshing the way he gives the entire lowdown and explains his complete setup—so different from any pool owners I know, who are afraid to share any small portion of their pool ideas with others in the business for fear they will be stolen. I'm going to answer Mr. Steinbaugh's letter in the next issue, but in the meantime I would like to get your ideas on the subject. Or possibly you have some problem you'd like to straighten out yourself. If so, write in and tell me about, for I can't answer it no doubt some pool operator who might read the letter can. Therefore, let's hear from you—one and all.

Ben Murnay, p. a. last year for Lido pool, Harlem, has a swell idea for outdoor tanks next summer. Ben is working on a regular swimming-pool circuit, supplying natatoriums with weekly and semi-weekly road shows. His idea is to run full half to three-quarters of an hour vaude offerings on floats in the pool. By tying up a number of tanks, Ben says that each pool can put on shows equal to any competitive vaude house at a very low cost.

What's this talk I hear of William Randolph Hearst, the newspaper publisher, angling pools in each town in which he has a paper? Idea is, as I get it, that each of the Hearst dailies will operate the tanks with a very small admission charge, plug the pools in the papers and sort of run them as a community good-will gesture without trying to make a profit.

London Terrace indoor pool, New York City, with Ward Brennan at the helm, continue to draw local collegiate teams. New York University women's swim aggregation is slated to invade that squadrome. The Columbia women, of course, use their own pool, which, incidentally, is a beauty.

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FOR THE FOLLOWING WEEK'S ISSUE

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3c WORD (First Line Large Black Type)
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1c WORD (Small Type)
Figure Total of Words at One Rate Only
No Ad Less Than 25c.
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Songs. **GEBLER**, 2055 Harrison Ave., Bronx.
RADIO, STAGE, SCREEN MATERIAL
written to order, reasonable. Also Books of instruction on these arts. Information free for stamp. **MACK**, 125 W. 45th St., New York.

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AGENT, BIG COMMISSION — ROOSEVELT PICTURE, 15x20. Retail 50c. 25, \$4.50. \$5. \$8.00. 20c stamps for sample. **DIBARI**, 329 East 146th, New York.

AGENTS — WRITE FOR OUR LOW PRICE LIST; big repeat items. **TROPHY SPECIALTY COMPANY**, 1476 Broadway, New York City.

AGENTS — SELL FORTUNE-TELLING Charts. Go like wild fire; all the rage. Write **MANGELS JR.**, 2825 Ocean Parkway, Brooklyn, N. Y.

AGENTS — OUR NEW BLUE Blades, cellophane wrapped, fit all double-edge razors, 50c a hundred. Sensational low prices. Other fast selling products. Send for new 1934 price list. **UNION SQUARE MERCHANDISING CO.**, 41 Union Sq., New York, N. Y.

BURNING PERFUME CANDLES — Sure-fire quick sellers; replayer; particulars free. **MISSION**, 2128 W. Pico, Los Angeles, Calif.

CASH INCOME DAILY RESILVERING Mirrors at home. Replating Autoparts, Tableware, etc. Quilt furnished. Write **SPRINGFIELD**, 500, Marlon, Ind. mh10x

CHINESE HORN NUTS, \$1.50 GROSS. **KEYSTONE SPECIALTY WORKS**, Dayton, O.

CIRCULATION MEN (GOOD PRODUCTIONS) wanted to get circulation for two old, well-established trade papers. Territory east of the Mississippi River, Southern and Pacific Coast States. **IMPLEMENT & TRACTOR TRADE JOURNAL**, 601 Graphic Arts Bldg., Kansas City, Mo.

DRINK BOOK — 520 RECIPES, 84 Pages. Sample 25c. **BROWN'S**, 4627 Glenhurst, Cincinnati, O.

FREE LITERATURE DESCRIBING many business plans. **R. BELFORD**, 4042 N. Keeler, Chicago.

GIVE RADIOS AWAY — EARN UP TO \$100 weekly. 7-pound AC and DC Radio for home, office and auto. Gets police signals. Profits begin right away. Write for plan. **SECO MFG. CO.**, 844 Adams, Dept. 67H, Chicago.

GO INTO BUSINESS — SELL NEW and Used Clothing. 100% to 300% profit; satisfaction guaranteed; we start you. **IDEAL RUMMAGE SALE CO.**, A-2206 State, Chicago.

GOOD INCOME SILVERING MIRRORS. Plating and Refinishing Lamps, Rectifiers, Autos, Beds, Chandeliers by new method. Quilt furnished. Write **GUMMETAL CO.**, Ave. G, Decatur, Ill.

MAKE MORE MONEY SELLING Shirts, Ties, Underwear, Dresses, Hosiery, Raincoats, Coveralls, Pants, Uniforms, Flannel suits. Quilt free. **NEMROD CO.**, Dept. 43, 4913-28 Lincoln Ave., Chicago.

MAKE PRODUCTS YOURSELF — Formula catalog free. **KEMICO**, B-26, Park Ridge, Ill.

MAKE YOUR OWN PRODUCTS — Employ agents yourself. Toilet Articles, Soap Extracts. We furnish everything. Valuable book free. **NATIONAL SCIENTIFIC LABORATORIES**, 1937 W. Broad, Richmond, Va.

MEDICINE MEN, I HAVE A FULL line of easy-selling medicine. Send dollar for price list and sample. **A. M. MOORE**, 107 W. 12th St., Tyrone, Pa.

NEW WASHING COMPOUND — Cleans everything. Sample free. **BERT-EVER**, 5011-K Irving Park, Chicago.

NO PEDDLING — FREE BOOKLET contains 75 money-making opportunities for starting own business, home, office. No outfits. **ELITE**, 214 Grand St., New York.

MEN WANTED — PERMANENT,

steady cash income up to \$15.00 a day offered in the fourth largest industry in the world. Service business and professional men with necessities they need and must have. Startling low prices save buyers up to 200% to 300% and bring you flood of orders. You get your pay in advance. Repeat orders pyramid your profits. Master sales portfolio furnished makes previous experience unnecessary. No house-to-house canvassing, peddling or delivery work. No capital needed now or ever. Nothing for you to buy. No stock to carry. Rush name for complete information. **KAESER & BLAIR, INC.**, Dept. 513, Cincinnati, O.

PITCHMEN! SOLICITORS! MAKE EXTRA MONEY with new Stamping Outfit. Stamp checks, plates, fobs. Catalogue 59-B free. **C. H. HANSON**, 303 W. Erie, Chicago.

PROFIT 2000% — AGREEABLE, EASY work applying Gold Initials on automobiles. Every owner buys. \$3 to \$15 daily earnings. Write for details and free samples. **AMERICAN MONOGRAM COMPANY**, Dept. 20, East Orange, N. J.

SAMPLES AND SALES KIT FREE — Write for our Free Offer and Catalog of 150 other daily necessities. Make big money selling your friends and neighbors. **CLYDE COLLIN'S CHEMICAL CO.**, Dept. B, Memphis, Tenn.

SELL MEN'S NECKWEAR — WONDERFUL PROPOSITION. **ASTOR-A**, 39 East 28th, New York.

ANIMALS, BIRDS AND PETS

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Notice
Only advertisements of used machines accepted for publication in this column. No machine may be advertised as used or second-hand in the Billboard until 60 days after the machine is first advertised in The Billboard by the manufacturer or distributor.

ALL GOOD AS NEW — SKIPPERS, Ramblers, Tickers, \$5.00; Jennings Rock-away Five Jacks, \$10.00; Pace Dandy Venders, \$8.75; Oooly, Screwly, Three-Ring Circus, O. K., Rainbo, \$9.99; Jiggers, Majestic Five Star Final, \$4.95. **WARPER CO.**, 3904 Carnegie, Cleveland, O.

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MAGIC CATALOGUE, 20c. LYNN, 105-A Beach, Jersey City, N. J. mh10x

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PUNCH, VENTRILOQUIST AND Marionette Figures. PENNY, 62 W. Ontario, Chicago.

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AGENT-Tabloid, repertoire acts; all kind. Write. Book in or out of Cincinnati district. THEOB. ATTON, Bristol Hotel, Cincinnati, O.

DON O'CARLO, Advance Agent, knows Pittsburgh territory. Good acts can work here all winter. Novelty acts, musical comedy, tabs, units, etc. Must work fast or percentage. Send photos and particulars. Write or wire DON O'CARLO, 322 Penn Ave., Pittsburgh, Pa. fe10

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MISCELLANEOUS

OLD AGE PENSION INFORMATION -Send stamp. JUDGE LEHMAN, Humboldt, Kan. ap21

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MUSICAL INSTRUMENTS

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Band, Booked solid the past two years. Original arrangements and novelties, two vocalists and singing trio. Hotels, cafes, night clubs write immediately. ORCHESTRA, 605 North Fifth, Springfield, Ill. fe17

"BUGS" HOUSE AND HIS HOTEL ELDRIDGE K. V. Orchestra. Music that will please you and yours. Singers, entertainers, specialties, modern arrangements, novelties and entertainment galore. Ten men, young, neat, union, reliable and sober musicians. With a good location anywhere after March 1. Booking address, "BUGS" HOUSE, care Grove Apts., Eureka, Kan.

MERTON THOMPSON AND HIS ORCHESTRA at liberty June 1. Eight places will augment. Plenty happy. Feature singing. All young, schooled musicians. Plenty personality. Play concert as well as dance. MERTON THOMPSON, Boonville, Mo. fe17

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DEWEY'S PENNSYLVANIANS-Well known name attraction, having completed three months' tour of ballroom and college dates, now located Imperial Restaurant, Utica. Appearance, flash, new uniforms, presentation and special arrangements. Bokum, novelties, fine vocalists. Union; girl singer; dance team. Interested in reliable offers for location or road. TOM DEWEY, Imperial Restaurant, Utica, N. Y.

GIRLS (OR CO-ED) BAND wishes restaurant, beer gardens or individual club engagements, few nights weekly. New York, Brooklyn or vicinity. DIRECTOR, 24 Sterling Place, Brooklyn, N. Y. fe10

FAST TWELVE-PIECE BAND at liberty for summer resort. Can furnish references. Have music and entertainment that your patrons demand. Young men with plenty personality, modern music and take off. Consider any reliable engagement or reasonable offer. CHARLIE FRICK AND HIS SOUTHERN CLUB ORCHESTRA, Office 312 1/2 Main Street, Danville, Va.

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY - DOUBLE Somersault Leaper, have own Board and Bar. Write or wire. ERNEST DeESPA, Box 128, Jackson, Tenn.

BALL GAME, WITH OWN transportation, for circus. BOX 8, Monocacy, Pa. fe17

WILD ANIMAL TRAINER

JULES E. JACOT, The Billboard, New York.

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TUTORS-TWO YOUNG LADIES (TEACHERS) wish positions with large circus for summer. Willing to teach group of children or act as governesses. Wide experience with children. Write RUTH KILLE, Mullica Hill, N. J. or JESSIE HOLTZHAUSER, Gibbstown, N. J. fe17

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SCHOOLS

LEARN MOTION PICTURE THEATRE Business. Catalog B Free. THEATRE INSTITUTE, Elmira, N. Y. fe17x

TATTOOING SUPPLIES

TATTOOING OUTFIT, WITH STENCILS, Designa. LEE, 150 No. 3d, Paterson, N. J.

TATTOOING OUTFITS - FREE INFORMATION. CHICAGO TATTOO SUPPLY HOUSE, 631 South State, Chicago. fe10

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CARROUSEL WHEEL - ANY good park ride also Iron Claws and Digging ED CLANCY, 4 Thomson Block, California, Alta, Cal. fe10

CASH FOR OLD GOLD, DISCARDED Jewelry of all kinds. Mail today. Satisfaction guaranteed or goods returned. Authority United States Treasury. CENTRAL EXCHANGE, 88 Central Ave., Albany, N. Y. x

WANTED-LOW TRUCK, EQUIPPED for Platform Show or complete Show on Truck. Address BOX 83, Billboard, Chicago.

WANTED - LARGE KHAKI TENT for church purposes. Size about 40x80. BOX 441, Billboard, New York. fe17

LEO POWERS, age 34, at liberty. Can fill any position either ahead or back with show. Have 12 years' experience with my own show and others. Have good carnival following. A chance with your show will prove my ability. Salary your limit. Write LEO POWERS, Armada, Mich. fe10

ROJAS DUO-Revolving Ladder, Swinging Ladder, Loop finishing with Muscle Grind. Open for circus for coming season. Good acts, beautiful wardrobe, slick the season. Address Orlanston, Pa. fe17

AT LIBERTY COLORED PEOPLE

COLORS REVIEW FOR FLOOR SHOW, theater, beer garden. ANITA BUSH, 350 Lenox, Apt. 2, New York. fe17

IF YOU ARE AT LIBERTY FOR ENGAGEMENTS AT BEER GARDENS, CAFES, HOTELS, ETC. YOU WILL FIND IT PROFITABLE TO ADVERTISE CONSISTENTLY IN THIS COLUMN.

YOUNG MAN-Colored. Experienced band leader, copyist, arranger and transposer. Play Saxophone and Clarinet. AL EASTMAN, 63 West 129th St., New York. fe10

AT LIBERTY DRAMATIC ARTISTS

REF. FAR OR MED.-Woman, Characters, General Business, Single Comedy, Specialties. Man, Piano, vocal, fish, transposer. Youth, appearance. Salary your best. RENE JENKINS, Billboard, Cincinnati. fe10

AT LIBERTY MAGICIANS

HYFNOSTIC-PSYCHOLOGIST, Crystal Gazer open for engagement. Hypnotic Subjects, male. Female. Agents and managers with PROFESSOR KEEN, care Billboard, Chicago, Ill.

AT LIBERTY MISCELLANEOUS

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AT LIBERTY MUSICIANS

WELL-KNOWN PROFES-

sional Bandmaster wishes directorship of municipal, industrial or fraternal bands; also Instructor of School Bands and Orchestras. Teach all band instruments. Finest of references. MOCCO GRELLA, Clearwater, Fla.

A-1 GUITAR, BANJO, VOICE — UNION young, neat. Good bands write, stating all in first. MUSICIAN, 617 Bergen St., Newark, N. J.

AT LIBERTY—CIRCUS TROMBONE FOR the season of 1934. GLENN DWIGGINS, 812 South Lefountain, Kokomo, Ind. fe24

AT LIBERTY—TRUMPET, TONE, READ, take-off modern. Play first; prefer second. Cut or else. Panics, hams, no. DEL ANDERSON JR., Gen. Del., Coia, Ia.

IF YOU ARE AT LIBERTY FOR ENGAGE- MENTS AT BEBE GARDENS, CAFES, HOTELS, ETC., YOU WILL FIND IT PROFIT- ABLE TO ADVERTISE CONSISTENTLY IN THIS COLUMN.

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PIANIST—SHOWS, HOTELS, CAFES, ETC. LAWRENCE SCHEEN, 219 East Sixth St., Little Rock, Ark. fe21

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VAUDE-PRESENTATIONS

Alexander & Santos & Co. (Orph.) Boston. Amos 'n' Andy (Fox) Detroit. Arant Brothers (Roxxy) New York. Arant, Nellie, & Bros. (Oates Ave.) Brooklyn. Arthur, Jack (International Music Hall) New York. Artists & Models (Pal) Cincinnati.

Baby Rose Maria (Loew) Jersey City, N. J. Betty Oracle (Paradise) New York. Barrymore, Lionel (Century) Baltimore. Bergen, Edgar, & Co. (Paradise) New York. Berle, Milton (Paramount) New York. Berry Bros. & Valenta (Paramount) Brooklyn. Berry's, Harry, Sunlight Varieties — PROFIT- Bernier, Charles & Bobbie, C. Cassell-Cleas, Mary Keith, Theo. Keith, Bette Rogers (Camden) Wraslow, W. Va., 7-10. Blanc, Barbara (Paramount) New York. Blore, Emil (Orph.) New York. Bowers, Sibylla (Met.) Brooklyn. Bowers, Cookie (Pal.) New York. Brodsky & Triggs (International Music Hall) New York.

Calloway, Cab. & Orch. (Loew's State) Syracuse, N. Y. Calista, Al. & Marguerite (Osavety) Minne- sopolis. Carr, June, & Harry Martin (Oates Ave.) Brooklyn. Cass, Mack & Owen (Loew) Montreal, Que. Casino Stars, Four (State) New York. Century of Progress (Broad) Columbia, O. Charles & Bobbie (Camden) Weston, W. Va., 7-10. Childs, Reggie, & Orch. (Boston) Boston. Ching Ling Foo Jr. (Capitol) New York. Coleby & Murray Revue (Loew) Montreal, Que. Collins & Peterson (State) Newark, N. J. Connie's Hot Chocolates (RKO Pal.) Roch- ester, N. Y. Cooper, Betty Jane (Pal.) New York. Crolic Pollics (Regent) Paterson, N. J.

D'Oraay, Pili (Boston) Boston. Dodge Bros. Revue (Century) Baltimore. Davis, Benny, & Co. (Keith) Dayton, O. Davis, Meyer, & Orch. (Loew's Fox) Wash- ington, D. C. Downey, Morton, Revue (Orph.) St. Paul. Duerler, Evelyn (International Music Hall) New York.

Earl, Jack & Betty (State) Newark, N. J. Ebbes, Wm. (Boulevard) New York. Edwards, Irving (Loew's State) Providence, R. I. Ellington, Duke (Earle) Philadelphia. Erica & Novello Revue (Loew) Jersey City, N. J. Evans & Rudie (Capitol) Atlanta, Ga.: (Hijou) Savannah 11-4.

Ferry, the "Frog Man" (Loew) Montreal, Que. Fifty Million Frenchmen (Pal.) Chicago. Filleson, Neville, & Co. (Boulevard) New York. Flippert's, J. C. World's Fair Pollics (Para- mount) Mitchell, S. D., 7: (Huron) Huron 8-9; (Orph.) Aberdeen 10-11. Forsythe, Samon & Farrell (Loew) Jersey City, N. J. Franks, Four (Academy of Music) New York. (Pal.) Jacksonville, Fla., 9-11; (Palais) Palais 12; (Florio) Greenville 13; (Ritz) Ocala 14; (Athens) De Land 15. Freed, Carl, & Orch. (Paradise) New York.

Gaudsmith Brothers (Paramount) Brooklyn. Gaultier's Toy Shop (Century) Baltimore. Gleason & Allyn (Albany) Albany, Ga., 6-8;

JACKIE GREEN

Featuring with Benny Davis and "His Future Broadway Stars" Keith's, Darton, O. Week Feb. 2

Grant, Barney (Roxxy) New York. Hamilton, Kay, & Co. (Century) Baltimore. Honey Family (Paradise) New York. Harris Twins & Lorette (Met.) Brooklyn. Harrison & Fisher (Capitol) New York. Haynes, Mary (Loew's Fox) Washington, D. O. Heller & Riley (Rialto) Atlanta, Ga. Hoff, Rudy, & Orch. (Athens) De Land, Fla., 7-8; (Victory) Tampa 9-11. Hudson Wonders (Earle) Washington, D. C.

Jackson Jr., Joe (Gates Ave.) Brooklyn. Jane & Lynton Revue (Loew's Fox) Washing- ton, D. C. Jane & Whalen (Pal.) Cincinnati.



ROUTE DEPARTMENT

When no date is given the week of February 3-9 should be applied. In split week houses the acts below play February 7-9.

Jeri, Renee & Vio (Boston) Boston. Jessel, Geo. (State) New York. Joe, May & Dotty (Loew) Montreal, Que. Johnson, Mac, Palatka, Flo. T. Green Cove Springs 8; Lake City 9; Jasper 10. Jones, Dave, & Co. (Orph.) New York.

Kane & Hazelton (Loew's Bay Ridge) Brook- lyn. Kavansugh, Stan (Fox) Detroit. Kenny & Smith (Strand) Cincinnati. Kirby & Duval (Earle) Philadelphia. Kitchen Pirates (State) New York. Kramer, Dolly: (Pitt) Pittsburgh, 9-15.

Laehr, Bert, & Co. (Pal.) Cleveland. Lane & Harper (Gates Ave.) Brooklyn. Lang & Quire (Met.) Brooklyn. Laurie, Joe, in Memory Lane (Met.) Brooklyn. Leslie, Joe, Blackbirds (Met.) Boston. Lewis & Ames (Orph.) Boston.

McHale, Duke, & Co. (Loew's State) Provi- dence, R. I. Macdonald Bros. (Orph.) Los Angeles 8-14. Mack, Tommy, & Co. (Boulevard) New York. Maidie & Raye (Orph.) New York. Marcus Sisters & Carlton Bros. (Boulevard) New York.

Maxelloe, The (Paramount) New York. Maxine & Bobby (Rialto) Atlanta, Ga. May, Mary (Pal.) New York. Medley & Duprer (State) New York. Melino, Frank, & Co. (Rialto) Atlanta, Ga. Miscabus (Loew's State) Providence, R. I. Miller, Eddie (Capitol) New York. Minor & Root (Roxxy) New York. Monroe & Adams Sisters (Boulevard) New York.

Monroe & Orant (Pal.) Cleveland. Music Hall Choral Ensemble (Pal.) New York. New Yorkers (Albee) Brooklyn. Nolan Bros. (Strand) Cincinnati. Novis, Donald (Earle) Washington, D. C. N. T. G. Revue (State) Newark, N. J.

Oltver, Vic (Pal.) Cleveland. Olsen & Johnson Show (St. Louis) St. Louis. O'Neill, Wm. (Oates Ave.) Brooklyn.

Page, Sid, & Co. (Valencia) Jamaica, N. Y. Park & Clifford (Valencia) Jamaica, N. Y. Parker & Sandino (Fox) Detroit. Parrish, Jimmy (Athens) De Land, Fla., 7-8; (Victory) Tampa 9-11; (Florida) St. Peters- burg 12-14. Pearce, Jan (International Music Hall) New York.

Pete, Peach's & Duke (Boston) Boston. Philo, Viola (Pal.) New York. Pitt, Beth (Paramount) New York. Purcell, June (Pal.) Cleveland.

Radio Rogues (Valencia) Jamaica, N. Y.

RAND'S CANINE REVUE

(Baxter) Baxter Springs, Kan. February 5-8; (Lib- erty) Needham, 7-8; (Fox-Library) Ft. Scott, 9-10. Booked solid.

Reece, Eddie (Shrine Circus) Detroit 8-16. Reno, Allen (Strand) Cincinnati. Riecardus & Enid (Club Lido) Kalamazoo, Mich. Rippe, Bob (Loew) Jersey City, N. J. Rita Bro. (Paradise) New York. Robertina, Harry (Princess) Youngstown, O. Robben, May (Capitol) New York. Rogers, Buddy, Revue (Proctor's Pal.) New- ark, N. J.

Rosine & Austen (Orph.) Boston. Ross, Benny (Roxxy) New York. Roxy Oang (Orph.) Boston. Rubin, Benny (Boston) Boston. Russ, Emer & Armstrong (Loew's State) Providence, R. I.

Ruth & Sunshine Unit: Cops. S. G., 7-8; Nor- way 9-10; Rowsville 12-13; Bowman 14-15; Branchville 16-17.

Savo, Jimmy (Pal.) Cincinnati. Shade, Lillian (State) New York. Shutta, Ethel (Paramount) New York. Singer's Midgets (Valencia) Jamaica, N. Y. Singin' Sam (Keith) Dayton, O. Smith, Kate, & Her Swanne Music Revue (Mainstreet) Kansas City, Mo. Step Bros., Four (State) New York. Stone, Maxine (Roxxy) New York. Stone & Vernon (Pal.) Cleveland. Strong & Liss (Strand) Cincinnati.

Talent & Merit (Earle) Washington, D. C. Therren, Henry, & Co. (Valencia) Jamaica, N. Y. Trado, Frank & Pete (Loew) Jersey City, N. J.

Uyeno Japs (Pal.) New York.

Val & Valerie International Revue (Gibson Hotel) Cincinnati. Van Horns & Herz Trio (Orph.) Boston. Victor Girls, Three (Loew's Bay Ridge) Brook- lyn. Vogues of 1934 (Loew's Bay Ridge) Brooklyn.

Weisman's Saxonettes (Orph.) New York. Welch, Harry Foster (Strand) Cincinnati. West & Stanton (Fox) New York. West, Buster (Loew's Fox) Washington, D. C. White, Eddie (Loew's Bay Ridge) Brooklyn. Whiting, Jack, & Co. (Earle) Washington, D. C.

Willis, West & McInty (International Music Hall) New York. Williams, Herb (Academy of Music) New York. Wills & Davis (Century) Baltimore. Wynn, Parker, & Co. (Orph.) New York.

X Sisters, Three (Academy of Music) New York.

Younis, Aerial (Shrine Circus) Detroit 5-17.

BANDS AND ORCHESTRAS

Following each listing in this sec- tion of the Route Department ap- pears a symbol. Persons consulting this list are advised to fill in the designation corresponding to the symbol when addressing bands and orchestras as a means of facilitat- ing delivery of communications. In many instances letters will be returned marked, "Address Inad- equate," if proper designations are not made.

EXPLANATION OF SYMBOLS b—ballroom, c—cafe, cb—cabaret, h—hotel, nc—night club, ro—road- house and re—restaurant.

(Week of February 5)

Aaronson, Irving: (Garter) Cleveland, h. Adams, Johnnie: (Marshall's Blackhawk) Day- ton, O., nc. Agnew, Charlie: (Stevens) Chicago, h. Alberto, Don: (El Chico) New York, c. Amado Don: (Mission Inn) San Antonio, Tex., nc. Anderson, Andy: (L'Escarot D'Or) New York, re. Anderson, Okey: (Country Club Garden) Detroit, nc. Antabali's Cuban: (Malton Royale) New York, nc. Arodin, Sid: (Oulton Club) Joplin, Mo., nc. Austin, Harold: (Delwood Ballroom) Buffalo, N. Y., h.

Austin, Sharon: (Penthouse, Parkavenue Ho- tel) Detroit, h.

Baker, Don: (Bolero) Oxford, Mass., nc.

Ballew, Smith: (Cosmopolitan) Denver, Colo., l. h. Beck, Marty: (Oleto Palast) New York, c. Belasco, Leon: (St. Morris) New York, h. Bennett, Ralph: (Book Cadillac) Detroit, h. Berger, Jack: (Astor) New York, h. Berger, Matt: (Club Piccadory) Chicago, c. Bergin, Freddy: (Schroeder) Milwaukee, h. Black, Ted: (Loyale) New York, c. Bonnell, Michael: (St. Morris) Lake Placid, N. Y., h.

Bowley, Ray: (Riverside Club) Marcy, Utica, N. Y., nc. Brigade, Ace: (Merry Garden) Chicago, h. Britt, Ralph: (Topaz Nile Club, New Hotel, Tulsa) Tulsa, Okla., nc. Brooks, Charles: (Mirador) New York, nc. Brown, Ted: (Kings Terrace) New York, c. Burns, Cliff: (Sinton) Cincinnati, h. Burnett, Earl: (Drake) Chicago, h.

California Ramblers: (Pizence) New York, re. Carl, Don: (Marik) New York, c. Carlton Symphony Band: (Lansing, Wis., 7; Green Bay 8; Sheboygan 10; Waupun 11; (Pabst) Milwaukee 12; Whitewater 13; (Mendel Hall) Chicago, Ill., 14. Carlos, Don: (Terrace Gardens) Chicago, c. Casey, Ken: (Gregory) New York, c. Christian, Tommy: (Savarin Cafe) Buffalo, c. Coburn, Jerry: (Petit Palais) New York, nc. Cole, Richard: (Palmer House) Chicago, h. Coleman, Emil: (Palais Royale) New York, nc. Conn, Irving: (Astor) New York, c. Conners, Dutch: (Russian Tavern) Auburn, N. Y., c.

Cornelius, Paul: (Swiss Garden) Cincinnati, nc. Corsh, Russ: (Heidelberg Grill) Flint, Mich., nc. Covert, Michael: (Weylin) New York, h. Craft, Charlie: (Moulin Rouge) Chicago, nc. Craig, Mel: (Paradise) Brooklyn, nc. Crane, Lee: (Edison) New York, h. Crawford, Al: (Mayfield) New York, nc. Cugat, Xavier: (Waldorf-Astoria) New York, h. Cummins, Bernie: (Desuville Club) Miami Beach, Fla., nc.

D'Arcy, Phil: (Greenwich Village Inn) New York, c. Davis, Eddie: (Leon and Eddie's) New York, nc. Dayton, Rich: (Hoffbrau) Flint, Mich., c. Deary, Jack: (Pierre) New York, h. Dickerson, Carroll: (Grand Terrace) Chica- go, c. Duchin, Eddie: (Central Park Casino) New York, cb.

Duke, Doug: (Cordell) Cordell, Okla., h. Egan, Babe: (New Yorker) Hollywood, nc. El Gaucho: (El Gaucho) New York, nc. Ellis, Nick: (Peacethr Garden) Atlanta, Ga., cb. Eppinoff, Ivan: (La Salle) Chicago, h. Everette, Jack: (Argonne Gardens) Des Moines, Ia., nc.

Fahl, C. S.: (Dance Club) Arlington, O., h. Fairchild, Cooke: (Algonquin) New York, h. Ferdinand, Angelo: (Grest Northern) New York, h. Fernando, Don: (225 Club) Chicago, nc. Ferdinand, Felix: (Paradise Ship) Troy, N. Y., nc. Fiddler, Dick: (DeWitt Clinton) Albany, N. Y., h.

Fields, Al: (Billy Gallagher's) New York, nc. Fields, Shep: (Shelton) New York, h. Finzer, Charlie: (New Burdick Gardens) Kalamazoo, Mich., h. Florio, Ted: (St. Francis) San Francisco, h. Freeburg, Frank: (Club New Yorker) Seattle, Wash., nc.

Garber, Jan: (Trianon) Chicago, h. Gasparre, Dick: (Chapeau Rouge) New York, nc. Gaylord, Charles: (William Penn) Pittsburgh, h. Gentry, Tom: (Opera Club) Chicago, c. Gerdler, Claude: (Parody Club) Chicago, nc. Geun, Tom: (Paradise) New Orleans, nc. Golden, Ernie: (El Gatron) New York, nc. Golden, Neil: (Burns & Kissen's Show Place) New York, nc. Oranata's Continental: (Victor) New York, re. Gray, Glen: (Estate House) New York, c. Green, Jimmy: (Cluyon's Paradise) Chi- cago, h. Greene, Murray: (Pelpark Palace) Bronx, N. Y., h.

Haight, Walter: (Rice) Houston, Tex., h. Hall's Angel: (Paramount) Chicago, nc. (See ROUTES on page 54)

Harris, Tom: (Opera Club) Chicago, c. Gerdler, Claude: (Parody Club) Chicago, nc. Geun, Tom: (Paradise) New Orleans, nc. Golden, Ernie: (El Gatron) New York, nc. Golden, Neil: (Burns & Kissen's Show Place) New York, nc. Oranata's Continental: (Victor) New York, re. Gray, Glen: (Estate House) New York, c. Green, Jimmy: (Cluyon's Paradise) Chi- cago, h. Greene, Murray: (Pelpark Palace) Bronx, N. Y., h.

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BARRY—J. F. (Doc), 75, died January 29 at Peoria, Ill. He was born at Avon, N. Y., and started in show business 56 years ago with Dan Rice's Show doing a "Pete Jenkins" act. In 1893 he was in charge of Lady Aberdeen's Irish Village at the Chicago World's Fair and made openings. He was with Gaskill Carnival Company during its first tour and also worked at Coney Island with Frank C. Bostock, at the Omaha Exposition in 1898 and at the Pan-American Exhibition at Buffalo in 1902. Since that time he has been with many of the major carnivals and was one of the best known and most eloquent of carnival and exhibition talkers and lecturers in the country.

BELMOUR—Catherine, known on the stage as Kittie Belmour, recently died in San Francisco. She was leading woman for the original Morocco Stock Company at the old Howard Street Theater, owned and operated by the original Walter Morocco during the late '80s and early '90s. Later the company was located in the old Grand Opera House on Mission street. Survived by husband, Louis P., and son, Harry P., who is in pictures at Hollywood.

BRACHARD—Henrietta, 19, died January 19 in Los Angeles. The body was placed in Crypt H-19 in Idlewood Cemetery after an impressive funeral service, in which the casket was in rays of stage spotlights on a dais. She was the daughter of Paul and Edna Brachard, former prominent contortionists, both living; others surviving are Paul and Joe, brothers, and a sister, Verda.

BROUGHTMAN—George B., 45, who for many years trouped with the Frank A. Robbins and Sig Sautelle circuses, died in Jersey City, N. J., January 24. His widow, parents and two brothers survive. Services were held January 27 from Beediges & Balts Parlor, Jersey City.

BROWN—Benjamin P., 77, for many years connected with the theatrical business at Newcastle, Ind., died in a hospital there. He took charge of the Alcazar Theater in 1893 and retired in 1923. Is survived by three children.

BUTLER—Dewey, 38, well-known trainer of horses and ponies, of late years with American Circus Corporation shows, last several seasons with Hagenbeck-Wallace Circus, died of pneumonia at Huron Road Hospital, Cleveland, night of January 28. He first joined Gollmar Bros. Circus in 1922. He was appearing at the Grotto Indoor Circus at Cleveland and was ill but a few days. His body was sent to Peru, Ind., accompanied by his widow and Mrs. Joe Lewis, who also were participants in the circus, for burial in Mount Hope Cemetery, Peru, February 4.

COHEN—Reuben, 75, well-known Coast theatrical man and correspondent for theatrical papers, passed away January 26 in San Francisco at St. Mary's Hospital following an operation. It was Cohen who discovered Al Jolson when he saw the comedian at a small Oakland theater more than 27 years ago. He recommended Jolson to Sid Grauman, the present Hollywood exhibitor, and the comedian was thus sent on the way to stardom. Cohen is survived by his widow and a daughter. He was buried January 28 at the Hills of Eternity Cemetery.

DARLING—William W., 62, many years an orchestra leader and a producer of theatrical shows for industrial concerns and clubs in Chicago, died at his home in Chicago January 31 of heart disease. His widow and two daughters survive him.

DIETZ—Oscar J., 71, owner of the Lucille Hotel, Janeville, Wis., and who was active in theatrical life for many years, died in that city on January 26. At the age of 16 he entered the employ of Al Ringling. For many years he was identified with several road companies, including one owned by Frank Bacon, famous for his role in *Lightstrs'*. For 15 years he managed the Lyman Twins and also was affiliated with Porter J. White in an act that showed over the Orpheum Circuit. Mr. Dietz was married in 1896 to Onita Pentana, with whom he appeared in a stock company. He was an active member of the Elks' lodge. He is survived by a daughter and two brothers. His wife preceded him in death.

GLEASON—Charles F., 78, died January 20 at Fort Pierce, Fla. He was for years connected as lecturer and concessioner with various shows including *Willies Historical and Marine Museum.* He left no immediate survivors.

GILLESPIE—Vernon, 64, Detroit violinist and viola player, died January 29 as result of injuries suffered when he was struck by an auto three days before. He played on Mississippi River steamboats between New Orleans and



Memphis for 20 years in his younger days. He later farmed for a number of years, but eight years ago returned to the music world in Detroit, where he was a member of the Kentucky Corn Crackers, old-time dance orchestra over Radio Stations WJBK and WMBC. He also produced and led the Kentucky Cane Breakers at Garden Center Ballroom and was a leader in the movement to sponsor old-time music. He is survived by widow, a daughter and three sons.

GLASS—Montague, 56, humorist and famed as the creator of *Patash and Perimutter*, died at his home in Westport, Conn., February 3 from a blood clot on the brain. Death came suddenly. He was born in England and came to the United States when 17 years old. He is survived by his widow, Mrs. Caroline Patterson Glass, and a daughter, Elizabeth. Funeral services were conducted in New York City.

GRAUMAN—Jacob Samuel, 48, operator of the Downer and Shorewood theaters in Milwaukee; the Prin, at Menasha, and the Rex, at Oshkosh, died in Milwaukee January 28. He was a director of the Motion Picture Theater Owners of Wisconsin and Upper Michigan, Inc., and had been connected with the film business in Wisconsin for 20 years. Is survived by his widow, three sons and his mother.

Sincere appreciation for the many expressions of condolence on the passing of
ARTHUR HAMLIN
 (KAY, HAMLIN & KAY)
 HAMLIN FAMILY—Baby Arthur George and Jack O'Leary

HEYWOOD—William, 87, veteran showman who traveled over the United States and Europe, died at his home in Russell, Kan., on January 22. Interment was in Russell Cemetery. Among the attractions which he had on the road were Heywood's Celebrities and the Heywood Minstrels. In 1903 Mr. Heywood, with headquarters in Chicago, managed a number of road companies. He is survived by his widow and a son, George W. JOHNSON—A. Martyn, 51, stage and screen actor and writer, passed away at his home in Brentwood Heights, Calif., January 22. Funeral services and cremation in Hollywood January 27. A brother survives.

JOHNSON—Dr. Frank W., 67, author, died January 29 at his home in Altadena, Calif. Funeral services were conducted in Pasadena, Calif. His widow, daughter and a son survive.

KENNEDY—Mrs. Grace, 29, wife of Thomas Kennedy, contractor-pitchman, formerly Grace Morgan, known professionally as Grace Fair, died in St. Luke's Methodist Hospital, Cedar Rapids, Ia., night of January 28 after several weeks' illness. She underwent an operation for what was thought a mastoid ailment, but which developed into spinal meningitis. She was well known in Central States tabloid and revue circles as a member of Golden & Long's *Buzzin' Around* and Ernie Young revues and other companies. Burial was in her family's plot at Fort Wayne, Ind. Besides her husband, she is survived by her parents, Mr. and Mrs. Delbert Morgan; three sisters, Mrs. Betty Moore, Mrs. Vera Golden and Mrs. Edith Wise; and a brother, Ralph E. Morgan.

LA ROSE—Elsa, 55, lecturer and author of *Youth at Seventy*, died at his home in Chicago January 29. His wife preceded him by a few days.

McCLAY—Mrs. J. Boy, mother of Barbara McClay, Los Angeles dancer, now touring Europe, passed away January 8 in Budapest following an operation, according to news received by her husband in Los Angeles.

McMAHON—Gloria, 9, daughter of Oliver R. McMahon, controller of REO Corporation, was drowned January 31 at Rockville Center, L. I., N. Y., attempting to save her brother, James, 8, after falling thru the ice. Her brother was rescued. The little girl crawled out onto the breaking ice, and as she was about to reach her brother's hand the solid ice gave way. They were in the company of two other children, and their mother, Mrs. McMahon, witnessed the

tragedy after warning them not to venture farther out. Mr. McMahon was in California.

MacKIRGAN—Harry H., 47, widely known amateur magician, died January 29 at a private hospital in Atlanta after an illness of two years. He was member of Scottish Rite and the Shrine and past president of Atlanta Society of Magicians. Interment took place at Atlanta January 31. He is survived by his widow and daughter.

MARTIN—Alice, 52, former circus aerialist, professionally known as Alice De Garno, was found dead on her farm on the Ohio River near the village of Derby, Ind., February 3. Authorities say she had been murdered. After several days' disappearance, search by officers led to discovery of her body in a shallow grave. Before her retirement 10 years ago she had been a trapeze performer with circuses and in vaudeville and had made several tours in Europe. She had lived alone on the farm.

MARTINI—Louis Mortimer, 65, legit actor, who once played with Louis Mann in *Little Women* and appeared in famous plays such as *The Squaw Man*, *The Weavers* and *The Lure*, died January 28 in New York. He is survived by his widow, known on the stage as Mae E. Anderson.

MARTLING—Ella Sr., 70, pioneer theater man of Kansas, died last week as the result of injuries suffered last fall when a boiler in a Wichita hotel exploded, wrecking the place of business of Ella Martling Jr., his son. The explosion pitched the elder Martling into a pile of debris and he had been confined to his bed for the last 10 weeks. Martling went to Wichita from Fremont, Neb., in 1895 to manage the Crawford Theater and remained in the theatrical world until he retired in 1928. Is survived by two sons, Capt. M. G. Martling, of the U. S. Army engineer corps, and Ella Martling Jr., Wichita. He was active in Masonry. Burial was in Topeka beside Mrs. Martling, who died in 1932.

MEYER—Edmund J., 88, musician, writer and lecturer, died January 25 at his home in Los Angeles following a heart attack. He gave vocal instruction at Carnegie Hall in New York for more than 45 years. He taught many famous singers. Survived by a daughter, Ethel Meyer, musician, and a son.

MUIR—Father of Jean Muir, screen player, died recently in New York.

NIBLO—Dan, 46, of Niblo and Doris, vaudeville and radio artists, died suddenly in Perth, West Australia, of heart trouble. An American black-face comedian, he first went to that country some 12 years ago. His family lives in New York. The widow, Millie Doris, survives.

O'CONNOR—Colleen, 16, died in a private hospital, Melbourne, Australia, on December 11. She was the younger daughter of Michael and Queenie O'Connor (Connors and Paul), the father first going to Australia from New York, with the act of Connors and Witt, two boys and a piano.

PENNY—Richard P., 59, widely known in theatrical circles as a booking agent and former owner of a string of theaters in Northern Colorado and Wyoming, died at his home in Denver after an illness of several months. He was born in Sedalia, Mo., spent his childhood days in Galveston, Tex., and went to Colorado in 1886. After selling his theaters he was a booking agent in the Dallas office of Bert Levy. He is survived by a son, Clifford, of Denver; a brother, Clifford, of Los Angeles, and a sister, Mrs. M. Conrill, Denver. Funeral and burial were in Denver.

PERCIVAL—Walter O., 44, stage and screen writer and brother of Mrs. Ralph T. Kettering, of Chicago, died of a heart attack January 29 in Hollywood, Calif. He is survived by his widow, known on the screen as Kate Campbell. Funeral services were held under the direction of the Writers' Guild. Percival collaborated with Larry Evans in writing *Someone in the House* and *Among Those Present*, both of which were produced in the films.

RAINES—Emer (Doc), of Raines and Avey, died January 27 of heart trouble at Baldwin, Mich.

ROLKER—Zelle Van Horn, 40, concert singer, was found dead in the bathtub

of her apartment in New York January 28.

ROONEY—Charles, 60, who died suddenly of a heart attack while in front of his apartment in Peru, Ind., January 27—brief mention of which appeared in last issue—was widely known in circus circles. Mr. Rooney's show career started at Baraboo, Wis., in 1895 as a groom and horse buyer with Ringling Brothers. He remained with the Ringling show interests at Baraboo and Sarasota, Fla., until 1919, when he went to Peru as a stock buyer for Mugivan-Bowers-Ballard (American Circus Corporation) circuses. Of late years was superintendent of baggage stock with Eagenbeck-Wallace on tour and was a purchasing agent at the Peru winter quarters. He is survived by his widow, Mary; a son, Gerald; three daughters, Marabeth and Esther Rooney, Baraboo, and Mrs. Irving Carbone, New York, and a brother, Frank Rooney, Long Beach, Calif. Funeral services were held at Fetter-Allet Funeral Parlors, Peru, January 29, and the body was shipped to Baraboo for final rites and burial in Walnut Hills Cemetery January 31.

HYLAND—Frank, 53, former lieutenant governor of North Dakota and known to a host of showfolk, died in Miller Hospital, St. Paul, Minn., January 28 of heart trouble and pneumonia. He was a lover of harness horses and was one of the best known starters of harness races in the Northwest. He was born in Jefferson, Ia., and went to Devils Lake, N. D., when a young man. He is survived by his widow and a brother and sister. Funeral services were in Devils Lake on February 1.

SCOTT—Mrs. M. D., died at her home in Blanchester, O., on January 30. She was formerly owner-manager of the Scott Sisters Dramatic Company. Survived by two daughters, Helen and Myrtle, and son, Samuel. Interment in Spring Grove Cemetery, Cincinnati, O.

SHAVER—Capt. Herbert F., 53, United States Army, father of Buster Shaver, vaude producer and performer, died suddenly January 29 in Ogdensburg, N. Y. Captain Shaver was commander of a company of the local American Legion and a member of VFW, Spanish-American War Veterans, Elks, Masons and P.O.M. His son hurried to his home from Montreal, where he was playing Loew's Theater.

SULLIVAN—Patrick, 74, died in St. Luke's Hospital, Sydney, Australia, on January 1. He was the father of Pat Sullivan (died in U. S. A. last year), originator of Felix the Cat cartoon.

SULLIVAN—Dr. D. E., father of Paul M. Sullivan, died on January 19 in Concord, N. H. Both well known among showfolk.

THOMPSON—Stewart S., 50, father of Denny Thompson, well-known Akron, O., orchestra leader, died Monday, January 29, at his home after a lingering illness. Besides his son, he is survived by his widow and a daughter. Funeral services were held at the home and burial made in Glenale Cemetery.

TINKER—James, 62, died at Duke's Memorial Hospital, Peru, Ind., night of January 28. He was a veteran driver with American Circus Corporation and Rangling units. Of the last two weeks with a kidney ailment, he was moved to a hospital, where gangrene set in an injured foot. He was native of Nashua, N. H. His remains were shipped to the home of a sister, Mrs. Grace Pushee, Nashua, where funeral services were held February 2.

TREMAINE—Robert, 30, died January 28 in the General Hospital, Kansas City, Mo. Interment took place January 31 at Jefferson City, Mo., the home of his mother. He is survived by his widow, Mrs. Leta Tremaine and his mother and three sisters of Jefferson City, Mo. Tremaine was connected with carnivals in the Midwest in recent years.

UHL—George Harvey, fiction writer, passed away in San Francisco January 27 after a brief illness.

VISCONTI—Quintino, 55, musician and member of the Milwaukee Musicians' Association since 1914, died in that city January 24. Is survived by his widow and three children.

WHITNEY—Charles Brown, 78, treasurer of Eastern States Exposition, Springfield, Mass., died at his home there January 28 after an illness of two years. He was active many years in the spotting goods industry, and during the Chicago World's Fair in 1893 he was manager of a sporting goods store on the fairgrounds. Prior to that time he toured the country giving exhibitions on roller skates. He is survived by his widow and a daughter.

WOLF—Al, 36, former manager of the Family and Gary theaters at Gary, Ind.,

died recently after an illness of only a few days. The widow survives.

WOOD—Robert, secretary to Richard Barthelmess, motion picture star, died at the Cedars of Lebanon Hospital in Hollywood, Calif., January 24 from acute appendicitis. Interment in Forest Lawn Cemetery, Glendale, Calif.

MARRIAGES

ALLEN-SMITH—George Allen Jr., son of Manager George Allen of the Playhouse in Salt Lake City, and Claire Smith, of Caldwell, Ida., were married January 20. The bridegroom is assistant manager of the Playhouse, also acts as stage manager and plays trombone in orchestra.

CAMPBELL-GALEY—Jimmie Campbell, first trumpet and featured comedian with Paul Cornelius Radio Recording Orchestra, now playing at Swiss Garden, Cincinnati, and Grace Galey were married January 17 at Newport, Ky.

HANSEN-SKERBECK—Arthur D. Hansen, outdoor showman, of Winnetka, Ill., and Pauline Skerbeck, of the Skerbeck Amusement Enterprises, Marshfield, Wis., were married December 28. They will reside in Winnetka.

LEGGETT-PISCO—Herbert Leggett, promotion and publicity agent, and Irene Pisco (non-professional) were married January 24 at Raleigh, N. C.

REUMAN-NICOLS—Velma Nichols, film actress, was recently married to Cliff Reuman in Los Angeles.

RICHMOND-BURNS—Kane Richmond and Marion Burns, motion picture players, recently announced their marriage, which took place in Phoenix, Ariz., last May.

ROGERS-JONES—N. E. Rogers, of Rogers Amusement Company, and Doris Jones, of Dixie Shows, were married January 27 at Vile Platte, La.

SMITH-VONDERSCHMITT—Thelma G. Vonderschmitt, daughter of Harry Vonderschmitt, owner of the Indiana Theater in Bloomington, recently was married to Robert Chase Smith

COMING MARRIAGES

Myrna Kennedy, stage and screen actress, and Busby Berkeley, film dance director, will be married in Hollywood, Calif., February 10, according to an announcement they made last week.

Dorothy Grainger, motion picture actress, recently announced her engagement to George Lohler, publicity man, at Hollywood.

Nat C. Goldstone, film artists' representative, and Bernice Curland announced their betrothal January 30 in Los Angeles. They will be married early in March.

Vera Jean Diehl, former film artist with Walt Disney, now theatrically employed, and Jack Lillie recently filed a notice of intention to wed in Los Angeles. They will be married February 14. Miss Diehl's mother is Jean Sloan, concert soprano and musician.

The engagement of Jules Stihlo, orchestra director of Bridgeport, Conn., and Margaret Kerkes, also of Bridgeport, was announced last week.

A license was issued in Adams County, Ind., to Donald Cahill, ballroom manager, and Frances Harris, both of Ottawa, O.

BIRTHS

A seven-pound boy was born to Mr. and Mrs. Jack McFarland at Mt. Vernon, Mo., January 23 named Richard Lee. The parents are connected with the Sells-Sterling Circus. Mr. McFarland is agent.

A son was born to Mr. and Mrs. Ed Goodrow January 28. The father is a booker for Goodrow Attractions.

A daughter was born to Mr. and Mrs. A. DiMarco January 28. The mother is secretary for Goodrow Attractions.

A seven-pound boy was born on January 24 to Mr. and Mrs. Ace Brown at the Christ Hospital, Cincinnati, O.

A seven-pound boy, named Arthur Andrew, was born to Art and Ducky Vernon (Agnes Macallister) in Dayton, O., on February 1. The father is manager of Art Vernon Players at Rialto Theater, Dayton.

A 7½-pound daughter was born to Mr. and Mrs. B. O. (Alabama) Freeman at their home in Forest, Miss., on January 27.

DIVORCES

Virginia Morris, who formerly conducted a dance hall with her husband, Cyril Morris, in Paris, was granted a divorce last week in Detroit.

June Whalen received a divorce from

Harold Whalen, vaudeville, January 27 at Reno, Nev.

John Hellman, former regional publicity director with MGM and Famous Players-Lasky, recently asked for a divorce from Elise Hellman.

Roscoe Ates, stuttering film comedian, was made defendant in a suit for separate maintenance filed by Mrs. Ates in Los Angeles January 24.

Ruth Murphy Wildey, known on the stage as Ruth Fryor, dancer, was granted a divorce in the Chicago courts February 2 from Russ Wildey, a radio singer.

Marie Mathis, chorus girl, recently obtained a divorce from Claude Mathis, comedian.

E. F. Carroll, known to radio fans as Gene, of "Gene and Glenn," filed suit for divorce in Cleveland on February 1 from Mrs. Mary Carroll, Oak Park, Ill.

MUSICIANS' RELIEF

(Continued from page 4)

not be reached today for a statement as to whether or not wage scale had been adjusted by the executive committee. Miss Sten was promised an answer yesterday, but none had been received to date, according to her office. Delay in this reply is holding up progress in unemployment relief. It has been charged by dissatisfied members that union officials have done little or nothing for the out-of-work membership. It is reported that nearly 2,000 members have been expelled in the last four months because of failure to pay dues. Approximately 500 new members have been admitted in that time, according to records.

VAUDEVILLE REVIEWS

(Continued from page 3)

was subdued in a corking arrangement. It was followed by *Mood Indigo*, real blue music, attended by some clever dim-lighting effects.

Jerry and Terry, a boy and girl with some speedy dance styles, then stopped the show with comedy and eccentric stepping. They were called out twice for encores by the enthusiastic audience.

Ivie Anderson, popular "hotcha" singer with the group, then gave a song cycle, interspersed with some dancing and some comedy that also called for several rounds of applause. She sang *Musta Make Me, Give Me a Man Like That* and *It Don't Mean a Thing*, the latter embellished with some lively orchestra capers.

A novelty on the program was the presentation of a blues arrangement of *In the Shade of the Old Apple Tree*, given with some unique trumpet arrangements. Earl (Snake Hips) Tucker then again stopped the show with his unique form of dancing, and the revue ended with another usual orchestral number, *Sophisticated Lady*, with Ellington playing the piano solo. Good entertainment all the way thru and Ellington's best local appearance.

The film is *Easy to Love*.

H. MURDOCK

Paramount, New York

(Reviewed Friday Evening, February 2)

A triple-barreled stage show this week, comprising Milton Berle, Ethel Shutta and Rubinfoff, while the screen has *All of Me* (Paramount). Rubinfoff is spotted in a special overture, while Berle dominates the stage show and literally panics the house.

Berle is the show. Coming on after a trailer plug, he clown his way thru the show, doing emcee and then holding down 15 minutes of solo gabbing. He had them with him from the time he first stepped on. Altho some of his gags have whickers and some of them are admittedly lifted, Berle actually cashes in on his notoriety for stealing material. By poking fun at himself Berle very cleverly wins the audience and has it with him to the very end. His parody had them laughing hard, and his closing number, the radio burlesque, had them screaming.

The opening number has the girl ensemble out, with Barbara Biane doing applause-getting acro and contortion work on a small platform. Ethel Shutta, in attractive blue gown, sang *This Little Piggy-Wiggie Went to Market, Harlem in My Mind and Did You Ever See a Dream Walking?*, also clowning with Berle and then singing an introduction to the next number.

The Bavarian number has the girls out in peasant costumes, with the Maxelloe then trotting out for their usual sock Riskey stunts. The boys clown with Berle very effectively, Berle following with a solo session of gab.

The finale has the ensemble out in a very flashy-lighted balloon number, in

which Beth Pitt prouettes about in a lighted balloon costume. A swell finish to a strong show.

Rubinfoff precedes the show and, as usual, does his showmanly performance on the violin.

PAUL DENIS.

Capitol, New York

(Reviewed Friday Evening, February 2)

House shows an improvement this week in its stage show, which gives top honors to May Robson, personal-appearing along with her pix, *You Can't Buy Everything* (Rich Widows). It's not Miss Robson responsible for the improvement, but the credit goes to the production crew. Observing the Music Hall policy even more closely, holding on to the class yet making the show more elaborate and more entertaining. Still business wasn't helped any at this supper show opening day. There were seats available in the first row even as late as 8 o'clock. Maybe there'll be an improvement next week when Lionel Barrymore makes a personal appearance along with the Buddy Rogers unit.

Following Don Albert and the house ork overturning with a tribute to the Great Masters, the first production number is offered and labeled *Set in Jade*. A colorful Oriental affair and affording a delightful 19 minutes. Open with excellent singing by Eddie Miller, who you'd never recognize in the Oriental getup. Can't say the same for the girl working with him, Dorothy Baker, whose voice didn't work well with the miks. Follows into a clever Chinese dance ensemble, which the Hale girls execute beautifully, even tho the routines are difficult. The Ching Ling Foo Jr. act takes up the rest of the time, with the troupe of nine going thru an assortment of acro, juggling and perch tricks, all good, before an elaborate set.

May Robson gets the next spot, introduced by 12 showgirls. Strictly a personal appearance via the buildup of her 50 years on the stage. For eight minutes she recites poetry, relates stories, etc., all pertaining to age. It's the stuff about "you're as old as you feel" and "what matters if your name is called—young or old." She has a charming personality and grand stage presence, but it would have been a whole lot better to have her do a playlet. A woman in the garb of a maid assists her briefly.

Closing item is tagged *Mode D'Or*, but looks more like a high-class shimmy dance except for the interpolated dance by Ruth Harrison and Alex Fisher. A beautiful number all right, with the act being very attractive, furthered by swell lighting, and the girls' costumes being unusually grand. The lassies shimmy and make other like movements, but not offensive considering the production background. Harrison and Fisher offer a superb routine, which shows them at their usual graceful and classy work. This session runs seven minutes.

SIDNEY HARRIS.

COOPER-RKO

(Continued from page 3)

and the powers that be, but this has always been denied. As late as a month ago Cooper stated that he was satisfied with conditions at the studio and that he expected to renew his contract.

In some quarters it is expected that with the departure of Cooper there will be a general shakeup in the studio personnel, and the general atmosphere at the plant is that of gloom and uncertainty.

FOUR A HEARING

(Continued from page 3)

Max Gruber, Alt LaRue and Capt. William Schultz, to gather further data on actor problems in readiness for resumption of the circus code hearings next week in Washington.

The ABA's formal reply to Schneider's charges was put into the hands of Paul Dullzell, executive secretary of the Four A's, Tuesday. The ABA council held its weekly meeting the evening before and council members voted to press the fight for actual possession of the AFL charter. The next day several council members sent wires to the Four A's requesting an immediate hearing.

SHOWBIZ HELPS

(Continued from page 3)

throughout the country that were held January 30, but it is approximated that they will total not far from a million dollars. Warm Springs Foundation receives the money.

This is the first time in history that the amusement field has been a national unit, radio chiefly making it possible.

Thousands of actors received pay for their services at shows and dances and the national party to the President was a complete success. Practically every radio station in the country joined the celebration and newspapers gave it plenty.

Forty parties in New York alone helped the huge benefit, at a charge of at least \$5 per person. At the Waldorf Astoria more than \$25,000 was collected, besides the additional contributions from persons who did not attend. Six orchestras were employed and many performers. While many would not accept remuneration, others who were needy were helped along by the extra work. Even in some of the smallest communities it was reported that as many as 1,000 had attended parties. These all called for many performers to keep them entertained, as well as orchestras to furnish the music.

BOSTON, Feb. 3.—Two hotels here were the scenes of gigantic birthday parties to the President, and the auditoriums were jammed to capacity as Mayor Curley presided.

WASHINGTON, Feb. 3.—Two large affairs were held here in honor of the President, totaling about \$60,000.

DETROIT, Feb. 3.—Trustees of the Horace H. and Mary A. Rackham Fund donated \$50,000 to the Warm Springs Foundation in connection with the President's birthday, January 30.

CHICAGO, Feb. 3.—At the Auditorium Theater the house was crowded to capacity for a show that presented many of the top-notch stars of stage, screen and radio. Labor also held a huge party in the Aragon Ballroom, bringing in an attendance of 2,000.

COLD WEATHER

(Continued from page 3)

house even with Oakleys, the free customers figuring it not worth while to leave the homefires.

In vaude and presentation houses only REO failed to feel the effects extensively, so its says. The cold days at the beginning of the week cut in on the Music Hall a bit, but the Palace and nabe vaude spots in the city stood up okeh. Suburban spots, where journeys are longer and the wide open spaces are wider, felt the weather. The Music Hall held up unusually well Thursday, in the midst of the snow and sleet, when Nana came in on the heels of an extensive advertising campaign to chalk up \$14,000 for the day's business, which is only \$400 under *Little Women's* opening day record, in spite of the weather.

This ties in with the theory that had pix grosses were chiefly due to the low caliber of last week's product, with current product better and improvement due. A large part of the Nana grosses are due to the buildup of the star, Anna Sten. It is estimated that \$35,000 was spent to trumpet the Russian for her New York premiere.

Loew blamed the weather for a terrible week in the local flesh houses. The Capitol, State and the naves are said to have taken it on the chin for plenty, this coming from an official source.

The local Paramount claimed that the cold days and the storm nicked the gross to some extent, an official of the circuit saying that the ice-box atmosphere cut down the take between \$5,000 and \$8,000 on the week. The Roxy took the weather lightly, revealing that the loss was not so much, figured at about one or two grand on the week.

Little falling off in the night spot, taxi and restaurant trade until the cab strike Friday, those customers having enough dough for night life generally riding in cabs or private cars and paying not much attention to the elements. Attendance figures to Friday were about even. More liquor sold than usual, tho, which is common during a cold snap. Psychological effect of the cold is a tendency on the part of patrons to order something to warm them up, and when starting on whiskey they usually continue along the same line. Night-spot owners would rather sell wine, where the profit comes all at once rather than on a per drink basis, yet it is admitted that the profit on a quart of Scotch or rye is just as much as, if not more than, on the average bottle of champagne. "Drinking with the weather," as the saying goes, usually means more dough for drinks in the till to the restaurant or cafe.

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ROUTES

(Continued from page 49) Hall, George: (Taft) New York, h. Haloway, Tab: (Oleam Blue Room) San Antonio, Tex., b. Handler, Al: (Via Lago) Chicago, a. Harmon, Dave: (Piazza Ballroom) San Antonio, Tex., b. Harris, Phil: (St. Regis) New York, h. Harrod, Buddy: (Yeung's Restaurant) New York, c. Hawkins, Jess: (Rainbow) Denver, b. Haymes, Joe: (LaCasse) Philadelphia, b. Henderson, Lee: (Club Richman) New York, c. Herbert, Henry: (Childs) New York, re. Hess, Roy: (Vismense Gardens) Flint, Mich., re. High Batters: (Wolf Lake Resort) St. Cloud, Wis. Himber, Richard: (Ritz-Carlton) New York, h. Hopkins, Claude: (Roseland) New York, b. Hunter, Pinky: (Lotus Gardens, Euclid at E. 19th St.) Cleveland, re. Irwin, Don: (Sat Jen Cafe) Galveston, Tex., c. Johnson, Charles: (Small's Paradise) New York, re. Johnson, Johnny: (Netherland Plaza) Cincinnati, b. Jones, Broadway: (Harlem Tavern) New York, c.

Jones, Isham: (Commodore) New York, h. Joyce, Jimmy: (Lowry) St. Paul, Minn., h. Kahn, Art: (LaSalle) Chicago, b. Kaiser, Elmer: (Lions) Chicago, b. Kaye, Sammy: (Hendrick Hudson) Troy, N. Y., h. Kavelin, Al: (Ochs Pates) New York, re. Kay, Herbie: (Mark Hopkins) San Francisco, b. Keller, Leonard: (Bal Muettes) New York, re. Kemp, Hal: (Blackhawk) Chicago, c. Kenny's Rhapsodians: (Statler) Chicago, c. King, George: (Club Casino) Beaver Falls, Pa., re. King, Wayne: (Aragon) Chicago, b. King, Henry: (Embassy) Miami, Fla., re. Kins, Joe: (Gypsy Camp) Chicago, c. Kist, Harry: (Brass Ball Beer Garden) New York, c. Kroil, Nathan: (Vanderbilt) New York, h. Kyser, Kay: (Bal Tavarin) San Francisco, re. LaSalle: (Wivel) New York, re. Landau, Mike: (Billy Ballagher's) New York, b. Lannin, Lester: (Lincoln) New York, h. Lee, Glenn: (St. Anthony) San Antonio, Tex., h. Leslie, Len: (Bertolotti) New York, c. Lidenton, Louis: (Metropolitan Club) Poplar Bluff, Mo., re. Little, Earl: (Orch.) (Richman) New York, re. Little, Jack: (Lexington) New York, h. Lombardo, Guy: (Ambassador) Los Angeles, h. Lopez, Don Antonio: (Laurel-in-the-Pines) Lakewood, N. J., h. Lopez, Vincent: (Cas. Pares) Chicago, re. Lucas, Clyde: (Morrison) Chicago, b. Luneford, Jimmy: (Ootton Club) New York, re. Lyman, Abe: (New Yorker) New York, h. Lynch, Phil: (Club Evergreen) Bloomfield, Conn., h. Lynn, Corry: (Chicago Beach) Chicago, h. McCloud, Mac: (Beach View Gardens) Chicago, c. Madriguera (unit): (Baague) New York, re. Madriguera, Enrique: (Waldorf-Astoria) New York, h. Maher, Billy: (Aloha Beer Garden) New York, c. Makina, Eddie: (100 Club) Chicago, re. Mann Broa.: (Garden Dancing Palace) Spokane, Wash., b. Mann, Joe: (Club Lasure) Chicago, c. Mariscal, Retnaldo: (Riviera Polo & Country Club) Hollywood, Calif., re. Martin, Freddy: (Savoy-Plaza) New York, h. Martin, Nat: (Lum's Restaurant) New York, c. Masters, Frankie: (College Inn) Chicago, re. Maurice, Jack: (Majestic Ballroom) Long Beach, Calif., b. Mayo, Artie: (Peach Orchard) Bridgeport, Conn., re. Meliase, Johnny: (Bohemian Garden) Detroit, re. Melody Masters, Henninger's: (Crystal Lake) Beaver Dam, Wis., b. Meloy, Makers: (Dixon) Amboy, Ill., b. Miller, Fritz: (Club Royal) Chicago, re. Millhouse Band: (Steamship Oilie) Chicago, c. Mina, Gypsy: (Tit Toe) New York, re. Molina, Carlos: (Congress) Chicago, b. Morantz, Joe: (Russian Arts) New York, re. Navior, Oliver: (Raffers) Philadelphia, re. Nelson, Bud: (Eagler Ballroom) Du Bois, Pa., b. Nelson, Ossie: (Park Central) New York, h. Newman, Emil: (Vanity Fair) New York, re. Nichols, Red: (Claridge) Memphis, Tenn., h. Niles, Gypsy: (Tit Toe) New York, re. Noone, Jimmy: (Club Lido) Chicago, c. Norman, Ritz: (Bismark Gardens) Chicago, c. Noury, Walter E. Rainbow Ramblers: (Moose Club) Haverhill, Mass., b. Nuzzo, Tony: (Club Citiro) Chicago, c. Olsen, George: (Pennyvania) New York, h. Oshapetyak, Al: (Club Plaza) New York, c. Owens, Don: (Metropole) Chicago, h. Paige's Band: (UAligon) Chicago, c. Pancho: (Ambassador) New York, h. Patico, Louis: (Canton Tea Gardens) Chicago, c. Parker, Ray: (Avalonian) Chicago, c. Pearl, Morey: (Tent) Boston, b. Pendarvia, Paul: (Muehiebach) Kansas City, Mo., h. Perry, Lou: (Club Shalimar) Chicago, c. Perrin, Cliff: (Avalon Ballroom) La Crosse, Wis., 5-18. Perry, Bob: (Brevort) Chicago, h. Peterson, Eric: (Aubey's Lagoon Club) Miami, Fla., re. Pollock, Ben: (Casino de Pares) New York, c. Quaw, Gene: (Club Dal Mar) Los Angeles, re. Raeburn, Boyd: (Harvey's) Chicago, c.

Ransom, Jack: (Danceland Club) San Antonio, Tex., b. Rawlina, Jack: (Blossom Grove) Atlantic Beach, near Jacksonville, Fla., re. Reed, Dick: (Pepper Pot) New York, c. Redmond, Don: (Casino de Pares) New York, c. Rendo, Vito: (Marconi's Beach View Gardens) Chicago, c. Reah, Benny: (Silver Star Ballroom) Sulphur Springs, Fla., b. Richard, Barney: (Lincolnhouse) Chicago, c. Raito: (Montmartr) New York, re. Rogers, Buddy: (Paradise) New York, ch. Rogers, Mack: (Gunter Cave) San Antonio, Tex., c. Rob-Andrews: (Ha-Ha) New York, re. Roth, Eddie: (Club Alabam) Chicago, re. Rubinoff, Dave: (Roosevelt) New York, h. Russo, Dan: (Oriental Gardens) Chicago, c. Sabin, Paul: (Roney Plaza) Miami, Fla., b. Sack, Coleman: (Gunter Terrace) San Antonio, Tex., b. Scoggin, Chio: (Shadowland) San Antonio, Tex., re. Sheridan, Phil: (Davenport) Spokane, Wash., b. Sherman, Maurie: (Cafe de Alex) Chicago, c. Shuster's, Walt, Revelers: (Majestic Ballroom) Detroit, b. Simon, Eddie: (Beach View Gardens) Chicago, c. Simons, Seymour: (Hollywood Country Club) Hollywood, Fla., re. Sky Pilot: (Boulevard Cafe) Chicago, c. Smith, Joseph C.: (El Morocco) New York, re. Smith, Eddy: (Winter Garden) Yakima, Wash., b. Smith, Warren: (The Playhouse) Chicago, c. Snyder, Mel: (Olson) Cincinnati, h. Sornik, Harry: (Edgewater Beach) Chicago, h. Spaulding: (LePetite Inn) Thayer, Mo., re. Spred, Mason: (Rose Garden) Oswego, N. Y., re. Spielman, Milton: (Village Not Club) New York, re. Stanton, Les. & Club Royal: (Heights Ballroom) Albuquerque, N. M., b. Stashkin, Maurice: (Club Minuet) Chicago, c. Steele, Blay: (Peabody) Memphis, Tenn., h. Stein, Jules: (Rainbo Garden) Chicago, re. Steid, Harold: (Montclair) New York, h. Stetson, Hershell: (Semler Tavern) Near Akron, O., re. Stephens, George: (Ramova Gardens) Chicago, c. Sylvester, Bob: (Frolics) Chicago, re. Tapp, Furman: (Honeymoon Club) New York, b. Tate, Erskine: (Club Lido) Chicago, c. Thurn, Otto: (Bavaria) (Pittsford) Ind. Tolber, Ben: (The Bowery) New York, ch. Tremaine, Paul: (Village Barn) New York, re. Trini, Anthony: (Paramount) New York, h. Udell, Dave: (Bit of Moscow) Chicago, c. Underwood, Pate: (Biltmore) Atlanta, Ga., h. Vagabond, Chas.: (Club Avalon) Tampa, Fla., c. Valentine, Jack: (Statler) Buffalo, N. Y., b. Vallee, Rudy, The: (Hollywood) New York, c. Van Surdam, Jack: (Sassan Palmer's) New York, re. Venuti, Joe: (Del Monico's) New York, re. Villa, Vincent: (Bluebird) New York, b. Wagner, Buddy: (Casino Town Club) New York, c. Wardlaw, Jack: (Carolina Pines Club) Raleigh, N. C., re. Warren, Arthur: (LaRue) New York, re. Watkins, Sammy: (Olson) Cincinnati, h. Webb, Chick: (Savoy) New York, b. Weede-Meyer: (Richmond) Richmond, Va., h. Wells, Lawrence: (Baker) Dallas, Tex., h. Whidden, Jay: (Billmore) Los Angeles, h. Whitman, Paul: (Biltmore) New York, h. Whiston, Irene: (88 Club) Chicago, c. Wilson, Sam: (Park Avenue Club) New York, c. Wirtz, Eddie: (Rudolf) Valley City, N. D., h. Woods, Chuck: (Alamo Night Club) San Antonio, Tex., re. Worth, Eddie: (Cafe Henry VIII) New York, re. Wynn, S. Henri: (Four Trees) New York, c. Yellin, Gieb: (Kretschma) New York, re. Zam, Paul: (Bamovar) New York, re. Zito: (Central Park Casino) New York, ch. Zullo, Leo: (Benjamin Franklin) Philadelphia, h.

Spices of 1934, Walter Rechin, mgr.: (Pal.) Youngstown, O., 5-8; (Hippi) Buffalo, N. Y., 5-15. Ten-Minute Alibi: (Plymouth) Boston 8-10. Topsy and Eva, with Duncan Sisters: (Apolló) Chicago. ALEXANDER PLAYERS: Meriden, Minn., 4-10. Billroy's Comedians: (Ely) Wash., mgr.: (Pal.) Pa. 7; Green Cove Springs 8; Lake City 8; Jasper 10. Bishop Show: Provincetown, Mass., 5-10. Blythe Players: Westminster, Md., 5-10. Kiddie Tent Theatre: (Dee) S. C., 5-10. Leonard Players: Lancaster, S. C., 5-10. Loomis, Allertia, Players: New Castle, Tex., 5-10. Rowan's Dixie Funmakers: Harrison, Ga., 5-10. Sadler, Harley, Own Co.: Abilene, Tex., 5-10; San Angelo 12-17. Stevens-Mosman Show: Burnside, Ill., 5-10. MISCELLANEOUS All, Magician, R. D. Wolfe, mgr.: Charleston, W. Va., 5-10. Andrews, Marion, Pep & Pan Revue, Seabee Hayworth, mgr.: (Gem) Biler City, N. C., 7-8; (Castle) Wake Forest 9; (Turnage) Washington 10; (Louisburg) Louisburg 12-13; (Temple) Sanford 14; (Pine) Pine Bluff 15; (Circus Revue) Probes, Wis., 5-10. Birch, Magician: E. Brewton, Ala., 7; Altmore 8; Bogalusa, La., 9-12; Hammond 13; Baton Rouge 14; Bunkie 15; Nautie 16; Oakdale 17. Cook, Tom & Vaude Show: Willacoochee, 5-10. Coward, Linden, Magician: Richland, Ga., 5-10. Daniel, 3-10, Magician: Bainbridge, Ind., 5-10. DeCroy, Harry, Magician: (Legion Hall) Mansfield, O., 5-17. DeLury Comedy Show: Newtonville, Ont., Can., 5-10. Dressen's Circus Revue, Bob Morris, mgr.: Cordis, Ok., 7; Wichita 8-10. Fox Greater Show, Edmore, N. D., 5-10. Grant's, J., Variety Show: Bloom Springs, Ark., 5-10. Harlan Vaudeville Med. Show: Cave in Rock, Ill., 5-10. Harlan, Keith: (Fay) Providence, R. I., 9-15. Howard Family Show: Carpenter, Miss., 5-10. Johnson, Zs'ds, Mentalist, J. A. Johnson, mgr.: (Pal.) Christiansburg, Va., 5-9; (Rox) Martinsville 12-13; (Lyric) Blacksburg 15-16. Keck, Eddie, Mechanic & 3 Colleagues: Trenton, N. J., 3-9; Plainfield 11-13. LaVerne & Lewis Show: Tarrytown, Ga., 5-10. Loftrom & St. Ecol. Trained Monkeys: E. Belmont, N. C., 7; N. Belmont 8; Paw Creek 9; Vance 10; Newell 12; Haskins 13; N. Charlotte 14-15; Bethune 18. Martine-Frestone Co.: Houston, Tex., 5-17. Maxine's Railway Revue: (Ritz) Brunswick, Ga., 7-8; (Ritz) Waycross 9-10; (Ritz) Valdosta 12-14; (Pal.) Jacksonville, Fla., 15-18. McNally & Boughton Show: Chesapeake City, Md., 5-10. Mickey Malda, John Geome, mgr.: (Loggie Orin) Wheeling, W. Va., 5-10. Newton, City O., Circus Unit, Clarence Anshing, mgr.: Hominy, Okla., 7-8; Bartlettville 9-10; Holdenville 11-12; Wetumka 13-14; Weleetka 15-16. Original Floating Theater, Chas. M. Hunter, mgr.: Wilmington, N. C., 5-10. Pavan Show: Dime Box, Tex., 5-10. Purl, Marie, Unit: (Virginia) Champaign, Ill., 5-10. Rand-Bush Players: (I. O. O. F. Hall) Dagsett, Pa., 5-10. POST-FIFTH WEEK RICTON'S VAUDEVILLE SHOW: "The Harpur of the Glitch" Under Carvas. 16 People. We never close February 5. Alexander: 6. Vidette: 7. Barlow: 8-9-10. Wadler: 11 in Georgia. Business? Orisk. Rippe, Jack Splash: (Theater) Geneva, Ala., 5-10; (Theater) Marianna, Fla., 12-17. Rippe's Odditorium: (Convention Hall) Detroit, Mich., 5-13. Schneider's, Doc, Yodeling Cowboys: Statesville, N. C., O.; Durham 9-10; Mooresville 12-13; Mount Holly 14. Swain, W. L. Show: (Hawthorn) Tex., 5-10. Tweedy Bros.: Collinsville, Ala., 7; Butler, Ga., 8; Chipley 9; Cedar Bluff, Ala., 5-10. Wilson Comedy Players: Wiggins, Miss., 5-7. CIRCUS AND WILD WEST Barton, Buzz, Wild West Rodeo Show: Roxboro, N. C., 7; South Boston, Va., 8; Martinsville 9-10. Eastern States: (Auditorium) Galveston, Tex., 5-9; (Auditorium) Sweetwater 12-17. Haag, Mighty: Bushnell, Fla., 8. CARNIVAL COMPANIES Bar-Brown: Coosa, Fla., 5-10. Big Four: Hawkinsville, Ga., 5-10. Bremer, Ray: Teague, Tex., 5-10. Dixie Am. Co.: Buena Vista, Ga., 5-10; Ellaville 12-17. Georgia Attractions: Douglas, Ga., 5-10. Miller, F. W.: (Mardi Gras Celebration) New Orleans, La., 7-14. Panama, Mary: Ark 5-10. Rogers Am. Co.: Glenmore, La., 5-10. Royal American: Tampa, Fla., 5-10. Royal Palms: West Palm Beach, Fla., 5-10. Shugart, Dr.: Maud, Tex., 5-10. NVA COMMITTEE (Continued from page 3) cently by William J. Lee, administrator of the san. Lee received Dr. Park's report last week and says it acknowledges "commendable improvements." Meanwhile there are still signs of discontent. Patients have written President Roosevelt asking the federal government to take over the san and tax each vaude house and every performer getting more than \$100 weekly for its upkeep.

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Hennies Bros.' Shows

WICHITA, Kan., Feb. 3.—Jack Lucas, general agent Western States Shows, stopped over for a visit. Mr. and Mrs. Pete Kortz here for a few days with Harry Hennies. Pete has his museum at Enid, Okla., and reports business very good. Jack Bowman daily visitor. Phil Little, O. W. Hennes, Harry Hennies and Noble C. Fairly attended the Dallas fair meeting.

Walter Stanley returned from Canada with contracts for the B Circuit, also contracts for the Thier River Falls (Minn.) Fair. Max Miller, tight-wire walker, and Bill Photo are daily visitors. Mr. Benard, maker of miniature circus wagons, is spending considerable time at quarters. Carload of lumber arrived from Oregon. Office wagon and transformer trailers are completed. A very attractive Whip, completely rebuilt, has been given the finishing touches.

Work on Dodgem started. In about two weeks work will commence on two wagon fronts. Four 20-foot trailers will be used to build fronts, which will make 64-foot fronts with hand carvings and gold leaf. Letter received from Johnny Bejano stating that he will have a very attractive side show. Doc Hakum is showing his stuff with a paint brush. Orville Hennies and Noble Fairly are still in the South. Jack Wayne, electrician, is progressing rapidly with his work.

Show will carry 8 rides, 12 shows, 25 concessions, 2 free acts and Earl Strout's Band. It will move in 25 specially-built 20 and 24-foot semi-trailers. The fair season will start the last of June and will continue until the middle of November. Orville Hennies, on his return from the South, will leave immediately for North Tonawanda, N. Y., for the Merry-Go-Round built by Allan Herschell Company. Mr. Hennies while in the East will also visit New York City and Philadelphia on business for the show. He will be accompanied by his wife.
WALTER F. STANLEY.

League Banquet, Here's A Sensation! Ball in Toronto

CHICAGO, Feb. 3.—At this week's meeting of the Showmen's League of America it was decided that the 1934 banquet and ball will be held in Toronto in connection with the annual convention of the International Association of Fairs and Expositions. J. W. (Paddy) Conklin was named chairman of the banquet and ball committee.

It is expected that with all of the various outdoor show activities centered in Toronto at the time of the IAPE convention the League affair will be an exceptionally brilliant one.

B. & V. Enterprises

GARFIELD, N. J., Feb. 3.—B. & V. Amusement Company is in quarters here, where it has wintered the last 10 seasons. At one time it was known as Buck's Empire Shows.

According to Manager Van Vliet, he is booking shows and concessions and new territory will be played this season, with six rides, eight shows and 15 concessions. The show will have its own light plant as same proved essential last year. A new arch will be built as the show will have a pay gate.

Bill Bros.

The engagement of Bill Bros.' Circus at El Monte, Calif., January 20 turned out to be a pleasant surprise to everyone connected with the show, as it was figured by many that the city was too small to support a show the size of this one, but thru the untiring efforts of the personnel and also the Auxiliary of the American Legion, the auspices, the circus played to a capacity matinee and a well-filled house at night.

The program has been changed very little since the opening, except to be materially strengthened by the serial acts of Ruby Wood and Babe Thomasson, and Irene McAfee presenting Mac's Toys. Spooky, Our Gang Comedy chimp, is still the feature and registers heavily. Capt. Harry Lee's Marine Exhibit, with the baby whale, was the outside attraction, and he was ably assisted in presenting it by the clowning of Roy Barret and Milt Taylor. The writer, Jimmie Wood, assisted by Robert Thornton and Bill Dedrick, made the openings on the whale show, and its flashy appearance proved a good attraction on the lot adjoining the building.

Because of the close proximity of the Al G. Barnes Circus winter quarters, the show drew many visitors from there, among them Poodles Hanesford and family, Mabel Stark, Walter and LaVerne McLain, Eddie Trees, Frank Chicarella, George King, Mickey McDonald, Capt. Joe Metcalf and wife, Everett Hart, Kunko, Charlie Post and Homer Goddard. Turner Thomason joined at this date with a beautiful new lunch and soft-drink stand. Manager Dedrick has purchased four ponies and some dogs and they have been quartered at Venice, at the permanent quarters which have been established there.

NEW YORK, Feb. 3.—Bench Bentum gave a surprise party in honor of Harry Bentum's 50th birthday at the Willard Hotel here last night. Bentum has been in show business for the last 35 years. Names of the guests at the party will be given in the next issue.

It's New ... Never Offered Before ...
\$2.00 Value Only 25c

Agents and Coupon Workers, here is your big chance to clean up. You can be first to CASH IN on this real FLASH combination of FOUR full size Toilet Articles, consisting of 1-Oz. KRAUFUMER BIG BOX FACE POWDER, JAR LIP PASTE and 1-Oz. BRILLIANTINE, all cellophane wrapped, with Gold Seal price tags and packed in convenient box. Think of it! Just about six cents each—all for only 25 Cents. Quality guaranteed to stand any sampling test. The REAL and ONLY FLASH of the year. Cash in now. You can order any QUANTITY to start on terms of one-half cash with order, balance C. O. D. We pay all taxes. If you want to see sample first, send 25c by return mail.

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GREAT FREDERICKSBURG, VA., FAIR; MEBANE, N. C., SIX COUNTIES FAIR; RANDOLPH COUNTY FAIR, ASHEBORO, N. C.; ROBESON COUNTY FAIR, LUMBERTON, N. C.; GREATER KINSTON, N. C., TEN COUNTIES FAIR; HALLIFAX COUNTY FAIR, WILSON, N. C.; CASHION COUNTY FAIR, CLINTON, N. C.; DISTRICT COUNTY FAIR, DENN, N. C.; GENESSEE COUNTY AGRICULTURAL SOCIETY FAIR, BATAVIA, N. Y.

(NOTE—Five More Outstanding Fairs To Be Announced in Later Issue Billboard.)

SHOW OPENS EARLY IN APRIL.

We have openings for Showmen of ability. Offer attractive proposition to Monkey Circus of Broadway. CAN PLACE organized Plant Show with Band, Troupe Three-Midgets for Midget Show, salary or percentage; Wax Show, Concessions of Fat People, Real Showmen, we can place you if you have something worth while. Can furnish you complete up-to-date Frame-up. WILL BOOK OR BUY Fun House, especially old-time Turn-Over Crazy House. WILL BOOK Pony Track. WILL BUY OR BOOK Kidney Chairplane. WILL BUY FOR CASH No. 12 Ferris Wheel. Will carry Twin Wheels, L. W. Slott, John T. Hutchens, Loftstrom and Skelton, Jimmy Plant Simpson write. CAN PLACE Cook House and Grab exclusive for Still Dates and Fairs. Must be neat and well-equipped for big business. We guarantee 3150 meal tickets weekly. CONCESSIONS—Our first and last message to all: WE CAN PLACE only strictly legitimate Concessions. Positively no others come near us or even write, as you will not be placed. Our prices will be very reasonable. Will sell exclusive Corn Game. CAN PLACE Ride Help, Foreman Allan Herschell make Merry-Go-Round, Whip Foreman. Must be sober and reliable. Write **MAX GRUBERG, P. O. Box 191, Philadelphia, Pa.**

J. CRAWFORD FRANCIS SHOWS

WANTED, FOR COMING SEASON, OPENING FEBRUARY 24, FAT STOCK SHOW, HOUSTON, TEX., IN HEART OF TOWN, Closing Streets in Front of Sam Houston Hall—Stock Concessions, Organized Musical Show, Man To Fight Lion, Attractions for Real Pit Show, Organized Minstrel Show; Ida Cox, write. Can place any New Attraction. Have beautiful gold leaf fronts for meritorious attractions, Gertrude Vaughan, write. Address **J. CRAWFORD FRANCIS SHOWS, Tension, Hotel, Houston, Texas.**

HENNIES BROS.' CIRCUS WANTS

For twenty-two fairs, starting at the "B" Circuit in Canada in June; then South into Texas. Out until December.

Can place Shows of real merit only. Want to hear from organized Minstrel Show. Open Wichita, Kansas, Saturday, April 21.

HENNIES BROS.' SHOWS — — Wichita, Kansas

FRANKS GREATER SHOWS

OPENS APRIL 14, NASHVILLE, TENN., UNDER STRONG AUSPICES, DOWN-TOWN LOCATION.

WANT Rides, Ted-in-One, organized Plant Show, Hawaiian, or any other Show of merit. Concessions, Cook House, Bingo sold. CAN PLACE Eggplant, Frozen Custard, Pitch-Till-You-Win or any other legitimate Concession. Few choice Wheels open. Merchandise Wheels will positively operate during Nashville engagement. WANT Ride Help, Workmen in all departments, Banner Man, Curley Lewis, Tom Britt, C. E. Lane, Doc Howell, write or wire.
FRANKS GREATER SHOWS, W. E. Franks, Manager, Nashville, Tenn.

vice-president, Mr. Robinson in addition to his connection with Federal is also associated with the Club Razor and Blade Manufacturing Company. Federal Razor Blade Company also manufacturers special brands for outside trade.

THE PHILADELPHIA TOBOGGAN COMPANY, one of the oldest manufacturers of amusement devices, is placing on the market a new kiddie ride, known as The Little Rodeo. The wooden animals used consist of horses, goats, bears, rabbits, pigs and cats of small design and two miniature chariots. The center construction is of an entirely new modernistic design in tower-like effect, completely concealing all machinery. On the four sides of the "tower" are miniature stages upon which are shown mechanically operated marionettes and puppet shows. The device is built both stationary and portable, and lighting effects can be arranged in several ways.

KRAUSE GREATER SHOWS

OPEN FEBRUARY 19 AT THE HOMESTEAD, FLA., FAIR.
 Miami Beach Fair and Mardi Gras, Fort Lauderdale Fair, Belle Glade Fair and Others To Follow
 WANT one more Show not conflicting, small Carroussel and Tilt-a-Whirl for season. Opening for legitimate Concessions.
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GOLDEN RULE SHOWS

Now booking for 1934 season. FOR SALE—4 Tame Bears, partly trained. J. F. DENBERT, Mgr., 423 Madison Ave. Covington, Ky.

POSTCARDS, ALL KINDS

Assorted Movie Stars, Beautiful Ladies, Cute Kids, Birthday, 25 per 1,000; 5,000 for \$7.50. F. O. E. New York. KLEES SALES CO., 1110 Underhill Ave., New York City.

Equipment and Supplies

Manufacturers — Distributors — Jobbers

By **BILL BOARDER**

UNIVERSAL MOTOR COMPANY is issuing attractive folders describing its series of simplified electric plants. Universal claims that the "Economizer," one of the new features, is the most outstanding development in connection with the use of low-grade fuel oils for the operation of internal combustion engines. Full automatic operation is now available for all direct-current models. 750 watts to 10 kilowatts, 115-volt service, using control panels designed and built by Cutler-Hammer Company.

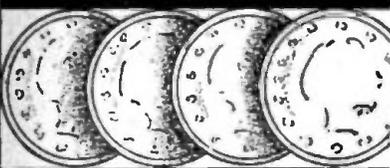
REPEAT BUSINESS RECEIVED after the initial number, Eky Birds Chewing Gum, was on the market only a week is so indicative it will be a surefire success that the executives of the National Chicle Company are opening up additional territory. P. S. Nasbit now represents

National Chicle Company in the Utah territory.

PAIR NOVELTY SALES COMPANY has moved from the 12th to the second floor at 16 West 23d street, New York City. In the new quarters are a display room, stock room and office, especially equipped to handle concession supplies, premium merchandise, salesboards, etc. The personnel includes Al Elson, Sid Singer and Sol Simon, three boys well known to concessioners throughout the country.

FEDERAL RAZOR BLADE COMPANY, with offices in New York, has established a new factory at Newark, N. J. The officers of the company are: Russell Robinson, president; Gordon Miller, secretary-treasurer, and Ernest M. Smith,

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Delegations Promise Big Operator Crowd at Show

Spread of "On-to-Chicago" movement indicates that all trade centers will have delegation—important events for operators are promised at the 1934 exposition

CHICAGO, Feb. 3.—The "On-to-Chicago" movement thrilled the management of the 1934 Coin Machine Exposition here this week as news of new entries was received from various places. The young Oklahoma organization's announcement of a delegation of 25 members already enlisted received a cheer and it is expected that this enthusiasm will inspire other associations to organize a delegation before another week passes by. An announcement of a probable delegation of 20 from the Pacific Coast was received, but it was not designated as to what organization was in charge of promoting this group, if any. The delegations are being listed for the information of all concerned and the slogan, "Join the On-to-Chicago Movement in your district, or get one started," is being used to encourage a record attendance of operators.

An auto caravan for Ohioans will leave from Cleveland for the 1934 Coin Machine Convention. Write M. M. Marcus, Markepp Company, Inc., 3908 Carnegie avenue, Cleveland, for particulars.

The Detroit special train has secured a round-trip rate of \$6. All interested are asked to get in touch with A. P. Sauve, 2998 Grand River avenue, Detroit.

The Bally-Dixie Special for Southern operators will organize at Memphis. Those interested should write or wire S. L. Stanley, Bally Manufacturing Company, Memphis, Tenn. The train will leave Memphis over the Illinois Central Railway at 8:55 p.m., February 17.

The Texas Special will leave Fort Worth Saturday, February 17, at 2:25 p.m.; leave Dallas at 3:20 p.m., and will arrive at Longview Junction at 5:55 p.m. Delegates from San Antonio and Houston will join the special at Longview Junction. For full information write Tom Murray, Box 765, Fort Worth, Tex.

The *Billboard* Special from New York and the East will leave Grand Central Terminal, New York, Saturday, February 17, at 4:30 p.m.; leaving Albany 7:20 p.m.; Schenectady, 7:47 p.m.; Utica, 9:14 p.m.; Syracuse, 10:27 p.m.; Rochester, 11:54 p.m.; and Buffalo, 1:15 a.m. Information: Call Mr. McAulliffe, Murray Hill 2-8000, Extension 3477, or write Leslie G. Anderson, The *Billboard* Publishing Company, 1564 Broadway, New York, or P. A. McAulliffe, City Passenger Agent New York Central Railway Company, 466 Lexington avenue, New York.

The Oklahoma Coin Machine Association is the latest to report a special delegation. Already 25 members have signed up to attend the Chicago exposition. Those interested should communicate. (See *DELEGATIONS PROMISE* page 64)

Campaign for Members Thoro

DETROIT, Feb. 3.—Commenting on the coin-machine code situation, P. E. Turner, president of the Michigan AMA, believes that there is a possibility of regional code action. While the Michigan association is active now in fighting for a national code, it is perhaps the leader among the State associations in this battle, and in facing the realities of the situation, delay is to be expected because of the difficulty in getting an accepted code for the smaller industries.

Turner is a staunch advocate of the national code and insists that continued agitation by all operators should be directed toward this end. The regional code should be adopted as a final resort if the national is unacceptable, and

New Plant for Detroit Firm

DETROIT, Feb. 3.—Ben Marshall, president of the Supreme Manufacturing and Distributing Company, has moved the company to a new plant at 3127 Case avenue, formerly occupied by the Ell-Ree Products Corporation. The new plant has a neat display room and office in front, with light service quarters in the rear. Adjoining this at the back, but in a separate building, is an entire factory, about 75 by 100 feet, housed in a brick structure. Complete metal and wood-working equipment has been installed.

The Supreme Company is one of the larger manufacturers of pin games and related types of machines in this territory. Leader of the company's production at present is the well-known Big Ben, an elaborate calculating baffle-type game of unusually rigid construction. Over 5,000 of these have been sold to date.

An important new item is being put out soon in the general coin-machine field, which will give a complete totalizer. Patents are being completed at present. Under this equipment each ball played is counted by the totalizer and is automatically recorded. In addition each payout is recorded and the final check is made upon the location by the route owner. Any possibility of cheating, intentional or otherwise, by the lessee is eliminated in this fashion, and a big source of loss of profit is checked at the source.

This is somewhat similar to the small pool table game, one of the earlier numbers put out by the Supreme Manufacturing Company, which is still one of its biggest sellers. This table counts each ball played, but does not have the combined totalizer features which are claimed for the new product.

Another big seller on the Supreme list is the new Jig-Saw game, which some jobbers in the Detroit area have found their biggest number in recent months. This consists of a jig-saw type puzzle or an elaborate pin-game machine construction, the balls completing the puzzle when the correct position is struck.

must be authorized by order of President Roosevelt.

James Passante, operator and jobber and senior partner in the J. & J. Novelty Company, is the newest member of the Detroit regional group of the AMA. The Detroit association has been conducting a widely extended membership campaign and has undertaken to include practically all authorized operators in the territory. According to Turner, they are "beating the bushes" for new members now, and the results are expected to show in a big increase in membership when the campaign closes next month.

How It Works!

The 1934 slogan for the Coin Machine Industry is already at work—MAKE THE PUBLIC OFFICIAL YOUR FRIEND— as news from Los Angeles, Detroit, Pittsburgh and other centers indicates. In Los Angeles one of the finest examples of co-operation and understanding apparently shows up that the trade has yet seen. After the defeat of one license idea by popular vote and the rise of another tax plan in city council, the operators get into a huddle with the city officials and come out with a tax that is considered reasonable.

In this effort to arrive at an agreement the retail druggists and the restaurateurs, thru their respective trade associations, co-operated with the operators in putting the facts about the amusement machine business before the city council.

The locations cannot be ignored, neglected or antagonized in the coin machine business, and when it comes to promoting a better understanding of the coin machine trade in the minds of the public officials there is no better moral support than that of the merchants who have had skill amusement devices in their stores.

Last year the slogan was: "Make the Location Owner Your Partner." We need the location owners to help "Make the Public Officials Our Friends."

So much for Los Angeles. In Detroit the operators have been working with the police for more than a year on a plan to prevent school children from squandering their money on amusement devices. This is a national problem and the only solution is for police, operators and location owners to come to an understanding and work together on this problem. There is no need to destroy a national industry because some children squander their money on skill games any more than the tobacco industry should be destroyed because minors can buy cigarets most anywhere. The officials, the operators and the locations simply need to come to an understanding on the matter.

In Pittsburgh it is interesting to read of the efforts that the organized operators are making to come to an understanding with the officials. From newspaper accounts, it seems that some of the officials have gained the impression that pin games are being used as a "front" for slot machines. If such is the case the skill-game operators must redouble their efforts to demonstrate the legitimacy of their business, their methods and their "crowd."

In New York and many other cities there are earnest efforts going on to arrive at an understanding with the officials concerning legitimate skill games. If all these efforts are kept on a legitimate plane, with no efforts at a "fix," the plan finally decided upon should be very helpful to the operators. The sensible thing is not to antagonize officials; the use of the injunction must be kept to a minimum, because it only antagonizes advocates of law enforcement. Let's get a reasonable plan and stick to it!

JOIN THE ON-TO-CHICAGO CROWD IN YOUR DISTRICT

Launch Assn. In St. Louis

New organization expected to put new life into operator activities

ST. LOUIS, Feb. 3.—The Missouri Coin Machine Operators' Association was organized here, when 17 of the most prominent coin-machine operators and jobbers of this city gathered at an impromptu meeting at Bevo Mills, and had a three-hour lively business session. The new organization will take the place of the now defunct St. Louis Coin Machine Operators' Association.

Those present represented leading operators and jobbers in this vicinity and it is expected that most of the operators here will join the new organization. A committee was appointed to get all data pertaining to a charter, incorporation papers, and other incidental information and data, as to what rules, by-laws, etc., should govern the new association. This committee is composed of John Beckmann, of Central Vending Machine Company; Walter Koch, of the A. B. C. Games Company, and Frank B. Joerling, of The Billboard. A meeting will be called again next week, at which time said committee will make a lengthy report and when officers will be elected and other business matters attended to.

Among those who attended the initial meeting were: Al Hanekiau, Missouri Vending Machine Company; Abe Jeffries, G. J. L. Sales Company; Herbert Besser, Besser Novelty Company; F. Leibold, F. Leibold & Sons; Basil Neel, Vending Machine Sales Company; Fred Pollnow and John Beckmann, Central Vending Machine Company; A. J. Karm, O. D. Jennings Company of Chicago; Harry Davies, D. & S. Novelty Company; J. Wolf, Wolf Vending Company; Carl Trippe, Ideal Novelty Company; Louis Morris, Morris Novelty Company; Walter Gummer-shelmer, Wal-Bil Novelty Company; William Weinschke, W. & W. Specialty Company; Walter Koch and Elmer Pohlmann, A. B. C. Games Company; William B. Hite Jr., Hite Vending Machine Company, and Frank B. Joerling, The Billboard.

Gottlieb Office Moves To New Dallas Quarters

DALLAS, Feb. 3.—The Dallas office of D. Gottlieb & Company has moved into new quarters at 2118 Jackson street. More spacious than the old ones, the new branch office is said to be one of the finest in the Southwest. No expense seems to have been spared by Morry Gottlieb, manager, to make it a comfortable and inviting spot for operators to inspect the Gottlieb line.

Arthur J. Plake, former manager of the Atlanta office, is here to help Morry handle distribution throughout this territory. Also associated with Morry are Abe Kolber, C. Tucker, E. Raynor, Sol Kolber, E. Banzman and J. Hall. Sarah Gottlieb, sister of Morry, capably attends to the secretarial duties.

Meeks Joins New York Cigaret Vending Firm

NEW YORK, Feb. 3.—Stewart & McGuire announced the addition of Hal B. Meeks to their growing sales organization last week. Mr. Meeks has been identified with the coin-machine business for many years and only recently resigned from the presidency of two sales corporations in Boston. He was also at one time vice-president of the Automatic Retailing Corporation, New York, and vice-president of the Automatic Merchandisers, Inc., Boston.

When interviewed, Mr. Meeks stated that he "had watched the progress made by Stewart & McGuire since the inception of the company. It has long been my desire to become associated with Mr. Stewart, as I consider his sales organization outstanding."

"The business of this company has not recognized the so-called 'depression' in any manner, the shipment of Duganier cigarette machines having shown a gradual increase month by month for the last three years, and the present weekly shipments of machines are right

Patents January 30

CHICAGO, Feb. 3.—Patents relating to the coin-machine industry issued by the United States patent office under date of January 30 include the following:

No. 1,944,997, a game of skill, issued to Charles L. Phillips and Ingles M. Uppercu, New York, assignors to Whirlpool, Inc., New York; a marble game-board layout with spiral whirlpool in center of field.

Three patents relating to check controlled apparatus were issued to Aaron A. Knoe and assigned to Vank Corporation, Charlotte N. C.: No. 1,945,318, a combined preventative means for check controlled apparatus; 31 claims, including a balance frame for gauging the weight of a deposited coin. No. 1,945,319, a fraud preventative device for check controlled apparatus; seven claims, including check-testing device and rejection means. No. 1,945,320, a check-testing means for check-controlled apparatus; 15 claims, including a means for subjecting check to plurality of measuring tests while same is being weighed.

No. 1,945,343, a coin-controlled switch, issued to Benjamin Clayton, Sugarland, Tex., and Elmer L. Lipp, Los Angeles; patent assigned to Mr. Clayton; eight claims, including switch contacts, resilient means for ejecting coin after a predetermined interval, etc.

Manufacturers' Tax Is Buried by Committee

WASHINGTON, Feb. 3. — The House Ways and Means Committee refused to include the manufacturers' sales tax provision in the revenue bill this week. The proposal was a 2½ per cent tax on all manufactured goods except food and clothing, this tax to supplant the special excise and "amusement" taxes, including the 10 per cent tax on amusement devices.

The author of the bill announced that it would be introduced on the floor of the House when the revenue bill comes up, but it is generally believed that unless it gets the approval of the administration the sales tax idea is finished for the present session. The sales tax idea is known to be gaining favor among House members, but the approval of the administration is needed to gain favorable action.

Interest Grows In Coast Show

First annual Pacific Coast show will be held March 12, 13 and 14

LOS ANGELES, Feb. 3.—Interest in the first annual Pacific Coast Coin-Machine Show is running high in the West and from advance information received it seems certain that more than 3,000 Western operators will be in Los Angeles to attend the show March 12-13-14 in the Gold Room of the Alexandria Hotel.

Space reservations have been flooding the committee in charge during the last 10 days, and if the present pace keeps up the main floor exhibiting space will all be sold by February 15. More space is being arranged for on the mezzanine and in an adjoining hall for the anticipated last-minute rush.

The Pacific show will be the most unique the country has yet had, for it will offer an entirely new experiment in the presentation of coin machines. Sponsored by manufacturers, jobbers and distributors, this show will appeal to operators, who will be invited to the show to learn of new machines and be entertained by the men from whom they purchase their equipment.

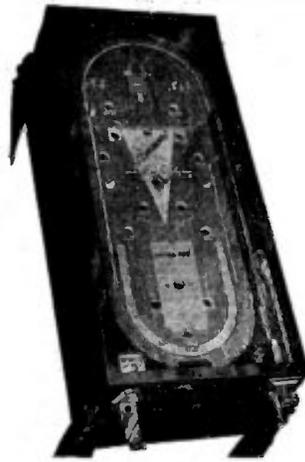
now at their highest in the history of the company.

"We have some new models on which we shall soon be in production and which we feel will startle the industry. Our sales plans are well defined for the next few years and we are confident of an ever-increasing volume of business."

Mr. Meeks is in the home office of the firm in the Empire State Building and will specialize in new business.

PENNANT

Taking In Up To \$15.00 Daily
AMAZINGLY LOW PRICE
ENABLES YOU TO COVER YOUR TERRITORY COMPLETELY



Operators cleaning up with this great popular hit. Get your share! Write for sensationally low price today!

NEW IMPROVED ROCKET

Absolutely bugless—and recognized as the greatest money-maker on the market.

BLUE RIBBON

DICETTE

5 DICE COUNTER GAME

SEE YOUR JOBBER TODAY!

BALLY MFG. CO. 4619 RAVENSWOOD AVE. CHICAGO, ILLINOIS

SOUTHERN OFFICE AND WAREHOUSE—448 Linden Avenue, Memphis, Tenn.
WEST COAST OFFICE AND WAREHOUSE—106 Golden Gate Ave., San Francisco, Calif.
EASTERN OFFICE AND WAREHOUSE—417 W. 47th Street, New York City.
FOR SPEEDY SERVICE ADDRESS INQUIRIES TO OFFICE NEAREST YOU

See **BALLY'S** EXHIBIT AT THE COIN MACHINE SHOW THE TIME FEBRUARY 19-20-21-22 THE PLACE BOOTHS



We are Manufacturer's Authorized Distributors and Jobbers of MILLS—JENNINGS—PACE and WATLING Machines

Both Bells and Venders.

We are also Distributors of A. B. T. AUTO-COUNT, and MARBL JAX, ROCKET, BLUE RIBBON, PENNANT, 42ND STREET, PONTIAC, BONO GAME, CHICAGO CLUB HOUSE, DAVAL VENDERS and JIG SAW.

We also have various types of latest model Slot Machines and Pin Games at Right Prices. We do not quote open prices in The Billboard. Write or wire for our Price List. 1/3 cash deposit with all orders, balance C. O. D. Our prices are same as respective manufacturers' prices.

MOSELEY VENDING MACHINE EXCHANGE, Inc.
3822 Chamberlayne Ave., RICHMOND, VA.

OPERATORS DO YOU WANT TO MAKE REAL MONEY?

THEN TRY OUT A SAMPLE OF A. B. T.'S NEW AUTO COUNT

A MACHINE WHICH IS FIVE YEARS AHEAD OF ANY OTHER ONE. BESIDES GIVING THE PLAYER THE TOTAL SCORE IN ONE NUMBER. AUTO COUNT PRINTS THE TOTAL SCORE UPON TAPE GIVING THE OPERATOR IMMEDIATE AND EXACT PAY-OUT WHERE AWARD CARDS ARE USED. CHIBLING BY LOCATION OWNERS DEFINITELY ABOLISHED. LOCATION PROTECTION—GENUINE PLAYING APPEAL AND SHEER BEAUTY OF THE AUTO COUNT WILL. **\$82.50** TAKE AND HOLD ANY LOCATION. OPERATOR'S PRICE, EACH...

FLOOR SAMPLES. VENDO MACHINES. Official Swagmeters (Like New, Late Model), \$18.00; Jay Ball, \$7.50; Victory Ball, \$6.00; Eagle \$11.00; Broadcast (Special Black Finish), \$12.00; (With Latest Playing Board Inlaid with Ivory), \$18.00; Whang Poo, Jr., \$6.00.

The above prices include Stands or Legs to match and are subject to prior sale. When ordering please specify whether you want to or be play. 1/3 Deposit, Balance C. O. D. Write for Quotations Prices on Rebuilt, Marbl-Jax.

BAUM NOVELTY CO. 2908-19 Ann Avenue, ST. LOUIS, MO.

America's Oldest Jobbers—Est. 1895—38 Years of Service
PONTIAC — SWEET SALLY — PENNANT
ALL THE OTHER LATEST GAMES AND SLOT MACHINES
Write for Our Prices on Any New and Used Machines in Which You Are Interested
SICKING MFG. CO., Inc. 1922 FREEMAN AVE., CINCINNATI, O.

ROCKET — PENNANT
BLUE RIBBON
THE MARKEPP CO., Inc. 3904 Carnegie Ave., Cleveland, Ohio

The Great Eastern Market

By WALTER W. HURD

The pin game era has gradually crystallized attention on the section of country from Pittsburgh eastward as the great eastern market. The market naturally centers in New York and environs, where there is the greatest concentration of coin machine operations anywhere in the world. The New York area is said by some manufacturers to absorb 30 to 35 per cent of their output of pin games alone. The New York area certainly offers the largest concentration of operators, the most compact territory, the largest group of jobbers and distributors and the most favorable territory for locations of any similar area in the world. The New York area also leads by far in the United States in the use of merchandising machines, and the recent success with sportlands makes the New York area the most complete concentration of coin machine types to be found anywhere.

A territory of such important concentrations is of vital interest, not only to those who have machines to sell, but the experience gained should be of use in other sections, and it has been suggested that trade happenings in this area are sure to have their reactions all over the country.

The New York area suggests, first of all, how the coin machine industry is dependent upon industry and business in general for its development and expansion. There must be people, plenty of them, and there must be plenty of locations in order for the coin machine business to reach its greatest development. The New York area and the eastern district in general has a favorable concentration of people, industry and commercial life. It is probably true also that the amusement tastes and instincts of the Easterners have been keyed to a higher pitch than people who live in the districts farther west.

There are decided advantages for the use of coin machines of all types in the New York area, and the idea is not to argue about why or wherefore, but to make full use of the opportunities provided. While the New York area is the most highly developed in the use of coin machines of any section in the country, my observation is that the sur-

face has yet hardly been scratched. A casual visitor who drops into stores and places of business in the more popular districts does not find an overcrowding of amusement or vending machines. The impression is, when you are looking for them, that they are few and far between.

New York Possibilities

My impression is that the easily obtainable locations in the New York area have been exploited, but that there is a still larger group of the better class locations that have not yet been touched. Which means that the New York market possibilities have not yet been exhausted by any means. The same thing could be said about Chicago locations, or any other city, for that matter. The fact is that the trade has not yet concentrated its attention and efforts on the better-class stores and locations. Great progress in this direction has been made in the New York area, however, and it is probable that this territory will lead the country in getting amusement games particularly in the higher-class locations. To get such locations requires a lot of missionary work and will perhaps depend upon the reputation of the coin-machine business itself. The majority of the better-class locations no doubt remain closed to coin machines because of the unsavory reputation of the trade in many quarters. The trade must go out and get itself a better reputation in order to contact the best spots.

My visit to the New York area came at a time when the entire district was feeling the disturbance of a political clean-up campaign. The skill games were being grouped in the same class with chance devices by the newspapers and the officials. This condition had aroused the organizations and meetings were being held to devise methods of defense. At one session in which practically every coin machine organization in the area was represented there were 17 men present and it was one of the most interesting coin machine meetings I have ever attended. From 2 o'clock to 5:30 there was earnest discussion of the local problems. The evidence indicated that these fellows were taking their business seriously.

Organization in coin machine circles has apparently reached its fullest development in the New York territory; we may expect many lessons to be derived from their experience in organization. At present there are about seven organizations active in the area. The metropolitan jobbers and the digger operators are the newest groups; all of these organizations seem to be very active at present. A recent report indicates that a general council or committee has been formed, with three representatives from each organization, to promote greater co-ordination in the work of all organizations. It would seem that this is one of the most constructive steps yet taken by the metropolitan organizations, for one of the great weaknesses of the trade is the lack of any co-ordinating body to get united action. Here the New York area may show us what is needed nationally for the good of the trade.

The New York area has its factional strife and rivalry, which is soon apparent (See EASTERN MARKET on page 64)

Retailers Help

LOS ANGELES, Feb. 3.—The meeting of California Amusement Machine Operators held January 23 drew probably the largest attendance the association has yet had at a meeting. A complete report on the success of the association in putting the new license fee of \$2 and \$3 thru the city council was explained. Steve Henry, executive secretary, pointed out that the Retail Druggists' Association and the Restaurant Association gave valuable assistance in the tax measure being carried thru at the low figure, and that it appears there will be a working agreement between the association and various businesses, all of which means much to the members.

Ops Talk With City Officials

Seek better understanding with respect to skill games in city

PITTSBURGH, Feb. 3.—Leaders of the Western Pennsylvania Operators' Association are making gigantic efforts to come to an understanding with the newly elected city chiefs. Alfred Block, manager of the Supreme Vending Company, asked officials not to confuse their association with others. He stated that the organization which he represents is composed of operators who have legitimate amusement and vending devices.

A meeting of the organization was held last week at the Fort Pitt Hotel. Mr. Block sent novel post-card notices of this meeting to members and others interested in the coin-operated machine business and urged them to be present. The card read:

"This is just a hint to you that if your business as an operator is worth a nickel or 50 'grand' it's to your vital interest to be on hand. Your machines are down, are they not? Do you want them up again? It won't cost you a dime. Just be there with your moral support, that's all. If you don't act now you're thru. If you stay away, then you will be out of luck, because your personal presence is the only thing that will make it possible to get the right for recognition of an operator officially. This means your bread and butter, buddy, and that goes for all of us."

At the meeting a committee was named to study methods used in other cities with a view to using similar tactics here. Mr. Block assured officials that the members of the organization were engaged in the operation of legitimate amusement devices to earn a living and that "the district attorney himself would be welcome to attend any of their meetings."

"The machines we sell," Mr. Block continued in his talk with officials, "are legal. The reason we took them out of stores where they were operated was because the store owners are scared. But the pin-game machines which we operate are no more illegal than any ordinary amusement device. They are pin table types of machines which have become very popular with the American public and have been directly responsible for employment to a quarter of a million people during the depression. There is no more harm in them than in bowling alleys or billiard tables."

The association will soon present its problem to the city council in order to get a ruling and establish their games as legitimate.

Coast Trade Will Attend

Twenty delegates already promised for 1934 Chicago Coin Machine Expo.

LOS ANGELES, Feb. 3.—Several Coast coin-machine men have announced their intention to go to Chicago for the Coin Machine Manufacturers' show, opening there February 19. It is estimated there will probably be a delegation of 20 or more from the Western States.

Among those planning on taking in the show are Gordon Mills, of the Mills Sales Company, Oakland; Sol Gottlieb, Los Angeles branch manager of D. Gottlieb and Company; Irving Bromberg, head of the Irving Bromberg Company; Al Gustafson, promoting the new Monte Carlo machine; Louis Wolcher, head of the Advance Automatic Sales Company, San Francisco; Frank K. Matland, head of the Kind Products Company, Los Angeles, and F. C. McClellan, of the Pacific Amusement Manufacturing Company.

Mr. Gustafson, Mr. McClellan and Mr. Matland plan to have booth space at the Eastern exposition.

Crowd Stampedes Tax

TRENTON, N. J., Feb. 3.—A public hearing on the proposed sales tax in New Jersey brought a crowd of probably 6,000 to the State Capitol. The meeting had to be shifted from the State House to a larger building to accommodate the crowd. Opposition to the tax came from merchants, labor organizations and others. Opponents of the tax seemed to stampede the meeting.

Southern Ops Promise Crowd

CHICAGO, Feb. 3.—S. L. Stanley of Memphis, manager of Bally Manufacturing Company's Southern branch, visited the Chicago office of the firm recently to complete arrangements for the Bally-Dixie Special, which will bring a large delegation of Southern operators to the 1934 Coin Machine Exposition. Mr. Stanley states that reservations to date are very gratifying.

"Just another indication," he said, "of The Billboard's power to reach large numbers of operators quickly and effectively. Our publicity to date on the Bally-Dixie Special has been confined to The Billboard and we have certainly obtained a wonderful response. Operators from all Southern States will go north by way of Memphis, either driving and parking their cars in Memphis or going by bus or train as far as that city and then joining the crowd for the balance of the trip."

Southern operators desiring complete information may write or wire S. L. Stanley, Bally Manufacturing Company, Memphis, Tenn.

WE DO SHARE OUR PROFITS

100 New Blue Steel Smith Blades, Colophaned, Fit All Double-Edge Razors. (Pkg. of 5).....	85c
100 Continental Single-Edge Blades, Colophaned, Fit All Single-Edge Razors, Money-Back Guarantee, Pkg. of 5.....	\$1.10
100 Evitmas Durham Duplex Type of Blades, Package of 5.....	\$2.40
LIFEGUARD HEALTH SHAV, Life-Saver Type, Full Size, Hexagonal Case, 100 Bars to the Case.....	\$2.65

ACT QUICKLY!

51.25 Brings You a Sample Line of Profit-Making Sellers. Hundreds Are Earning a Steady Income on These Items That Do Sell. Shipping Charge Prepaid Within 24 Hours on Sample Shipment.

FREE Price List of 150 Items That Will Sell for Substantial Profits. 25¢ Deposit Required With Order.

LIBBY SALES CO., Inc.
1928 24 Avenue, NEW YORK CITY.

LOWEST PRICES

LAUNDRY BLEND, Best Grade, Doz.....	\$6.25
SHAVING SOAP, Witch Hazel, Doz.....	.34
4-Pc. Radio Earset STROPPER OUTFIT, Doz. 1.00	
LIGHTER FLIGHT, in Case, 16c Size, Doz. 75	
ASPIRIN, 5-Grain, 200-Tablet Box.....	.34
FIRST-AID BANDAGE, 12 Envelopes on Card, Ready Value, \$1.25, Each.....	.22
WONDER BLADES, 200-Edge Blades, 100	
CONTINENTAL Single-Edge BLADES, 100	
STEYNSON'S TRU-BLE Dbl-Edge Blades, Per 100.....	1.50
ATLAS SHOE POLISH, Doz.....	.75
GOODRICH RAZOR HONES, Doz.....	.75

Prompt Shipments 25¢ Dep. Bal. C. O. D. 2% discount when cash in full accompanies order.

BANNER NOVELTY COMPANY
777 W. Madison Street, CHICAGO, ILL.

USED MACHINE BARAINS—Official Sweepstakes (Tide Model) \$2.00; Cub \$2.00; Bally Country Game \$2.00; Magic Clocks (New Model) \$7.00; M&C & Co. \$7.00; Mat-Cha-Shov \$4.00; Skipper \$4.00; Jack & Jill \$15.00; Five Star Pinol, Jr. \$4.00; Cooty, Jr. \$4.00; Three-Ring Circus \$4.00; Score Board (Floor Samples) \$24.00; Hot-Les \$4.00; Espoon Duvon \$2.50; Dealer's Choice (Floor Samples) \$10.00; Favorite \$1.50; King Pin \$2.50; Mills Bell, 2c (No Jack Pot) \$1.00; Odds \$2.00; 10c (No Jack Pot) \$1.00. 1/2 Deposit with Order. Bal. C. O. D. IDEAL NOVELTY CO., 5000 Kemp Ave., St. Louis, Mo.



THREE MEN WHO ARE INTERESTED IN SWEET SALLY. Left to right: Sam Wolberg, Chicago Coin Machine Company; Max Glass, Sweet Sally Company, and George Posner, George Posner Company.

The Michigan AMA Code

The code of fair trade practices adopted by the Automatic Merchandisers' Association of Michigan is published herewith in full. It is probably the most complete effort yet made to establish rules of fair competition among operators of coin machines. It is highly probable that this interesting document will be presented at the 1934 Coin Machine Exposition for adoption as the code for a national organization of operators and jobbers. The code has been issued in bulletin form for Michigan operators and the bulletin is reprinted complete as follows:

CODE OF FAIR COMPETITION AND TRADE PRACTICES for the AUTOMATIC MERCHANDISING INDUSTRY OF MICHIGAN

According to the author of the Industrial Recovery Act (Senator Wagner), the first purpose of this important piece of legislation was the elimination of unfair competitive practices. To bring this condition about, industry is to be given the opportunity of governing itself under voluntary codes adopted by trade associations, acting for the industry. In many instances the code will be national in scope, but where this is impractical or due to other good reasons codes may be provided for subdivisions of a trade or industry.

In the absence of any national association acting for the automatic merchandising industry, the AMA of Michigan has adopted this code in order that our Michigan industry would receive the rights and benefits under the NRA until such time as a national code might be made effective.

This is very important, for when a code is adopted and approved it becomes the governing law for that industry for those who are not members, as well as those who are members of the trade association. Concerns that are not members of the association should hasten to join, in order that they may have some voice in the governing of the industry in which they are engaged.

Do not make a mistake. This law has teeth in it. Violation of any rule or regulation of an approved code is punishable by a fine of not to exceed \$500 or imprisonment for not to exceed six months or both. Each day the violation continues is deemed a separate offense.

This code was accepted by the Control Division of the National Recovery Administration in Washington October 6, 1933.

SECTION ONE

Automatic Merchandising Industry
To effectuate the policy of Title 1 of the National Industrial Recovery Act the following provisions are established as a code of fair competition for the automatic merchandising industry in the State of Michigan until such time as a national code might be made effective.

SECTION TWO

The provisions of this code shall apply to any individual, firm or corporation, selling, consigning, renting, leasing or operating **LAWFUL COIN-OPERATED DEVICES**, including merchandise venders, service and amusement machines, which are subdivided into games of skill and music machines, within the State of Michigan, who will hereinafter be designated as **DISTRIBUTORS**.

FAST SELLING NOVELTIES

	Gro.	Pos.
C. K. Swimming Dolls	\$12.00	\$1.50
Shooting Bird Box	\$6.00	1.75
Walking Mice (Wonderful)		
Punch Item	1.00	.50
Snake Jan Jan	1.00	.75
AUTO WHIZZ BANGS	11.00	1.25
CRACK LOCK GAME , Won.		
Lucky Demonstration	\$3.00	1.50
WATERMAN IMPERIAL , Blue or White		
Bridges, Display Packing, Per	75c	
RED STRIKE BLADES , Double		
Elev. Per 100		65c
Samples of Above, Postpaid	\$1.00	
1/3 Deposit, Balance O. G. D.		
Send for New York Novelty List.		

A. H. THEUER CO.
807 Broadway, New York City

IRON CLAWS, \$50.00 Each
Magic Clocks, \$4.00. Slot Machine of All Kinds, \$20.00 Each. Pin Games all Kinds, \$1.00 Each. Handmade Ball Game Spectacular, \$21.00. All kinds of Supplies, also Trade-ins.
LEHIGH SFG. CO.
411 West Lehigh Avenue, Philadelphia, Pa.

Location owner defined in this code shall be the proprietor of any legitimate place of business.

SECTION THREE

(a) Employees shall have the right to organize and bargain collectively thru representatives of their own choosing and shall be free from interference, restraint or coercion of employers of labor, in the designation of such representatives or in self-organization or in other concerted activities for the purpose of collective bargaining or other mutual aid or protection. (2) No employee and no one seeking employment shall be required as a condition of employment to join any company union or to refrain from joining, organizing or assisting a labor organization of his own choosing. (3) Employers shall comply with the maximum hours of labor, minimum rates of pay and other conditions of employment approved or prescribed by the President.

(b) Employers shall not employ males or females under the age of 16 years.

(c) Wage Rates.
On and after the effective date employees in office such as accounting, clerical, sales and service, collectors and outside salesmen shall receive as wages not less than 35 cents per hour for male employees or 30 cents per hour for female employees.

(d) Hours of Work.
1. On and after the effective date no employer shall employ any accounting, clerical, office, service or sales employees (except outside service men and salesmen) for more than 40 hours in any one week, but with the right to work a maximum week of 48 hours for six weeks in any six months' period.
2. Maximum hours of employment as provided in paragraph one above of this section shall not apply to employees in a supervisory, managerial and executive capacity receiving more than \$35 per week.

SECTION FOUR

Provisions Regarding Trade Practices
To effectuate the purpose of the National Industrial Recovery Act all distributors of the automatic merchandising industry in Michigan will comply with the following trade practices, and any violation of any of them shall constitute an act of unfair competition within the meaning of the Federal Trade Commission Act and amendments thereto.

(a) Distributors will not sell lawful coin-operated devices to the location owner already having in his place of business similar devices operated on a commission basis, selling the same kind of merchandise, service or amusement.

(b) Distributors will not aid and abet others in securing for or supplying them with goods in any other than a legitimate manner.

(c) Distributors shall not purchase, lease or rent lawful coin-operated devices made by any manufacturer who sells or allows to be sold said devices to any location owner.

(d) Distributors shall sell their merchandise at net cost plus at least 20 per cent.

(e) Distributors shall not use advertising (whether printed, radio, display or of any other nature) which is inaccurate or in any other way misrepresents merchandise (including its use, grade, quality, quantity, substance, size, material content or earning power) nor shall any distributor use advertising or selling methods which tend to deceive or mislead the customer in any manner.

(f) Distributors operating lawful coin-operated devices will place on or about the machine sufficient information to properly inform the public of the contents, service or amusement offered for sale.

(g) Distributors operating lawful coin-operated devices shall not pay more than the following commissions to the locationowner for the privilege of operating machines in their place of business:

For Chewing Gum Venders	not over 25%	of gross receipts
Salted Nuts, pan or other bulk confections	" 25%	" " " "
Bar Candy	" 10%	" " " "
Drug Sundries, notions, other staple merchandise	" 25%	" " " "
Fresh Fruits, pastries, sandwiches and other perishable foods	" 10%	" " " "
Personal Weighing Machines	" 50%	" " " "
Games of Skill	" 40%	" " " "
Music Machines	" 25%	" " " "
Cigarets	" .02c	per package

SECTION FIVE

Description of Industry, Self-Government Agency and Its Requirements

The automatic merchandising industry, for which this code is being presented, includes wholesalers, jobbers and sub-jobbers (called operators). The wholesaler or jobber sells lawful coin-operated devices, accessories and merchandise for same to the sub-jobber or operator, who places the machines in various kinds of business establishments for operation by the customers of the said location. In many instances the operator jobs to the location the merchandise for the merchandise venders and the location owner fills the machine and removes the coin. In other instances the sub-jobber or operator fills the machine himself, removes the coin and pays a per cent of the gross receipts to the location owner for the privilege of operating the machine in the location owner's place of business. In other instances the sub-jobber or operator services the machines and pays a commission of the gross receipts to some worthy charity. In other instances the machines are leased to the location owner at a fixed amount of rental. The industry has been built up over a period of years on this operating plan, briefly described above and unless some relief from the disastrous practices that some manufacturers and wholesalers are practicing in selling machines direct to the location, this industry as is, will be wrecked. The investments of those who have spent years in building up their business and good will of their customers will be destroyed. Paragraph A under Section 4 is suggested to curb these chiselers. This is our most unfair trade practice and we are pleased to state it is not participated in by all. The other most unfair practice is price cutting.

The Automatic Merchandisers' Association of Michigan, which proposes this code, is a legally chartered non-profit trade association. Its membership is open to all persons, firms or corporations within the State of Michigan who manufacture, job or operate lawful coin-operated devices of any and every description, including amusement, service and merchandising. The governing board of this association is the executive committee consisting of the president, vice-president, secretary-treasurer and two directors selected by the board of directors. The executive committee will cooperate with the NRA in the enforcement of the code after signature by the president.

Present members of the executive committee are: President, P. E. Turner; vice-president, C. C. Ingersoll; secretary-treasurer, L. L. Lane; director, James Ashley; director, A. J. Ruwe.

SECTION SIX

The president may from time to time cancel or modify any order, approval license, rule or regulation issued under this title.

SECTION SEVEN

Such of the provisions of this code as are not required to be included therein by the National Industrial Recovery Act may, with the approval of the president be modified, eliminated or added thereto in such manner as may be indicated by the future needs of the public, by changes in circumstances or by experience. All the provisions of this code unless so modified or eliminated shall remain in effect until the expiration date of Title 1 of the National Industrial Recovery Act.

In order to enable the industry to conduct its operations subject to the provisions of this code to establish fair trade practices within the industry and with those dealing with the industry and otherwise to effectuate the purposes of Title 1 of the National Industrial Recovery Act supplementary provisions of this code or additional codes may be submitted from time to time for the approval of the president.

SECTION EIGHT

This code shall become effective 15 days after approval by the president.

SECTION NINE

Signatures
At a regularly called meeting at the Detroit-Leland Hotel in Detroit on September 29, 1933, the following were selected to present this code: P. E. Turner, A. N. Gaspard and M. A. Angott.



ORIGINAL TWIN JACK POT

No. 2 1c Play \$55.00
(As Shown Above)
With Ball Gum Vender.

NO TAX ON VENDERS.

No. 1 1c PLAY \$50.00 Plus 10% Tax
Without Ball Gum Vender.

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Immediate Delivery
NOVELTY CAT CLOCKS \$1.38

EACH
\$51-A Green Novelty Clock with plenty of eye appeal. 2 1/2" x 3 1/2" x 1 1/2" high. White enamel. 2 1/2" x 1 1/2" x 1 1/2" high. Mark and eye position front. 7 1/2" inches high. Guaranteed. Samples, 15c additional.

MATCH KINGS!

Selling Bigger Every Day

- 863—Highly Finished nickel Case, with attractive design. Regular \$1.00 value. Our Special Price, 75c. Per Dozen \$7.50; per Gross, \$27.50; per Case, \$29.00.
- 865—Square Die Model, assorted designs. Dozen, \$2.75; per Gross, \$12.00.
- 864—Princess Model. Nickel plated. Per Dozen \$2.00.
- 865—Basket Model. Colored Plating. Per Dozen \$2.00.
- 866—CLOSE-OUT JO-SAW FUMBLER. Regular 1 1/2" Number. While They Last, per 100, \$2.50.
- 867—Army & Navy Needle Book. Gr. \$1.75
- 868—Shell Flower. Green. Dozen \$1.50
- 869—Water Flowers. Dozen \$1.50
- 870—Cigarette Box. Dozen \$1.50
- 871—Trick Box. Dozen \$1.50
- 872—Snake Lighters. Dozen \$1.50
- 873—Snake Books. Dozen \$1.50
- 874—Snake Pens. Dozen \$1.50
- 875—Water Gun. Dozen \$1.50
- 876—Rubber Knives. Dozen \$1.50

25% Deposit on All C. O. D. Orders.
Catalog on Request.

JOSEPH HAGN CO.
"The World's Bargain House," Dept. 33,
223 W. Madison St., Chicago, Ill.

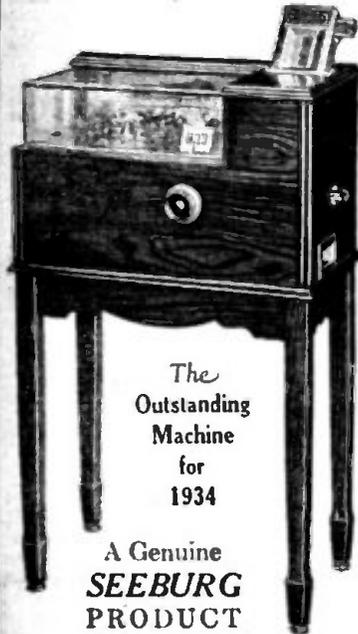
6 ASPIRIN TABLETS 5c

WE SHIP PREPAID.
30 Packages 6c. Cost per Card..... 25c
20 Packages 5c. Cost per Card..... 25c
10 Packages 2c. Cost per Card..... 25c
40 Packages 2c. Cost per Card..... 25c
WRITE FOR NEW LIST OF 200 RED-HOT ITEMS. Minimum Order \$4.00. Shipped Prepaid.

IMPERIAL SUNDRIES CO.
833 BROADWAY, Box 345, NEW YORK

MILLIGAN-50 Escalator Silver Jackpot Bell, \$12.00
Each; Fruit Venders, \$11.50 Each; Cooceerol Bells, \$45.00 Each; Face Penny Everitt Bantam Jackpot Bell, Latest Coin Chute, \$41.50 Each; Jennings 1c Twin Jackpot Bell, \$37.50 Each; Jennings 1c Little Twin Jackpots, \$37.50; Mills and Jennings Factory Built Reserve Jackpot Bell, \$37.50. One-third deposit. Get our Prices on New and Used Golden Balls, Mystery Balls, etc. **IMPERIAL SUNDRIES CO., 1213 E. 9th St., Chicago, Ill.**

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Pay Out

Player chooses six pairs of horses or six colors. If successful in picking winner is paid out automatically at odds of even money to ten-to-one. Simplified positive mechanical mechanism insuring 100% performance.

Order Sample Today

CHICAGO, ILL.

Detroit Operators Renew Agreement With Officials

Plan to assist officials by self-policing of industry in effect several months—non-members said to be responsible for recent violation of rules

DETROIT, Feb. 3.—Non-members are said to be responsible for the attitude of Police Commissioner John P. Smith against coin-operated games here, following complaints that the games were leading small children to squander their money. Agreements were made last year thru the Automatic Merchandisers' Association and several independent operators that a plan of self-policing would be carried out to assist the authorities in preventing machines too near schools. Under this arrangement, as reported in *The Billboard* at the time, machines of all members were withdrawn from the vicinity of schools—usually within two blocks. This applied to the pin game primarily, inasmuch as complaints that these were encouraging gambling among children were responsible for a public campaign against the operators at that time. The association had an agreement to report any machines found within the prohibited territory if it belonged to a non-member, after notifying him of the ruling and giving him time to withdraw the machine. Little difficulty had been experienced under this system and the renewal of complaints comes as a general surprise to operators.

Robert T. Speed, attorney for the operators, stated that the position of the legitimate operators, primarily those in the AMA, was strictly legal and even

had the benefit of their full co-operation with the police.

"The machines are not gambling devices and they are not illegal. However, we did agree with the police commissioner to keep them away from the schoolhouses. We have gone so far as to send out some of our own representatives to make inspections.

"The trouble apparently is that a lot of men who were not in the business originally, and whom I do not represent, have gone into the business."

The probability of standardization of practice under the NRA code and the intelligent education and compliance of operators thru association activity were pointed out as the genuine solution to the problem.

Full co-operation of the operators in removing machines was secured by Commissioner Smith and a final survey taken by police throught the city showed only two machines in the forbidden areas. Both were taken in on Wednesday when the survey was completed. The fact that some operators had evidently placed literally hundreds of machines near schools was attested by the complaints a week ago, but a warning by police and self-policing of the industry accomplished the result of clearing out all but two of these machines. Co-operating operators included both AMA members and non-members.

"New York Billboard Special Train Goes on Regardless"

Mr. S. L. Stanley,
Dear Friend Stanley:

Your letter in the last issue of *The Billboard* sure took me by surprise and this damn Yankee hasn't yet had time to recover in the hustle and bustle of this quiet, quaint old city to pen you a reply.

However, you may look for an answer next week, my challenging friend. I doff my hat to you.

Andy Anderson.

P. S.—Because of the overwhelming flood of reservations, we believe it will be necessary to change our special train into two sections. Now you tell one.

"Little did these men dream that they were laying the foundation of one of the greatest institutions in the State—that the first wood building built on these grounds would be replaced with stone and steel and concrete with the aid of the federal government. Not in all the Union can there be such a display as we have here, grown in such a beautiful land." A package containing a copy of the fair charter, premium lists, booklets, pictures and other fair documents, with current newspapers, was placed in a copper box and sealed in a receptacle in the wall of the gate.

Exhibits Show Growth

Another feature of the first day's program were auto races on the new track, called the only dirt track in America with inside, as well as outside, concrete walls. Larry Beckett, Tampa, driving Jack Sheppard's beautiful special, defeated Gus Schrader, "Flying Dutchman," in finals of the Florida Fair sweepstakes. Schrader was champion here last year. In the trials Schrader drove his red Miller at 61.6 miles an hour, establishing a new track record. Other results of time trials were: Beckett, 29.4; Red Campbell, St. Louis, 59.2; Callaway, 33.1; Shano Fitzgerald, 34.7; Morton, 33.2; Alberti, 33.4; M. Cohen, 36; Ed Dolly, Tampa, 35.2; Peterson, 31.1, and Bobby Green, 35.2. The second Florida Fair race will be held on the closing day.

Practically all old frame buildings have been razed and in their places are modern concrete buildings that permit cleaner and more beautiful exhibits, as well as allowing more space. All major departments are larger than last year. Four or five more counties are entered in the agricultural department, and every space in county and commercial buildings is taken. The new Citrus Pavilion is devoted entirely to the citrus industry. Florida Citrus Exchange display, which occupies the entire south wing, was arranged by Earl W. Brown, who had charge of the Florida show at A Century of Progress. The cigar show also occupies one of the new concrete buildings. Another outstanding exhibit is the Honey Show, where more than 20,000 jars of honey are on display from a score of Florida plants. The United States Government has a display under direction of George H. Cook, Department of Agriculture. A novel and popular arrangement is Anheuser-Busch beer garden, occupying an entire building.

Association Notices

The National Automatic Merchandisers' Association issues a general call to all operators of various types of merchandising machines. A code for this division of the industry has been formed and is on the way to Washington.

Address all communications to J. H. Hirsch, secretary National Automatic Merchandisers' Association, Suite 908, Times Building, New York City.

The Texas Coin-Operated Vending Machine Association reports that the membership has been doubled during the last eight months, and they expect to double it again during the present year. The Texas boys are urged to get in touch with John A. Backman, secretary-treasurer, 5463 Goodwin avenue, Dallas.

GATE IS SOARING

(Continued from page 3)

Grand-stand show will be changed for the second week and big business is anticipated by the Royal American Shows.

Opening Day Bigger

When the fair opened on January 30 dedication ceremonies marked end of the 19-year-old "South Florida Fair" and beginning of a "bigger and better" fair, in keeping with the recently acquired title. Altho cold wind blew from the north, attendance was about 2,000 more than the crowd at last year's opening, attendance for the first day this year being 12,223, as compared with 10,387 last year.

Marking completion of a \$228,000 building program, made possible by federal money, a dedication ceremony was held and a memorial stone set in a pillar of the main gate on which is the inscription, "Florida Fair and Gasparilla Association. Organized December 29, 1918. Laid by W. G. Brorein, president, January 30, 1934." Mayor R. E. L. Chaney, in presentation of the keys of the fairgrounds to President Brorein, paid tribute to the "stalwart group of pioneers who organized the fair in 1915 and thru it brought glory and honor to the State."

To which President Brorein replied:

Behney Revue Scores

In the grand-stand acts the main attraction is an innovation, *Passing Revue* of 1934, by the Catherine Behney Players, of Philadelphia. This is first time in history of the fair that such a show has been presented as a grand-stand act, and afternoon and evening performances are delighting visitors. The show is presented on a stage with black and silver background, setting off striking costumes of the revue.

Paul Jung makes a genial master of ceremonies, and the chorus of 16 girls is unusually attractive. Show presents the Grines Sisters, singing trio; Bob Edwards and Virginia, xylophonists; Kelly Brothers and Gladys and Garnett, singing and instrumental quartet; Chief SheeNoo, Indian singer; Callie Mae Penn, acrobatic dancer, and Russell Priel, soft-shoe dancer. Outstanding scene is an Indian number, with Chief SheeNoo and a sensational adagio spectacle.

Other grand-stand acts are De Kohl Trope, rolling globe, balancing and juggling; La Vine and Mae, comedy acrobats; Lanont's Performing Birds, this act playing here last year; Looping Nixie, in the Globe of Death, motorcyclists also playing a return engagement; Groth Brothers and Company, high-perch act; J. J. Dashington's Animals; Patterson's Combination, trick Ford, auto polo, and the Anheuser-Busch eight-horse hitch. A special feature (nights only) is the Zaccchini cannon act, which also played Tampa Fair last year and caused widespread comment. Fireworks are again by Thearle-Duffield, a magnificent display being presented every night following the grand-stand acts.

On the midway the Royal American Shows are making first appearance in Tampa, with 20 side shows and 12 riding devices. Four naval searchlights of 60,000 candlepower illuminate the midway, which is arranged in a large oval. Outstanding attractions include Marjorie Kemp's Lion Drome, coming to Tampa from A Century of Progress; Brown-Skin Vanities, proving popular; four fast-revolving Ferris wheels and a Midget Village. The shows have been recon-ditioned since going into winter quarters in Tampa.

NEW SPRING LINE

Bigger Values Than Ever!!!
\$11.50 Green—\$1.50 Sample Box
An Unusually Smart Selection of Attractive Patterns Priced Very Low To Give You a Large Profit.

\$11.50 Green—\$1.50 Sample Box
Can Be Sold as High as 30c Each.
Polka Dots, Spider Weaves, Flock Beds, Creses, etc. Plain Colors, Stripes and Fancy Patterns.

Complete Line Men's and Boys' Suspenders! Our MEN are the BIGGEST MONEY MAKERS! Send for FREE Illustrated Catalog, 25¢ Cash, Bal. C. O. D. Money Returned.

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21 W. 11th St., Dept. 2-114, N. Y.

An Anti-Fight Clause Needed

New Deal Ethics Should Decrease Attacks of One Trade on Another

By SILVER SAM

It was an unwise move when any members of the premium trade, in order to defend their own business, felt it necessary to attack lotteries or any other practice. While the question of ethics is to the forefront in modern industrial codes, there ought to be an unwritten code adopted by all that no trade will seek to defend its practices before the law by attacking the practices of another industry. If one trade attacks another, then there is reason for counter-attack as a method of defense.

The slot-machine people should never allow themselves to trespass upon the rights of the skill game folks in order to defend slot machines; the skill-game crowd should never feel that it is necessary to attack the legality of games of chance in order to defend the skill games; the merchandising-machine people should never allow themselves to be drawn into an attack on any kind of games in order to defend merchandising machines. Each division of the trade ought to try to stand on its own feet as far as possible.

The subject is brought up again due to an editorial in the January issue of *Premium Practice*. Previously I have referred to an editorial in that magazine which made an attack on lotteries in an apparent attempt to defend the use of premiums in general merchandising. In my opinion there was no need for any member of the premium trade to attack lotteries in order to defend the general use of premiums. It would be much better tactics to defend premium merchandising on its own merits than to make attacks on lotteries. It is true that when the codes began going down to Washington some of them had anti-premium clauses and also linked premiums and lotteries together in the same clause. This was unfortunate, but the proper course for premium users under such circumstances was to insist on their just rights to distinctions between premium merchandising and lotteries.

There is a difference between the giving of prizes on pin games and the modern practice of premium merchandising, and there would be no fairness in the pin-game trade attacking premium merchandising because the authorities happened to rule against prizes on pin games. The principle of giving prizes on pin games should be defended on its own merits rather than by attacking some other practice.

Our good friends in England, who operate coin machines, have to face the fact that racing bets are legal while very strict regulations govern slot machines and the giving of prizes on pin games. But the English operators would not further their cause any by attacking the legality of racing bets. They have a right to insist on applying the same liberality to coin machines as is applied to racing bets, but that is not waging a war against the racing system.

So with respect to the premium issue in this country the premium merchandising trade has enough merits of its own to fight its own battles without trying to attack other business practices. In the case now under discussion it appears that the lottery people may have tried to "ride thru" on the virtues of general premium merchandising. In such cases the premium trade should insist vigorously on proper distinctions, but that does not call for a drive against the other side. In the coin-machine trade it often happens that the chance games try to "ride thru" on the virtues of skill and other devices. The proper policy for the trade in such cases is an insistence on the proper distinctions, which are clear to any official or judge when his attention is called to it.

The premium trade has its own critics and its own defenders. The use of premiums in merchandising is open to question just as the use of prizes on skill games is open to question. States have even passed adverse legislation against premium merchandising. My personal reaction is that any merchant or firm using premiums to get me to buy something reflects on my intelligence. But there is a large section of the people who seem to appreciate premiums and respond readily to them. It is not my business to fight premiums because I don't like them personally.

If the question of premiums was put to a popular vote I'm of the opinion that a large majority of the people would vote against their use. Many of the trade codes sent to Washington at

first had anti-premium clauses, and it seemed as if premiums were in for a ban. But President Roosevelt, wise diplomat that he is, thought it proper to announce the administration policy on the subject. Premiums would be ok'd if they were not used as a means of price cutting. In plain language, President Roosevelt was making it possible for any firm or business to use premiums that wanted to, provided they didn't use premiums to the injury of other people's business. That is getting about as close to justice as we can ever expect to get.

Probably under the New Deal we may see a new principle of government arise which will legally recognize the rights of minority groups. Theoretically, the majority is supposed to rule, but the majority can sometimes impose some very severe and unjust rules on the minority unless a new principle of government is developed. We are trying to reach the goal under our government where those who want to drink can do so as long as they respect the rights of others. Some States have decided that it is legally provided certain necessary restrictions are observed. We may see the time when those who want to play slot machines can do so legally under certain necessary restrictions. We may see the time when those who want to play pin games for prizes can do it legally. It is true that only a small proportionate part of the masses will ever become habitual players of slot machines, of pin games, of the races or of other practices, but in a true democracy these minorities should be considered and given privileges so long as they do not trespass on the rights of others.

If all the trades, divisions and groups that are forced to fight for legal rights would base the fight on principles rather than attacking some other group, then all minorities might gain consideration much sooner. These fights within trades and fights of one trade against another are always expensive and in the long run merely increase the disadvantages of legal restriction for all the people.

The recent case in California in which Los Angeles had a popular vote on the licensing of tango games is an illustration of trade fights. In that situation the operators of pin games were unfortunately drawn into the issue and forced to fight against the operators of tango games. It can only be regarded as an irony of fate when operators of pin games are found fighting the operators of some other kind of game before the law. The case in Los Angeles evidently came about due to the efforts of some attorney who drew up the ordinance to lump all games together and let the people vote without any distinctions as to which is what. The people voted four to one against the licensing ordinance; the verdict was against the tango parlors, and naturally, was considered favorable to the pin games.

It was unfortunate that the two classes of games should ever have been considered together, regardless of what the popular vote decided. Evidently the people were voting against licensing alleged gambling devices, which in that particular instance happened to be a vote in favor of pin games. It was just another case of tricky manipulation, evidently by an attorney, a practice which ought to be discarded by all. Tango games ought to stand or fall on their own merits; pin games ought to stand or fall on their own merits.

Since the above popular vote was taken the city council of Los Angeles considered an ordinance for the licensing of coin machines. The pin-game operators presented their case and the fee was fixed at \$2 and \$3 a year on pin games and other amusement machines. The merchandising-machine operators presented their case and the tax on merchandising machines was eliminated in the new ordinance. That is getting down to business on a fair and square basis, and is an effort at least to let each class of machines stand on their

own merits. That is the only way in which to bring about justice to all concerned.

Since the position of the magazine, *Premium Practice*, has been used to "adorn a tale and point a moral," the most recent editorial expression in the publication on the subject is quoted in part. The editorial is in reply to an unsigned telegram from "A Salesman" in Chicago who objected to the attack on lotteries:

"As you know, there are both State and federal laws against lotteries, and yet you find fault with *Premium Practice* in its attempts to give force and effect to the laws of the land under which you live. If you are a citizen of the United States it is your bounden duty to support its laws and to conduct your business in conformity to them. If you do not, you deliberately take your place among the lawbreakers—among those toward whom the strong arm of the law is searching out to restrain.

"The invitation to industry, under the National Industrial Recovery Act, was to set its own house in order and to write into codes the lawful and ethical methods by which industry should operate. These codes have to be approved and signed by the President. Therefore they must not and cannot contain any provisions that will make it possible for concerns operating under such code provisions to violate any of the basic laws of the land.

"The laws against lotteries are such a part of our basic laws. Therefore the use of lotteries in business has no place. But because lotteries have been used in connection with premium offers the officials of the government decided that if premiums were to be used in the future, under the codes, it must be distinctly stated that no permitted use could involve any element of lottery.

"One would gain the impression from your telegram that *Premium Practice* was responsible for the inclusion in the various codes of these prohibitions against lotteries, that if it were not for such activity on the part of this publication they would not have been imposed upon premium use. Such is not the case.

"The code provisions against lotteries in connection with the use of premiums add nothing to the existing laws against lotteries. They impose no new or added provisions, prohibitions or restraints. They simply express and reiterate what is already a part of the body of the laws of our land. It is no more of an unlawful act to use lotteries in connection with premium offers than it was before there were any codes.

"You refer to other countries that employ lotteries. Such as do, do so because it is permitted under their laws.

"You refer to churches and charitable organizations operating lotteries to raise money. Your attention is called to a recent suit brought by the government against officers of one of the prominent fraternal organizations upon the ground that a lottery was employed in the raising of funds. The outcome of that suit had no effect upon the law itself. It was not challenged. The defense was that the government had not proven guilty knowledge on the part of the officers sued.

"The laws against theft, murder, arson, and the like, are not nullified because every day there are thefts, murders, burning of buildings and other crimes. Bringing violators of the law to trial is the function of the authorities. If they wink at violations, knowingly, there is a double breach of law—by the lawbreakers and by the officials. But that does not concern the law-abiding citizen. Nor does it relieve him nor you of the obligation to play the game of living and doing business according to the rules of the game.

"If we are to be condemned or our advertisers boycotted because we have taken our place among those who are willing to conduct business not only along legal, but ethical lines, avoiding practices labeled 'unfair competition' that have been used for years and that

were without the reach of the law until as now constituted, we bow ourselves and are ready to receive the blow.

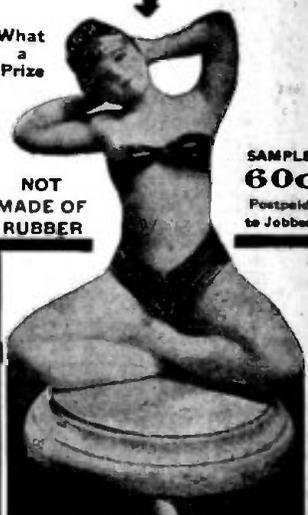
"We would rather retain the stand we have taken to assist in the conduct of the nation's business along a higher plane than to be found among the 10 per cent designated as 'chiselers' who would set at naught all the good that enlightened business is trying to bring about.

"There will be users of lotteries probably for the next 1,900 years. If the law prohibits them for that length of time, and this publication still continues to exist, it will still be found to be on the side of law and order. If the law permits the use of lotteries then this publication will still be found to uphold the law as it exists."

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Postpaid to Jobbers

WHAT SEX APPEAL

NADA is the winsome little Turkish Dancer who wiggles and swirms (fast or slow) at the turn of a handle. Her body is made of a rare patented composition that feels and looks like human skin. She's pliable and soft and will win the heart of any man.

INSIST ON THE ORIGINAL

MEN!—If you haven't seen NADA, you've missed the thrill of a lifetime. She's tantalizing, she's human. You'll be amazed. Washable and unbreakable—in two colors: Flesh or Hawaiian Tan. Don't delay, order now. A SALE WITH EVERY LAUGH.

\$6.00 Per Doz. One-Third Cash Balance C. O. D.

Jobbers Send for Gross List Prices.

Rugona Novelty Co.

1302 Boylston St., Boston, Mass.

BIG CLOSE OUT LOT

PHOTO ART HANDLE

Assorted Pocket Knives

2 Blades, Brass Lined and Bolsters. Polished Steel Blades, Closed 3 1/2 inches.



Per Dozen, - \$2.25

Five Dozen for 10.00

Rohde-Spencer Company

Wholesale House, 223 W. Madison Street, CHICAGO

CORRECTION

In the ad of N. BRIDMAN, 145 Canal Street, New York City, the prices should have been as follows: MEN'S WRIST WATCH—O Size, 7-Jewel, \$3.00 (Reg. Each) 2.00 Same in 15-Jewel 2.00 POCKET WATCHES—16-Size, 7-Jewel, Chromium, Open Face, Engraved Case, Lots of 5 Each 2.25

Carded Merchandise

Compare Prices. If Not Lower Than Competitors Will Make Them Lower

- MERCURCHROMY—Down 15c size Bottles with Applicator and Display Card (Brings in \$1.50.) Your Cost—38c Card
FIRST AID BANDAGE STRIPS—12 Envelopes with Display Card, 24c (Brings in \$1.20.) Your Cost—Card, 45c
SHOE LACES—10 Laces on Card, 22c (Brings in \$1.00.) Your Cost—Card, 20c
STYPTIC PENCILS—24 Jumbo Size with Display Card, (Brings in \$2.00.) Your Cost—Card, 48c
POCKET COMBS—12 in Cases, 13 on Card, (Brings in \$1.20.) Your Cost—Card, 48c
RAZOR BLADE COMBINATION—On Display Card, contains 10 Blades, 2 Blades, 1st. Single Edge, Double Edge and Auto Strip Type, (Brings in \$1.00.) Our Best Quality, Your Cost—Card, 65c
PENCIL LIGHTERS—In Assorted Pearl Effect, 11c
FLEXIBLE STEEL RULES—18", in Metal Cases, \$1.45
ARMY & NAVY NEEDLE BOOKS—With 250 needles, 15c
SHOE LACES—Paired, Banded & Beaded, 50c
RAZOR BLADES—100 Blades, 52c

MILLS SALES CO. 81 Broadway, NEW YORK CITY, CHICAGO, ILL. 85 Orchard St., NEW YORK CITY

FOREIGN NEWS DEPT.

Coin Man of Paris in Chi

Suggests more direct sales to reach French coin-machine trade

CHICAGO, Feb. 3. — N. H. Herman, Paris representative since 1925 of American salesboard firms, is at the Sherman Hotel here this week and is contacting manufacturers of coin machines with a view to representation in Europe. He will probably remain here for the opening of the 1934 Coin Machine Exposition, he says. Mr. Herman spent several days in New York calling on the coin-machine firms there before coming to Chicago. He says that the prospects for an increased use of coin machines in Paris are encouraging; already four and five pin games can be found in many of the cafes, and there are from 25,000 to 30,000 cafes in Paris alone. The cafes are open from 5 a.m. until 2 a.m., which is considered a decided advantage in favor of amusement machines. Mr. Herman says that many machines are purchased from England, but that naturally the French distributors would prefer doing business direct with American firms. Weight is also a big item in machines on account of the pin game duties. He stated that the pin game having the largest distribution in France was supplied to French distributors only with the playing board and necessary mechanism; cabinet, glass, etc., was obtained in France. Mr. Herman has had an interesting experience in the coin-machine field. A younger brother is now operating a large number of machines in one of the Balkan countries by special permission from the government. Mr. Herman introduced a well-known make of American peanut venders in Europe some years ago; in Berlin, he says, these machines were placed on a rental basis at about \$3 per month. Since Europeans do not have a taste for American peanuts, roasted hazel nuts are used instead. In Paris, the cafes require that the small vending machines be refinished in nickel or chrome so that they will present an attractive appearance. Mr. Herman describes many interesting trips in the coin-machine business to many cities, including Cairo, Alexandria and all large centers of Europe.

Devaluation Policy Is World Wide in Scope WASHINGTON, Feb. 3.—The 60-cent dollar was assured, as the President signed the new gold-control bill and made his subsequent announcement fixing the value of the gold dollar at 60.06 cents. The 60-cent dollar has been the mainstay of the sales of American-made coin machines abroad, and with the new money policy the export trade is expected to increase steadily. The presence of a number of foreign buyers at the 1934 Coin Machine Exposition is anticipated to boost the export trade considerably. The devaluing of the American dollar suggests comparisons as to what other countries have done with their money, and it is revealed that devaluing is a widespread custom among the nations. Some of the percentages of devaluation are as follows: United States, 40 per cent; England, 35; Japan, 60; Australia, 50; Denmark, 45; Argentina, 60; Norway and Sweden, 40. South African, Indian and Canadian money is hitched to the British pound in its devaluation. Japan and Argentina probably get the cake by depreciating their money about 60 per cent.

favorable trade outlet with that country. Even Japan, Germany and other distant countries are bidding for this trade, but the odds are in favor of the United States. Mexico is making rapid industrial progress, with seven years of staple government now on record. There are many business men in Mexico City and other industrial centers that are interested in representing American firms. In the negotiations now under way a guarantee fund of \$300,000,000 has been suggested by which the two governments will guarantee credits for the exchange of goods between citizens of the two countries. This is felt necessary to establish full business confidence. The action for Mexico on this point is simply now a matter of a Presidential decree. Mexico is ready to talk lowering the tariffs and other agreements. Mexico wants to trade liquor, vegetables and cattle for machinery, autos and other imports. The peso is pegged to the American dollar, which will be an aid to trade. Coin machines have not made much headway, but the novelty of amusement devices appeals to the people and there are trade possibilities in this field.

Foreign Trade Notes

A Turkish delegation is on the way to the United States, according to reports, to promote trade between the two countries. The delegation is said to be ready to place large orders for certain kinds of machinery. They stopped at London but could not arrange satisfactory trade terms. Turkey has recently adopted a planned economy scheme similar to that of Russia, which has led the British to distrust them. It is reported that Turkey is ready to spend \$50,000,000 at once if it can get what it wants.

This swapping idea in foreign trade is gaining ground. It is reported that Canada and Cuba have recently made trading arrangements, or are about to make an agreement, whereby certain goods will be accepted duty free between the two countries. Sugar will be traded for potatoes, paper, etc., it is reported.

The United States is swapping apples for wine with France. N. H. Herman, of Paris, now visiting in Chicago, was asked what we could trade coin machines for in the French market. "I don't know of anything at present," he said, "unless you want to swap coin machines for more champagne."

The former Japanese ambassador stated in a speech recently that Japan invites American business to extend its trade in Eastern Asia. That should please William Blatt, Nat Cohn and some others, who live in hopes of a big order from China early in 1934. Japan can be of assistance to American business in building up trade in China, the ambassador stated.

Trade reports state that American apples have found favor in Germany; apples are traded for French wine, and perhaps it will be apples for German beer. Germany has its own coin-machine trade, which is quite an industry and which limits the possibilities of coin-machine exports to that country.

An official notice was issued by the French Government on January 26 that all importers in France must apply for import license on goods for which new quotas have been fixed by February 4. American exporters are advised not to make shipments of products affected unless assured by French firms that the goods will be covered by import license in order to avoid holdup of shipments in customs warehouses.

The past year has shown a big improvement in business conditions in South Africa, and now the foreign trade is improving also. A few English firms have sent coin machines to South Africa.

THEATER EMPLOYEES'

(Continued from page 5) to win recognition. Wesley Barton, auditor for the Eastern district for the union, came in from Chicago last week to confer on the possibility of a strike. The local claims a "foothold" in the houses of every circuit, and further claims it can amass the 51 per cent votes necessary for formal recognition.

SIZZLERS!

RAZOR BLADES BLUE STEEL 55c First Quality, Coloph. 100 Blades

SHAVING COMBINATION 10 BLUE STEEL BLADES 30 Tube SHAVING CREAM, STYPTIC PENCIL, BLADE SHARPENER (6 Items), 100 Lots, Deal 12 3/4c

HARMONY BLUE STEEL BLADES—In Beautiful Coloph. Pkg. (100) Lots, 100 Blades, 72c HARMONY BLADES—On Card, 18 Pkg. of 30, Card, 45c 24 Pkg. of 30, Card, 50c

FLEXIBLE STEEL RULES, 7 1/2" Bakelite Case, Nickel Push Button, Down, \$1.75 HAT CLEANING PADS—Chemically Treated Spongy, Coloph. Wrapped, Dozen, 25c

ADHESIVE PLASTER—In Tin, 2 1/2" x 1 1/2", 100 Sheets, 1.75 SHOE LACES—27" Paired, Green, 47c

GOODRICH HONES—Permanently Amalgamated, Each in Box, Each, 6c BABYBENDER'S GUIDE—132 Pages on "How To Mix Drinks," Each, 10c

1934 CATALOG JUST OUT UNIVERSAL MERCHANDISE COMPANY 113 E. WILSON ST. CHICAGO, ILL. 812 CANAL ST. NEW ORLEANS, LA. 14 E. 17th ST. NEW YORK, N.Y.

FAST SELLING NOVELTIES

- G. E. Swimming Dolls, Green, \$12; Doz., \$1.20
A Big White Bear, Gr. \$12.50; Doz., \$1.25
Snake Jam Jar, Gr., \$4.00; Doz., 75c
Shooting Jewel Box, Gr., \$20; Doz., \$1.75
Washing Mice, Gr., \$4.00; Doz., 50c
Chuck Luck Game, Wonderful Demonstrator, Gr., \$10; Doz., \$1.00
Waterman Imperial Blue or White Blades, Display Packing, Per 100, \$5.00

Wholesale and Retail, Balance C. O. D. Send for Catalog. A. H. THEUER COMPANY 907 Broadway, N. Y. City.

TRUE FRUIT ORANGEADE CONCENTRATE

An old Spanish formula. Add only water and sugar. One gallon will make over 700 12-oz. glasses. For particulars apply Wm. McMURRAY & CO., ST. PAUL, MINN.

If the employers chose to call a vote of workers on collective bargaining. Charles C. Levey, secretary-treasurer of the local, has issued a statement denying accusations by circuits that the union leaders were racketeers. He says the union is "open for rigid investigation as to character and responsibility of its officers." The union moves into new quarters at 125 West 45th street this week.

COMMITTEE GETS

(Continued from page 5) promised an early report. The case may go to the Senate floor for action. The committee sought Joseph M. Weber, president of the American Federation of Musicians, on the day of the hearing, but also Weber was in Washington he could not be reached. He was there in convention of delegates to the American Federation of Labor. Oberwager said he thought that threatened court action would not be necessary on the complaints. Charges made before the committee were various. They concerned: Kickbacks of from \$15 to \$25 a week in burlesque houses for premium to managers as safeguards to work jobs; claims that Local 802 receives \$250,000 annually in dues and fines; and that accountings are not "comprehensive"; that local autonomy is the majority wish, but that such voice is restricted by "castroic rule," and that certain individuals have been "waylaid" for disobedience to customs invoked by racketeers in the music fields. These, it is said, mean customary payments for "mythical services."

SMASH!!

- NORWALK BLUE STEEL BLADES 58c
TIRA Blue Steel, Slotted Type, Celio, Wrapped, Etched, 5 in Pack, Per 100, 55c
GILBERT BLUE STEEL BLADES 60c
WHISTLE New Type, Silver, Paek. Celio, Per 100, 90c
PENCIL LIGHTERS 10c
ARMY & NAVY NEEDLE BOOKS, Priced 25c, Per Gross, \$1.50
LEAD PENCILS—Yellow, Fan Size, Red Eraser, Per Gross, \$1.10

TRICKS—JOKES—PUZZLES INCREASE SALES

- MAGIC SLIDE HANDLE BOX, Doz. \$1.75, Grm. \$2.00
MYSTERY OF NUMBERS, Doz. 60, Grm. 75
HINDU CONE MYSTERY, Doz. 75, Grm. 90
BANGOL Instantaneous, Doz. 85, Grm. 1.00
"3-5"—A Knot of Fun, Doz. 1.15, Grm. 1.25
SNAKE FLARE, Best Made, Doz. 1.00, Grm. 1.10
SHOOTING SPEARING GAME, Doz. 1.00, Grm. 1.10
BAND SHOOTING MATCH BOOK, Doz. 90, Grm. 1.00
SHOOTING VANITY BOX, Doz. 1.00, Grm. 1.10
SHOOTING CIGARETTE CASE, Doz. 1.75, Grm. 2.00
SNAPPING SPEARING GAME, Doz. 1.00, Grm. 1.10
CANDY DOGGONTY, a Serenade, Doz. 1.50, Grm. 1.75
WINECARD CARDS, 50 in 10, 45, Grm. 50
Hot Flamy Diplomas, 50 Different, 2-Color Printing, Doz. 2.00
SHOOTING HANDSHAKES, Improved 1.00, Grm. 1.20
DETREBLE GLASS, 8 Holes, Doz. 1.20, Grm. 1.50
COMIC CARDS, in Colors, Buffalo, Times, Deposits, Comic Fold Letters, China, Jewish Inheritance, Etc., 24 Doz., \$1.00 per 100. Samples of All Above Inc. Spec. Lists, \$2.00. MAGNOTRICK NOY. COIN, 126 Park Row, New York

Agents Wanted!! E-Z SCISSOR SHARPENER. Fastest Selling Home and Office Necessity Ever Offered—Sharpens Dullest Scissors with few strokes. GUARANTEED. Retail 25c. Sample with full instructions sent postpaid, 24c. 2 for 35c, \$1.00 per Dozen. Order today. ALEX MFG. CO., Dept. "B," 2417 Belmont, Kansas City, Mo.

Moody's commodity index on JANUARY 20 was 136; one year ago, 79.3. No index on retail prices available.

Mexico Seeks U. S. Trade By Guarantee of Credits

WASHINGTON, Feb. 3.—Negotiations for a reciprocal trade agreement between the United States and Mexico are now

HITS!

Look 'Em Over, Boys! They're the Biggest Money-Makers of the Day!

OLD SALT

A BETTER SNAKE BOTTLE.

Big Hit of the Day! Looks like the real "McCoys," but when the victim smacks his lips and pulls the cork—out pops the snake! OLD SALT is made better and looks better. Each a 1-oz. Bottle. Label in 2 Colors Sample, 25c Postpaid.



\$1.75 Doz. \$19.20Gr.

Mechanical HOTCHA GIRL

SHE DANCES AND HOW!

Greatest Novelty Hit of All Time! Hotcha Girl's soft, flesh-like body twists and wiggles so realistically she fires the desire of men and women to buy her.



Hand Operated, Sample 50c, Doz. \$6. Spring Motor, Sample \$1, Doz. \$10.80

VALENTINE FAN DANCER

Hottest Valentine Card Novelty! Out! Move the fan back and forth from the rear and—oh my! in natural colors. Each in an envelope. Immediate shipment. Rush your order. Sample, 10c.



\$4.00 a Hundred TRIAL ORDER—25 for \$1, Postpaid.

INDICATOR

Everyone Wants 'Em! A snappy laugh-maker that makes a big hit at every party! Reveals instantly whether the drinker is a lady, gentleman or a plain "hog"! Two in an individual box with clever label. Sample Box, 25c, Postpaid.



\$1.75 Doz. Boxes. \$19.50 Gross Boxes

Wonderful Coin Machine Prices. 1/3 With Order, Balance C. O. D. H. FISHLOVE & CO. Mfrs. 6747-51 N. Kedzie Ave., CHICAGO, ILL.



NOVELTY COMB CO., INC., Leominster, Mass. Manufacturers Amberoid hand-made Combs to resist demonstration. Try our 184 Comb, special made. Not satisfactory we take back. 18 years' experience.

Agid Biz Climbing

NEW YORK, Feb. 3.—Joe Agid, of the Reliable Vending Company, proved that his business is well on the upgrade by his purchase of two new trucks to accommodate the increased volume the company has been enjoying. Joe Manny and Anna Burke, popular secretary of the Agid staff, attest to the same fact. Orders are coming in particularly heavy from the West and Southwest. Reliable took care of the complete initial order of M. Hurvick when he went South to open the Birmingham Vending Machine Company and a large order has been received from Niagara Falls. Agid hopes to add additional trucks after a while.

Late News Bulletins

Walter A. Tratsch, of A. E. T. Manufacturing Company, arrived on the Ile de France this week and will spend a few days in New York before going to Chicago. He has been spending several weeks in a tour of Germany and many parts of Europe.

Harry Hoppe, of Exhibit Supply Company, is reported to be still hopping around Europe, with the suggestion that it is "chiefly pleasure and a little business now and then." He has not indicated when he will return to the United States.

Case Inspires Two New Bills

Circuit Court defers decision on injunction appeal in New York City

ALBANY, N. Y., Feb. 3.—Two bills, regarded as due to the reaction against the injunction case in New York City, were introduced in the State Legislature early this week. One bill was introduced by Senator Frank B. Hendel (Dem.), of Queens County. Assemblyman Lieberman, of Manhattan, was sponsor for another bill which would prohibit the possession of "any machine, apparatus or device into which may be inserted any piece of money or other object and from which, as a result of such insertion, may issue any piece of money, slug or token which may be exchanged for money or given in trade for any article of value." Apparently this includes all pay-out machines.

The bill introduced by Senator Hendel is an amendment to the penal law making it a misdemeanor to possess or control any machine, apparatus or device of any kind or nature by use or operation of which there is an element of chance to win or lose money. The bill was referred to the committee on codes.

The slot machine injunction, obtained in May, 1933, was up for a hearing in New York on January 29, in the United States Circuit Court. Paxton Blair, representing the city, said:

"The plaintiff in this case (the Mills Novelty Company, Chicago, which brought the injunction action) has not come into court with clean hands. We are told that the injunction is only against the seizure of slot machines, not actually used in gambling." Charles H. Tuttle, former U. S. attorney, appeared for the Mills Novelty Company. The court deferred decision.

A feature writer in The New York Sunday Times, January 28, inferred that the Mills Novelty Company injunction had so antagonized public officials that a widespread drive was under way to pass new and effective legislation on slot machines.

NEWS FLASHES

(Continued from page 5) phoned the casts of other Eastern houses of the walkout, and each house wired back its support. The BAA is also handling payoff trouble at the Gayety, Baltimore. It claims the majority of principals were not paid off last week and says it has been promised a complete payoff Wednesday.

The benefit for the Catholic Actors' Guild at the Majestic played to a sold-out house last night, the exact amount taken in could not be learned by press time. Show marked the return of George M. Cohan to the song and dance. He sang one number and hoofed across the stage a couple of times, stopping the proceedings cold. Many other headlines appeared.

Officials of Local 802 of the AFM state that there is no trouble over the fact that Buddy Rogers discharged his orchestra when he went into the Paradise Restaurant and hired the Joe Haymes Orchestra. Rogers' musicians brought union charges against him, but these were dismissed when Rogers hired the local Haymes outfit.

Station WOR, which to date states it has had no complaints on its Mount Rose Gin broadcast Friday night, has signed another liquor account, which starts February 12 for a period of 28 weeks, the program being heard Mondays to Fridays, inclusive, at 10:45 p.m. Boake Carter, news commentator, will be heard via electrical transcription, sponsored by the Schenley Distilling Company in the interest of its "Golden Wedding Gin." Since the program is a recorded one, it will probably be heard at numerous other spots also. WOR has several other new accounts and renewals, including the Crowell Publishing Company, renewing for 53 weeks its Wednesday morning program for The Women's Home Companion. New accounts are Dodge Bros. Corporation, signing Ford Frick's sports resume for 30 weeks. Cushman Sons, Inc., sponsors Ray Perkins on Monday and Friday evenings. IVO Pearls, with Daily News tieup, starts

HEADQUARTERS FOR AGID SLOTT MACHINES BOUGHT - SOLD - EXCHANGED MINTS - STANDS - SAFES - SUPPLIES

Best Bargains in the Country—Out-of-town and New York Buyers Special

MILLS SILENT ESCALATOR DOUBLE JACKPOT FRONT VENDERS. \$50. MILLS ESCALATOR SILENT DOUBLE JACKPOT FRONT VENDERS. \$47.50. MILLS SINGLE JACKPOT FRONT VENDER. \$25. MILLS SINGLE JACKPOT BELLS. \$20.

WE WILL MEET AND BEAT ALL COMPETITION. All this Equipment is in A-1 condition in every way—equivalent to new. Must be seen to be appreciated.

RELIABLE VENDING COMPANY 425 W. 26th St., NEW YORK. Tel. Longacre 5-8176

TIME OUT --- HOLD EVERYTHING!

for the Big Surprise Hits of 1934. We will be prepared to shoot right after the first of the year. Get on our mailing list now for early copies and be first in your territory to cash in. New Premiums, Novelties, Deals, Specialties. Wisconsin DeLuxe Corp. 1902 North Third Street, MILWAUKEE, WIS.

February 11 for 13 weeks with "Uncle Don." Bayer Aspirin, as well as Bristol-Myers accounts, have renewed also. S. L. (Roxy) Rothafel will arrive here from Florida February 16. At that time he will definitely decide on the offer made him by Paramount-Publix to tour its deluxe houses at a weekly salary of \$7,500. A 10-week tour is the plan, opening at the local Paramount.

ATTENTION!!! CRANE, CLAW, PIN GAME OPERATORS. NEW LOW PRICES. APCO FLYER. Ride the APCO Flyer to PROFITLAND! Here are a few of our APCO SPECIALS: EVANS Crane Combination CIGARETTE CASE and LIGHTER. \$1.75. EVANS Enamel Combination CIGARETTE CASE and LIGHTER. \$2.00. EVANS Double Combination in Ass. Enamel Colors and Designs. CLOSE OUT PRICE. Each. 50c. TRIPLE GIBBY RAMPAK, in Ass. Colors (Powder, Beak and Lips). CLOSE OUT PRICE. Each... 60c.

EPRS MAY TAKE (Continued from page 5) "SIAE," the Italian Performing Rights Society, said to be on the verge of admitting film producers to membership. The SIAE stand apparently is based on its presumption that the movie men are also producers of music. Mills' communications, however, indicate that ASCAP finds it had enough that music publishers, controlled by motion picture producers' capital, are members of ASCAP, but so far they have not found a way to prevent it.

ATLANTIC & PACIFIC MDSE. CO. 183 Fourth Avenue, NEW YORK CITY HEADQUARTERS FOR CRANE, CLAW, PIN GAME PREMIUMS.

more music and plays to a larger audience than the movies, is not a producer of music, and as time goes by radio will use more and more music as it is turned out and made popular by the film companies. For this reason, according to Mills, he has taken the initiative toward reminding the foreign societies of this fact, and that the film interests are bound to continue to dominate more of the music field. Saul Bornstein, general manager of Irving Berlin, Inc. who is now on a trip in France, is credited with having discovered the quiet but determined move on the part of the motion picture interests to gain a foothold in the performing rights societies to which they now pay considerable sums in the way of license fees for the use of music in theaters.

**AS FAST AS A BELL
YEAI FASTER**

Original—Brand New

What a Honey for Real Profits

PENNY ANTE

Get the Dope on This Winner Today.
BE FIRST!

CHICAGO VENDING CO. 2241 W. 113th ST. Chicago, Ill.



GET ON OUR MAILING LIST.

Oklahoma To Bring Crowd

Sixty-day-old organization enlists twenty-five delegates for show

OKLAHOMA CITY, Okla., Feb. 3.—Oklahoma Coin Machine Association, now about 60 days old, has signed up 25 of its members to attend the 1934 Coin Machine Exposition in Chicago. "We are going to let the boys up there know that Oklahoma is in attendance," is the greeting sent in advance thru *The Billboard*.

At the last business session a total membership of 36 regular members and five associate members was reported. Reports from these indicated that the membership was operating "close to 20,000 machines of various kinds within the State.

All coinmen interested in the Oklahoma association or in the delegation attending the exposition in Chicago should get in touch with C. A. Kettering, secretary and treasurer, 925 N. W. Sixth street, P. O. Box 957, Oklahoma City, Okla.

PRICES CUT TO

H - - - !!

WATERMAN

Fastest Selling Blade in the U. S.

NOW PACKED IN BOXES TO A FINE COLORED DISPLAY DIS-CUT CARTON.

Double-Edge Blue Steel, Etched Blades and White Steel Etched Blades, 5 to a Box, Cellophane Wrapped. Guaranteed 4 to 5 Percent Shaves. PER 100.



75c

AS ABOVE—On Cards, 24 Pkts. of 2s, Cellophane Wrapped. Retail Value, \$2.40
Card, Per Card, 60c
AS ABOVE—On Cards, 24 Pkts. of 2s
Per Card, 67c
WATERMAN—Single-Edge, Per 100..... 90c

GORDON SUPER QUALITY.

Blue Steel, Etched Double Edge. Guaranteed 5 to 10 Shaves, 2 to a Box. Per 100..... **\$1.30**

NORWALK—Double-Edge, Per 100..... 68c
RAZOR BLADES—Double-Edge, Per 100..... 88c

COMBINATION FACE POWDER AND PERFUME DEAL

High Quality Box of Powder and Fancy Shaped Bottle of Perfume Wrapped Together in Cellophane. Priced to Sell at \$1.50. Flashy and Fastest Selling Item of the Day. Per Combination..... **5c**

PENCIL LIGHTERS—Ass't. Colors, Style Clip, Fast 50. Per Dozen..... **\$1.40**

ASPIRIN—Genuine 5-Grain, 12 to Tin, Per Gross..... **\$2.40**

STAYTID PENCILS..... 58c

25% deposit with order. Add postage to orders. Send for Catalogue.

BENGOR PRODUCTS CO.

10 E. 17th St., Dept. K. New York City

ENJOY RECOVERY! MAKE BIG MONEY AGAIN

With Our Complete Line of
**CARDED SPECIALTIES
DRUG SUNDRIES
SOAP DEALS AND LOTIONS
BLADES AND SHARPENERS
HOUSEHOLD NECESSITIES
ZINC AND COPPER
POT WASHERS
NOVELTIES AND NOTIONS.**

Write for Free List.
CHAMPION SPECIALTY CO.
814-U Central St., KANSAS CITY, MO.

NEWS FLASH! HARLICH'S NEW 1934

SALESBOARD CATALOG NOW READY

The Most Modern and Complete Line of Fastest Money-Makers in the World. By Far the Greatest Showing of Profit Opportunities Ever Offered.

WRITE TODAY FOR YOUR COPY.

HARLICH MANUFACTURING CO.
1401-1417 W. Jackson CHICAGO

SALES

Did you say "Let's end the DEPRESSION!" Well then—Here's a Suggestion—

Send for our Price List Catalog

CHAS. A. BREWER & SONS
The National Bureau and Card Printer in the World
6320-32 Maryland Avenue CHICAGO, U. S. A.

100 No. 200 100 No. 300 100 No. 400 100 No. 500
100 No. 100 100 No. 200 100 No. 300 100 No. 400
100 No. 500 100 No. 600 100 No. 700 100 No. 800
100 No. 900 100 No. 1000

Large Variety of Designs

PILLOWS

 Beautifully Colored

On High Luster \$6.00 | On Quality \$3.75
Satin Down... Salesmen Down

(Size 20x30, Including FRINGE.)
With Kapok Filling, \$3.00 Dozen Additional.
FREE CATALOG—LARGE VARIETY DESIGNS—MOTORS—COMICS—PATRIOTICS, "ROOSEVELT" Etc.
25% Money Order Deposit Required. Balance C. O. D.
For Quick Action, Wire Money With Order.

WESTERN ART LEATHER CO.
1616 Arapahoe St. (Manufacturers), DENVER, COL.
P. O. Box 484.

SALESBOARD OPERATORS

Buy this 1,500-Hole Cigarette and Merchandise Assortment complete with merchandise for less than other manufacturers ask for the blank board.

Sample, \$6.50. Lots of 10, \$5.50.

Many other Assortments equally as good. Order sample today and see for yourself whether or not we can save you from 25% to 40% on your board purchases.

H. G. PAYNE COMPANY
203 Church Street, - - - Nashville, Tenn.

NADA

EASTERN DISTRIBUTORS FOR

MILLS NOVELTY CO. Jackpot Bells and Venders; KEENEY & SONS Magic Clock; D. GOTTLIEB & CO. Scoreboard; GENCO, INC. Silver Cup, 42nd St. Ritz; ROCK-OLA MFG. CO. Jig Saws, Sweepstakes; BALLY MFG. CO. Rocket, Blue Ribbon; DAVAL MFG. CO. Chicago Club House, Gum Venders.

KEYSTONE NOVELTY AND MFG. CO.
26th and Huntingdon Streets, Philadelphia, Pa.

3 Big Slot SPECIALS FOR THIS WEEK

6c 25c MILLS 50cni Excelsior Double J. P. Frt. Venders..... \$17.50
5c, 10c, 15c MILLS Single Jr. Pl. Bells or Side Venders..... 19.50
8c, 25c MILLS Original Single Jr. Pl. Frt. Venders..... 22.50

NEW YORK VENDING CO. INC.
42 WEST 125th ST. (TEL. HARlem-7-0447) NEW YORK

1/2 Cash or Money Order, Bal. C. O. D., P. O. B. N. Y. WRITE FOR FREE NEW COMPLETE PRICE LIST TODAY.

SIGN ON THE DOTTED LINE FOR IMPORTANT NEWS

PIN GAMES CRANES

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DELEGATIONS PROMISE

(Continued from page 56)

municate with C. A. Kettering, secretary, 925 Northwest Sixth street, Oklahoma City, Okla., P. O. Box 957.

Details of delegations from Washington, Philadelphia, Los Angeles, Minneapolis and the Northwest not yet received. Join the "On-to-Chicago" crowd in your district or help to get up one.

EASTER MARKET

(Continued from page 58)

ent to the visitor. Such rivalries are human and exist in all industries. A general council or committee representing all the organizations ought to be the best way to overcome divisions within the trade; at least such a council ought to be able to secure President Roosevelt's standard of 75 per cent battling average toward unity. If the New York area can show the trade how to make a general council work, then the present disturbance there will be worth all that it costs.

The chief weakness in the present general council, as I understand the situation, is that the slot machine people are not officially represented. Back of the entire situation in the East is the reputation and activities of the slot machine, and they should be invited to co-operate in any plan to solve the problems. The saying is general that the slot machine fellows will not co-operate, but there may be a change under the New Deal.

A long view of the present situation in the New York area should not be as discouraging as it may seem on the surface. The skill games have not been caught in the clean-up campaign fostered by the LaGuardia administration. It is in part a reaction from the general movement current over the country. The sincerity of LaGuardia is respected everywhere. There is general misunderstanding among officials and newspapers of the actual facts concerning the coin machine industry, which works much hardship for the small operator at the present time. But the very conditions should mean an opportunity for the legitimate interests of the trade to come to the front and arrive at a better understanding with both the officials and the newspapers.

A Test Case

A test case has been proposed by one of the operators' organizations in New York. Much of the recent discussion hinged about the advisability of this test case. The test was to be based on a pin game with prizes and to be carried to the highest courts in the State. A test case in each State is apparently the only way to justify the modern skill games, but there were many views as to whether this would be the proper time in New York. One attorney stated that the odds at the present time would be 90 per cent against the success of the move, due to the widespread spirit of reform in the country. Advocates of the test case stated that operators had already been arrested and must be defend-

ed, that a test case would maintain the eastern market, and that a favorable decision would be useful to operators in every State in the Union. Rebuttal was that to lose the New York case would likewise be used against the skill games in other sections of the country.

The unpreparedness of the trade was immediately evident in the New York situation. There was no general council or group ready to act for the entire trade; there was no collection of court decisions and plans of defense gained by experience, and there was no psychological background to create favorable sentiment and understanding for the skill games. Furthermore, there was no information available as to the direct or

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indirect influence of slot machines on the entire situation. The unpreparedness in New York would probably be duplicated in any other trade area in the country.

If the organizations in New York get together, it is probable that much valuable experience and methods of defense will be made available to the trade. If the LaGuardia administration continues its cleanup campaign it will no doubt be necessary to establish the legitimacy of skill games and prizes by court decision. If the program wanes in a few months, then the only serious side will be that many small operators have been deprived of their livelihood for the time being. There is evidence of a national spirit as a background for the present move in the New York area, that it will continue for some time, and that widespread changes will come as a result.

The constructive developments in the field of merchandising machines in the New York area needs to be emphasized. Although the depression put a severe damper on merchandising machine publicity and promotion, steady progress has been made during all the years of the depression. The progress made has been more constructive than during the boom years of 1928 and 1929, and concentrated areas of population, such as the New York area, have grown to accept many types of merchandising machines almost as a matter of course. The vitality of the merchandising machine division of trade has been recently indicated by the formation of the National Automatic Merchandisers' Association with headquarters in New York. This area has always been the center of greatest activity in the merchandising machine field, and there is a real opportunity for a national organization to spread its influence countrywide from this center.

From the original Automatic Merchandisers' Association formed in 1931, there are several State groups still active. The original plan was to include all divisions of the trade under one head, but present indications are that there will be a demand for a national association of amusement machine operators and a national association of merchandising machine operators. Whatever may be the final program, there should be a national council to be composed of representatives of every organization in the coin machine field. At present I don't think the National AMA group is represented on the general committee formed in New York.

The Eastern market area has developed the jobbing and distributing division of the trade to its highest limits. There has been complaint of too much competition in jobbing and distributing circles. The need is evident for some method whereby jobbers and distributors can devote their efforts to building up the trade rather than competing among themselves. I have had the feeling for a long time that if jobbers could develop some plan to help operators secure better types of locations, there would then be plenty of room for all the present jobbers and many more. The real usefulness of the distributor or jobber seems to me to be personal service he can render in helping his customers to get better locations and also to assist good prospective operators in getting established in the business. No doubt most of the operators at present in the Eastern field have been started in the trade by some jobber or distributor.

Much Credit Due

Much credit is due the jobber and distributor for the present high development of the great Eastern market, but there is a deep feeling of the need for some better arrangement than the present distributor-jobber plan, and it will be up to the distributors and jobbers themselves to work out some satisfactory system. The distributor-jobber is between the manufacturer and the operator, "between the devil and the deep blue sea" as it were, so their hope is to build up a better distribution service. Many of the New York jobbers have developed an interstate business thru advertising and some of them are interested in foreign trade. The distributor and jobber are a vital part of the great Eastern market.

Manufacturing is not entirely missing in the New York area. In one plant I saw some of the most interesting amusement machine developments to be found in any factory. There is always the possibility that a firm experienced in the distributing business may grow into the manufacturing field. Merchandising machine manufacture is also very creditable in the New York area.

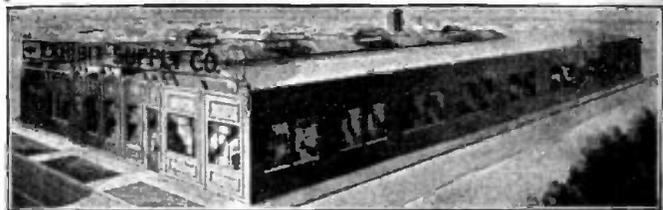
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the benefit of the industry. This compact industrial and commercial area has fully one-third of the coin machine business of the country, and its usefulness and importance should increase rapidly as the coin machine trade gains a better reputation among the industries of the country. This article is meant only to roughly suggest some of my observations in this very interesting territory.

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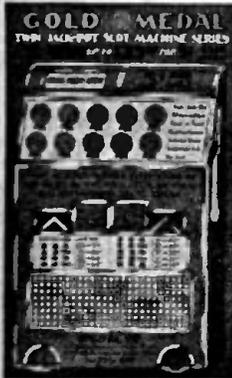
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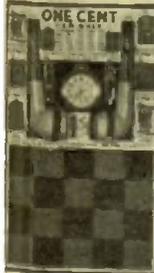
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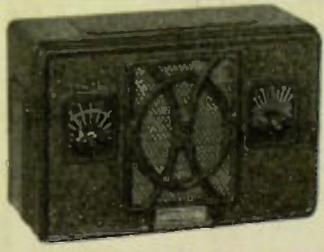


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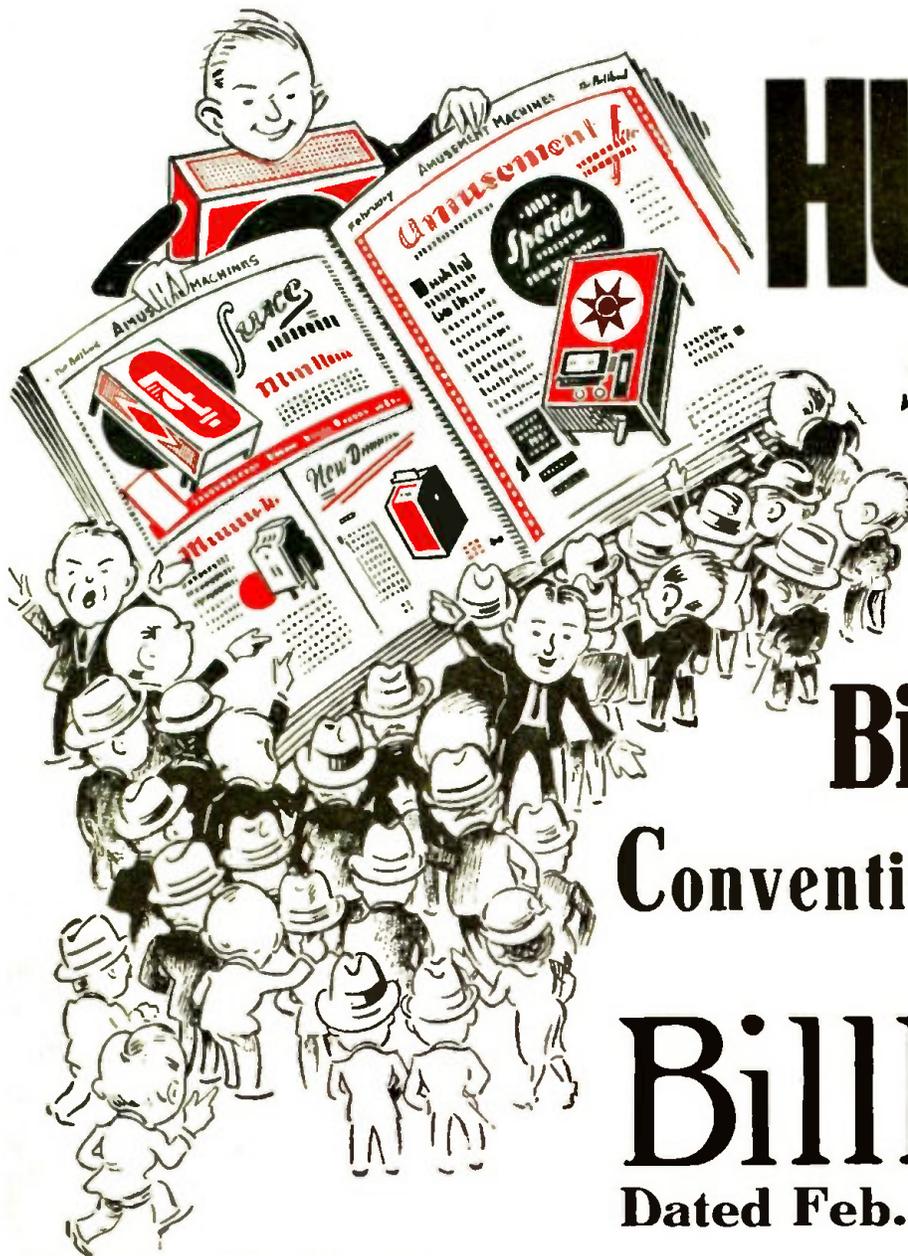
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