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# The **Billboard**

**The World's Foremost Amusement Weekly**



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# The Billboard

Vol. XLVII  
No. 1

January 5,  
1935

The World's Foremost Amusement Weekly

Published weekly at Cincinnati, O. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879.  
76 Pages. Subscription, \$5 per year. Copyright 1935 by The Billboard Publishing Company.

## PLAYWRIGHTS WANT RELIEF

### Free Radio Kick Is Made

*Complaint taken to Washington by Dr. Moskowitz—hearing is expected soon*

NEW YORK, Dec. 29. — Dr. Henry Moskowitz, vice-chairman of the Legitimate Theater Code Authority, requested the Federal Radio Commission this week for a chance to present the legitimate theater and picture people's claims that free air shows are menacing their industries.

The doctor's request was supported by William P. Farnsworth, head of the amusement code. Those expected to appear with the delegation are Dr. Moskowitz, Brock Pemberton, Marcus Heiman and William Brady for the theater, and John Flinn, executive secretary of the Motion Picture Code Authority, and Ed Kuykendall representing the motion picture interests.

The hearing is the result of a year and a half's agitation against the free broadcasts and was brought to a climax recently when a prominent oil company sponsored free shows thruout the country with a group of first-class performers. (See FREE RADIO on page 9)

### Vandals Fire Tampa Walkathon In Attempt To Prevent Opening

TAMPA, Fla., Dec. 29.—Sweeping down on the International Walkathon Corporation's tent, which was to have housed Tampa's first walkathon, scheduled to open Thursday of this week, five carloads of night raiders poured gasoline on the tent Wednesday night, set it ablaze, and capped the heavy fire loss raid by firing a number of bullets at the crew. The raid marked the climax of a series of brutal editorials and vitriolic stories which started to appear in one local newspaper on December 20 and which, with two exceptions, have appeared in that paper every day since.

Harry E. Cowl, president of International Walkathon Corporation, has offered \$500 reward for the arrest and conviction of the perpetrators of the outrage and has the full co-operation of Sheriff Spencer of Hillsborough County. Two of the boys connected with the show had narrow escapes from bullets fired by the invaders. One of the letters in the great neon sign on top of the walkathon office had no less than 14 rifle or machine-gun bullets thru it. Four gasoline cans were left by the raiders, together with a couple of torches and a hat. On these meager clues everything is being done that is possible to clear up this attack.

One of the first things done following the attempt at intimidation was the public announcement thru *The Tampa Daily Times* that as soon as it is possible to replace the tent and equipment the show will go on. In addition to this, Moon Mullins, top man of the Cowl show, is broadcasting over WDAE, giving the same message to all listeners. Once again the show goes on! As soon as the setup can be replaced Tampa's first walkathon will proceed.

In spite of the unfriendly attitude of certain interests, including a Tampa morning newspaper, and the usual opposition to endurance shows, the show's promoters believe the walkathon has

### Iroquois Theater Fire Anniversary

CHICAGO, Dec. 31.—Yesterday marked the anniversary of the disastrous Iroquois Theater fire which occurred at a matinee 31 years ago and took a toll of 601 lives. The theater was located on Randolph street, the site on which the building that formerly housed The Billboard's Chicago offices was later erected. "Mister Bluebird," a Klaw and Erlanger production starring Eddie Foy, was the attraction, and Antonio Frosolono, present orchestra director of the Erlanger Theater here, was musical director of the Iroquois.

The fire brought improved protection in theaters and reforms that prevented further catastrophes of the kind.

### Minimum Legit Pay Up At AEA Council Meeting

*Managers object to 80-20 ratio of seniors and juniors, claiming code change is necessary — will appear at council meeting January 8—group wants \$40 minimum*

NEW YORK, Dec. 29.—Claims of Equity members that the establishment of a \$25 code minimum for juniors, as opposed to a \$40 minimum for seniors, has resulted in discrimination against senior actors, will be taken up again at the Equity council meeting a week from Tuesday. The question was variously thrashed out this week by the council, by the Equity group which originally suggested it, and by the managers. While the group originally proposed that the junior classification be entirely abolished, the council, when the question came before it, suggested that an alternate proposal be made; that the ratio of senior and junior members in any production be set at 80-20. The suggestion was referred to the managers.

The latter, at a meeting of the League of New York Theaters Wednesday, considered the proposal and turned it down. It would, they said, constitute an amendment to the code, and as such it would have to be taken up by the Code Authority.

The Equity group, meanwhile, at a (See MINIMUM LEGIT on page 5)

### LAW SHOULD PUNISH WALKATHON FIREBUGS

"The persons who set fire to and destroyed a big tent in which an endurance contest known as a 'walkathon' was to have been held should be arrested and vigorously prosecuted.

"The 'firebug' is one of the most dangerous of criminals, as well as one of the most despicable. Those who, early this morning, drove to the spot on Memorial highway in several automobiles, dashed gasoline over the tent and (See VANDALS FIRE on page 5)

### Appeal to CWA For Assistance

*New association asks they be paid to write at home—lists benefits to public*

NEW YORK, Dec. 29.—An organization of financially embarrassed playwrights has been formed and is applying for CWA aid for the dramatists. It is the Playwrights' Association, and it is asking that dramatists receive relief for staying at home and writing dramatic material. At present one playwright is employed for each CWA company that goes out, but he is used as a stagehand or general filler-in. The Playwrights' Association, which terms itself a "cultural organization," resents that.

Arguing that the cost of such relief would be confined to the actual salaries given, the association says that it is fully prepared to administer the relief itself. It includes, however, as its members dramatists who are not members of the Dramatists' Guild—in other words, dramatists who have not yet sold a play—and it falls to explain how it will limit the field of playwrights. Playbrokers' offices are flooded with scripts coming from all points of the compass and all walks of life, all of them written by budding dramatists who have not yet sold a play.

According to the association, its aim is to create a relief project that will employ its members in a literary capacity. They would work at home on a full-time basis, creating dramatic material of all sorts. That material could be used, according to the association, in CWA presentations, municipal radio presentations, children's performances, educational films, summer productions, outdoor pageants and little theaters.

"The project," says the association. (See PLAYWRIGHTS on page 5)

### New Operators' Wage Schedule For New York Calls for Tilt

WASHINGTON, Dec. 29.—Individual contracts between New York exhibitors and machine operators will be a thing of the past when the new uniform wage standards are signed here soon after January 11. This will put an end to the chaotic condition that exists in New York and may bring about a one-union town. At present there are three unions, Local 306, Allied and Empire.

A hearing has been called here on January 11 to determine a minimum booth cost and to fix minimum scales of pay for motion picture machine operators. The latter is based on theater-sentencing capacity ranging from 400-599 to over 4,000 seats, and admission prices of 25 cents and under 30 cents, and 35 cents and over 40 cents.

The objective is to reconcile the existing situation growing out of different unions representing the operators of New York. Under 19 classifications as to seating capacity a fixed rate per hour would run from 75 cents in the lowest classification as to capacity and admission price to \$6 per hour for over 4,000 seats. Provision is made that no operator shall work more than 30 hours per week.

Where the booth cost on October 1, last year, is less than \$460 per week minimum, this figure shall remain, and where costs of the same date are reduced no reduction shall be made of more than 33 1/2 per cent per week. Exceptions by arbitration are provided for. The proposed schedule shall exist for 10 years, subject to collective revision, the first not to be sooner than two years from the enactment. It is expected that the hearing to be held here will bring about some slight revisions, but it is understood the major points will remain.

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# Ticket Broker Situation Remains in Broadway Air

*No scarcity of tickets during holiday rush—threat of broker association to sue discounted by Pemberton—invitation to arrest ignored by Code Authority*

NEW YORK, Dec. 29.—Broadway's ticket muddle was still very much up in the air this week, with little indication that it would soon be settled. The time has passed for brokers to apply for licenses under the code, and the figure of 16, set last week, still remains the final figure. All other brokers, according to the code, may not be given seats by managers however, seemed to experience no scarcity of tickets during the holiday rush. This was partially explained in managerial quarters by the statement that the rush had been expected, and the brokers had supplied themselves well ahead. An effort was made to investigate code compliance among managers, and it was found that certain managements, while refusing allotments to non-licensed brokers, sold them duets for cash.

Meanwhile, the Theater Ticket Brokers' Association, which had threatened to get out an injunction against the code, thru its attorney, Charles Abrams, added the threat that it would sue managers who refused to sell seats to its members, holding that the managers were con-

(See TICKET BROKER on page 10)

## Toto and Uncle Don Offer Kiddie Show

NEW YORK, Dec. 31.—Toto and Uncle Don of WOR have combined to put on a two-hour show for the Christmas kiddie trade. They are giving 10 matinee performances at Town Hall, closing tomorrow. Then the show moves to White Plains. At 50 cents top the show should do enough business. House was about three-fourths full when caught Wednesday.

Uncle Don, who has a big kid following, divides the emcee honors with Ernest D'Amato, who is also the stage director. Uncle Don does his mike chatter and imitations. Toto offers his familiar sure-fire pantomime and is assisted by an augmented company, consisting of George Herman, Osaki and Taki, Lorraine LeNoy, Jean Novello, Toots Novello, Ruthless Warner, Hanny Frick, Florian La France, Doris Witherby, Felix the Cat, Three Little Pigs and French Dancing Doll.

Toto's ballerina and Merry Widow waltz numbers and George Herman's contortionistics were outstanding hits. Milton Huber's orchestra accompanied thruout.

## Harry Brosius Breaks Neck

CHICAGO, Dec. 29.—Ruth Baier, head received here that Harry Brosius, of the team of Brosius and Downey, fell while doing his act at the Orpheum Theater in Los Angeles last week and broke his neck. He was rushed to the Methodist Hospital and placed in a plaster cast.

The act was booked to sail for Australia in January. The bookings in the antipodes have been canceled. Brosius has been removed to his home at 1038 1/2 S. Serrano street, Los Angeles, and is reported to be improving.

## Two L. A. Bills Affect Theaters

LOS ANGELES, Dec. 29.—One piece of legislation favoring and another unfavorable to theaters were passed this week by the Los Angeles city council. Favorable ordinance allows for larger marquees on theaters. Heretofore were limited to two-line displays, but after January 15 may be increased to nine feet in height instead of the previous six.

Ordinance was prepared and presented to the council by W. H. Lollier, of the Fox-West Coast Theaters organization, and passed within three weeks. F-W-C is already making preparations to enlarge the marquees on its Ritz, Belmont, Westlake, Boulevard and North Hollywood houses.

Second bit of legislation, which affects neighborhood houses principally, prohibits the wholesale distribution of handbills and circulars door to door. Home owners may post a "No Advertising" sign in front of their homes and be relieved of the necessity of picking up circulars, etc.

## Police Close Chi Burlesque House

CHICAGO, Dec. 29.—The Star and Garter Theater, West Madison street burlesque house, operated by N. H. Barger, was closed by the police Thursday, and on recommendation of Police Commissioner James P. Allman, Mayor Kelly revoked the theater's license. Action followed a report of Sergeant John Howe on the midnight performance of December 22, which the sergeant considered indecent.

The Star and Garter is one of Chicago's oldest burlesque theaters and the only one that has been operating during the present season, aside from several cheap burlesque houses on South State street. It has featured its *Midnight Shambles* on Saturday nights, drawing packed houses at \$1.50 top.

Efforts to have the theater's license restored are being made, but a report Friday said it "looked bad."

## Chicago Billposters Give Washburn Gold Card

CHICAGO, Dec. 29.—A committee representing the International Alliance of Billposters and Billers of United States and Canada presented Charles Washburn, veteran press agent, at present with the George M. Cohan production of *Ah, Wilderness* here, with a gold card today. Washburn was made an honorary member of the organization in 1926 and the card is a token of appreciation for his many boosts for the union. There are only five honorary members of this organization in all of the United States and Canada. The presenting delegation included Eabe Roudinot, business agent of the union; Woody Haddison, Dave Hamill, "Happy" Manello, Harry Fester and William Howe.

## O'Neill's Pigeon Publicity

NEW YORK, Dec. 29.—Jim O'Neill, of Equity headquarters, got a publicity break last week on his two-a-day pigeon act. Jim feeds the birds in front of Equity headquarters each morning and afternoon, and on last Thursday *The Times* gave him a feature yarn on it. And under a two-column head, yet.

## Verdict Reduced in Equity-DuRoy Case

NEW YORK, Dec. 29.—Supreme Court Justice Daniel V. McNamee, it was disclosed yesterday, has reduced the damages in the Equity-DuRoy case from \$40,000 to \$13,185, on the ground that the original damages were excessive. DuRoy sued Equity for allegedly closing a flop show four years ago after he had failed to pay an actress her salary for the previous week.

The plaintiffs have 30 days in which to appeal the reduction, and if the plaintiffs accept it Equity will still be able to appeal the entire decision.

## Theresa Helburn in Chicago

CHICAGO, Dec. 29.—Theresa Helburn, of the Theater Guild board, arrived here today to consult with George M. Cohan over future plays for the Guild.

## Ruth Baier in Hospital

CHICAGO, Dec. 29.—Duth Baier, head of Professional Studios and assistant to Jack Ferdie, of Associated Theatrical Enterprises, is in a hospital recovering from an appendicitis operation.

## Our Thanks — and a Greeting

The Billboard and its various staff members, including New York, Chicago and other offices, gratefully acknowledge receipt of hundreds of holiday greeting cards, telegrams and letters from readers and friends.

To the senders of these messages of cheer, as well as all other readers, we say: May the new year be one of real happiness for you.

## Pin Games in Bar Feature New "Trapeze" Night Spot

NEW YORK, Dec. 29.—The Flying Trapeze, the first restaurant to feature a bagatelle bar, wherein the top of the drinking department is composed of a series of pin games, opened on West 57th street Thursday night. If the indications of the first night carry weight the spot will be successful, the machines drawing a great play. Unlike the many other night rendezvous opening on Broadway in the past few months, the Flying Trapeze carries no floor show or dancing, only other attraction being a 20-piece string orchestra conducted by Freddy Berrens.

Jack Solomon, associated with Gallagher's Steak House, is the Trapeze entrepreneur and responsible both for the ideas and face designs of the machines. There are 25 of the latter, all along the length of the bar. Machines were made and mechanically designed by the Scientific Machine Company, of Brooklyn. Each of the games has a different face design and features the various kinds of liquors sold over the bar, Sengrams, Pol Roger, etc. There's also one for Dairy Lea milk. Point winners are given coupons redeemable in drinks.

Machines themselves are smaller than standard size to fit in the bar, being 17 inches wide and 31 long. In addition to the 25 different face designs, Scien-

tific put in six basic mechanical designs. Face designs show the names of various liquors and cocktails, and the designs also are worked out to have bottles and the names of liquors light up. Operation is 5 cents per game. Face copyrights are owned by Solomon.

Otherwise the restaurant is an expansive, expensive and well-built spot. Besides the features mentioned, the decorative motif as carried out in the lighting, etc., is of the trapeze. Site occupied by the restaurant, owned by William Randolph Hearst, was formerly Jay Gould's riding academy and later a motor-boat salesroom. On balconies along either side are cases of liquor and barrels, showing glass ends on which bottle designs are featured. The barrels being lit from inside. Food and drinks range in the higher brackets, but are first rate.

Berrens' string group is unusual. It's the first time such an ensemble has been put together for a popular night spot, the music reaching sweeping and impressive results. First-night noise destroyed much of its audibility. Both NBC and ABB have wires into the Trapeze and Berrens' music should be a factor in drawing customers to a new, novel and interesting night spot.

# Chicago Legit Is on Up Trend

*Six houses open—"Ah, Wilderness" to remain indefinitely—two new shows*

CHICAGO, Dec. 29.—The new year will find the legitimate theater in Chicago in better shape than at any time in the last year. With two new shows under way this week and another coming January 6, a wide variety of theatrical fare is being offered.

The shows that opened Monday are as wide apart as the poles, one being a comedy of the lighter sort, the other the heaviest of heavy drama, *Pastorale Fever*, American Theater Society play at the Harris, has Dennis King as its star and offers the sort of sprightly entertainment the general theater-going public wants, judging by the response it has received in its first week. The critics gave it a good rating. At the Selwyn the Drama Union is offering a propaganda play, *Stenodore*, done by an excellent cast, but unlikely to enlist the interest of any large section of the public. It is full of melodramatic action, lusty oaths and propaganda.

*Ah, Wilderness*, the American Theater Society and Theater Guild play at the Erlanger, will not close January 5 as had been planned, but will move to the Grand Opera House on January 7 following the hugely successful *As Thousands Cheer*, which goes on tour, *Ah, Wilderness* has proved a solid hit and will remain in Chicago indefinitely.

*Romance*, which has done quite well at the Blackstone, closes its run January 10.

(See CHICAGO LEGIT on page 10)

## Definite Trend Towards "Flesh" in Wichita, Kan.

TOPEKA, Kan., Dec. 29.— Developments this season indicate that it will not be long before the legitimate theater again regains a definite place in Topeka entertainment schedule. There is one stock company here now playing regular full-week engagements. Another theater has a 40-minute stage show with a name band as background two days each week; two smaller theaters have stock company performances two days weekly, and another theater offers amateur talent on its stage three days weekly.

The McOwen Stock Company returned to the Capital Theater this fall and has been playing to good crowds. Fox interests took the hint and promptly engaged stage shows for their Jayhawk Theater for Sunday and Monday of each week.

Then independent theaters looked around to line up stage entertainment. The Crystal added a small stage and now offers acts every Thursday, Friday and Saturday along with its films. Fox sold its Best Theater to W. G. McKinney, who promptly booked the Feagin Stock Company for Sunday performances. The stage show clicked so well that the company now performs Sunday and Monday of each week.

The Princess Theater, small show-

(See DEFINITE TREND on page 10)

## FELIX FERDINANDO This Week's Cover Subject

AT VARIOUS times during his career Felix Ferdinand has been a military bandman (during the war); a pit maestro at New York Broadway musical theaters; an orchestra leader in New York and Chicago night spots; a vaudeville headliner for RKO and a radio favorite. He still is two of them—an air favorite and orchestra leader.

When the World War broke out Ferdinand, with nine members of his orchestra, quit a stay at the Plaza Hotel, New York, to enlist. Shortly after the Armistice he returned to the United States and was renewed for the Plaza. After rounding out 10 years in all at this hotel, he went into the St. Regis Hotel, where he stayed five and a half years. His hotel engagements have established him as a society favorite, as proven by the patrons he draws to the Montclair Hotel Casino, New York, where he now plays. He is heard on the air on NBC and WOR.

# Benefit Tax Enforcement

Houses selling nights to organizations must pay—other practices probed

NEW YORK, Dec. 29.—As a result of a survey made by relief workers, indications came this week that the Bureau of Internal Revenue of the Treasury Department would bear down on legit theaters hereafter on two major angles. One is the selling of the complete house or a part of it to organizations holding benefits, and the other is the practice of selling top-priced tickets for lower fees around curtain time. It is possible that 40-cent "passes" will also be included.

According to provisions of the 10 per cent ticket tax, the tax must be paid on the face value of the ticket, the price stamped upon it. Charities, however, are exempted. The theaters, working on the assumption that tickets sold for benefits come in the latter category, have not been paying tax on seats sold for the special benefit performances. According to the Treasury Department, tax may be waived only when the entire proceeds go to charity; when performers and others are paid the tax must be charged.

The usual practice is for a show to sell out a single performance, charging regular prices or less, to an organization, which resells the ducats at a higher price for the benefit. According to the treasury ruling, no tax would be paid on these second, high-priced sales, but the theater must pay the regular 10 per cent on the seats it sells in mass to the organization.

If this ruling is considered retroactive, the managers would probably have to pay huge sums on taxes for past benefits since the 10 per cent went into effect. A meeting will be held shortly to discuss methods of fighting the ruling.

The treasury attitude on the other practice is plain. Often when a house is only partly filled near curtain time, customers asking for cheaper seats are given top ducats for the same price, in order to dress the house. In these cases the tax has been turned in only on money actually received. The treasury investigators claim that it should be paid on the face value of the ducats handed out.

The same principle applies to a possible bearing down on the distribution of two-for-ones and 40-cent "passes." These pay tax at present only on money actually received, whereas the government claims they should pay on the full face value of the tickets handed out upon receipt of the throw-aways.

## Screen Actors' Guild Will Ballot By Mail

HOLLYWOOD, Dec. 29.—Due to the fact that it is impossible to get a quorum at meetings, the Screen Actors' Guild will take a referendum on affiliating with Equity and joining the AFL by mail. Many of the Guild members are in New York in legit, while others are away on locations and this is the only means to bring about a quick settlement of the question.

Guild officials are confident that the membership will vote heavily in favor of Equity affiliation, as there has been practically no opposition to the plan.

It is expected that two weeks will be required to mail the ballots and tabulate the returns.

## Engagements

Eric Dressler for *Creeping Fire* (Cameron & MacNaughton).  
 Frederick Forrester for *A Portrait of Gilbert* (Sam Grisman).  
 Robert Middlemass, Cynthia Rogers, Frank Wilcox for *Little Shot* (Pearson & Baruch).  
 Sidney Roggs replaced Harold Moulton in *The First Legion* (Green & Lytell).  
 Burgess Meredith, Helen Lynd, Harry Davenport, Philip Wood, Richard Taber, Herbert Yost, Walter Baldwin, Richard Gordon and Horace MacMahon for *Battleship Gertrude* (Courtney Burr).

## Reisman Returns to Central Park Casino

NEW YORK, Dec. 31.—Leo Reisman and his orchestra will return to the Central Park Casino on January 15 under a three-year contract. He will play there eight months out of each year and Eddie Duchin will fill in the other four months. Reisman, who played the Casino when it took a new lease of life under the Sidney Solomon regime, has been away from the class night spot for three and one-half years.

Bernard L. Miller, attorney, represented Reisman in the negotiation of the new contract. The Reisman Orchestra, of course, will continue its Tuesday night Philip Morris cigaret programs.

## MINIMUM LEGIT

(Continued from page 3)  
 meeting Thursday night in the Union Church, again advocated complete abolition of the junior classification. That would not constitute a change in the code, they held, since the code rulings are founded upon Equity's classification, and Equity can change its own classifications at will.

The question came up at the council meeting yesterday, but was held over until the meeting Tuesday, January 8. At that time the managers will be asked to send over a delegation to present their side of the problem and, it is expected, final decision will be made.

The attitude of the managers is particularly firm because of a managerial resentment toward various other proposals made by the Equity group and now under consideration by the council. These include pay for rehearsals and limitation of free public dress rehearsals to one.

On the former question particularly the managerial sentiment is strong. At the Equity meeting at which the proposal was made, William A. Brady spoke in favor of it. The next day the League's offices were deluged with letters and telegrams of protest, members fearing that his personal reaction might be taken as the official attitude of the League.

## PLAYWRIGHTS

(Continued from page 3)  
 "will place in useful cultural work again a number of playwrights whose present position now makes it impossible for them to co-ordinate their energies toward intellectual creation." In pointing out its advantages it is said that it would take some of them off their present general relief and would insure them fitting employment in their own special crafts.

In listing general advantages, the association says the project will give "large numbers of people intellectual and recreational enjoyment" and will stimulate interest in dramatic arts.

Walt Anderson is executive chairman of the association. He is not a member of the Dramatists' Guild.

# Holiday Biz Big This Year As Broadway Crowds Thicken

NEW YORK, Dec. 29.—Holiday biz, looked forward to as a midseason lifeline, was better on Broadway this year than in any season since the depression. Pix, vaude, legit, clubs, hotels and even dance halls felt the lift, reporting good grosses, in most cases even higher than the rise that had been expected.

Broadway de luxers, after taking it on the chin Christmas eve and Christmas, hit a bonanza. *Bright Eyes*, at the Radio City Music Hall, picked up plenty on its last day, and *The Little Minister*, with Katherine Hepburn, starting at the house Thursday, broke all week-end house records. There were 23,495 admissions rung up the opening day, which tops by about 400 the Music Hall's previous high. Second day business went even higher, with absolute top grosses confidently expected for today and tomorrow.

The Capitol, with Ted Lewis on the stage and Crawford, Gable and Montgomery in *Forsaking All Others* on the screen, has been standing them up consistently. The Roxy has had huge business with *Anna of Green Gables*, and has held the film over for a second week. All others report big biz. The Palace did stand-up-trade all day yesterday.

Legit boomed. Thirty-nine shows went into the holiday week, and all the established hits and near hits pulled them

# AMUSEMENT TICKET PRINTERS

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## 802 Slate in Thursday

NEW YORK, Dec. 29.—Newly elected officers of Local 802, AFM, step into office next Thursday (3). Outgoing board members actually ended their term this week after the weekly board meeting, but since no session will be called until January 3, the newcomers technically don't step in until then.

Decision has been made that the accounting suit brought against the outgoing officials and Edward Canavan, local board chairman, will be taken out of the courts. Instead, the plaintiffs state, they will engage an auditor to go over the books to determine the truth of the charges of alleged misapplication of the local's funds.

## Equity Air Rule Waived

NEW YORK, Dec. 29.—Equity ruling against free air performances of current plays, which has hitherto been rigidly enforced, was waived this week in the case of Max Gordon's *The Great Waltz*. Unusual air buildup has been part of the show's effort to pull in out-of-town trade and this influenced the decision. A single broadcast of the finale was permitted.

## VANDALS FIRE

(Continued from page 3)  
 touched a lighted match to it, deserve high ratings in both categories.

"Regardless of opinions of those opposed to such enterprises, the fact remains that the promoters of the affair were within their legal rights in going ahead with their preparations. Resort to the courts by means of injunction or other proceedings was available to those who wished to prevent the contest.

"Sheriff Spencer promises a thorough investigation of the affair, for which he is to be commended. It is to be hoped his efforts to catch the firebugs will succeed and that they will be properly and effectively dealt with by the courts.

"After all is said and done, any enterprise licensed by the county authorities, as this one was, has the right to legal protection of its property and the lives of its employees. Flagrant lawlessness of this character never can be justified on moral grounds."

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 700 East 63d Street, Dept. C. H., CHICAGO, ILL.

## INTERNATIONAL WALKSHOW CORPORATION

ANNOUNCES TAMPA SHOW OPENING THURSDAY, JANUARY 3.  
 CAN USE few good Couples or Single Girls. Report in person, Tampa, by 5 P.M. Thursday.  
 L. J. BEEDE, 520 Tampa St., Tampa, Fla.

WANTED—People in All Lines. Young, clever, leading Woman, Juvenile Man who can dance. Prefer young Team with car. General Business Man. People who do dancing or musical specialties write. Be sure to state age, height and lowest salary. **JOSEF SAULINE PLAYERS**, Piedmont Hotel, Charlotte, N. C.

ATTENTION! Punch and Judy, neat set-up; Double Clown Specialty. Theatres, Museums, Indoor Circuses, Parties. Reasonable terms. Ticket Yes. **DOG Candler**, North Avenue, Mt. Clemens, Mich.

WANTED—WIRE WALKER  
 Must do one good dance. BOX 546, Billboard, 1584 Broadway, New York City.

**DOROTHEA ANTEL**  
 226 West 72d St., New York, N. Y.

Christmas Cards and Stationery Especially to Suit the Personalities of the Profession.  
 Agents wanted to sell my Cards and Stationery. Write or call for details. Liberal commission

## THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally.  
 Conducted by **MARTIN C. BRENNAN**, 188 City Tattersalls Building, Pitt Street, Sydney, Australian Office of THE BILLBOARD.

## WANTED IMMEDIATELY

Six A-1 chorus Girls, young, medium. Must be able to do modern Rock routines. Enlarging show for road. Also Musicians, hot Trumpet and Sax Section doubling Clarinet. Must read and take plenty. Also outstanding Novelty Act. Show booked solid. Make salary reasonable for sure money. Address **COTTON WATTS**, Rosy Theatre, Knoxville, Tenn.

WANTED—People, all lines, for Dramatic Stock. Also People for One-Nighter. State age. Disorganizers closed without sympathy. Depression is still on. Get you out here. **GEO. B. MURBER ATTRACIONS**, Clifford Theatre, Urbana, O.

## NOW BOOKING FLOOR SHOW ACTS

Of All Kinds.  
**HOWARD BERG**, Ohio Theat. Bldg., Dayton, O.

## Scottsboro Boys' Benefit Sponsors Haled Into Court

NEW YORK, Dec. 31.—The Department of Public Welfare summoned the sponsors of a benefit for the Scottsboro boys, at Mecca Temple Casino last night, to court on the charge of soliciting public funds without a license. **Georgette De Beaumont** and **Daniel Platt** will appear in West Side Court Friday at 10 a.m. **Alan Corelli**, representing the theater authority, will uphold the Welfare Department's charge.



**F**OLLOWING the appearance of our little sermon on the present deplorable state of the theater manager we were flooded with comment by persons in authority. Because we feel that the status of the theater manager is of vital importance to the welfare of the theater industry we shall attempt in the next few installments of this column to air the more interesting viewpoints.

As a starter we present this week, without changes or deletions, the comment of Joe Lee, managing director of the Paramount Theater, Brooklyn. Known to the trade as "Doctor" Lee, this showman eats, drinks and dreams theaters. He has an enviable reputation as a business builder, and box-office ideas are to him as is opium to the melodramatic pattern of a Chinaman.

"Doctor" Lee speaking. . . .

**I** READ with exceeding interest your article on the theater manager in the December 22d issue of *The Billboard*. To fully comment on it would require about half of your 40th Anniversary Number. Therefore, I shall attempt to be as brief as possible, and yet cover everything.

The theater manager—the fellow who, when he gets home after dinner (with apologies to Eddie Cantor) makes his children scream and yell, "Mother, there's a strange man in the house!" He rarely sees them. When he gets in they are sleeping and when he is eating breakfast they are at school. He is generally greeted by his wife with, "I suppose if you didn't need clean laundry you wouldn't come home at all."

But it's not his fault that he cannot get home. He is sincere and conscientious and works long and hard—but we'll go into that later.

Your remarks about theater managers' low salaries are excellent as well as considerate. In striking an average the figure you state is quite accurate. With your permission, I am going to offer a few suggestions which may prove interesting because there is something besides the salary question that is worrying the present-day house manager. If he were in a financially healthy condition he himself would probably write you, but as this isn't so he is forced to keep silent. The topic on which I shall dwell, more than the low salary, is the abuses which he must suffer.

First, long hours and overwork to such a point that he would be a good ballyho for "Frankenstein" or the "Ghoul." In some circuits, which I believe are in the minority, he is like the prize fighter in the ring who is hanging on just to hear the final gong. He has been promoted, "conned" and bullied so much that he doesn't care whether school keeps or not. He is forced to attend phoney meetings and listen to piffle handed out by superiors for hours. These meetings retard and hinder him from doing the work he should be doing in his theater. The rapid changes of today have resulted in some cases where a manager arriving on Monday is so quickly replaced that he hasn't even had time enough to become acquainted with his employees. The real showman is reared and not wanted by the higher-ups who aren't showmen. For thru fear that the showman knows the boss of the higher-ups, strange as it may seem, he is not wanted.

How can the present day manager be loyal, happy and contented when, in making up his payroll, he finds salaries for shorter hours, less work and less responsibility double the amount he receives each week? Isn't he supposedly the captain of the ship? If this is so why does he receive less than the stoker? Naturally, this does not apply in all circuit cases. But in seven cases out of ten the manager is annoyed with the present high-pressure method of operation from the time he gets to his theater until he leaves. First it is the city manager who in all probability is a relative and who for some minor offense gives him a sound bawling out. This is generally followed by a nasty letter from the division manager asking why business is so poor. Of course, the division manager should not have to ask why business is so poor—he is receiving a salary five times in excess of the manager's and it is his job to know how to improve business—but the house manager mustn't say so! Then

comes the inspector, the stool pigeon and the spy system which is used by so many theaters. He is called to the carpet half a dozen times during the week for foolish infractions. Is it a wonder that he is broken-hearted? After all of this can you expect loyalty? And I haven't really started yet.

Then comes worst of all, the fellow who is really to blame for so many of the present-day theater ills—the pennywise but pound-foolish high-pressure efficiency man. If you haven't got a sense of humor and cannot take it he would break your heart. Not only the heart, he has broken the morale of many of the best theater organizations in the country. I shall cite but a few of the stupid examples. He cuts \$2 off the salary of the poor underpaid emaciated scrub-woman; he takes a dollar off the usher's salary, which is probably his cigaret money for the week, and then comes to the manager's office blustering and yelling that he has saved the organization because from 12 people he has taken \$16 each week. Little does he realize (or care for that matter) that generally people working in theaters live in the neighborhood, and neighborhoods gossip far more than the proverbial back-fence gossips. The \$16 saved can develop into a loss of thousands of dollars worth of good-will which in a neighborhood is so essential to successful operation. One case comes to my mind where to save \$9 a week a matron was discharged. She happened to be a cousin of a fire department captain. Thru various connections the captain had \$15,000 of violations slapped down on the theater.

I have a classic from an efficiency man in my possession, among many other stupid and foolish orders, which reads as follows: "I notice considerable expense in theaters due to the replacement of fire-hose wrenches which are stolen. You will please wire to the standpipes the hose wrenches and pray to God, if there is a fire, that some patron has a pair of pliers in his pocket."

Not only did this egotist sign his name on the typewriter, but took trouble to countersign it in his own hand. Needless to say his orders were not carried out, but when one thinks of the recent fires at the Palace and the Strand which were admirably handled it sends cold chills down one's spine. And it has really been nothing but Lady Luck which has prevented terrible catastrophes from occurring despite the money-saving methods of these so-called efficiency experts.

I know of one organization where the manager is expected to be a painter, plumber and electrician (if the union does not interfere); in fact he is expected to be everything but a theater manager and his salary has been cut so often that there is hardly anything left. Between the relatives of the division manager, the wife of the theater operator and the ever-present political intrigue, the average showman with decided ability has about as much chance of obtaining a position as has Abie Goldstein of becoming Herr Hitler's secretary. This has been going on in the past and I believe, despite your efforts and mine, will continue in the future. With so many abuses and salaries so low how can circuits be financially successful? The relatives who wouldn't know the emulsion side of a film unless it fell in their mouths rule and ruin—and ability is thrown in the discard.

You speak of a bonus or percentage system being successful. The smart theater manager with ability refuses to fall for the bookkeeper's and auditor's bunk percentage figures. He has many other ways of obtaining money and these have been forced upon him because of lack of proper remuneration.

But fair is fair. Not all circuits have operated thusly and those that have been decent to their employees have profited. Not so many years ago a certain theatrical circuit not only paid its employees decent living wages \$2 weeks in a year, but on the first of each year the employees received bonuses ranging from \$500 to \$5,000. Without mentioning any names you know whence I speak. Maybe something like this would be the solution, who knows.

However, then there is (thank God in the minority) the blustering pansy type of manager—the claim agent who when he gets a ready-made success like *One Night of Love*, goes around yelling what a great manager he is, how he broke house records. If a nine-year-old boy didn't break house records with an attraction of this type he should have his head broken! This arrow-collar type replaced the man with ability for the former was put to work by a personnel manager, an animal who in his own mind knows more about show business than (See *SUGAR'S DOMINO* on page 22)

## The Broadway Beat

By GEORGE SPELVIN

**S**IDELIGHTS on the recent Strand Theater fire: Bobby Leonard, a performer, telling the newspaper boys how he helped in the rescue of two projectionists. . . . The attempt of a cop to oust Harry Charnas and others of the theater staff from the house. . . . They'd asked that newspapermen be ejected, and the cop claimed he had orders to shoo all civilians, including the theater boys along with the newshounds. . . . The Criterion, whose huge sign on *Dealers in Death* is a grisly note during the Christmas festivities, grinds out a merry pop tune to attract attention. . . . The Astor Theater didn't fix up its front until after its new film, *Babes in Toyland*, had opened. . . . The pix won raves, and the sign was painted. . . . Al Shayne, the singer, and Don Sherwood, now an agent, broke into the show business back in 1919 doing a singing act called *Spearmint* and *Spearmint*. . . . Versatility: Lillian Gish took the part of the Virgin in the special midnight performance of Bach's Christmas Oratorio on Christmas Eve. . . . During her regular performances in *Within the Gates* she plays the Young Whore. . . . What theatrical newspaper man has shown a sudden interest in old-coin-collecting? . . . The Greek consul was seen eating on the balcony of the Somerset Coffee Shop last week. . . . But he didn't look like Givot. . . . He didn't even wear a red sash. . . . The Priars' New Year's Eve party was held at the club this year. . . . Even Gene Fowler, who slaved on the script of *The Mighty Barnum* with Bess Meredith, that old Hollywood script-slaver, says that its historical inaccuracy will hit you square in the eye. . . . It's one way of disarming Barnumanians, anyhow. . . . Tip: Watch for the new technic in Courtney Burr's next, *Battleship Gerie*. . . . *The Stamford* (Conn.) *Advocate* has finally yielded and has added radio and pix departments. . . . Ted Yudalin is r. e. and Dean Hunt m. p. e.

A group of actors and actresses have gotten together for their own amusement and education to work on scenes and one-acters in a studio on the East Side. Robert Keith, Katherine Emery and Anne Revere, all of *The Children's Hour*; Cynthia Rogers, Helen Wynn and various others are included. Among the things they are working on at the moment are scenes from Shakespeare, Synge's *Riders to the Sea* and a portion of an Italian play. Mr. Spelvin is eminently glad to note that there are at least a few young people in the theater today who aren't content to rest on their laurels of one performance and a long run. It's this sort of thing that's the hope of the theater of tomorrow.

Along with *Forty-Nine Dogs in a Meathouse*, *Three Mad Monkeys in a Mortuary* and *Four Saints in Three Acts* comes the provocative title, *How Beautiful With Shoes!* . . . No, it's not by Gertie Stein. . . . Larry Hazard, incidentally, thinks that *Erotica* would be a swell title for a play. . . . Soviet Russia doesn't want magic acts, because its people mustn't be fooled—not even in a theater. . . . Sleight-of-hand tricks presented comically, however, are okeh. . . . Harry Hershfeld emceed the fifth annual Maccabean Festival December 22, which makes it five straight for him. . . . Harry Calkins is trying to syndicate a series of articles on billiards. . . . Bruce Cabot arrived here last week from Europe, where he visited the missus, Adrienne Ames. Harry Foster, the London agent, sailed home on the Paris. . . . Art Jarrett is going back into vaude, Paramount-Public booking him into *Chi January 4*. . . . Gene Dennis is slated to go to Europe in January. . . . Anna Held, Jr. features a dinner for pet pooches at her night spot at First avenue and 52d street. . . . It consists of meat and carrots. . . . Hollywood producers are burned up over Upton Sinclair's syndicated articles telling how he lost the election. . . .

## Chicago Chat

By NAT GREEN

**S**INNERS, saints (save the mark) and just plain circus nuts got together at the Blackstone Hotel recently and organized a Chicago tent of the Circus Saints and Sinners. Originated by Freddie Benham, publicity man, the organization is firmly established in the East and has for its object the maintenance of circus day ideals and caring for indigent circus performers, for whom it is proposed to establish a permanent home in Richmond, Va. . . . Freddie says it's the greatest organization in existence. . . . Of course, he may be slightly prejudiced in its favor! At any rate he has interested a lot of big shots in every field of endeavor and they have a wonderful time at their get-togethers in New York. . . . They had a great time at the local gathering Tuesday night, too. . . . Andy Rebori, architect; Gen. Kaney, NBC executive; Gen. A. F. Lorenzo, Judge Robert J. Dunne, Thorne Donnelley and some 60 other well-knowns participated. . . . There was a steak dinner served in a cookhouse setting; a side-show banner line with a typical Barker on the front and various other reminders of the circus lot. . . . No speeches, just entertainment, story-telling and good-natured ribbing. . . . Thorne Donnelley, who is local president, introduced Freddie Benham as "the cra—oh, well, this must go thru the mails; anyway one of the other boys suggested Freddie's moniker should be Freddie Delirious Bedlam. . . . Looks as if Freddie has made a hit with the *Chi* bunch and has given the local "tent" a swell start!

Jack Huff, night-club impresario, off to Florida for a few weeks, and he may open a night spot in Miami. . . . Jack Morrison, who got rams of publicity for the World's Fair last summer, is now with the Chicago Civic Opera. . . . John A. Stryker, the big rodeo man from Iowa, is a versatile hombra, being an expert fancy penman, an artist and a photographer of ability. . . . Thanks, Bill (Shreveport) Hirsch, for the box of holly and mistletoe, contents of which are now gracing the office of *The Billboard* and the home of yours truly! . . . Young Bob Ripa, "boy with the balancing complex," now appearing at the Palmer House here, is a genius in his profession. . . . The juggling skill of this 19-year-old Dane is positively uncanny.

Right here is a good place for me to wish every reader a happy and prosperous New Year. . . . As I look out my office window happy crowds are trooping down State street unmindful of the zero temperature. . . . It's cold but the sun is shining, a new year is in the offing and everybody seems to feel its spirit. . . . So here's to health, happiness and success in 1935!

Jimmy Petrillo, musicians' union head, has been named a member of the new Chicago Park District commission. . . . Billy Exton, former circus man but now a theater manager, in from Waukegan on biz and found time to look up some of his old outdoor buddies. . . . Jane Tiffany, Hollywood shoe designer, has located in *Chi* and is placing her styles on the market for the first time. . . . S. Hurok, impresario of the Monte Carlo Ballet Russe, says the Moscow Art Theater company which he is bringing over this month will come to Chicago before the season's over. . . . Chicago's Christmas Benefit, staged at the Stadium December 19, netted more than \$175,000 for the poor children of the city. . . . Eight directors of the World's Fair Horse Show Association, some of 'em social registerites, are being sued for their share of the \$35,000 debts allegedly incurred by the '33 show.

# ABS Adds 3 More Stations

**KARK, WJAY and WNBR come into the fold—has new sales slant**

NEW YORK, Dec. 29.—American Broadcasting System keeps growing rapidly, three more stations being added this week, for a total of 24. New stations are KARK, Little Rock, Ark.; WJAY, Cleveland, and WNBR, Memphis. WJAY was the subject of one paper's more violent pipe dreams recently, the claim being that Columbia had "stolen" the station from George Storer, ABS head. Both ABS and Sam Pickard, of CBS, denied the report when it was published.

At the same time ABS is developing a new sales slant, divergent from the principal point that the network is equal in basic CBS or NBC coverage at much less cost. New tangent is that the network is sadly needed by advertisers who want radio, since both other major networks are sold to the hilt and will probably continue to be so. ABS's argument is that as long as this condition is true the advertisers' need for further radio coverage is answered in ABS, but that should advertisers fail to give support, it will wind up as have past network attempts. If that happens, it will be a long, long time before a bankroll equal to the size of the ABS network comes on the horizon.

Coincidental with its new rate card announcement, ABS delivered one of its first sales promotion items in the shape of a huge telegram facsimile, sent to advertisers and agencies, and in the way of a three-foot square Christmas telegram, listed the ABS basic cost. Letter, on the new card, as previously recorded, is \$880 gross per evening quarter-hour; \$440, same time, daytime. Frequency discounts are the same as networks, the ABS "wire" stating this rate is not only the best buy in radio, but that it gives same basic coverage at 25 to 38 per cent less than competitors. ABS night hour rate, including six supplementary cities, is \$2,840.

WJAY, Cleveland, goes ABS January 1. Station has 500 watts on 610 kilocycles. M. F. Rubin is president. KARK is also 500 watts, 890 kilocycles. T. H. Barton, president of the Lion Oil Company, is principal KARK stockholder. Howard A. Shuman is manager, WNBR, on 1,430 kilocycles, has 500-watt power and is owned by Mallory and Francis Chamberlaine.

# New Biz, Renewals

NEW YORK, Dec. 29.—Both major networks have some new trade. Columbia Broadcasting System has:

WYETH CHEMICAL CO. (Jad Salts), thru Blackett-Sample-Hummert, Inc.; beginning January 7, WABC and 25 stations Coast to Coast, Monday, Tuesday, Wednesday, Thursday, 3:45-4 p.m. Program is *Easy Aces*.

GENERAL BAKING CO. (Bond Bread), thru B. B. D. & O.; renews effective January 6, 1935, on WABC and 28 stations, Sundays, 5:30-6 p.m. Program is Frank Crumit, Julia Sanderson and Jack Shilkret's Orchestra.

SOCONY-VACUUM OIL CO., thru J. Stirling Getchell, Inc.; renews effective January 5, 1935, on WABC and 11 stations in the East only, Saturday, 7-7:30 p.m. Program is *Soconyland Sketches*.

National Broadcasting Company has: THOMAS COOK & SON, thru L. D. Wertheimer Co., Inc.; starting January 8, 1935, Sundays, 5:30-5:45 p.m. on WJZ and 17 stations. Program is *Malcolm LaPrade in Cook's Travlog*.

HOUSEHOLD FINANCE CO., thru Charles Daniel Frey Co.; renews effective January 1, Tuesdays, 7:30-8 p.m. on WJZ and 15 stations. Program is Josef Koestner's Orchestra; Edgar Guest; Charles Sears, tenor, and Tom, Dick and Harry Trio.

BORDEN SALES CO., thru Young & Rubicam; starting January 2, Wednesday, 11:45-12 noon on WEAF and 42 stations. Program is *Jane Ellison—Magio Recipes*.

THE KLEENEX CO., thru Lord & (See NEW BIZ on page 9)

# Co-Operation De Luxe

UNION CITY, Ind., Dec. 29.—At the regular session of the Union City city council, an ordinance was passed which will make it unlawful to operate any "machines, apparatus or contrivance" between the hours of noon and midnight, which will in any manner interfere with the operation of radios or develop static. The only exception is the use of X-ray by physicians in emergency only.

Operation of these appliances except within the prescribed hours will be considered a nuisance. Each day will be considered a separate violation and considered a misdemeanor, liable of a fine of from \$1 to \$100 and a jail sentence up to 90 days. This ordinance was passed at the request of radio dealers, who appeared before the council a few weeks ago and asked for restrictions.

# Press Services Public Safeguard

CHICAGO, Dec. 29.—Speaking before a joint convention of the American Association of Teachers of Journalism and the American Association of Schools and Departments of Journalism Thursday night, E. H. Harris, Richmond, Ind., publisher, declared that press association news service to broadcasting stations provides the only public safeguard against coloring of radio news and the dominance of either the government or advertising in news broadcasting.

Harris, who is chairman of the publishers' national radio committee, was answered by Herbert Moore, president of the Transradio Press Service of New York, who contended that the radio was entitled to its own news-gathering organization and that the press-radio service now in effect over the major chains permits newspaper monopoly and distortion of the news.

"The stations," Moore declared, "buy news and that's what we deliver. There is not the newspaper monopoly that means distortion. The newspapers are fighting the press-radio service with lies and deception."

"Uncensored news, free from propaganda, can be presented and maintained only if the news is furnished by reliable news-gathering organizations, and if it is not resold to an advertiser for sponsorship," Harris said. "If the news is resold to the advertiser, the news-gathering association forfeits its right to prevent censorship."

# World to Survey E. T.'s

NEW YORK, Dec. 29.—World Broadcasting System is making a survey of the transcription picture in radio, the survey covering two points. World wants to find out the percentages, on an average, of the amount of recordings used per broadcasting day. This percentage is to be broken down into two parts, amounts commercial and amounts sustaining. Form letters have been mailed to stations using WBS waxed program services querying them.

Adrian Flanter is handling the survey for the transcribing firm.

# U. S. Vs. ASCAP Possibly in April; Latter Breaking Up Directorate

NEW YORK, Dec. 29.—That U. S. Attorney-General Homer S. Cummings will soon move for a preference date in the government's anti-trust action against the American Society of Composers, Authors and Publishers and the Music Publishers' Protective Association, is an unconfirmed rumor, with the first week in April being tipped as the possible date to be chosen by the government as the date for trial. Neither ASCAP, MPPA officials nor their attorneys could confirm the report inasmuch as they have no official notice of such a move from Washington.

That the trial or a possible compromise is not far off seems to be indicated by various moves being made by the broadcasters and ASCAP. The latter, at its board of directors meeting last week made a definite move toward breaking up the interlocking directorate that exists between ASCAP and the MPPA boards. This is something some of the motion picture owned publishers have al-

# Ford Takes Lead as a Major Buyer of Time on the Ether

*Formerly the least interested in advertising on the air, motor magnate reverses his opinions and with his dealers will utilize time on a possible 400 outlets*

NEW YORK, Dec. 29.—Easily the outstanding money spender on radio for the winter season of 1934-'35 will be the Ford Motor Company and its dealers. Ford, at one time dubious about the air as a selling agent, has completely reversed himself and on the campaign for the new car announcement is blanketing the country with the most complete coverage, it is believed, ever undertaken by an advertiser. Ford programs, either live or electrically transcribed by World Broadcasting System, will be on 400 stations. Of these, slightly more than 100 will carry the two Ford CBS programs. Remainder, about 300 stations throughout the nation, will have the three special new car transcribed programs, consisting of 15-minute programs, taken off the air by WBS from the Fred Waring shows.

# Name Acts Signed For MBS Accounts

NEW YORK, Dec. 29.—Mutual Broadcasting System gets another commercial, starting January 15, when Arthur Tracy (Street Singer) returns to the air thrice weekly for Dr. Scholl's foot preparations. Tracy has been away from the mike some time, mainly touring in vaude. Vincent Sorey's Orchestra will accompany the singer. Donahue & Coe is the agency.

Tracy was sold thru Rocke Productions, the fourth show sold by that office to start soon after the first of the year. Rocke also sold Jack and Loretta Clemens to Venida Shampoo; Gladys Glad and Mark Hellinger to Eno Salts, and Borrah Minevitch to Reid's Ice Cream, starting again on WOR January 29. Harmonica band was on the same show last season.

QINQINNATI, Dec. 29.—Wassy Products, for Barbasol Shaving Cream, is bringing Singin' Sam (Harry Frankel) back to the air, going on the Mutual Broadcasting System once a week. Programs will emanate from WLW.

# McCosker Denial On Quitting WOR

NEW YORK, Dec. 29.—The unceasing flow of reports that Alfred McCosker would shortly be out of WOR as president, which crystallized in publication last week, was absolutely denied yesterday by McCosker. Rumors have been around some time, going the rounds since Albert Cormier resigned as general manager.

McCosker stated that he expected to be with the station for years to come and that there wasn't "a scintilla of truth" to the published story, as it was laughingly called. As a matter of record, McCosker seemed a little peeved.

Understood that the president's contract with WOR has another year to run. Station is owned by the Macy department store interests.

carry the two Ford CBS programs. Remainder, about 300 stations throughout the nation, will have the three special new car transcribed programs, consisting of 15-minute programs, taken off the air by WBS from the Fred Waring shows.

Ford's air campaign is tied up with a publication program equally as extensive. The attitude of Henry and Edsel Ford in the campaign was briefly expressed in a special telephone hookup last week in Mecca Temple, when Edsel Ford addressed the dealers and stated that sales increases are expected because of "unprecedented advertising operations." Unprecedented is mild.

It's possible that other concerns may exceed Ford's radio budget, but those firms are advertising several products, such as Standard Brands' yeast, gelatine and coffee shows or General Motors presentations for various cars. However, for one sales item, the Ford car, it is certain, according to radio executives, that there is no topper. Ford has his Fred Waring stanza, which extends Thursday (3) to one hour on all Columbia stations. Likewise he has the Sunday night symphony program, on the same hookup, with both productions heavily budgeted. For the new car announcement, WBS pressed several hundred records, which, they state, are to be placed on 306 stations, including some of the CBS outlets already used. Potts, Turnbull agency of Kansas City is handling this phase of the campaign.

The Mecca Temple show, mentioned before, was not on the air, but was a direct telephone hookup between a number of cities, with sales talk and a short show by Fred Waring being piped to the dealers. Besides the show business phases of the Ford campaign mentioned, the car manufacturers are using phonograph records and motion pictures as sales inspirers.

# FCC Is Rapped In WLW Squawk

WASHINGTON, D. C., Dec. 29.—Characterizing the move of the Federal Communications Commission as "spineless" in its proposal to cut down the power of Station WLW in Cincinnati, America's most powerful station, from 500,000 watts to 50,000 watts, on what they call a "wholly unjustifiable complaint" of the Canadian Government, broadcasters of the United States seem to be unanimous in their condemnation of the Communications Commission's action. So acrimonious are they, in fact, that it looks as if what they call the Commission's "backing down without firing a shot" may jeopardize the friendly broadcasting relations between this country and Canada.

Cause was a complaint relayed thru the State Department from the Canadian Radio Commission that WLW had been blanketing CFB in Toronto at night. Officials of the Communications Commission were mum on what action they took.

It appears that the Commission has agreed to order a cut in WLW's nighttime power from 500,000 watts to 50,000 watts, effective February 1. It was described as a temporary cut and hope was expressed that "further diplomatic conversation might bring about a better solution."

"The real issue at stake is whether or not Canada is going to write the broadcasting regulations for the United States," one broadcaster declared. "If we authorize the use of a certain amount of power and it does not cause serious interference in this country shall we allow the Canadians to tell us what we shall or shall not do?"

ready suggested months ago, before the government's suit was filed. It is understood that the ASCAP board members who are also on the board of MPPA have been asked to resign from one or the other.

ASCAP distributed the largest dividend in its history for the final quarter of 1934. The sum of \$600,000 was divided among the publisher and writer members, which amount is about \$200,000 more than the fourth quarter dividend of 1933.

Certain factions in the broadcasting industry still are of the opinion that a suitable compromise will be made before the suit filed by the government goes to trial. They point out that the U. S. assistant attorney-generals have declared that much of the ASCAP answer is irrelevant to the issues involved. On the other hand, it is no secret that ASCAP is willing to take its chances in the courts.

**ALWAYS A GOOD REPORT ON**  
**CHIC FARMER** N. B. C. Soloist  
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 AND HIS MUSIC  
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**ANSON WEEKS**  
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**EDITH MURRAY**  
 The Dramatist of Song  
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 Exclusive Management CBS Artists' Bureau, Personal Representative, IRVIN Z. GRAYSON, Hotel Roosevelt, New York City.

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 Master of Ceremonies at the ROXY THEATRE, New York. Indefinite Run.

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 COAST TO COAST, Via NBC.  
 Direction Music Corp. of America.

**KARYL NORMAN**  
 "The Creole Fashion Plate"  
 AMERICA'S MOST UNIQUE CHARACTER ARTIST  
 Now Appearing At THE MOULIN ROUGE Brooklyn, N. Y.

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

# More U. S. Sponsors Sought For British Air Audience

*English radio subsidiary here claims a considerable increase in interest in sponsored disks, blanketing the British Isles via France and other countries*

NEW YORK, Dec. 29.—The 100 per cent increase in interest the past year of England's radio audience in sponsored programs, originating in France and other countries on the Continent, has prompted the International Broadcasting, Limited, of London, to form a subsidiary, called Imperial Broadcasting Corporation, for the express purpose of selling more English coverage to American advertisers. Imperial Broadcasting Corporation, which has taken offices in the RCA Building, will offer coverage of the estimated British radio audience of 35,000,000 to 38,000,000 listeners for as low a fee as \$50 for a quarter-hour period, with the rate card ranging upward to \$500 for the same period at a more desirable time or station. Subsidiary is representing 12 foreign outlets in France, Spain and other countries.

Principal stations being used are "Poste Parisien," "Radio Normandy" and "Radio Luxembourg," in France, and EAQ, in Madrid, a short-wave station. The Madrid outlet now broadcasts a half-hour program each Sunday for Philco Radio Company, which concern also uses a half hour each day on "Radio Normandy." Both programs in English, of course, the latter meant for England and the Madrid program for American short-wave fans. Other American firms using radio abroad, to cover England, include Cystex Company, RKO of London, Colgate-Palmolive-Peet Company, and others. Irish Hospital Sweepstakes also send commercial programs to cover England from France.

Leonard F. Plugge is heading the Imperial Company and Frank Lamping is vice-president in charge here. According to Lamping, it is his plan to seek the American manufacturers with foreign distribution and sales forces and sell them on the electrical transcription plan, which is more or less universal as to commercial programs abroad. Moving of live talent involves prohibitive transportation costs even from London across the channel. Adele Astaire is now being heard for Pompeian cosmetics on a guest star series, but other portions of the program are recorded. Gene Dennis, American psychic, who sailed today for France, will make a series of records for Winacornis Company, which is now offering a series of disks using American hit tunes exclusively.

Lamping was not optimistic on England ever going in for commercial broadcasting as long as many receiving set owners have to pay their tax and the resultant desire of the British Broadcasting Corporation to bow to the taxpayers' every whim. Sound track from movie films is used extensively for broadcasting, RKO doing this with its preview programs and music from "Radio Normandy" (Stations use names instead of call letters). Lamping believed that a \$500 rate for a quarter hour at a choice time and from a powerful outlet blanketing England was a cheap buy.

Will Rogers will resume his Gulf Oil Company broadcasts over CBS on January 7, with his portion of the program originating at KHJ, Los Angeles. Program goes east for release in all territory west of Detroit.

## Football Broadcasting On Competitive Basis

LINCOLN, Dec. 31. — The Legislature convening in January will have a chance to set up a program which will help Nebraska radio stations get back the right to broadcast State University athletic contests, especially football, which the stations lost three years ago. Senator Bullard has proposed a bill stating that it shall be compulsory that the University offer for competitive bidding these rights in order that taxpayers supporting the University may hear the contests.

This year in the Big Six, Nebraska and Iowa State were the only two schools to ban broadcasts and the only two schools to finish with a good money complexion. Since Nebraska has been off the air attendance has grown from less than 100,000 to almost 215,000 per season. The athletic department, which supports itself, says the tax argument is not valid since it derives no part of it. KFAB and KFOP here are ready to air arguments when the bill comes on the floor.

## No Squabble Over L. & F., Say Agencies Involved

NEW YORK, Dec. 29.—Dissension between the Blackman Company and Lenzen & Mitchell, ad agencies, over the disposition of the Hinds Honey and Almond Cream account (Lehn & Fink), has been denied by Dorothy Cocks, L. & F. ad manager. Reports grew that when Blackman took over the radio part of the business, as an addition to the publication phases, and a mixup developed on getting Helen Hayes for the cosmetic firm's new CBS spot on Sunday nights, there had been considerable friction.

Miss Cocks stated the claim that Lenzen & Mitchell's reported demand for complete handling of Lehn & Fink's radio business, in addition to Pebecco toothpaste, which brings Eddie Cantor on the air February 3, was untrue.

The major radio stations of the Southland are asking the Radio Code Authority to look into the local situation and examine the records of dealings being made by the smaller stations who are claimed to be violating the code. Major stations maintain the indies are disregarding price cards completely and selling time and service for any price thought possible.

# Radio the Favorite Ad Medium Of the Dealer in NBC Survey

NEW YORK, Dec. 29.—Sales Promotion Department of the National Broadcasting Company has completed and released its extensive "dealer survey," making known the facts in a brightly colored brochure supplemented by lesser follow-up pamphlets and breakdowns.

Five key questions were asked of druggists, grocers and gasoline dealers in effort to learn their preference as to advertising mediums. Radio seems to have won out on all points. Questions and tabulated results are listed below:

On trade-marked or branded items that are nationally advertised, which one of the following four media have you found best in selling your produce?

	Radio	Med. A	Med. B	Med. C
Druggists	68.4%	10.7%	21.0%	1.7%
Grocers	63.2%	19.0%	32.0%	4.3%
Gas Dealers	58.3%	12.1%	18.6%	21.2%

Which one of these four kinds of national advertising do your customers talk

about most often when buying branded or trade-marked items at regular prices?

	Radio	Med. A	Med. B	Med. C
Druggists	72.9%	8.4%	17.2%	1.7%
Grocers	58.7%	11.6%	26.8%	1.1%
Gas Dealers	61.5%	6.2%	14.8%	15.3%

If you had the power to choose and plan a national advertising campaign for a brand to sell at regular prices, which of the four media would you choose?

	Radio	Med. A	Med. B	Med. C
Druggists	80.1%	17.0%	31.2%	3.8%
Grocers	69.2%	18.0%	36.9%	4.5%
Gas Dealers	70.4%	11.6%	19.3%	22.2%

If you could choose only one of these, which one would it be?

	Radio	Med. A	Med. B	Med. C
Druggists	70.3%	7.1%	20.3%	1.0%
Grocers	62.5%	8.1%	27.2%	2.0%
Gas Dealers	63.2%	7.0%	14.1%	12.8%

What kind of national advertising has helped sales most, in three of the best selling brands?

	Radio	Med. A	Med. B	Med. C
Druggists	71.1%	18.3%	17.3%	2.8%
Grocers	60.8%	29.4%	17.3%	8.0%
Gas Dealers	65.7%	9.4%	15.0%	18.0%

**HILTON SISTERS**  
 World Famous Siamese Twins  
**NOW ON TOUR**  
 Direction FRANK FISHERMAN. 1619 Broadway, New York, N. Y.

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

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

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

Under Direction of PAT HOKE  
**CAMPBELL'S WASHINGTON and LEE ORCHESTRA**  
 Season 1934-1935  
 PIER BALL Old Orchard, Me. WNBC WGY NBC  
 Direction Continental Orch. Corp., Utica, N. Y.

**REDMAN'S BELLHOPS**  
 LEW ENTERTAINING DANCE MUSIC  
 Exclusive Direction CONTINENTAL ORCHESTRA CORP.  
 HOTEL UTIOA, UTIOA, N. Y.

NBC—WOR Network  
**FELIX FERDINANDO**  
 The International Favorite of Dance.  
 And His MUSIC. HOTEL MONTCLAIR New York

**ANNE BOLAND**  
 "Songs of Love"  
 NOW ON TOUR

**MIMI CHEVALIER**  
 "The Flower of France in Songs of Romance"  
 RADIO, STAGE, SCREEN.

★★★★ **FREDDY BERRENS** AND HIS MUSIC  
 Opens Dec. 27 at the FLYING TRAPEZE  
 New York's Smart Restaurant and Cafe 67th St. at B'way  
 BROADCASTING COAST TO COAST VIA WEAF—WJZ  
 N. B. C. NETWORK WORK THIRDE WEEKLY  
 Direction: Orch. Corp. Amer., 1619 B'way.

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

# PROGRAM REVIEWS

## Coca Cola Show

Reviewed Friday, 10:30-11 p.m. Style—String orchestra and vocal chorus. Sponsor—The Coca Cola Company. Station—WEAF (NBC network).

With the title, "The Pause That Refreshes on the Air," this soft drink account returns to the networks with a half-hour period that does not compare with its old offering, a prime favorite in its day. Big string ensemble that was conducted by Gus Haenschen brought Coca Cola a great many listeners and the orchestra had a well-defined swing and tempo that could not be mistaken. But this was two years and more ago. Currently, Frank Black, NBC house man, is wielding the baton over some 60-odd pieces and 35 in a mixed chorus. Black's strings go in for the tempo that characterized B. A. Rolfe's efforts on his *Lucky Strike* hours. Plenty of pep, destined to lose the beauty and moving qualities that lie in a vast string ensemble. Black may bring forth plenty of arrangements, but they have no color when rushed. Voices weave in and out, sometimes blending nicely, but for the most part the combination is not especially outstanding. This is evidenced when the first few bars of the same theme are waffled forth. However, for those who like their music fast and pretty much in the same tempo, the half hour will suffice. Black's tricks do not seem to get across with any appreciable impression.

Coca Cola takes it easy insofar as credits are concerned, which is at least one redeeming feature of the program. M. H. S.

## "Gossip Behind the Mike"

Reviewed Monday, 12:30-12:45 p.m. Style—Interviews and gossip. Sponsor—The Norse Company. Station—WABC (CBS network).

Wallace Butterworth does a competent job of interviewing radio celebrities as such programs run, not being satisfied with superficial bits, but actually giving a fairly strong sketch of his subject's career and more important highlights rather than the usual fan stuff. Butterworth gives a preliminary talk, after which he brings on his man and creates atmosphere which results in the listener obtaining a pretty good picture of the possible favorite radio star. On this particular occasion Donald Novis was interviewed, but did not sing, due to a slight cold. The excuse angle is the only marring feature since most listeners figure it to be a stall and a straight announcement perhaps that other contracts forbid his singing might make the subject even more important.

Norse toothpaste credits pertain to the Norwegian origin of the ingredients used in its manufacture and benefits to be obtained from its use, benefits claimed to be exclusive with Norseac, more or less. Butterworth himself does not handle the announcing end, which is another good feature and sets him off better as an interviewer. Few bars of music on opening and closing further helps. M. H. S.

## Met. Opera Company

Reviewed Saturday, 2-4:30 p.m. (approximately). Style—Grand opera. Sponsor—Lambert Company. Station—WJZ (NBC network).

All available Red and Blue outlets are handling this second Saturday afternoon series of sponsored Metropolitan Opera Company broadcasts, direct from the stage, as is the NBC custom with these huge undertakings, which get under way with a preliminary broadcast on Christmas Day and subsequent season of once a week matinees. *Listerine* ought to obtain plenty of good will for itself and fortunately the Lambert Company is providing copy in a safe and sane manner. Intervals between acts is of course utilized by Milton Cross, the narrator, now aided by Geraldine Farrar, former Metropolitan prima donna, acting as raconteuse. Miss Farrar richly enhances the picture for the average listener, even to the extent of interpolating her thematic bits of more important songs, singing them with piano accompaniment. Story description is fairly well covered between Cross and Miss Farrar, who each do their share of letting the other audience in on the libretto. Miss

Farrar's voice is well suited to her raconteuse role and of course Cross the first man for the job at NBC when it comes to serious music jobs.

Regular Saturday afternoon series gets a great start with so fine an artist as Lily Pons, coloratura soprano, in the leading role, and Nino Martini, tenor, whom radio did much to develop, and Richard Bonelli heading the male members of the cast in *Lucia Di Lammermoor*. Despite the open time between scenes and acts, *Listerine* credits were never in evidence to the extent of interfering with the smooth course of the program. Here and there Cross mentioned the qualities of the product as a germ-killing mouth wash. M. H. S.

## MBS To Settle Question Of Permanent Line Soon

NEW YORK, Dec. 29.—Question of permanent lines between WOR, WGN, WLWL and WXYZ, basic stations of the Mutual Broadcasting System, will be definitely settled shortly after January 1. Stations now have no fixed hookup in the way of lines between them. Date of the meeting hasn't been set, but MBS had been waiting until one or two more commercials came on the books before settling the questions. Those commercials came in within the past two weeks, Dr. Scholl (foot preparations) and Barbasol shaving cream starting shows in the first month of the new year.

## NEW BIZ

(Continued from page 7)

Thomas, Chicago; starting January 1, 1935, on WEAF and 22 stations, Monday to Friday, inclusive, 12-12:15 p.m. Program is *The Story of Mary Martin*—dramatic script.

AMERICAN RADIATOR CO., thru Blaker Advertising Agency, Inc.; starting January 10, 1935, on WEAF and 14 stations, Sunday, 7:30-7:45 p.m. Sigurd Nilssen, basso, and Graham McNamee make up the program.

CHICAGO, Dec. 29.—Rap-in-Wax Company, St. Paul, thru Erwin, Wasey & Company, Minneapolis, has contracted for three five-minute announcements weekly over WLS between 2 and 2:15 p.m. for 13 weeks, Monday, Wednesday and Friday.

## Newark

PARTOLA PRODUCTS CO., thru Frankel-Rose Co.; starts January 8, 1935, Tuesdays, Thursdays and Saturdays, 6:55-7 p.m. Electrical transcription.

JOHN MORRELL & CO. (Red Heart dog food) has bought participation in the *Martha Deane* program, thrice weekly.

FASTEETH, INC. (denture powder), thru Wylie B. Jones Advertising Agency, Binghamton, has bought participation thrice weekly in *Science in Your Home* program.

WASEY PRODUCTS, INC. (Barbasol), thru Erwin, Wasey & Co., on WOR, WGN, WLW, from Cincinnati; starting January 4, Fridays, 9:45-10 p.m. Program is *Singin' Sam*.

AMERICAN MOLASSES CO., thru Charles W. Hoyt Agency, renews starting January 13, Sundays, 12-12:30 p.m. Program is *Uncle Don Reads the Comics*.

RICHFIELD OIL CORP. OF N. Y., thru Fletcher & Ellis, effective December 31; renews its thrice weekly program, 5:45-6 p.m. Program, an electrical transcription, is *Air Adventures of Jimmie Allen*.

# Season's Greetings



# Fred Waring

## West Coast Notes; 4-Station Survey

LOS ANGELES, Dec. 29.—The principal stations in the Los Angeles area will conduct a survey in this territory to determine the reception power of their stations. Decision was reached when KNX, KPWB, KFI and KHJ got together and decided to split the cost incurred in getting such data. Equipment will be installed outside of the city to record the sound density of signals, and portable equipment, to be used for the same purposes, will be moved from town to town thruout the Western States.

Reason given by the local stations for survey is that cleared channel stations are threatened with a Federal Radio Commission ruling which threatens to divide the cleared channel frequencies among other stations. Stations hope that reports will show that their studios are heard in all parts of the territory and thus flank them with valuable ammunition in presenting their case before the Commission.

*So This Is Radio* is the title of a new KHJ and Columbia-Don Lee feature to be presented every Sunday night from 7:30 to 8, replacing *The Merry-makers*. Program burlesques the daily life of a mythical radio station and has Raymond Paige as producer.

# I WANT

Two clean, closing, sober, able salesmen to sell time on the fastest growing independent station in the West.

STAN CHURCH, CHARLIE LAKE, JACK VAUGHN, WIRE ME.

Jack Sweeney Commercial Manager

KFKA Greeley, Colo.

Jimmy Fidler, fan magazine writer, will start his Tangee lipstick program from Hollywood on January 18, doing a 15-minute period weekly.

Grace Moore will do her first program for Vicks' on her 13 week contract over NBC on New Year's Day from the Hollywood studios.

John Boles is en route to New York to appear with Helen Chandler on the NBC Lux program December 30.

## FREE RADIO

(Continued from page 3) ers. The protests of unions against this was at first to no avail, but the combined efforts of the stage and screen officials forced the company to book its attractions in regular theaters. One important demand is that any radio station that is granted a license must confine itself to broadcasting.

GEORGE HAMILTON and his orchestra opened at the Hollywood-Roosevelt Hotel Supper Room December 28 for an indefinite engagement.

## Network Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is from December 21 to 27, inclusive.

Winter Wonderland.....	33	An Invitation to a Dance.....	17
An Earful of Music.....	26	I'll Follow My Secret Heart.....	16
Stay as Sweet as You Are.....	24	Be Still, My Heart.....	15
Object of My Affection.....	23	Where There's Smoke There's Fire.....	15
You and the Night and the Music.....	20	Take a Number From One to Ten.....	14
You're the Top.....	19	P. S.: I Love You.....	12
Dancing With My Shadow.....	18	Anything Goes.....	11
Hands Across the Table.....	18	Pop Goes Your Heart.....	11
It's June in January.....	18	Did She Ask for Me?.....	9
The Continental.....	18	Okay Toots.....	9

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

**ANGELO FERDINANDO**  
AND HIS ORCHESTRA.  
NBC NETWORK.  
HOTEL GREAT NORTHERN  
145 W. 57th St., N. Y. City.  
Dir: CONSOLIDATED RADIO ARTISTS.  
1619 Broadway, New York, N. Y.



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

**HARRY RESER.** WEAF Network Coast to Coast. Management: National Broadcasting Company.  
WRIGHT'S SPERMINT TOOTH PASTE HOUR.  
**DECCA RECORDS**  
Tour Direction: CHARLES E. GREEN, 1619 Broadway, New York, N. Y.

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

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

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

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

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

**NEW YORK ALBANY**  
**STANLEY H. WILLIS**  
"America's New Deal Booking Offices"  
1619 Broadway, New York, N. Y.  
**MIAMI**

Broadcasting NBC and Columbia  
**JESS HAWKINS**  
and HIS ORCHESTRA  
Now Playing Merry Gardens, Chicago  
Featuring "RED" EVANS  
R. W. STEVENS, Mgr.  
Belmont Hotel, Cleveland, O.

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

**AIR BRIEFS**

By JERRY FRANKEN

**L**UCKY Strike is all set, according to reports, for its return to the air, using the same "Crime doesn't pay" idea embodied in a previous series. New shows will give adventures of police departments from all quarters of the globe. And American Tobacco continues looking at shows for Half and Half tobacco. Duncan Sisters may come on the air, which means that *Uncle Tom* will also make a mike appearance. The sisters are to audition in *Topsy* and *Eva*. Also in the audition ranks was Floyd Gibbons, for Colgate's toothpaste. Decca hasn't set on its radio show yet.

**T**ALENT continues to switch around and change networks. Cab Calloway goes CBS just after Ruth Etting goes NBC with Red Nichols Orchestra. WOR collects commissions on *The O'Neills*, now also on Columbia. Kay Thompson, in from the Coast and on ABS a short while, also moves over to CBS. ABS network is said to be on the verge of going out after well-known theatrical names not on the air now, as the web can't expect to get any talent aid from either CBS or NBC.

Splash!—Frigidaire is practically set on a new show to start on NBC shortly, talent including Jeannette MacDonald, Charles Winninger, Nicholas Kemper's Orchestra and a chorus. Final audition will be Thursday (3) of this week. . . . And I. J. Fox is looking for a name for a six weeks' radio show in conjunction with a seasonal sale. . . . NBC will also broadcast the opening of Congress, as will CBS and ABS. . . . Jimmie Fidler starts on NBC from Hollywood for Tan-

gee lipstick January 16, doing the usual Hollywood chatter chore.

About half a dozen orchestra leaders are looking for girl singers, some of the leaders being very well known. Baton wielders claim there's a shortage of suitable talent, as the girls have to look nice and, of course, sing. And all of the gentlemen prefer blondes. . . . When *Easy Aces* returns to CBS, the time of its four big hour daytime shows will be cut by 15 minutes. . . . Tom Curtin is writing a new mystery series for Forhan's toothpaste, titled *Black Chamber*.

**T**HREE Meyer Davis bands open soon at the Vinoy Park Hotel, St. Petersburg, Fla., directed by Walter Miller; Ponce de Leon Hotel in St. Augustine, directed by Bill Marshall, and at the Everglades Club in Palm Beach, Lon Chassy, conducting. Davis will lead the last-named band for a month, beginning February 15. . . . Paul Wittgenstein, one-armed pianist, plays a concert on NBC January 2. . . . It's five years on the air for Julia Sanderson and Frank Crumit. . . . *Homespun Philosopher* goes commercial on WNEW. . . . James L. Saphier celebrated his third year in radio by taking a new and larger office in the REO Building. . . . WOR's amateur hour has contributed several people to regular air spots, Clyde King being on that station and WNEW; Adelaide Van Wey on WOR; a sextet, the Lone Rangers, getting a night club job, and Frank Keenan, tenor, getting an NBC audition. Claim, however, is advanced that some of the gags made at the expense of the amateurs are too painful and that they are horsed around too roughly.

**CHI AIR NOTES**

By NAT GREEN

Effective January 7, the Carnation *Contented Hour*, entering its fourth year, will take the Southern group of NBO stations, which includes WRVA, Richmond; WPTF, Raleigh; WTAR, Norfolk; WUNC, Asheville; WIS, Columbia; WJAX, Jacksonville, and WFLA, Tampa. In all probability WIOD, Miami, will be added later.

Mrs. Wayne King (the former Dorothy Janis), wife of the "waltz king," is convalescing from an appendicitis operation. . . . Montgomery, Ward & Company will sponsor a Biblical show on NBC. Starting date not yet set, but Lloyd Lewis will write the dramatic sequences. . . . Ann Seymour, of *Grand Hotel*, has thrown away her crutches and is courting further disaster by playing ice hockey.

The Westerners, on WLS, have set a new record for photo requests, having received more than 120,000 in three weeks. . . . Henry Klein, CBS continuity chief, and Mrs. Klein have adopted a six-weeks-old boy from *The Cradle*. . . . He's been named Henry Jr. Little Jackie Heller, playing a two weeks' engagement at the Music Box in Pittsburgh, will be back in time to return to the Chimalene Carnival January 10 and to inaugurate his own sponsored program January 14. . . . Florence Ravenel, formerly on KYW, has joined staff of WLS. . . . Ruth Etting will work for the same breakfast food sponsor that has been renewing contracts with Irene Wicker. . . . Mort Thomas, announcer on WGES, and Mrs. Thomas are rejoicing over the arrival of a daughter at 12:33½ (that's getting the time down fine) a.m. December 16.

Jerry Cowan, of the *Eno Crime Clues*, will join Clifton Webb and Dorothy Stone in *As Thousands Cheer*. . . . Alexander Aster, w.-k. pianist, is taking the place of Allan Grant on the *Canary Chorus* on WGN for five weeks, during which time Grant will be playing concert engagements around Chicago. . . . Maxine Gray, Southern songstress, who started with Ted Weems and was later loaned by Hal Kemp to Kay Kyser, is joining Hal in the East to replace Deane Janis, who is going in a musical comedy. . . . Tony Wons celebrated a birthday December 28. . . . *The Story of Mary Martin*, serial drama, went on an NBC-WEAF network January 1. . . . Twenty-five thousand people paid a quarter each to attend the Christmas charity party given by *The Milwaukee Journal* and *Helnie*, the

happy-go-lucky band leader of WTMJ. . . . Irene Beasley's voice clearer and her range wider than ever since she had that throat operation. . . . Musical Clock, which used to be heard on KYW, is back on the air via WBBM and Halloween Martin continues as the voice of the clock. . . . The *Maybelline* show, *Penthouse Serenade*, formerly heard from Hollywood, now originates in the Chi NBC studios. . . . Vincent Pelletier of WBBM, is being congratulated upon the arrival of a baby daughter, Cherie, at his home. . . . Wayne Van Dyne, soloist for several years on Father Coughlin's network show, has been singing in Chicago under the name of Jerry Maxwell—because he can't make up his mind whether he likes opera or hotcha best.

Irene Beasley hasn't definitely decided whether she wants to join the Phil Baker show in New York or not. . . . Marshall Sossan back with the CBS studio orchestra, fully recovered from the fall while horseback riding that landed him in a hospital a few weeks ago. . . . Vernon H. Fribble, vet radio and ad exec, has been made manager of WTAM, Cleveland. . . . Used to be on *The Chicago Tribune* ad staff and later general manager of WGN. . . . Henry Klein, continuity head of CBS, starting a six weeks' siege on crutches as a result of a fractured right foot. . . . Morin Sisters had their car stolen just before Christmas, but it was recovered by the police a few days later. . . . Paul Dowdy and Alan Dale, CBS staff announcers, and Phil Stewart, free lance, handled the Nash Christmas Day pageant on Columbia. . . . The Cavaliers, well-known radio quartet, will be a feature of the Beatrice Lillis series that gets under way over a nation-wide NBC-WJZ network January 4. . . . Gypsy Nina, heard on CBS, is to be featured in the new *Chez Paree* show. . . . Jules Albert and his CBS orchestra opened at the new Opera Club December 28 and are heard over WBBM-CBS.

**CHICAGO LEGIT**

(Continued from page 4)

ary 5 The Globe Theater Players, who did not do so well at McWickers Theater, have moved to the Studebaker, where two shows a day are being presented at low prices. Indications are the Players will meet with fair success in the Michigan avenue house. . . . When *Ah, Wilderness* moves to the

**EDDIE PEABODY**

and his ORCHESTRA

Direction: NOW ON TOUR  
Orchestra Corp. THEATRES  
of America, BALLROOMS  
1619 Broadway, HOTELS  
New York, N. Y. RADIO

**AL GOODMAN**  
Bromo Seltzer Hour

WJZ, Friday, 8:30 P. M.  
"HALL OF FAME,"  
WEAF, Sundays, 10 P. M.  
Musical Director  
"Life Begins at 8:40,"  
Winter Garden, New York.

**PAUL TREMAINE**

AND HIS BAND from LONELY ACRES

Representative, Personal Management  
Abner J. Greshler. 'BERT MEYERSON  
545 Fifth Avenue, New York, N. Y.

**FRANK RICHARDSON**  
RADIO, STAGE, SCREEN. "THE TALKIES SMILING SINGER" NOW ON TOUR.  
Personal Representative: JACK HART, Palace Theatre Bldg., N. Y. C.

Grand Opera House the Erlanger will be occupied on January 6 by *Roberto*, presented by Max Gordon.

The Monte Carlo Ballet Russe opened an engagement at the Auditorium Theater December 26 with S. Hurok as the impresario and bids fair to repeat its success of last season.

**TICKET BROKER**

(Continued from page 4)

stituting a monopoly for certain favored brokers.

Brook Pemberton, chairman of the Code Authority's ticket committee, dismissed the threat, although various managers of hits, according to reports, were worried. Questioned on the possibility of a suit, Pemberton said, "I don't see anything in that claim. It looks like an 'out' for the manager. The courts have held that a ticket is not a commodity and therefore not subject to interstate commerce, but they have held that a ticket is a private license, and the producer has the right to sell it or to withhold it from anyone."

Meanwhile Jack Pasternack, manager of the Mayfair Ticket Office, an unlicensed broker and not a member of the TTBA, injected a bit of comedy into the situation by offering, thru his attorney, Bernard H. Sandler, to allow the Code Authority to arrest him for breaking provisions of the code. The OA ignored the offer.

It was explained that until Pasternack is licensed under the code he does not come under the authority of the OA. He is not liable to arrest, but the OA can take action by trying to prevent sale of tickets to him until he conforms with provisions of the code.

**DEFINITE TREND**

(Continued from page 4)

house in North Topeka, has engaged the M. G. DeMille Stock Company for Sunday and Monday performances. The Grand Theater, week-stand ace house of the Fox group here, booked *Green Pastures* for two performances December 15. This was the first stage show to play the Grand in more than two years.

# BANDS and ORCHESTRAS

By ROGER S. LITTLEFORD JR. (Cincinnati Office)

**ALBERT KAVELIN** has withdrawn from the Tavern on the Green, New York, to play a series of holiday dates. Unit is continuing its noon-hour engagement in the Silver Grill of the Lexington Hotel.

**ALEXANDER HAAS** and his Budapest Gypsy Ensemble have been playing New York society dates in addition to furnishing the music for several legitimate shows. Ensemble is also current at the Sherry-Netherland during luncheon, cocktail and dinner.

**WALLY MERRICK** and his Music have completed a four months' engagement at the Ritz Cafe, Superior, Wis., and are opening shortly at the Pelham Club, Hurley, Wis.

**JACK EVERETTE** and his Manhattan Club Orchestra are current at Coon's Rendezvous, Salt Lake City.

**STAN STANLEY**, with Paul Gilmore, Marjorie Black and Von Elkins carrying the songs, closes a 14-week engagement at the Hotel Gibson, Cincinnati, on January 5 and takes a 10-day road trip before opening at Louisville's new Casa Madrid. Ten of the boys double in violin, six in saxophone and four in trombone.

**MICHAEL BONELLI** and his orchestra opened at the Hotel Dempsey, Macon, Ga., a short time back. Band carries 10 men and features Baby Blue and Joe Marino.

**HUMMEL FAMILY** Orchestra, on Public time, opened in Durham, N. C., December 21 following a string of dates thru that territory.

**CLIFF PERRINE'S** 12-piece combo opened a four-day stand in Cincinnati's Greystone Ballroom on December 29. Lineup has Al Maier, Forest Hurley, Jack Hampton, Etz Britton, Fio Jordan, Ted Conway, Harry Minck, Don Bing, Jay Gradisher, Joe De Sousa, Myron Gillespie and Perrine.

**"CHUBBY" MARTZ**, until recently leader of the Hollywood Ramblers, has taken over the band with the Franklin Fantasy Pollies. Entire unit opened in Havana, Cuba, December 28.

**DREXEL LAMB** and his band have terminated an 18-week stay at the Tavern Hotel, Clinger Lake, Mich. Combo opened December 18 at the Casa Loma Club, South Bend, Ind. Bob Bixby and Benny Slade are recent additions to the Lamb organization.

**LESSE LAYNE** and his orchestra, 11 strong, played the New Year's eve celebration at the Kent County Cottillon Club, Dover, Del. Don Rigney and Jack Fallon handled the vocals.

**JERRY FODOR** opens shortly at Rain-bow Gardens, Detroit.

**ART DUBROW** and his Brigadiers, having completed two months of one-nighting thru New England, moved into the Chop House, Hartford, Conn., for an indefinite stay. Frank Wayne Pekaun and Joey Tart are featured and Joe Gibilisco, Mike Tozzoli, Tom Renard, Jack Kane, Henny Lang, Ted Ward, Hal Mirry, Larry Linehan and Vince Krag complete the personnel.

**LUKE CHANEY** reports his combo as booked solid thru the holidays. Unit includes Wyatt Cooper, Luke Chaney, Joe Templeton, John Burchmore, Chip Grifstein, Jim Farmer and Bill Shackti. Fuller Goodman wields the baton.

**JOE BUZZE** and his 11 pieces are current at the Heights Ballroom, Albuquerque, N. M., with a Monday night wire over KOB.

**PERCY CARSON** and his orchestra inaugurated an engagement New Year's Eve at the Hotel Skirvin, Oklahoma City.

**TED BROWN** and his orchestra have moved into Venetian Gardens, Scranton, Pa., after completing a 13-week engagement at Bill Green's Terrace Gardens, Pittsburgh.

**NATIONALLY KNOWN** orchestras proved popular with Detroit dance audiences during Christmas week. Over 4,000 persons were present at the Civic Audi-

torium December 25 to hear Jan Garber and his orchestra, and a capacity crowd jammed the Auditorium December 29 to hear Earl Burnnett and his Drake Hotel orchestra. On New Year's Eve Clyde McCoy appears at the Auditorium. All three appearances were under sponsorship of local fraternal orders.

**BUS WIDMER** and his 11-piece band from Cleveland are current at the Al-bambra Grotto, St. Louis. After the first of the year combo will head toward Texas in Widmer's 14-passenger bus.

**JACK BRUCE** and his Showboat Band closed Tantilla Gardens, Richmond, Va., and go on the road for two weeks of one-nighters.

**PHIL EMERTON** followed Jack Bruce into Tantilla Gardens, Richmond. Spot being booked exclusively by Billy Shaw, of Famous Music Service.

**TAL HENRY**, Jelly Lettwich and Bert Lown are playing one-nighters thru Virginia.

**EDDIE WEITZ'S** Pennsylvanians opened December 20 at the Hotel Richmond, Richmond, Va.

**AL MARSICO** and his band opened at the Plaza Cafe in Pittsburgh December 21.

**EARL HARGER** and his orchestra, doing sustaining on WOOD, Grand Rapids, Mich., and the Michigan Radio Network, open at the Detroit Athletic Club.

**JACK PAYNE** and his BBC orchestra are booked for the Empire and the Moulin Rouge, in Paris, during January.

**LESLIE STERLIN**, of New York, and his band are at the Bagdad in Paris.

**LITTLE JACK LITTLE** and his orchestra are under the management of the

Columbia Broadcasting System. Typographical error in last week's issue of *The Billboard*, in Little's advertisement, stated that he was under the direction of MCA.

**ANDY JORDAN'S** band is at the Casino Municipal in Nice.

**GREGOR** and his Gregorians are at the Mondial in Nice.

**HARKER THOMAS** has been booked into the Chez Paree, newest Detroit night club.

**RAY VENTURA** and his Collegians are at the Kuchlin Theater in Basle, Switzerland.

## BALLROOMS

By ROGER S. LITTLEFORD JR. (Cincinnati Office)

**HINTON, W. Va.**—Manhattan Ballroom in this city will be the scene of the local Junior Women's Club's Charity Ball. Buddy Howell and band will furnish the music.

**YOUNGSTOWN, O.**—Frank Stadler has opened a new downtown spot known as Club Royal in the Rayen-Wood auditorium. Bob Hildebrand and his band played for the premiere. . . . George Williams and his orchestra are in their sixth week at Hollywood Gardens, Warren, O. Alberta Haynes continues as soloist with the band, sharing spotlight honors with Wally Robinson and Jimmie Wahl. . . . Ed McGraw and his boys from East Liverpool have been playing thru Northeastern Ohio and Western Pennsylvania, headlining the Manhattan Trio and Hal Bailey and Will Emerick. . . . Bob McCullough is still the genial leader of Jimmy Dimmick's Sunnybrook orchestra. . . . Rudy Bundy is now commander of Doc Perkins' former unit. The band has been busy in Eastern Ohio and Western Pennsylvania ballrooms for several weeks and has played return engagements at East Market Gardens, Akron, O.

## STATION NOTES

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

**AKRON, O., Dec. 29.**—Art Graham, long commercial manager of Station WJW here, has been promoted to office and studio manager, Samuel Townsend, general manager, announced this week. J. E. Wagner, formerly in the commercial department, has been advanced to the management of that branch. Townsend remains as general manager, secretary and treasurer of the organization.

**XENT**, Mexican station, has changed its channel from 1210 kilocycles to 910 kilocycles. Licensed power is 150,000 watts, altho the present capacity of the transmitter is 75,000 watts. Night broadcasts use 50,000 and 60,000 watts.

**BEASLEY SMITH**, pianist, and Jack Shook, left-handed guitar player, have returned to WSM, Nashville, Tenn. They will have individual spots as well as a joint program. When Marjorie Cooney returns to the station after the holidays she will also join Smith in a broadcast. Shook was recently in New York for several appearances on CBS with the Kate Smith program.

**KNX**, Hollywood, has introduced a new program idea, in which an orchestra

plays numbers especially for would-be singers in their homes, each tune being played twice, in different keys, for high and low registers. Instructions and directions are given to make it easy for the parlor performers. Bill Hatch and a house orchestra are on the program.

**BEGINNING** January 1 WTOG, Savannah, Ga., will start broadcasting three news programs weekly, items to be gleaned from the weekly newspapers of the "Coastal Empire" and each program 15 minutes. Series will also have guest editors. Editor Harrington of *The Jeap Sentinel* made one guest appearance recently on a *Magic Carpet* broadcast.

**ALLIED PRODUCTS** of the Texas Lumbermen's Association have taken a program on WFAA, Dallas, Tex., and four other major southwest stations, KPRC, Houston; WOAI, San Antonio; KVOO, Tulsa, and WKY, Oklahoma City. Show is called *Friendly Builders*.

**NORTHERN DRAMATIC COMPANY**, one of the oldest radio drama groups on the air, was six years old Christmas Day, and did over 600 shows by

## MUSIC NEWS

Jules Von Tilzer has severed his connection with the Broadway Music Corporation to join forces with his brother, Harry. The new combination will signalize the re-entry into the popular music field by the dean of modern tunesmiths who has hitherto confined his activities to selling copies of his old catalog. Harry, with Jules as pilot, have a number of new songs under way which will be introduced shortly via the radio and stage route.

Rocco Vocco, of the Crawford Music Corporation, departed for California last week, where he will be guest of Bing Crosby. The trip is nominally one of pleasure and recreation, altho it is likely that Rocco will discuss future plans of the firm with Bobby Crawford, who is now on the Pacific Coast looking over the territory.

Wedding bells are in the offing for Ann Price, of the T. B. Harms firm. At any rate she has announced her forthcoming marriage to Maurice Friedman, a local attorney. The event is slated for January 20 at the Mt. Nebosh Temple, New York, with Rabbis Trattner and Bernstein officiating. A reception will follow the ceremony. Ann, who is held in high esteem by folks in and out of the industry, says she will not leave her present position regardless of impending marital ties.

Jack Spatz, obliging and popular contact man with Leo Feist, celebrated his sixth year with the firm on Christmas Day. The occasion was marked by a select gathering of friends, with the usual exchange of greetings and good wishes.

Richard Mills, son of Irving Mills, spent the holidays with his parents and uncle Jack, visiting the theatrical district and other wholesome points of interest in the greater city. Richard is a student at the Worcester Academy, Worcester, Mass., where he is taking a business course. The youngster is an accomplished vocalist and leader of the Pied Pipers, an orchestra which he helped to organize in his school.

Lew Pollock, composer and vaudeville headliner, has been signed to a year's contract to write exclusively for Fox Films. He will collaborate with Paul Francis Draper, lyricist, who is responsible for the text of *Two Cigarettes in the Dark* and other Pollock effusions. The twain will journey Westward January 11.

that time. Ronald Dawson left the theater six years ago to start the company, which he directs and heads. All members of the company hail from the stage.

**SAMMY FULLER**, Nancy Martin and Tommy Riggs, familiar figures on KDKA in Pittsburgh, started a new series of programs last month known as *The Romancers*.

**LEONARD STRONG**, who was featured in dramatic stock in Salt Lake City with Gladys George and later with the Duffy Players, is now a member of KSL Players, presenting weekly plays over the Salt Lake City station under the direction of Louise Hill Howe.

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## Sheet-Music Leaders

(Week Ending December 29).

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

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

1. Winter Wonderland.
2. Santa Claus is Coming to Town.
3. Object of My Affections.
4. June in January.
5. Invitation to a Dance.
6. Stay as Sweet as You Are.
7. Filtration Walk.
8. Hands Across the Table.
9. You're the Top.
10. The Continental.
11. Observatory Hill.
12. Mr. and Mrs. is the Name.

## Uniform Wages For Det. Acts

**Bookers in agreement on new wage schedule, according to local AFA rep**

DETROIT, Dec. 29.—Every vaudeville booking office in Detroit has agreed to the new schedule of wages for acts in night clubs and gardens, going into effect on January 1. Walter Ryan, representative of the American Federation of Actors, reported this week. The new scale, recently published in full in *The Billboard*, substantially increases minimum wages in all smaller spots in Detroit and Michigan.

One hundred per cent effectiveness in Detroit is assured, Ryan believes, thru the co-operation of every agent, and the requirement of the Detroit Police Department that no garden or cafe may book an act directly, all bookings coming thru the licensed agencies. Ryan also stated:

"The Detroit vaudeville agents have also agreed without written authorization of the owner, stating the number of acts to be employed and the salaries. This will be an effective control against any agent attempting to chisel down the price.

"All agents have likewise agreed to refuse to furnish acts to any place which fails to pay off, or which does not pay an agent's commission, until settlement is made.

"Every cabaret in Michigan is being notified directly, by letter from the AFA, of the new requirements to stop the independent booking still being sought by some acts."

The Gus Sun Office and the Amusement Booking office, stated to control 90 per cent of the cafe dates in Detroit, have also united in a campaign to demand a cover charge in every spot which plays acts. The cover charge is almost unknown in Detroit and is even absent in several of the better class night clubs. Attempts to make it effective a year ago proved its unpopularity at the time, but a university rule would be workable, the agents insist. A merely nominal charge of 10 cents is being sought, to lift the places above the class of those which do not use shows, and to provide a basis for financing the acts.

## London Night Clubs

LONDON, Dec. 20.—London clubs still show good business. Mathea Merryfield, the fan dancer from the London Palladium "crazy show," has joined the floor entertainment at the Dorchester Hotel, where her offering proves intriguing. Leslie Strange has been added to Felix Perry's *Monte Carlo Folies* at Grosvenor House and proves highly ef-



## 'ROUND THE TABLES

JIM WITTERIED has obtained an exclusive contract from Francis A. Mangar to put on floor shows and supply bands and acts as Art Director des Ambassadeurs (Paris) for 10 weeks beginning April 17. Mangar has pulled out of the Lido.

GRACE AND CHARLIE HERBERT have been engaged for the Caprice Room, Hotel Weylin, New York.

MAURICE THE GREAT, magician, is now at the Chapeau Rouge, New York night club.

SOPHIE TUCKER opens at the Hollywood Country Club, Hollywood, Florida, February 1, to stay until March 17. Currently at the Chez Paree, Chicago, on an extended run, she goes to the Oriental Theater in the same city for two weeks beginning January 4. Before she goes south she will spend a few days in New York resting.

ONDREA AND MICHEL, dance team, returned from Europe last week and opened at the new Town Casino, Philadelphia, December 28 for an indefinite run.

SHIRLEY DELMAR has joined the floor show at the Harlem Moon, latest uptown nite spot in New York. Others in the revue are Esna Estwald, Fay Pierce, Ike Firbes, Joan Castle, Ted and Catherine Andrews and the Three Melody Boys. Don Zito and his orchestra handle the dance music.

DON SANTO writes from Hollywood, Calif., that he and Miss Edie are temporarily splitting up their team and he is doing a single, acting as emcee at the Wiltshire Ebbell Theater.

JACK (BOZO) MASON, emcee, and Fred (Swede) Johnson recently closed 14 weeks at Horseshoe Gardens, Calumet,

Ill., and are heading for the Coast with a unit of their own.

Ill., and are heading for the Coast with a unit of their own.

GYPSE MYERS DAVIDSON is doing songs and emcee at the Pinocchio Club, Chicago, where she will remain until some time this month.

A NEW CAFE, International Casino, opened in Chicago December 27. Owned by Juan Ramirez, who also operates the Casa de Lopez, it is an exclusive place and quite novel in that the waiters and other help come from many different countries and all speak different languages—a sort of Tower of Babel. Two dancers, from the Gladys Hight School, entertain. They are Claire Powell, who does a nude style modern and Indian dancing, and Ginger Wood, taps and acrobatic.

TEX MORRISSEY, Collina and Wanda and Yvonne and Vernon were featured at Shadowland, San Antonio, Tex., recently.

MILWAUKEE GARDENS, Milwaukee class spot, recently opened its winter season to good business, with a floor show that included Hy Burnett, emcee; Edies Rae, Mickle Dean, Peggy Hall and Dorothy Mae Maxwell.

THE CARIOGA CLUB, Warren, O., under the management of Perry First, reopened December 12 after considerable remodeling, with Eddie Conti's Orchestra; Billy Sloan, emcee; Elinor Page, Paul and Esther and Ruth Quinn. Club will pursue a road policy.

ALLEN STERLING, of the late Show Boat Revue and emcee on the Steel Pier, Atlantic City, last summer, is the new emcee at the Black Cat Casino, Delaware's largest dance floor and night spot, near Wilmington. Jack Haymes and his Broadway Band is furnishing the music (See 'ROUND THE TABLES on page 23)

## Big New Year's Eve In Chi Night Spots

CHICAGO, Dec. 29.—Chicago night-life spots are all set for one of the biggest New Year's eves in recent years. Special parties have been arranged for most of the leading spots, such as Chez Paree, French Casino, Bismarck, College Inn, Empire Room of the Palmer House, Blackhawk, Bal Tabarin, Drake Hotel, Congress Hotel, Edgewater Beach and others, with prices ranging from \$10 down to \$5. Two cafes that have been closed reopened Friday night, and a new cafe, the Lambs, opened at Clark and Randolph this week.

The Opera Club, which closed several months ago, reopened under the management of Al Quodbach, long a leading cafe operator. Lavish entertainment and a parade of the outstanding musical attractions are promised. First is Jules Alberti and his CBS orchestra.

The Club Tivoli, south side spot recently damaged by fire, reopened with Joe Plunkett as host. New show is called *Fire Revue* and features a large beauty chorus. Speedy Westphal is m. c.

Ferde Grofe, famous composer and conductor, opens tonight with his orchestra in the Gold Coast Room of the Drake Hotel.

## NIGHT CLUB REVIEWS

### Congress Restaurant, N. Y.

Richard Decker has moved his Empire Ballroom down to 46th street and has installed a vast dine-and-caterly in its old site. He calls it the Congress Restaurant and got it off to a great start Friday evening.

The restaurant occupies an entire floor in the Hollywood Theater Building and is surprisingly intimate for its size. Soft lighting effect and table arrangement does much to achieve this.

Opening show has Polly Moran, the film comedienne; Fifi D'Orsay, also from pictures; Ed Lowry, doing emcee; a flock of sex-appeal showgirls and chorines, and

Charles Davis' Orchestra. Miss Moran, elephantine and robust, is a screaming hit. Miss D'Orsay is very very Frenchy and has no trouble pleasing. Lowry is young and personable, besides being a capable emcee and comedian. Specialty people include Frank Parrish, singing pleasant pop tunes; Edna Strong, singer and eccentric dancer; and Miss Thais, who dances clad only in a bridal veil and soft lights. Tom Nip and Alan DeSilva directed the entire production.

Art Ellesby and Billy Dawson wrote the score for show and did a nice job. Earle Moss is credited with the special arrangement for the Davis Orchestra, which provided swell dance music.

Advertising a \$1 supper and no minimum or cover charge, this spot should be able to do a big business. *Dents.*

### French Casino, New York

Broadway is seeing, currently, a wave of night club spending on the part of various operators, who seem to be going berserk in their attempts to out-bedazzle their rivals. French Casino, which was formerly the Earl Carroll Theater, in itself an extremely ambitious and color-beapleashed enterprise, is the town's latest and most awe-inspiring spectacle. It might be that it's even a little too much so. As in the case of the New Yorker theater (Casino de Paree) and the Hammerstein theater (Music Hall), seats and orchestra pit have been torn out, tables replacing them. Stage has been cut off at the wings to take care of the two orchestras. Noble Sissle and Carl Hoff, each in either corner. Stage has been enlarged in semi-circular fashion for dancing and the *Folies Bergeres* revue.

Last named is mainly a series of nude pageantry and tableaux, which undoubtedly will get the customers in droves. While there's no doubt the Casino will do business, the place represents an enormous investment that raises a little doubt as to getting off the nut. Minimum of \$2.50 starts the dinners on the price scale.

Show is divided into two halves, split by a half hour of dancing. It's anybody's money's worth, no doubt about that. High spots are, other than the undressed portions, contributed by Emile Boreo, the Ballet Komarova; Dedy, Delso and Juan, and an excellent snake dance number by Harold and Lola. Business was capacity the night caught. *Franken.*

### Empire Room, Chicago

With its usual swank the Palmer House opened its new show, *Holiday Revue*, in the Empire Room just before Christmas with a capacity crowd on hand. Show is one of the most entertaining the Empire Room has ever had—which is going some. There are two holdovers from the old show, Roy Cropper and Tommy Martin, and both continue to register solidly.

Ripa opens the show after an effective interlude by the Abbott International Dancers. His marvelous juggling, well known in the better vaude houses, fits perfectly into this novelty program and he won hand after hand. Roy Cropper followed and went over in his usual sure style. More of the Abbott girls, this time in *Vienna Nights*, the girls in old-fashioned costumes by Evelyn Mayer dancing to an original medley of waltzes specially arranged by Hattie Smith. Some clever ad libbing by the orchestra boys. The return of Elmo Tanner, Ted Weems' clever *siffleur*, was acclaimed.

Harris, Claire and Shannon, two girls and a man—an unusual combo—presented a distinctly different dancing act. In one of the routines the man appears to be dancing with Siamese twins. Extremely clever.

Tommy Martin is still picking lighted cigarettes out of the air in a nonchalant and mystifying fashion that makes a big hit, and his routines of magic done with the Abbott girls won repeated applause.

Newest novelty act is De Roze, the "Wonder Barman," from Chex Maxim's, Paris. He is featured in the supper and late shows, and his production of all manner of drinks from a pitcher of water is a tremendous hit. This is the first American appearance of De Roze, and he is a solid hit.

Music, as usual, is supplied by Ted Weems and his band, and the customers go for it in a big way. Ted's stay at the Palmer House has made this popular band leader still more popular. Red Engel got a big hand, as did the trio.

The new show, which leans heavily to novelty, ranks well with those that have preceded it, and the customers received it with generous applause.

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# Oppose Code Committee

**Actor and chorus groups claim committee unfair—prefer NRA boards**

NEW YORK, Dec. 29.—The Motion Picture Code Authority's plan to set up a new Vaudeville Complaints Committee as soon as the NRA opens the suggested code revisions will meet with considerable opposition. Dorothy Bryant, of Chorus Equity, and Ralph Whitehead, of the American Federation of Actors, both indicate that they will oppose the formation of any vaude committee unless it gives the performers an equal voice with the employer interests.

The standing vaude committee of the code—consisting of Major L. E. Thompson, C. C. Moskowitz and Walter Vincent—had originally urged a Vaudeville Complaints Committee of six to handle all actor and chorus complaints now going to the compliance boards for settlement. The board was to consist of one representative each of actors, agents, producers and the public and two of the exhibitors. The suggested amendment to this effect was dropped by the Code Authority before the hearing.

Now the Code Authority proposes to establish a new vaude committee that will represent "all interests." Miss Bryant, who was special labor adviser during the vaude code hearing, points out that three months ago the NRA ruled that labor must have equal representation on all code labor committees, with an impartial chairman having the deciding vote. She says such a committee must be appointed by the NRA and not by the code authorities. The legit code is an example of such a setup; the NRA appointed the board, which originally gave labor three more votes than the producers and which now affords both labor and producers equal representation.

Both the AFA and Chorus Equity indicate that unless the Code Authority can provide an impartial board to handle actor and chorus complaints, they will continue to seek code enforcement thru the State compliance boards.

## Paramount Leases McVicker's, Chicago

CHICAGO, Dec. 29.—McVicker's Theater, recently taken back by Jones, Linick & Schaefer from Balaban & Katz, has been leased to the Paramount Pictures Corporation for a term beginning January 2 and running to August 1, 1935, when the house reverts to the Jones firm again. Some \$100,000 rental is involved for the period.

With the leasing of the house, Aaron Jones Sr. withdrew his suit against Paramount for pictures. The deal is considered a strategic move on Jones' part inasmuch as the property will again be in his control at the beginning of the next year's buying season. No definite data on what the new operators intend to do with the house is available, but it is expected that they will close the house at least temporarily.

## Trio Ready New Act

CHICAGO, Dec. 29.—Eddie Dering, Betty Burnett and Jack Jacobs, all of musical comedy and vaudeville, are rehearsing a new vaude act which they expect to break in shortly. Act will be comedy and dancing, with Eddie Dering doing blackface and Bettie Burnett highbrow. Agented by Danny Graham, of the Sam Roberts office.

## More Vande for Paris

PARIS, Dec. 22.—The vaude boom continues on here. It is now definitely announced that the big Moulin Rouge will on January 11 switch to a policy of vaude and pictures, with flesh emphasis. The ace Empire has reopened with a big vaude and circus program. Prices at the Empire are extremely low, being only 10 francs (about 67 cents) for all seats at matinees and from 5 to 15 francs (30 cents to \$1) at night. Standing room set at five francs all shows.

## Material Protection Bureau

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

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

Send packets accompanied by letter requesting registration and return postage to The Billboard's Material Protection Bureau, 5th Floor, Palace Theater Building, New York City.

## AFA's Drive for Colored Members

NEW YORK, Dec. 29.—The American Federation of Actors has opened a drive to organize the colored vaude and cafe performers. First step has been the appointment of Leroy Collins as Harlem representative. Plans are being made for a mass meeting in Harlem.

The meeting will serve to introduce Collins to the Harlem actors and also to explain the benefits of unionism. Prominent Negroes, including Bill Robinson, Frank Crosswaith and Noah A. C. Walter, are being invited to speak. Ralph Whitehead will preside. No date set yet for the meeting.

## Schenck Easing Into Theater Department Job

NEW YORK, Dec. 31.—Marvin Schenck, Loew booker, is spending more and more time in theater operation, leaving Sidney Piermont to do the bulk of the booking. He has been attending many meetings with Charles Moskowitz, including the NRA confabs on a new wage scale for local union projectionists. Schenck also represented Loew at the vaude code hearing in Washington.

With Piermont doing most of the vaude booking under Schenck and J. H. Lubin's supervision, Leo Cohen has been taking care of the Gates, Orpheum and Boulevard here, and the Globe, Bridgeport.

## Marcus Repeats at Oriental

CHICAGO, Dec. 29.—Abe B. Marcus' Continental Revue has been booked for a return engagement at the Oriental Theater here starting February 1. When it played there several weeks ago the box office grossed over \$25,000, one of the best weeks of the entire year.

# Florida's Club Boom Makes Act Scarcity Situation More Acute

NEW YORK, Dec. 29.—The situation as regards the scarcity of acts, including "names," is further complicated by the night-club boom in Florida, a territory that is now draining the flesh field dry. There are at least 25 night spots in that section of the country, with the result that each operator is making a mad scramble for acts. The competition has brought salaries to an absolute top, the "names" included.

It is anticipated that Florida will see its biggest season this year, but in view of the many night spots opening there it is expected that many will fall by the wayside. None, with the exception of the Miami Biltmore, has the capacity to warrant a heavy expenditure for a show, but their profits are in the gambling rooms. The shows are used as bait.

Among the spots in Florida are the Hollywood Country Club, Deauville, Miami Biltmore, Fleetwood, Roney Plaza, Embassy, Iras Club, Ambassador, Earl Carroll's Palm Island spot, Beach and Tennis Club, Deauville Yacht Club, Bouche's, Forge, Everglades and a lot of smaller spots. Most of the clubs are in Miami.

The Deauville opens New Year's eve with a show including Vincent Lopez and ork, Lillian Roth and Stanley Twins. Sophie Tucker opens February

# Vaude Performers Warned Of German Restrictions

**American consul advises special precautions in arranging German engagements—special permission required to take money out of country**

CHICAGO, Dec. 29.—Vaude performers who intend to play engagements in Germany have been advised by the American consul at Berlin to use extreme care in making arrangements for their stay in Germany as there are various restrictions which, if not provided for, may cause embarrassment to the visiting performers. The information given by the consul, Raymond H. Geist, is in reply to an inquiry he received from a standard act now playing Chicago and which has contracts for performances in Germany.

## Big New Year Eve Biz in Detroit

DETROIT, Dec. 29.—The biggest New Year's eve in the history of Michigan was anticipated, following a canvass of all local booking offices. Every office reported a record-breaking number of engagements.

Cabaret business thruout Michigan was helped by the liquor commission's removing the two a.m. closing hour for the one night, allowing places to remain open constantly all night New Year's.

Theaters thruout Michigan were putting in special midnight shows. Approximately 140 acts were booked thru Ray Conlin, of the Michigan Vaudeville Managers' Association, for the huge chain of Butterfield houses in every large city outside of Detroit. At least 800 acts were booked for the night in theaters and cafes thru local booking offices alone.

## Actor's Temple Benefit

NEW YORK, Dec. 29.—Temple Erath Israel, known as The Actor's Temple, located on West 47th street, will give its annual benefit a week from tomorrow night at the Imperial Theater here. Jerome H. Klarsfeld heads the arrangements committee, while Sam Dody is arranging the program.

## Missouri Theater's Policy

ST. LOUIS, Dec. 29.—As stated in last week's issue, the Missouri Theater here, a Franchon & Marco operation, will open with a combination policy New Year's Eve. However, the house will not use the 10-act vaude policy planned, and instead will use a stageband policy. Jack Partington and Jesse Kaye of the F. & M. are in town for the opening.

Taxes and other deductions to which a performer's salary is subject average between 11 and 12 per cent, the consul states, and special permission is necessary to take out of Germany any foreign currency brought into the country. Performers are advised to obtain such special permission before actually going to Germany to work. The information given by Consul Geist was obtained from the "Verband der Deutschen Artisten" (Association of German Artists), and is as follows:

"Upon arrival in Germany for the purpose of giving performances here, theatrical artists should apply for a tax-card (Steuerkarte), which they should then give to the director of the theater in which they are to play. There is deducted from the salary paid a salary-tax of 4 per cent, and a further amount averaging 4 per cent, according to the amount of salary received, as unemployment relief contribution.

"By law only the members of the 'Verband der Deutschen Artisten' can give public performances in the theaters of Germany. This is an artists' association or union, and foreign artists temporarily in Germany may become temporary members. Upon arrival they should communicate with this organization in order to obtain permission to take employment (Arbeitslaubnis). There is a fee of 5.0 reichmarks for this, to which is added a further charge of 3.50 reichmarks. For permission to perform (Auftrittslaubnis) a charge of 2 per cent of the salary is paid the organization just mentioned.

"Roughly, the total taxes and other deductions to which the salary would be subject would average about 11 or 12 per cent.

"In order to take out of Germany again any foreign currency that you may bring with you, you should obtain a certificate from the authorities at the German border showing how much you brought with you and giving permission to take it out of the country when you leave.

"Money earned in Germany can only be taken out of the country when specific permission is obtained from the appropriate foreign exchange bureau (Devisenstelle). Your application for this permission should be addressed to the 'Präsident des Landesfinanzamts als Stelle für Devisenbewirtschaftung,' 28-34 Neue Königs Strasse, Berlin No. 43. In order to be certain of getting this permission it would be advisable for you to have your German booking agent or the theater with which you have a contract obtain it for you before you actually come to Germany to perform. In any case application should be made as early as possible in order to avoid delay or possible failure to obtain it.

"As a general rule I may mention that it is forbidden to take money out of Germany, and it can only be done when specific permission therefor has been obtained from the appropriate German authorities.

"You may wish to communicate with the New York branch of the 'Verband der Deutschen Artisten' to obtain further information. This organization can also be of assistance to you in making advance arrangements along the lines discussed above."

To his communication Consul Geist appends the following: "Altho the information given is believed to be correct, no responsibility for it can be assumed by this consulate general."

## RKO Books Lupe Velez

NEW YORK, Dec. 29.—Lupe Velez has been given two weeks by RKO, the week of January 8 in Kansas City and the week of January 18 in Cleveland. She took the date on a guarantee and percentage, with her guarantee in the neighborhood of three grand.

1 at the Hollywood Country Club. Carroll's Palm Island show, opening tonight, comprises Harold Stern and ork, Clemente and ork, Charles Irwin, Stan Kavanagh, Duffin and Draper, Maurice Golden's Blue Danube Girls and 40 girls. Harry Richman goes into the Beach and Tennis Club January 15, and it is likely that Lita Grey Chaplin will go in with him. Bob Grant's Ork plays the spot. Embassy show opens January 16 and will have Lucienne Boyer, Eric Madriguera and ork, Dario and Louise Brooks and Marion Chase.

Miami Biltmore has the Maxello, Gall-Gall, Howard Marsh and Pansy the horse. The Fleetwood, opening January 17, will have the Three Ritz Brothers, Florence Herbert, Pearl Twins and Lois Ravel. The Ambassador, which opened last night, has Jack Waldron, Frances Fay, Marita and Dlar, and Brian McDonald, with Flo Kennedy the producer. Ann Greenway and Norman and Ariene Selby open January 5 at the Deauville Yacht Club, and Wilma Novak is at Bouche's. The Yacht Club Boys and Veloz and Yolanda are at the Iras Club, Jerry Goff and Jack Kerr at the Rooney Plaza, and Three Lewis Sisters and Bill Teiger are at the Everglades. The former operators of the Deauville Yacht Club will open the Forge Club, but have not set their show yet.

**Palace, New York**

(Reviewed Friday Afternoon, Dec. 28)  
(First Show)

Going to be a terrific week at the Palace, as Shirley Temple is on the screen in *Bright Eyes*, direct from the Radio City Music Hall. A pop-priced house couldn't get a better break on this holiday week in view of all the kids on the loose. The five-act vaude layout is an enjoyable 69 minutes, with the comedy acts necessarily on their guard against any dirt due to the kid trade drawn by the pix. First two acts appeal to the minors, but the other three are more for the adults.

De Guchi Japs, five of 'em, are just right for the opener with their floor acrobatics and Risley stunting. Dress it up besides with special scenery. They're clever acro workers, but their forte is the Risley. The finishing Risley stunt, the stool kickaway, had the folks nervous yet very appreciative.

Cookie Bowers went over very big—he's a fave here already. His pantomime brought him much more than his mimicry, altho that doesn't mean that the mimicry is weak. Just means that the pantomime is sensational. He does it very well and gets actual belly laughs. The imitations brought him a lot also and served to get the act off right.

Foy Family (Eddie, Charley, Mary, Madeline and Irving), five of the famous Eddie Foy's seven offspring, romp in this spot with a lot of hokum. They're good workers, fortunately, for the material. Latter is in need of doctoring. Eddie Jr. is chief funster and Charley is m. c., while the others stay in the background. Mention New Rochelle so much it appears that they may be the town's good-will ambassadors. Found favor with the audience.

Bert Walton grabbed off a show-stop in the next-to-closing spot, helped considerably in attaining that success by his singing stooge. Of course, Bert's buildup of the anemic-looking stooge is valuable, but that boy has a pair of pipes that would make most audiences pushovers. Walton presents the act well and has a showmanly delivery, but when you give careful thought to it he's shy on material.

Rimac's Orchestra is back again and

once more fares very well. A worthwhile act for any bill, as it's complete with entertainment and, besides, has production. All set at a sizzling pace, with the band giving out with catchy Latin numbers and the three specialty people going in for vigorous dancing. That rumba girl is a honey, while Charley Boy lands with his untiring hoofing. He has lots of speed and endurance. Rimac himself makes a charming leader, a graceful dancer and not a bad mike singer.

SIDNEY HARRIS.

**Loew's State, New York**

(Reviewed Friday Evening, Dec. 28)

State is counting mainly on Eddie Cantor in *Kid Millions* to bring in the New Year's holiday trade, altho the stage melange is moderately satisfying. Show runs about 75 minutes. Winnie and Dolly, in strong-jaw and trapeze work, open well. Act is given a production twist with a ship scene. Dolly being pulled up by her jaws from overboard. One or two more teeth bits are followed by some highly effective trapeze flying.

Shirley Ross could have taken a later spot to advantage. Her presentation is given a neat buildup with an MGM trailer, girl singing a number about giving her a chance at film work. Metro naturally has her under contract. On stage she looks better than in the reel and her style and delivery are far superior to the average mike crooner. All her three numbers landed well, but the cooch to accompany the *Continental* isn't needed.

Lewis and Moore worked up to a pretty good hand, altho the patter nearly spoiled the act. Files show this condition isn't new for the pair. Most of the laughs are obtained, if they are, with fanny posturings by the girl. Neat hoofology closes the turn strong. A fat stooge doing a pansy is included.

Will Osborne and his band, on fourth for 17 minutes, is unusual in present-day dance-band acts in that it relies on music and Osborne's nose in the mike and no specialties. Act is an entertaining getup, theory probably being that the leader's "name" is strong enough to carry matters. Some of the action takes in imitations of other w.-k. bands, a

comedy number imitating a jazz band of 10 years ago, some straight jazz and Osborne's nalogy. A good act.

Johnny Burke, in civvies, but with the same soldier monolog, wowed. There's not a new line in the entire spiel, but it's just as funny as ever.

Lynn Burno Revue, dance flash that closed, is so-so. Best number, a dance by Ted Wren, opened but should have closed the act. Wren ending his contribution with a jump off the piano into a split. Act carries three other girls, two dancers and one coloratura soprano, who was good in spots but couldn't seem to keep her register. Girls' dance numbers are average. Burno is evidently at the piano.

House was light for the supper show. JERRY FRANKEN.

**Palace, Chicago**

(Reviewed Friday Afternoon, Dec. 28)

It was hard to believe, but it's actually so. Milton Berle has risen from the mire, been dry cleaned and renovated and can now hold his head above any critics who have been panning him in the past for his use of filth. And he has changed. No longer like the impudent little boy who has heard a naughty word and delights in using it at every chance, but a "grown-up" comedian who depends on gags and situations, not dirt, for laughs and gets plenty of them. Severe in my criticism of Berle in the past, I now give him credit for the change he has made. He is a hard worker, being on the stage almost continuously and contributing several blackouts between the regular acts.

Berle makes his entrance thru a screen, sings *Don't Let It Bother You*, gags and tells stories and follows with a blackout.

Ray and Sunshine (The Hudson Wonders) were next with their excellent acrobatic dancing. This reviewer has always said the kids were in a class by themselves for this kind of work and repeats it here. They have some new tricks, among them a forward and back one-foot somersault, a handkerchief pickup while doing a cartwheel and some fine one-leg control work. Went over big.

Dorothy Lee, screen vis-a-vis of Wheeler and Woolsey, sang *Just Keep on Doin' What You're Doin'* and then acted moeily as a foil to numerous Berle quips. Both of them did *You're a Builder Upper* with a short bit of dancing and some fooling around at the finish. Good hand. A funny hospital blackout was inserted here, done by Berle and three assistants.

Sid Gary, on next, did a flock of songs over the p.-a. system, opening with *Rollin' Home* and following with *It's June in January* and *One Night of Love*. Impressions of Lawrence Tibbett and Harry Richman, and then *Out in the Cold Again* with a parody by Berle. Gary drew a heavy hand. Another blackout here and Berle doing his radio travesty and a song.

Earl Hines and his Orchestra closed. After his theme song Hines did a piano solo, *I Know That You Know*, and the Palmer Brothers, vocal trio, harmonized on a couple of numbers. The band played *Body and Soul*, with a vocal chorus by Katherine Perry, who also did *Hands Across the Table* with a violin stanza. The Three Rhythm Kings, in soldier uniforms, did several tap routines on a large drum platform and turned in some nifty hoofing that sent them off a sock hit. A fast number by the band closed the act.

F. LANGDON MORGAN.

**Academy, New York**

(Reviewed Friday Afternoon, Dec. 28)  
(First Show)

Business was excellent at this viewing of an hour and 15-minute stage show. Picture was *Imitation of Life* (Universal).

*California Revels* opened the bill. This is an all-dance act, of six girls and a lad. Almost every type of dancing, including adagio, taps, hard and soft, and the girls doing a rhythm tap routine. Best of all, an acrobatic dancer, who works with grace and style and deservedly drew the biggest hand in the act.

Frank Mellino and Gang did very well in the two spot. There is a great deal of hoke and slapstick here, interspersed with clever and original dancing, juggling. Also a comely lassie who does a fairly good fast tap number. The three men and girl conclude with a snappy finale of trick dancing.

The Keller Sisters and Lynch, using a mike, harmonize well, altho at times

a trifle too loudly into a mike. They do a couple of hillbilly numbers, *The Continental* and *Annie Doesn't Live Here Anymore*. Didd very well here.

Herman Timberg was next-to-closing. Assisted by his son, a guitar player, and a cute fast-talking baby-voiced girl, he clowns, dances, plays the violin and piano for 25 minutes and pleased the crowd all the way. The lass is a great foil for him, and the choicest spot in the act is when she sings into a mike accompanied by Timberg on the violin, with the guitar player to boot.

Billy Hays and his orchestra closed the show. This was another long act, running about 25 minutes. The orchestra is all right and has a nice version of *The Continental*. A boy and girl croon *Flirtation Walk* into the mike and none too well. Also a pair of adagio dancers, a lassie known as Miss Personality, and a vocal trio of the boys in the band. F. M.

**Capitol, New York**

(Reviewed Thursday Afternoon, Dec. 27)

Starting three days earlier than usual in order to get the holiday trade, the current Capitol show is due to get it. With Ted Lewis on the stage, and Joan Crawford, Clark Gable and Robert Montgomery in *Forsaking All Others*

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(MGM) on the screen, there's hardly a chance that anybody will stay away. That was borne out Thursday afternoon, the third day of the run, when there was standing room only. Even the high-priced loges were practically filled.

Lewis for this reporter's money, is the master showman of them all. Aside from the fact that his band, with its blues, can tear any audience apart, the staging and the great knowledge of effects make the unit outstanding.

The band is composed of 14 men, plus a lass at the harp, and in addition there are enough specialists to fill out the running time pleasantly. Outstanding among the latter are the Radio Aces, a male harmony trio, who sit with the band and who work hard all the way. They come on in practically every number to do excellent work. Charles (Snowball) Whittier, a colored lad, scores heavily with hot dancing, an imitation of Mr. James Durante (no less) and his *Me and My Shadow* number with Lewis. Jean Carroll and Jose Shalita do two nice dance routines, and various others also contribute.

But the sock comes with the numbers—most of them famous by now—built up by Lewis himself. The man has an uncanny sense of stagecraft. He can take good talent and make it seem outstanding thru his presentation. With nothing but lights and the music of his own band, he can build up effects that huge production numbers fail to achieve. This reporter, for one, would like to see him stage a legit revue.

The unit, in addition to those already mentioned, includes Lois Sterner, Mildred Gaye, Teddy McDaniels, Paul White and Kathleen Bassette.

EUGENE BURR.

**Loew's Orpheum, N. Y.**

(Reviewed Friday Evening, December 28)

A strong vaude layout this half supporting the picture, *Kid Millions*. Collins and Peterson, in next-to-closing, gave the bill its biggest sock. Homer Romaine, the opening turn, was also an applause hit.

Homer Romaine followed a pleasing overture by Teddy King and his pit men. Romaine, in flowing mustache and gay nisties get-up, does a swell flying trapeze act. He does some punchy stunts in the air and keeps the customers in good humor with his kidding. Got the show off to a great start.

Reis, Hamilton and Reis, two boys and a girl, a new combo, offer a fast singing and dancing comedy turn. Miss Hamilton, a small blonde, works in Durante hotcha style. Her vigorous style brought the laughs, while the Reis boys do fine stepping, weak stinging and also straight to the girl's comedy. Act is still rough and draggy. Can stand plenty of polishing.

Jack Arthur, the WOR baritone, has a fine voice for the mike, but his delivery could be improved. Did four numbers, all pops, and drew a nice hand. Opening number, *Be Still My Heart*, is given a queer arrangement and does not register. Others are much better.

Marty Collins and Harry Peterson wowed them with their hokey intimate clowning. Collins is a showmanly comedian and adapts his style and pace perfectly to his audience. Peterson is a first-rate straight, besides contributing a bit of singing.

De May, Moore and Martin, two men and a girl dancers, start off weakly with a familiar hoke ballroom number, but return later for a much stronger apache number. In between, the pianist steps out for an accordion number, and one of the men does an acro tap dance. Except for sock apache finish, the act is pretty ragged.

PAUL DENNIS.

**Radio City Music Hall, N. Y.**

(Reviewed Thursday Afternoon, Dec. 27) (First Show)

From the long lines of inner-lobby standees and those on the 50th street side, it appears that this holiday week should bring the house another one of those over 100 grand weeks. The picture, Katharine Hepburn in *The Little Minister*, is the draw. Stage show has been slighted, and that's probably because the house may have considered bolding the *Bright Eyes* film for two weeks and thus didn't have much time to prepare a new show when the picture stayed but a week. Current stage-show

No review of the Roxy Theater, New York, appears this week, due to the hold-over of the show, the picture being "Anne of Green Gables."

runs only 24 minutes, and one-half of the time is given over to a repeat number.

The symphony ork handles selections from *Pagliacci*, and, as usual, does a mighty good job of it. An extra attraction in the overture is the return to the house of Jan Peerce, and he makes this session mean just so much more with his excellent singing.

*Kaleidoscope* is the billing for the show, and the opening number is the repeater. It's *Wings of Love*, certainly worthy of repetition. This is production of the first grade, with lighting effects such as you rarely see. Mile. Nirska makes a very impressive butterfly, novel, lighting being centered on her full blast. Nicholas Daks does Pierrot very well, and the ballet corps add to the number with A-1 execution of clever routines.

The second spasm is a wintry affair, with the male singing ensemble leading off in a fair singing session. Fowler and Tamara follow as a couple of ice skaters in the park. Production is good, and, as ever, the well-known dance couple provide considerable talent, grace and class. This skating number of theirs, however, is not up to their standard of routines. Furthermore, the team's too intimate for so big a house as this. The Rockettes get their inning to serve more of their outstanding precision dancing, this time in the guise of snowflakes. Finale follows their routine.

SIDNEY HARRIS.

**Earle, Philadelphia**

(Reviewed Friday Afternoon, Dec. 28) (First Show)

The stage show at the Earle opens with a medley of appropriate new year numbers by the Earle Orchestra, under the direction of Joseph Milekof.

The Gilbert Brothers, working both before the curtain and on a set, presented slow-motion acrobatics. Each worked separately on the high bar and then combined in a muscle act.

Nina Olivette, with her two male stooges, Murray and King, put across a singing, dancing and comedy number. Nina sang *I'm a Lady* a la Jimmy Durante with a risque line at the end of each verse, tickling the cash customers. She did a single, using the orchestra as her stooge. Ork got stubborn and switched from waltzes to hot rhythms. The trio ended with a knock-about adagio number.

The Eton Boys, radio quartet, and the Do-Re-Mi feminine trio came out and worked before separate mikes to put over song numbers. The *Continental* and *College Rhythm* were given. The girls held the stage alone to sing *Stay as Sweet as You Are* and *Be Still My Heart*. Next the Eton Boys came back to give *Keep on the Right Side of the Road* and a yodeling number. Boys threw in comedy touches and got plenty encores. Both groups joined for *Tiger Rag* as the finale.

George Givot, the "Greek Ambassador," got laughs with his dialect comedy and innocent eagerness. Actor did his well-known banquet speech that turns into a plug for his restaurant, "Acropolis Number Seven." Stunt not new, but audience liked it. Givot ended with impersonations of Eddie Cantor and Mae West.

In the last spot, Irene Vermillion worked on a full stage with the Dart Quartet, five gal cornet players. First did a modern dance, then stepped into wings while quartet played medley of favorites. Dancer returned for elaborate interpretative dance, "The Spider and the Butterfly." Ended with a Congo dance, beating two drums, that turned into a hotcha number halfway thru. Audience warmed their hands applauding this one and the Spider effect.

The screen feature was *The Secret Bride*, with Barbara Stanwyck and Warren William.

H. MURDOCK.

**State-Lake, Chicago**

(Reviewed Sunday Evening, Dec. 30)

*Russian Fantasy*, a dance flash with five women and two men, was a mild opener. All were on for the first number, three of the girls followed with a tap routine and one with a solo acrobatic number. A characteristic Russian dance, which featured Russian steps by the men, was next, and then one of the girls did a neat tap routine, the other four girls did a tambourine number, and the act ended with all on for the finale.

Joan Paige and Bill Keaton duced it. Miss Paige does several impressions, the best of which was the one of Lyda Roberti singing *Minnie the Moocher*. All of her other numbers have been done



**NEW ACTS**

**Four Polis**

Reviewed at the Orpheum, New York. Style—Perch novelty. Setting—Full stage. Time—Seven minutes.

The Four Polis, males, have a smooth and well-polished perch act. One of the lads acts as the understander and balances various types of poles on his shoulders. The other three perform on the poles, climbing, balancing and manipulating cleverly. The men work with an ease and grace, minus the usual fanfare, getting by on their merit alone. Did well here.

F. M.

**Moore and Revel**

Reviewed at the State, New York. Style—Comedy and dancing. Setting—In one. Time—Six minutes.

Jane Moore and Billy Revel have been playing clubs and presentation houses. They do an amusing takeoff on dignified ballroom dancing and at this show had no trouble scoring. They were only on for six minutes, working right thru without any change of costume or style. Only change is in the music, which

(See NEW ACTS on page 18)

here much better. Keaton sang a parody on *Love in Bloom* and wisecracked now and then. Act as it stands is very weak and needs material, routine and rehearsals. Took a fair hand.

Felovis juggled his way thru several minutes, using the customary hat, ball and cane to begin and then taking on a lamp and some Indian clubs. He seemed a bit off form at this show, missing a number of tricks. His best work is with the sticks and ball, and his closing trick of juggling three lighted torches in the dark is a great finish. Big hand.

Medley and Duprey were next. Here is an act that seems to improve with age, and it's getting along in years, too. Eddie Medley's antics have the folks in stitches most of the time, and excellent assistance is given by Miss Duprey and Harvey, a stooge, who can sing, and does. The fall-apart phonograph is still one of the biggest laughs, and Eddie's dancing bits and pantomime is also a highlight. Went a hit.

The stage revue opened with the State-Lake Sweethearts doing a routine, followed by a short acrobatic specialty by Marian Ford. Ben Dova staggered upon the scene with his inebriate knee falls and acrobatic dance and made a hit with his work on the lamppost. Gene Austin, accompanying himself on the piano and assisted by Candy and Coco with guitar and bass viol, did several numbers, among them *Take a Number From One to Ten*, *The Object of My Affection*, *After You've Gone* and a hill-billy gem. Took three bows.

The closing number was a neat flash. Six of the State-Lake Sweethearts spoke *Cocktails for Two* and the others, in beautiful cellophane costumes represent-

ing different drinks, paraded around. Verne Buck joined the six girls for a neat tap routine, and strings of colored lights were lowered from the files for the finale.

F. LANGDON MORGAN.

**London Bills**

LONDON, Dec. 22.—Replacing Naughton and Gold, English comedians, who have left the show to play a pantomime engagement, Devito and Denny, American comedy team, make their debut at the Palladium in the current "Crazy Show" and click solidly with some new and funny hoke business. Mathea Merryfield, fan dancer; George Prentice, with his Punch and Judy act, and Raye, Ellis and LaRue, adagio turn, continue to hit heavily at all showings.

Evie Hayes, cute and personable songstress, is the outstanding hit in the fourth anniversary show at the Trocadero, Elephant and Castle. Joe Griffin, Irish-American tenor with corking pipes, is a sensation at the Troxy, Stepney.

De Wolfe, Metcalf and Ford, young American comedy dancers, are the applause hit of *The Bing Boys* at the Alhambra; Belle Baker continues her record run of successes this side by chalking up a terrific hit at the Paramount, Manchester.

Dixon and Pal, unique comedy seal act, scores heavily at Birmingham Hippodrome. The Ganjou Brothers and Juanita headline with *Porcelain Romance* to happy results at Chiswick Empire.

Ewing Eaton, versatile American girl, and Sam Barton, cycling comedian, are the best acts at Shepherd's Bush Empire. Grace Fields headlines at Holborn Empire and packs them in.

Just Returned from Successful European Tour

**HAROLD BOYD**

**and JIG SAWS**

From review in "The Performer," London Palladium, March, 1934

No stranger here, Harold Boyd now reappears with his Three Jig Saws (Roland Romas, Litka Kademova, George Charland), about as crazy a name as the material purveyed by the four. Heavy knockabout work, eccentric falls and the like, dancing, some effeminate gibes and some other laughable though somewhat blue humor are all ingredients in one of those acts in the construction of which Americans remain the masters. Plenty of laughs and applause for this mad foursome. Much new scenery on view this week.—A. C. E.

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LITKA KADEMOVA  
ROLAND ROMAS

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" Dec. 21, RKO Palace, New York, N. Y.  
" Dec. 28, Proctor's Theater, Troy, N. Y.

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# Indie Vaude Activity Mild

**Schine plans Ohio vaude—New Year's Eve shows spur indies to continue vaude**

NEW YORK, Dec. 29.—Vaude activity among the indie theaters is only mild these days. Except for the usual flurry of New Year's Eve shows, the indies continue to move cautiously in trying vaude.

Louis Schine is planning vaude in several of his Ohio spots. A score of his houses in up-State New York are now using vaude booked by the Dows. The first Schine spot to resume vaude will probably be the Springfield, O., house. In that town the Regent has added Saturday and Sunday vaude and the Fairbanks is using units first halves. Both are Charleres-Warner houses.

The Stanley, Bridgeton, N. J., a Ben Amsterdam house, has added two-day vaude, booked by the Dows. It is opposition to the Criterion, booked by Ed Sherman.

The Shaw, Quincy, Fla., has increased its seating capacity and a new stage for vaude installed.

The Rex, Seattle, Wash., has added vaude to double features. The Rex was formerly the Pantages house.

A. H. Blank's Orpheum in Omaha resumed stage shows New Year's Eve with the Harriet Calloway Revue. It was the first stage show in Omaha since June and was booked for three days.

The Varsity, Lincoln, Neb., is expected to add vaude next week, due to the new vaude policy of J. H. Cooper's Orpheum Theater.

The Rivolt, Newark, added week-end vaude Christmas Day, booked by the Godfrey-Linder Office.

The Hollywood, indie house, and Warner's Earle, Atlantic City, have both

added vaude. The Hollywood, booked by Harry Biben, uses Saturday to Monday vaude, while the Earle has vaude Friday to Sunday.

The Princess, Youngstown, O., reopened Christmas Day with vaude. Stephen Grapa is managing the house.

## Belmont Sending Acts to Europe

NEW YORK, Dec. 29.—Frank Belmont, local agent, has closed a two-year deal to locally represent the May Variety Agency, of London. Joseph Seymour, of that agency, closed the agreement with Belmont before he returned to London earlier this month.

Belmont has booked Jackie Smith, 15-year-old mimic, and Blanche Collins, also a mimic. They sail aboard the Manhattan January 3 and open in London January 12. Ben Beyer and Al Libby open at the London Palladium March 11 for two weeks. Belmont also has the Balabanow Accordion Five, Alexander and Santos, and Fields, Smith and Fields lined up for European dates.

## New Larry Rich Show

CHICAGO, Dec. 29.—Larry Rich's *Round Town Follies*, after rehearsing the last two weeks, opens at the Orpheum, Madison, Wis., tomorrow. The cast, headed by Larry Rich, includes Cheri, Jane Shirley, Larry Rich Jr., Tom Long, Three Lightning Flashes, Edison and Louise, a band of 10 men and a line of 12 girls. Two special sets of scenery are carried, and the company is under the management of Max Kalchheim. The unit will run about 60 minutes. Jack Kalchheim is agent.

## New Casino Show Booked

CHICAGO, Dec. 29.—RKO has contracted with the new show at the French Casino in a manner exactly as its deal with *Folies Bergeres*. In other words, the circuit has bought the new French Casino show for the Palace Theater here, the date to be established on a two-week notice from the attraction.

## In Film Shorts

NEW YORK, Dec. 29.—Medley and Dupree, Ramon and Rosita, Paul Sydell and Spotty, and Toto are among the more recent acts to work in Vitaphone shorts here.

## Lining Up Houses For AFA Units

NEW YORK, Dec. 29.—Wilbur Bates has gone on the road for the American Federation of Actors and is lining up houses to play the AFA vaude units. He is now working thru New England and up-State New York.

A special AFA committee headed by Douglas Leavitt, meanwhile, is rounding up the talent for the first unit, slated to open January 12 in the East.

## "Hollywood Revels" Opens

CHICAGO, Dec. 29.—Earl Faber's new unit, *Hollywood Revels*, opened today at the National Theater, Louisville. The cast, which is headed by Olive Borden, former motion picture star, and Earl Faber, also contains Ralph and Teddy, Babe Kane, Joe Faro, Percy Fried, Dolly Colburn, a line of 10 girls and Bill Martin's Rhythm Kings. Show carries two special sets and runs 52 minutes.

## Buddy Fields Joins Kane

DETROIT, Dec. 29.—Buddy Fields, song writer, has joined the Detroit Artists' Bureau, in charge of a new orchestra department being added by Lew Kane, manager of the office.

The Academy Theater, Meadville, Pa., was added this week, playing split week vaude. This makes four and a half weeks of theatrical time in Michigan, Ohio and Pennsylvania now booked from this office, all on split weeks.

## Sun Books Two More

DETROIT, Dec. 29.—The Ritz Theater, Saginaw, and the Minter, Owosso, are adding vaude New Year's Day. Both houses are owned by James Minter. They will play four-act bills on a split week, booked by the Gus Sun Booking Offices here. Eddie Collins will produce the show at the Ritz and also emcee.

## Saranac Lake

By BETTY HUNTINGTON

Lawrence McCarthy must continue the cure, so we welcome him back again to the Lodge. Mac put in years with musical acts on the Keith and Shubert (See SARANAC LAKE on page 24)

## NEW ACTS

(Continued from page 15)

switches to a livelier tempo the last three minutes.

Miss Moore, a small brunette, and Revel make a swell team. Their routine is fast and peppy, and is presented with plenty of showmanship. However, six minutes straight is too much. They should break the act in half with another number. This would give variety to the act. P. D.

## Waldeck and Mitzi

Reviewed at the Orpheum, New York. Style—Singing, piano playing and novelty. Setting—In one. Time—Ten minutes.

Waldeck is a boy who plays rag-time on the piano in a hot and sometimes comical style. However, his forte is using his voice to bring forth sounds resembling cornets, jew's-harps and other instruments. Mitzi acts as straight woman and assists in the clowning and hoke, harmonizing with him on *I Like Mountain Music*. The act runs along very quickly and has plenty of variety. Got a big hand here. F. M.

## Duncan Sisters

Reviewed at Loew's State, New York. Style—Singing and comedy. Setting—In one and full stage (special). Time—Twenty-four minutes.

Rosetta and Vivian are still with us and as good as ever. Their team split for a while last year when Rosetta went out as a single. The sisters are now back on Broadway after a considerable absence.

They are still doing their Topsy and Eva clowning, assisted by a tall straight woman as Eva's mother. Rosetta (as Topsy) is still a charming impish character, while Vivian makes a fine straight. After squeezing the utmost in laughs out of this number they go into a session of comedy singing, with Rosetta doing her amusing burlesque on Spanish singers.

Their third and last number is their familiar but still very funny *Adam and Eve ditty*. They were a solid hit here. P. D.

## Chung Yee Wah Troupe

Reviewed at the Academy, New York. Style—Acrobatic. Setting—Full stage (special). Time—Eight minutes.

This company of Chinese acrobats can play anywhere on the strength of its two featured bits. At the Academy, on a strange booking quirk, the turn was third, instead of being at either end of the bill as customary. However, the layout at the Academy for the show had a dance flash to open and a band act closing.

First featured stunt is a dive thru hoops, the rims of which hold a number of knives pointing inward. It's done first thru one such hoop, then thru five. Bit is worked up very well by the company. Second feature is the closer. A wooden horse is set on a table, each of three legs supported and the fourth hanging over the edge. One of the boys spinning three dishes at the ends of cues, two in one hand and one in the other, mounts the horse and does a complete back bend to pick up and drink a glass of tea. Act drew an excellent reception. J. F.

# VAUDEVILLE NOTES

FRANK MACHANN'S SOCIETY BELLES AND BEAUX unit, 14 people, is all set and ready to open. Angling for vaude and club dates in the South. Machann is making his headquarters at the AFA while in New York.

WILLIAM ADLER and Paul Taubman, piano-violin team, opened big at the Rainbow Room in Radio City, and it appears that they will have a long run. They were at the Continental Cafe, New York, for about a year. Represented by Sammy Weisbord, of the William Morris Agency.

GEORGE CHOOS has put out a new act, Gibson, Arena and Martinez Margie Bennett and Ann Faye assisting.

CECIL MAYBERRY, former operator of the Hippodrome, New York, is back in town after six weeks of quail hunting in the Southwest.

IRENE RACZ, vaude caricaturist, exhibited her oils and water colors last week at the Piggins Art Galleries, in the Hotel Roosevelt, New York. Miss Racz was formerly designer of the Royal Opera House, Budapest.

CHENITO, performing dog owned by Bruno and Veleko Radke, won a first prize for the third consecutive year at the Madison Square Garden Annual Pet Show in New York recently. The act is playing vaude around New York.

THE TIERNNEY TROUPE was entertained by W. G. Barnard, old-time juggler, in Wichita, Kan., when it played the Fox Theater there. Charles Dryden and the Whiteside Troupe were also in the party.

JACKIE GROSS, formerly with Borrah Minevitch act and now doing a harmonica single, has returned to New York from the Coast. His brother, Eddie, is managing the act.

ALFRED BROWER and Al Ferguson have combined to do a new comedy turn, opening in Boston this week. Brower was formerly of Anita and Brower and Ferguson formerly of the Four Leas.

HARRY ROSE is going out of Anatole Friedland's unit, *Anatole's Affairs of 1935*. Friedland's on the hunt for a replacement.

FRED WARING was out of the Paramount, New York, two shows last Saturday night, due to a Philadelphia booking. He was replaced for the two shows by Cab Calloway.

EL BRENDEL and Flo Burt have picked up some vaude dates. Open January 4 in Toronto and jump to Montreal a week later. Will follow with Midwestern dates.

FOUR FRANKS, playing the month of January at the Scala, Berlin, will play Hamburg the first two weeks of February.

HARRY PUCK is reading a unit to play the Dorchester House, London.

JAY C. FLIPPEN will emcee the NTG Revue unit when it plays out of town for Loew.

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BROADWAY

Beginning Thursday Evening, Dec. 27, 1934.

THE O'FLYNN

An opera, based on Justin Huntly McCarthy's play. Book and lyrics by Brian Hooker and T. Russell Janney. Music by Franklin Hauser. Scenes and costumes by James Reynolds. Staged by Robert Milton. Dances by Chalfi. Music directed by Giuseppe Bamboschek. Presented by Russell Janney.

The Landlord of the Isle of Cyprus... The Landlord's Daughter... Lord Sedgemouth, Commander-in-Chief of the King James Forces in Ireland...

GIRLS—The Misses Ruth Adams, Florence De Barde, Pauline Chandler, Maghfield Fieldheim, Helene Hampton, Anna Heindl, Elizabeth Kerr, Amanda King, Vera Kingsley, Rose Kearney, Leone Krauss, Vera Lix, Olga Leggett, Lelia Lind, Maria Lama, Sylvia La Mard, Edith Maison, Rosina Munkelberg, Madge Parker, Marion Ross, Marie Russell, Mariam Stockton, Rosalind Shaw, Lillian Sullivan, Sophie Stern.

Chorus Equity Notes

DOROTHY BRYANT, Executive Secretary

Four new members joined the Chorus Equity in the past week.

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

On December 19 a hearing was held in Washington at which various changes to that part of the Motion Picture Code which affects the employment of our members in presentation houses were discussed. We feel that all of the changes touched upon will be of advantage to the membership. However, as the final draft is not completed we feel that any discussion should wait until the receipt of that draft from Washington.

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

We are holding mail for Jimmy Ardell, Ruth Adams, Helen Arlen, Sally Argo, Kathleen Ayres, Frank Budd, Herman Belmonte, Norman Broderick, Al Bloom, Olet Bree, Kelly Brown, Ralph Beese, A. Bennett, Helen Buck, A. Benold, Theodore Bayer, Fred Bush, Catherine Cale, Eva Connell, Anna May Colburn, Frank Clark, Mary Connot, Hazel Cagle, Phyllis Cameron, Harry Carroll, Peggy Deighton, Howard Deighton, Mary Downes, Jack Douglas, Vera Dona, Tania Dumova, Joyce Dunkin, Jackie Duncette, Mary Dolan, Phillip Ernest, Helen Edwards, Helen Ethredge, Mary Jo Engers, Walter Franklyn, Michal Forbes, Evelyn French, George Ferguson, Dorothy Forsythe, Marie Ferguson, Glenn Graham, Louise Gunning, Ernest Goodhart, Yvonne Grey, R. E. Garcia, Zola Grey and Lillian Griffith.

Members having complaints of violation of the Motion Picture Code, that part which deals with working conditions in presentation houses, should file such complaints immediately. Full protection is given persons reporting violations. A delay in filing complaints often makes it difficult to settle the case.

DOROTHY BRYANT, Executive Secretary.

Plays Announced

"Neah," by Andre Obey (Jerome Mayer, 125 West 45th street).

THE NEW PLAYS ON BROADWAY

ever. The plot deals with Captain Flynn O'Flynn's love for the Lady Benedicta Mountmichael and attempts to regain the throne of England for James II, unseated by William of Orange. The story uses the usual trite musical comedy climaxes, as they are—or were once—called.

The singing of all roles is topnotch. George Houston's baritone is first rate and in those assignments he does very well. Likewise Lucy Monroe's soprano, but while Houston sings quite lustily his acting, as is Miss Monroe's, is anaesthetic. Colin Campbell, Will H. Philbrick and Raymond O'Brien are amusing in the light comedy department. Robert Milton, who was called in shortly before the show opened to direct, evidently didn't have much time to aid matters. The first act, especially, runs on and on and on, altho matters pick up somewhat with the second act.

There's scant hope of ever getting back The O'Flynn's cost. JERRY FRANKEN.

ST. JAMES

Beginning Thursday Evening, Dec. 27, 1934.

THUMBS UP!

A revue devised and staged by John Murray Anderson. Lyrics by Ballard MacDonald. Earl Crooker, Karl Stark, James Hanley, John Murray Anderson, Irving Caesar, Jean Herbert and Vernon Duke. Music by James Hanley, Henry Sullivan, Gerald Marks, Steve Child and Vernon Duke. Sketches by H. I. Phillips, Harold Atteridge, Alan Baxter, Arthur Swanstrom, Ronald Jeans and Charles Sherman. Dances staged by Robert Alton. Sketches directed by Edward C. Lilley. Settings designed by Ted Weidhaas, with additional sets by James Reynolds and Raoul Pene DuBois. Production built by Vail Construction Company, and painted by W. Oden Waller and Techner Studios. Costumes designed by Raoul Pene DuBois, James Reynolds, Thomas Becher and James Morcom, and executed by Brooks Costume Company and Mahieu Costume Company. Orchestration by Spialek, Sailing and Raksin. Trio harmony arrangements by Jane Pickens. Orchestra under the direction of Gene Salzer. Presented by Eddie Dowling.

CAST: Guy Clark, Paul McCullough, Hal LeRoy, J. Harold Murray, Eddie Carr, Ray Dooley, the Pickens Sisters, Paul Draper, Rose King, Sheila Barrett, Eunice Healey, Jack Cole, Alice Dudley, Margaret Adams, Al Sexton, Hugh Cameron, Barnett Parker, Sam Liebert, the Falla Sisters, the Delmar Twins, Ruben Carle, Irene McBride, Sandra Gould, Emerson Frome, the Demant Trio, and Eddie Dowling. SHDWGIRLS: Helen Bent, Joan Nelson, Luene Ambrosius. THE DANCERS: Agnes Franey, Frances Nevins, Ruth Nicholson, Dionne Farrell, Vida Manuel, Billie Worth, Althea Elder, Beth Roland, Sandra Gould, Dawn Greenwood, Lucy Mann, Margaret Atkinson, Yvonne Marchand, Frances Rand, Phyllis Lind. THE BOYS: Henry Oick, Phil Shaw, Robert Alan, Adrian Anthony, John Fearnley, Emerson Frone, George Church, Stanley Rash, William Chandler, Marty Rhel, Don Knobloch, Howard Morgan, Prescott Brown.

Advertised curtain time—8:30. Overture began at showing caught—8:44.

Vaudeville and radio poured some of their best talent into the legitimate revue field for Eddie Dowling's production, Thumbs Up!, which he opened at his St. James Theater Thursday night. It is a revue that does nothing to change the course of the musical stage; there are no startling innovations; everything happens according to the accepted revue pattern. But Thumbs Up! is a swell show. There's only one possible slight letdown in the entire course of the run-letdown in the entire course of the run-time, and that should be a record of some sort. Bright, merry and constantly entertaining, it offers one of the season's pleasantest evenings in the theater.

Much of that is due to the material, and much to the star-filled cast. Much, too, is due to the simple but effective scenery and to the smooth production. The show had plenty of time to get itself straight on its try-out tour, but it's seldom that a revue comes to town that is so eminently smooth during its early New York run. That is not the least of Thumbs Up's many virtues.

The cast is a beauty, as may be seen from a casual glance at the lineup above. There were no less than two of what the vaudeville boys would call show-stops, an almost unprecedented thing in the sedate field of legit. One of them was scored by Eddie Garr, who did his ace impersonations as well as ever, and the other—a long-drawn-out affair that tied

the show into knots and forced an encore—was rung down by young Mr. Hal LeRoy, whose dancing seemed better than ever, if such a thing is possible.

Giving him a close run for his honors, tho, was Paul Draper, whose tapping remains one of the smoothest and most exciting dance interludes on Broadway. Jack Cole and Alice Dudley, who have danced sensationally in the modern manner before, repeat their success, and Eunice Healey is not only a charming lass, but she actually manages to keep up with young Mr. LeRoy, a feat hitherto accomplished only by Mitzi Mayfair.

Singing is taken care of by the Pickens Sisters, a personable radio trio, who not only warble in enticing harmony but do it without a mike, and by J. Harold Murray, who is as handsome and effective as always. Al Sexton and Margaret Adams also fill in adequately in vocal assignments. Mr. Murray, incidentally, also appears in a few of the skits and does a good job of it.

Bobby Clark—who in himself guarantees this reporter a good time—handles most of the comedy. At the start he's kept too much away from his faithful sidekick, Paul McCullough (the team being best when it's left to its own resources), but he really gets going along about the middle of the first half, and from then on he's a howl. It's Mr. Clark, with his hilarious gag-line and pantomime, who creates most of the humor in The Dance, which is the funniest skit of the season.

Ray Dooley contributes more than her share to the humor, being tossed around in a burlesque adagio and acting as top-mounter (no kidding) for the Demant Arabs. Rose King, separated for the first time from Chic Yorke, creates a couple of howls, and Sheila Barrett burlesques a torch singer amusingly. Mr. Dowling contents himself with appearances in a couple of sketches.

The production numbers, tho simple, are among the most effective of the season, particularly one called Flamenco. The music is catchy, the lyrics are amusing and the sets and costumes are colorful. The three showgirls are, for a wonder, really lovely, and the dancing chorus is capable and energetic as it goes thru Robert Alton's excellent routines. The addition of a complete male contingent helps immensely.

Despite the fact that the show lasted until 11:30, it was one revue that this reporter was genuinely sorry to see end. He breathes a secret sigh of relief when most of them are over.

EUGENE BURR.

VANDERBILT

Beginning Thursday Evening, Dec. 27, 1934.

BABY POMPADOUR

A comedy by Benjamin Graham. Staged by Clarence Derwent. Settings by Yellott. Presented by Arthur Drefuss and Willard Gernhardt.

George Armstrong... Scott Kolk
Margie P. Atkinson... Virginia Deane
Ferdinand Dike... Robert Lowe
General Sancho Gutierrez...
Count Joseph Monneret de Villard
Elmer Tweed... Maurice F. Manson
Rear Admiral Wilfred Butler... Charles Wellesley
Senor Miguel Arboleda... Daniel Ocko
Daniel P. Atkinson... John Murray
Dr. Calloway... A. M. Putnam
E. Silas Buchanan... Herbert Rawlinson
Dorothy Hamilton... Gladys Shelley
Cora Hunt Buchanan... Nana Bryant
Angela Dike... Gladys Feldman
Herbert Woolsey... Ralph J. Locke
Genevieve... Lillian Brown
Jeffries... Maurice F. Manson
TIME—The present. ACT I—Conference Room of E. Silas Buchanan. ACT II—Dorothy's Apartment on Park Avenue (two days later). ACT III—Terrace of Buchanan's Penthouse on Fifth Avenue (six months later).

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

As the 1934 season fades slowly into oblivion your reviewer is faced with the problem of determining at once whether Yesterday's Orchids deserves the prize for the worst play of the year, or whether Baby Pompadour should automatically be conceded that position on the theatrical roster.

Those two theatricalians, Drefuss and Gernhardt, who earlier in the year gave us that choice slice of hokum called Allure, are producers of this new and even greater atrocity by Benjamin Graham.

Herbert Rawlinson is present, mauling his words, flashing that good old Hollywood profile, evidently still trying to live on histrionic honors that were established when the standards of the public were more lax. After Rawlinson comes one of Broadway's worst young

actresses. Her name is Gladys Shelley. She hasn't the slightest conception of what the verb, to act, means.

The plot, if I may flatter the author, is all about a wealthy columnist who keeps a dizzy chorine and leaves his lovely society wife to her own devices; something to do with putting babies on a sound basis in this country. There is no humor. There is no drama. There was no tragedy. Only a dull empty space and the ache of a cursing heart.

FRANK L. MOSS.

**PLAYHOUSE**

Beginning Tuesday Evening, Dec. 25, 1934

**FOOLS RUSH IN**

An intimate musical revue. Entire production conceived and directed by Leonard Sillman, assisted by Chester O'Brien. Lyrics by Norman Zeno and music by Will Irwin. Sketches by Viola Brothers Shore and Richard Whorf. Scenery designed by Russell Patterson and Eugene Dunkel and built and painted by the New York Scenic Studios. Costumes designed by Russell Patterson and executed by Eaves Costume Company. Dances staged by Chester O'Brien. Modern dances by the Strawbridge Dancers, under the direction of Edwin Strawbridge. Additional lyrics by Lee Brody, June Sillman, John Rox and Lawrence Harris. Additional music by Richard Jones, John Rox and Bud Harris. Additional sketches by Jaro Fabry, Leonard Sillman, Barnett Warren, June Sillman, O. Z. Whitehead, Julian Cheliver, Patrick and Vandy Cape. Additional dances by Ward Fox, Dorothy Kennedy-Fox, Charles Walter, Leonard Sillman and Arthur Bradley. Orchestra under the direction of Max Meth. Orchestration by Conrad Salinger, Hans Spaalek and Russell Bennett. Presented by William A. Brady.

**CAST:** Imogene Coca, Richard Whorf, Betzi Beaton, Billy Milton, Leonard Sillman, Billie Haywood, Cliff Allen, Charles Walter, Teddie Lynch, Robert Burton, Vandy Cape, Olga Vernon, O. Z. Whitehead, Karl Swenson, Cyrena Smith, Albert Whitley, Lee Brody, Miriam Battista, Mortimer O'Brien, Janet Fox, Robert Cugley, Joan Larkin, Harry Smith, Mildred Todd, Elinor Flynn, Peggy Hovenden, June Nicholson, Ellen Howard, Ana Estasen, Bertram Thorn, Bert Linden, Roger Gagen, Jack McCann, Edward Potter, Frank Stearns, Dorothy Kennedy-Fox, Virginia Campbell, Eve Bailey, Fred Nay, Waverly Lambert, Aleska, Gladys Shelley, Miriam Plompanov, Eva Desca, Lill Mann and Susanne Remos.

Advertised curtain time—8:30. Overture began at showing caught—8:45.

Fools may rush in, but in this case at least one angel rushed in with them—the angel who supplied the backing for *Fools Rush In*, the intimate revue conceived and directed by Leonard Sillman, which William A. Brady brought to the Playhouse Christmas night. If obvious and necessary cutting was done before the opening, that angel will probably have little cause to regret his temerity.

The show was caught at a newspaper preview, two days before its official premiere. It was then in a puffed-up state that obviously needed deflation. The running time was at least an hour too long, and much of the material, in a determined effort to achieve sophistication, overshoot its mark. Smartness must be an effortless thing.

By a providential coincidence, however, the poor material—and some of it was very, very poor—seemed to approximate in running time the amount of stuff that must be cut. Providing, therefore, that Mr. Sillman cuts the right things (or the wrong things, depending on the point of view) he should have a tidy little show on his hands for the holidays. And perhaps for a considerable time beyond them.

As was the case with the director's previous effort, *New Faces*, the show teems with earnest young performers, some of them excellent and none of them entirely objectionable. Among the featured players this time is Miss Imogene Coca, a pert sprite who has been the apple of this critical eye ever since she scampered with zest and humor thru the last *Garrick Gaieties*. She is better than ever in *Fools Rush In*, doing an almost incalculable number and variety of jobs, and doing them all excellently. She dances, sings, clowns, burlesques and satirizes, all with abandon and effect. She has at least three numbers, each of which would be an outstanding effort for almost any other of the town's younger comedienne.

Miss Betzi Beaton, whose languorous nonchalance manages to split this reviewer's sides, is languorously nonchalant in her best manner; Billy Milton, a good-looking young man, is zestfully pleasant, and Richard Whorf, of the more nearly dramatic stage, is mildly amusing in the sketches. Mr. Sillman himself poses thru several numbers.

But aside from Miss Coca, the hit of the show is Miss Billie Haywood, the dusky lass who was such a hit in the previous Sillman revue. Miss Haywood sings two numbers during the course of the evening, and in both she is grand. Her style is individual and infectious, and she seems destined to become one of the most delightful of the stage's sepien delights.

Various others also contribute nicely, including O. Z. Whitehead, whose nomination speech is a howl; Olga Vernon, a deep-voiced torch singer; Dorothy Kennedy-Fox, a fine dancer with a fine sense of humor; Charles Walter and Robert Burton, a pair of pleasant lads, and six Strawbridge dancers, who do two fine interludes. Teddy Lynch (a lass) might be able to put a song over nicely if she'd drop the hot-potato-in-mouth pronunciation that's considered so very, very smart just now.

It's probable that Messrs. Sillman and Brady will have a nice little show. From the dress rehearsal it was hard to tell, but if the proper cutting has been done the odds are with them.

EUGENE BURR.

**MARTIN BECK**

Beginning Thursday Evening, Dec. 20, 1934

**ROMEO AND JULIET**  
(LIMITED REVIVAL)

A play by William Shakespeare. Staged by Guthrie McClintic. Settings and costumes designed by Jo Mielziner. Settings built by T. B. McDonald Construction Company, and painted by Triangle Scenic Studio. Inc. Costumes executed by Helene Pons Studio and Eaves Costume Company. Dances arranged by Martha Graham. Music composed by Paul Nordoff. Fencing coached by Georges Santelli. Presented by Katharine Cornell Escalus, Prince of Verona, Reynolds Evans Heads of Two Houses at Variance With Each Other—

Montague ..... John Miltem Capulet ..... Moroni Olsen An Old Man of the Capulet Family ..... Arthur Chatterton Romeo, Son to Montague ..... Basil Rathbone Mercutio, Kinsman to the Prince ..... Brian Aherne Benvolio, Nephew to Montague ..... John Emery Tybalt, Nephew to Lady Capulet ..... Orson Welles Friar Laurence, Franciscan ..... Charles Waldron Friar John, of the Same Order ..... Paul Julian Balthasar, a Servant to Romeo ..... Franklyn Gray Servants to Capulet— Sampson ..... Joseph Holland Peter ..... David Vivian Gregory ..... Robert Champlain Abraham, Servant to Montague, Irving Morrow An Apothecary ..... Arthur Chatterton Officer ..... Irving Morrow Guards ..... Angus Duncan, Ralph Nelson Lady Montague ..... Brenda Forbes Lady Capulet ..... Irby Marshall Juliet, daughter to Capulet ..... Katharine Cornell Nurse to Juliet ..... Edith Evans Sir Starbinger ..... Edith Evans Citizens of Verona, Kinsfolk of Both Houses, Maskers, Watchmen and Attendants: Margaret Craven, Jacqueline De Wit, Lois Jameson, Agnete Johansen, Ruth March, Pamela Simpson, Gilmore Bush, John Gordon Cage, William Hopper, Albert McCleery, Charles Tyrne.

Chorus ..... Orson Welles PART I—The Scene: Verona, Mantua. Scene 1: A Public Place in Verona. Scene 2: In Capulet's House. Scene 3: A Street in Verona. Scene 4: A Hall in Capulet's House. Scene 5: By the Wall of Capulet's House. Scene 6: Capulet's Orchard. Scene 7: Friar Laurence's Cell. Scene 8: Verona. Scene 9: Capulet's Orchard. Scene 10: Friar Laurence's Cell. Scene 11: A Public Place in Verona. PART II—Scene 12: Juliet's Bedroom. Scene 13: Friar Laurence's Cell. Scene 14: In Capulet's House. Scene 15—Juliet's Bedroom. Scene 16: Friar Laurence's Cell. Scene 17: In Capulet's House. Scene 18: Juliet's Bedroom. Scene 19: In Capulet's House. Scene 20: Juliet's Bedroom. Scene 21: A Street in Mantua. Scene 22: Outside Friar Laurence's Cell. Scene 23: A Tomb of the Capuleti.

Advertised curtain time—8:20. Curtain rose at showing caught—8:20.

A new star has risen, luminous and bright, in the American acting firmament.

It is probably the happiest duty of this reporter's playfellowing career to report that Miss Katharine Cornell, who hitherto acted herself in whatever character she chose to play, has reached performing heights in her present production of *Romeo and Juliet*, which she opened last Thursday night at the Martin Beck Theater. As the most tender of Shakespeare's heroines she gives a performance that is literally unmatched on the modern stage for beauty, humanity, glowing effect and detailed and authentic characterization.

There may have been better Juliets in the past, judged according to the requirements of Shakespeare's lyricism, but never, I am sure, has there been one so vital or so authentic, so moving or so completely human. Miss Cornell, who has hitherto contented herself with being the darkly glamorous lady that the public has come to expect, recreates

for us a tender and girlish maiden of Verona. Her pantomime and her general conduct and conception are, thru-out, better than her vocal interpretation; in the latter she goes wrong upon occasion, but she is so gloriously right so very much of the time that the notation of minor faults becomes useless and pretentious quibbling. Here is a tempestuously young Juliet, losing a bit of lyrical beauty perhaps, but gaining a glowing and affecting humanity that is rare indeed in the theater—and rarer still upon the troubled heights of Shakespeare.

And by far the finest thing in her performance—and the most encouraging—is her complete submergence in her role. It is the true magic of authentic characterization; never for a moment do we feel that there is an actress before us; we see only the very young and very tender maiden of Verona of whom the poet wrote. Miss Cornell has caught every girlish mannerism that there was to catch, offering a complete and detailed performance if ever there was one. And with it, unobtrusively, as a basis, is combined her well-known glamour and personal charm. This, together with her new sense of character and emotional insight—acting, in short—creates a magic, touching, tremendously appealing and heart-breaking performance.

Basil Rathbone is less successful as Romeo, lacking the rich, lyrical quality that is so necessary, and appearing hard and forced in the early sequences. He improves markedly in the later dramatic passages, when the lush emotionalism is past, but he continues to have a bit of trouble with the blank verse, pausing momentarily and indiscriminately at the end of each line. That, incidentally, is a fault shared by many of the others.

Notwithstanding, however, it is a fine supporting cast, with the work of Edith Evans, as the nurse; Charles Waldron, as Friar Laurence; Moroni Olsen, as Capulet; John Emery, as Benvolio; John Miltem, as Montague, and Reynolds Evans, as the prince, standing out.

Brian Aherne is an overposing Mercutio, nowhere near as fine or as affecting as Denis King was in the Cowl version.

The production, played within an inner proscenium, with quick changes of sets, is visually gorgeous. Guthrie McClintic directed with a note of ringing bravura that was at its best in the market-place brawl.

But it is Miss Cornell's evening. Now it remains to be seen what she will do in other plays. This reporter looks forward with hope and eagerness to the next.

EUGENE BURR.

**49TH STREET**

Beginning Wednesday Evening, Dec. 26, 1934

**BIRTHDAY**

A play by Aimee and Philip Stuart. Staged by William W. Schorr. Settings by P. Dodd Ackerman, built by William Kellam. Presented by Sidney Harmon and James R. Ullman.

Mrs. McNeill ..... Hilda Spang Irene Lawrence ..... Antoinette Cellier Baba Lawrence ..... Jeanne Dante Mrs. Queen ..... Florence Edney Jennifer Lawrence ..... Peggy Wood Sir John Corbett, K.C. .... Louis Calhern Dr. Sloane ..... Lionel Pape ACT I—Scene 1: Sitting-room in Mrs. Lawrence's Flat in London. Wednesday Afternoon. Scene 2: The Same. That Night. ACT II—Scene 1: The Same. Next Afternoon. ACT III—Scene 1: Irene and Baba's Bedroom. The Same Night. Scene 2: The Sitting-room Again. Next Morning. TIME: Early February.

Advertised curtain time—8:45. Curtain rose at showing caught—8:45.

Those playgoers who look back with nostalgia upon the dramas in which Maude Adams appeared, those playgoers who, dissatisfied with the modern stage, have waited for the return of beauty, delicacy and charm, may come out of their retirement. On Wednesday night Sidney Harmon and James Ullman presented at the 49th Street Theater a play called *Birthday*, written by Aimee and Philip Stuart, directed by William W. Schorr, and played by an outstanding cast.

Not that *Birthday* is in any sense a return to the unadulterated sweetness and light of supersentimentalists of the beard-and-bustle era. It is both charming and adult, an almost unprecedented combination in the modern theater.

With quiet tenderness it tells its tale of a delicate and sensitive girl of 16, brought up to idolize her dead and unworthy father, as she is faced with her mother's second marriage. That marriage revolts her soul, and thru a variety

of causes which the authors have shown shrewdness and insight in unearthing. There is the memory of her father; her possessive and selfish love for her mother; the plans she has laid for a self-sacrificial life, and the natural repugnance of a sensitive adolescent when confronted with the idea of sex in those who are near and dear. All is told with great insight and gentleness and charm, with clear character drawing, touching humanity and a fine sense of a gentler theater than that we know today.

In the last—and weakest—act the girl attempts suicide and is finally reconciled to the marriage when her father's actual unworthiness and her own selfishness are brought before her. That act is weak because of the suicide attempt and because the authors were forced to cut thru the reconciliation in order to round the play out for the theater. But that is merely a minor fault in one of the loveliest dramas in seasons.

Perhaps because of the superficial similarity of a scene in the bedroom of two sisters, and perhaps because of the authors' rich sense of incidental character, comparisons with *The Far-Off Hills* come to mind. Certainly the richness and charm of character-drawing are seldom seen to better advantage than in *Birthday*. There is a grandmother who is a real and lovable person rather than the salty dame who has become a stock figure in our plays; there is a fresh and vital sister of 12 who, in both the writing and the splendid playing of little Jeanne Dante, becomes a detailed and amazingly accurate portrait of someone very well known to this reporter; there is a family doctor who escapes entirely from the cliches of that well-worn role; there is even an old family servant who is not the usual unbearable bore but a delightful and vital character.

Much of the credit for the splendid background must go to the playing and to Schorr's sensitive and flawless direction. The cast is fine—in the literal sense of that much-abused word. Peggy Wood gives a glowing and human performance as the remarrying mother. Hilda Spang is warm and charming as the grandmother. Florence Edney is richly humorous as the family retainer. Louis Calhern is quietly effective as the new stepfather. Lionel Pape is unobtrusively excellent as the doctor. And the splendid playing of little Miss Dante has already been mentioned.

The weakest member of the cast is Antoinette Cellier, who plays the girl of 16. She gives a good performance, but seems rather to skim upon the surface of emotion than to delve in the rich ground beneath. It is a good performance, weak only because with that role so much more was possible.

But that, too, seems like ungrateful quibbling in the face of one of the tenderest and loveliest plays in seasons—a play that is in every way fittingly cast and produced, and one that should come as balm to those who have been waiting for the theater to re-achieve charm—adult, sensitive and intelligent charm, in this case.

EUGENE BURR.

**ETHEL BARRYMORE**

Beginning Wednesday Matinee, Dec. 26, 1935

**RUTH DRAPER**

(LIMITED ENGAGEMENT)

Actor Managers, Inc., presents Ruth Draper in her original character sketches.

Advertised curtain time—2:30. Curtain rose at showing caught—2:40.

Miss Draper comes to town too infrequently, this being her first visit since the economic storm period of November, 1932, since which time she has been touring abroad. She remains a unique figure in the theater in that her pungent and acrid monologs have no equal. Any praise is but to repeat what has been said often before, and so the only other news possibly might be somewhat sad in that the current engagement, as have been all her others, is limited.

For her opening matinee bill the diseuse chose several sketches most likely to please the heavily feminine holiday afternoon ticket buyers. They—the sketches—included *A Children's Party in Philadelphia*, *A Dalmatian Peasant in the Hall of a New York Hospital*, *A Glass in Greek Poise*, *On a Maine Porch*, *A Debutante* and *In a Church in Italy*. Practically all of them are more or less familiar, but the best are probably the Dalmatian peasant study, a deft and poignant portrayal, and the picture of a giddy deb in the monolog so named.

JERRY FRANKEN.

CORT

Beginning Saturday Evening, Dec. 22, 1934.

MOTHER LODE

An American romance by Dan Tothoroh and George O'Neill. Staged by Melvyn Douglas. Settings designed by Leigh Allen. Costumes designed by Kay Morrison and executed by Eaves. Incidental music by Alexander Haas and ensemble. Produced by Martin Turner Construction Company and painted by Louis Kennel. Dance in first act by Frank Burke. Ballroom dances staged by Elsa Findlay. Presented by George Bushar and John Tuerk.

- Cassius... William Franklin
Crutus... John Troughton
Whiskey Truman... Arling Alcine
Frank O'Malley... Thomas Chalmers
Wah Johnnie... Orrin Bruce
Swede... Einar Svabte
Little Breaches... Lester Lonergan
Mous Pete... Robert Thorne
Mother O'Brien... Lida Kane
Robert Kellard... Robert Kellard
Blank... Ivan Arbutckle
Red Dog... Tex Ritter
Curley... George Lamar
Julia Musette... Gertrude Flynn
Horace Fields... Robert Shayne
Carey Ried... Melvyn Douglas
Mrs. Kate Hawkins... Beulah Bondi
Speech... Helen Freeman
Hannah Hawkins... Helen Gahagan
Thomas Carter... Frank Camp
Sing... Arvid Paulson
Beth Ried... Lester Lonergan III
Clarissa Ried... Shirley Polner
Madame Thomas Carter... Edythe Elliott
Madame Lorke... Helen Freeman
And Berkeley Beresfield... Roland Bottomley
A Young Woman... Lillian Walker
Mrs. Schiller... Louise Beaudet
A Young Man... Robert Kellard
The Senator... John T. Swyer
A Lieutenant... Einar Svabte
A Man... Lester Lonergan
Dick Condon... George Lamar
A Sailor... William Franklin
Mike... C. Russell Sage
Another Man... Tex Ritter
A Woman... Barbara O'Neill
Another Woman... Lillian Walker

MINERS, CITIZENS, GUESTS AT THE BALL, ETC.: Many Revels, Rosalie Van der Stucken, Cynthia Danc, Carolyn Hun, Barbara Brown, Marwood, Valerie Tempest, Dorothea Codwallader, Alice Dowd, Dorothy Bayley, Sam Work, Frank Baer, Robert Wellman, Frank Burke, Frank Lambert, J. James, Al Guin, Paul Porter, Willis Duncan, Franklin Reber.

ACT I—The Continental Boarding House and First-Class "Two-Bit" Saloon of Virginia, City, Nev. The Early '60s.
ACT II—Scene 1: The Ried Suite in the Lick House on Montgomery Street, San Francisco. The Early '70s. Scene 2: The Same. About Two Months Later.
ACT III—Scene 1: The Ried Mansion on Nob Hill, San Francisco. A Year and Six Months Later. Scene 2: Exterior of The Bank of San Francisco. A Few Hours Later. Scene 3: The Same as ACT III, Scene 1. Early the next morning.

Advertised curtain time—8:40.
Curtain rose at showing caught—8:40.

Mother Lode is a disappointment, despite some excellent acting and costly sets. It is surprising that Dan Tothoroh and George O'Neill, both promising young playwrights, could not produce a finer play thru joint effort. As it stands, Mother Lode has some interesting characters but no story.

The plot is not sufficiently centralized. The situations obviously intended to be highly dramatic never really grip you. The story moves too slowly in its endeavor to create a mood, and Melvyn Douglas' direction fails to inject vitality.

The tale concerns Carey Ried (Douglas), who symbolizes the spirit of the winning of the West. In the opening scene, laid in the early '60s, we see him as a high-powered adventurer who dreams of building San Francisco and who is sure that some day "the world will be coming to the West." We follow his whirlwind courtship of Hannah Hawkins (Helen Gahagan), a singer, and her implicit faith in his vision.

Ried becomes a dynamic financier whose mining, real estate and banking activities help build up San Francisco and who spends most of his money as a public benefactor. Overexpansion brings financial troubles, but he manages to avert a panic and a threatened run on the bank. His banking partners finally corner him and freeze him out. And when he is ready to give up his American dream his wife rallies his courage and the curtain comes down as his mother-in-law looks out of the window and exclaims, "This ain't a real fog—you can see the sun sparkling thru!"

As in O'Neill's American Dream and Tothoroh's Distant Drums, we have here an attempt to portray the American pioneer spirit. But, unfortunately, the authors used a familiar story vehicle and then weighed it down with mediocre craftsmanship. If Director Douglas revamps the show as it goes along it may

be brought around. But it's probably too late.

Douglas gives a truly fine performance. Miss Gahagan is lovely in Kay Morrison's costumes and does very well in the few singing episodes. But she is often weak in the more dramatic scenes. Beulah Bondi, as the crisp and caustic mother-in-law, provides the only comedy relief, and she is grand. Thomas Chalmers lends his portly dignity to a nebulous role. He is supposed to be a crusading editor, but it is never made plain just what he is crusading for. Helen Freeman does a capable but conventional portrayal of a scarlet woman.

And, before we close, a bow to Leigh Allen for the excellent sets, and to Alexander Haas' costumed musicians in the box. PAUL DENIS.

44TH STREET

Beginning Wednesday Evening, Dec. 26, 1934

RICHIEU

(REPertoire)

A new version of Sir Edward Bulwer-Lytton's play of the same name, with Arthur Goodrich. Scenic production designed and supervised by Claude Bragdon. Staged and directed by Mr. Goodrich and Mr. Hampden. Presented by Mr. Hampden.

- Caston, Duke of Orleans... Robert C. Schnitzer
Count de Baradas... Ernest Rowan
Clermont... Arthur Stanning
Marion de Lorme... Mabel Moore
Sieur de Beringhen... P. J. Kelly
Chevalier de Mauprat... John De Seymour
First Camester... LeRoi Operti
Huguet... S. Thomas Gomez
Francis... Edwin Ross
Joseph... Walter Hampden
Cardinal Richelieu... Eleanor Goodrich
Julie de Mortemar... John P. Baker
One of the Twenty... John P. Baker
Another of the Twenty... Walter Plinge
Duran... Franklin Salisbury
Louis XIII... Herbert Ranson
First Guard... Arthur Stanning
Second Guard... Richard Edward Bowler
First Secretary of State... Edwin Cushman
Second Secretary of State... Robert Thompson
Third Secretary of State... Wyman Kane
Courtiers, Gamblers, Soldiers, Conspirators, Ladies of the Court, Etc.—Murray D'Arcy, Stuart Miller, Charles Blake, Richard Carlew, Alben Lewis, Katherine Lane and others.

ACT I—Scene 1: At the House of Marion de Lorme. Scene 2: At Cardinal Richelieu's Palace. Later the Same Day. ACT II—Scene 1: At Adrian de Mauprat's House. Afternoon the Next Day. Scene 2: At Cardinal Richelieu's Palace. Later the Same Afternoon. Scene 3: Same as Preceding Scene. Shortly After Midnight. ACT III—Scene 1: At the House of Marion de Lorme. Scene 2: The Gardens of the Louvre. Ten O'Clock That Morning. Scene 3: Same as Preceding Scene. An Hour Later.

Advertised curtain time—8:30.
Curtain rose at showing caught—8:40.

For the second presentation in his limited repertoire series Walter Hampden selected Bulwer-Lytton's classic, Richelieu, in a new adaptation by Arthur Goodrich. The enjoyable essences of the play, some of the occasional rhetorical flourishes, have been retained and some of the tiresome circumlocutions have been eliminated. As a result the presentation is an enjoyable evening in the theater.

It's been more or less of an indoor sport for some reviewers to heckle Walter Hampden as either inadequate or hammy. But if his acting and characterizations are hammy, then down with acting as others may see it. In Richelieu he captures the sly and cunning spirit of the Cardinal and draws him to a T. As a matter of fact and record, his is about the only portrayal in the lot. The one great handicap in the production, and probably in all the other plays in the repertoire, is the extremely porcine performances of Mr. Hampden's stocky fellow actors. Outstandingly stocky is Ernest Rowan, as Count de Baradas, Richelieu's arch foe, who recited and sang his lines with quaint and ancient posturing of the early '80s. One expected a bevy of beef-trust beauties to bounce out momentarily with a rostrum-shaking dance. Most of the others attain a higher level of interpretation. It's too bad that Mr. Hampden either chooses or cannot afford better help.

The deletions made by Goodrich are about the only changes that come to mind, the plot remaining the same and concerning the intrigues and attempts to unseat Richelieu as prime minister to Louis XIII. Despite the somewhat archaic plot—the "here's the money to pay off the mortgage theme," the money being represented by the dispatch sent by De Baradas to Louis' enemy in Spain—an admirable suspense is achieved until the final curtain.

Claude Bragdon's sets are utilitarian rather than decorative or conducive to

furthering the action of the play. They consist mainly of varied backdrops, with one or two set pieces.

JERRY FRANKEN.

44TH STREET

Beginning Thursday Evening, Dec. 27, 1934

RICHARD THE 3RD

(Repertoire)

By William Shakespeare. Staged under the direction of Henry Herbert. Scenic production designed and supervised by Claude Bragdon. Presented by Walter Hampden. Sons of the Dead Duke of York:

- Richard, Duke of Gloucester, Afterwards King Richard III... Walter Hampden
Geord Duke of Clarence... Ernest Rowan
Sir Richard Ratcliff... P. J. Kelly
Lord Hastings... S. Thomas Gomez
Lady Anne, Widow of Edward, Prince of Wales, Son of King Henry VI; Afterwards Married to Richard... Eleanor Goodrich
Gentlemen Attending on Lady Anne: Tressel... John P. Baker
Berkeley... Walter Plinge
Earl Rivers, Brother of Queen Elizabeth... Arthur Stanning
Elizabeth, Queen of King Edward IV, and Widow of Richard Grey... Constance Pellissier
Marquis of Dorset, Son of Queen Elizabeth by Her Former Husband... Edwin Ross
Duke of Burgundy... John D. Seymour
Lord Stanley, Step-Father of Richmond... Hannam Clark
Margaret, Widow of King Henry VI... Mabel Moore
Sir William Catesby... Robert C. Schnitzer
First Murderer... Howard Gail
Second Murderer... Richard Edward Bowler
Messenger to Hastings... LeRoi Operti
King Edward IV, Elder Brother of Gloucester and Clarence... Herbert Ranson
Duchess of York, Mother of King Edward IV... Alben Lewis
John Morton, Bishop of Ely... Wyman Kane
Lord Mayor of London... Franklin Salisbury
Page... Katherine Lane
Sir James Tyrrel... Edwin Cushman
Henry, Earl of Richmond, Afterwards King Henry VII... Ernest Rowan
Sir Walter Herbert... Walter Holbrook
Duke of Norfolk... Arthur Stanning
Lords and Other Attendants, Citizens, Messengers, Soldiers, Etc.

ACT I—Scene 1: A Street. Scene 2: The Palace. ACT II—Scene 1: The Palace. Scene 2: At Lord Hastings' House. Scene 3: The Palace. ACT III—Scene 1: The Palace. Scene 2: A Street. Scene 3: Richard's Camp. Scene 4: Richard's Tent. Scene 5: Richard's Camp. Scene 6: Battlefield. London, in the Late 15th Century.

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

Last night that old devil of a character, Richard, Duke of Gloucester, who later became Richard III, was acted to the hilt by that old favorite of rather didactic audiences, Walter Hampden.

He has divided the original play into three long acts, allowing ample time for murder, intrigue, sobs, groans and hysteria to fall upon a most attentive group who strained to catch each and every word. Hampden's acting game is so bad that no matter what he himself did it would seem like blessed relief. However, one never loses sight of the fact that Hampden runs thru old Richard, embellishing the role with all the mannerisms of the viper-like villain who cackles joyously at the sight of blood, who would twirl a mustache if he had one, and who at any minute is expected to take the young heroine by force in front of your eyes.

All in all, the production plodded along at a snail's pace, making the text of Richard duller than when one was forced to read it for third year English. It seems to this reviewer that any play of Shakespeare, if done properly, with spirit, color and imagination, could race along, singing all the way. Unfortunately, Hampden and company fail to accomplish this feat. FRANK L. MOSS.

LYCEUM

Beginning Friday Evening, December 21, 1934

ODE TO LIBERTY

Adapted by Sidney Howard from Michel Duran's "Liberte Provisoire," starring Ina Claire. Directed by Sidney Howard. Settings designed and built by Cleon Throckmorton. Presented by Gilbert Miller. Madeleine... Ina Claire
Baron... Nicholas Joy
Dorlay... Paul McGrath
Policeman... Walter Szczak
Inspector Roulet... Stanley Jessup
Sergeant Duval... Allen Fagan
Benoitte... Katherine Stewart

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WINTER TERM BEGINS JANUARY 15th

For Catalog address the Secretary, Room 145 A, Carnegie Hall, N. Y.

Ducroux... Hal K. Dawson
A Chauffeur... Colin Hunter
ACT I—Studio Living Room of Madeleine's Apartment in Paris. Late Evening. ACT II—Afternoon of the Fourth Day Following. ACT III—Evening of the Next Day. Time: Last Spring.

Advertised curtain time—8:50.
Curtain rose at showing caught—8:51.

As your reviewer sits down to write about Ode to Liberty he is not surprised to discover that several adjectives, all in reference to Ina Claire, come to mind. In order they are: piquant, charming, delightful, delicious, bubbly, joyous, personable et al. for a number of lines. Anyone who has ever witnessed a performance of this lady knows that at one time or another each and every one of these words may justifiably be applied to her. Viz: Ode to Liberty is played by The Personality Girl.

If you are certain that personality is the only thing you are going to see in a play this new Claire frolic is quite all right. However, with the names of Sidney Howard and Gilbert Miller connected with a production, one must, out of necessity, look for other things. Gilbert Miller, as the producer, has evidently spared no expense in either the setting or the clothes of his star. Particularly the silver pajamas that she wears in the first act. This sleeky, shimmering outfit, designed by Hattie Carnegie, sets off Miss Claire's beauty in a way that will cause most female hearts to palpitate with jealousy. Cleon Throckmorton's duplex setting is nice, too, altho the absence of a single picture will always remain a mystery to this spectator.

My bone of contention, however, is not with any of these things, or with Sidney Howard's direction. What I was thinking of was that one Michel Duran wrote a play called Liberte Provisoire, from which one Sidney Howard derived another play called Ode to Liberty.

Its plot is quite simple and quite mad. Madeleine (Miss Claire) is married to Barnaud, a wealthy Parisian banker. But the banker is no longer young and is overwhelmed with his own importance. Thus we find Madeleine living in an apartment in Paris, earning her living by running a tourists' agency. Her husband thinks that Dorlay, a liberal journalist, is his wife's lover. Really, he's nothing more than an old friend. Anyhow, the three of them are in Madeleine's apartment one night arguing about love, politics and marriage when several shots are heard and in walks Walter Slezak, disguised as a gendarme. In reality he is a forger, a deserter of the Foreign Legion, a Communist and the boy who took a pot-shot at Hitler to boot.

The remainder of the play tells how Madeleine is forced to hide this exciting and by no means unattractive Red in

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her apartment until he can make his escape. They live quite normally and decently, of course, and she learns to love his wildness, while he begins to realize that the bourgeois mode of living isn't half bad when you can afford it.

But it takes an attempted escape, deceit on the part of Madeleine, treachery of the maid and a warrant from her husband to throw the two lovers into each other's arms. In the end Madeleine promises to return to her husband if he allows the young man to escape. This is no sooner said than done, but we know all along that she will meet him at Toulouse the next day and leave her pompous hubby in the lurch.

Howard tells his tale with a nice touch of madness, dialog that sometimes smacks of being too clever, and makes certain at all times that Miss Claire has a straight line to walk. But with all its nicety, all its giddiness, one begins to squirm in the middle of the second act. The talk becomes too thick and fast. Not that it is obvious talk, because in some parts the author has injected some mildly biting satire on the foibles of overenthusiastic political zealots. Out of it all, however, comes the realization that this isn't so much a play as it is a vehicle. And if Miss Claire is the actress that everyone says she is, and at times in *Ode to Liberty* proved that she is, then Miss Claire needn't be afraid to play a script that is more powerful than she.

Walter Slezak on the whole gives a very decent performance. Sometimes his little foreign mannerisms creep out and shriek to the audience that he is only acting. But during these moments your reviewer concentrated on Miss Claire's pajamas.

Nicholas Joy, Paul McGrath and Katherine Stewart are adequate in their parts. Hal K. Dawson, as Ducroux, comes on for a few moments and does a very self-conscious George Abbotlike character bit.

*Ode to Liberty* is another easy comedy picnic for its star, and does for its adaptor what *Conversation Piece* did for Noel Coward. It being Christmas Eve when this party saw it, all was taken in a convivial spirit. Unfortunately, now that Christmas is over and your reviewer knows that there isn't any Santa Claus, he is forced to echo the sentiments of the lady who sat in front of him, who said when the curtain fell on the last act, "Is that all?"

FRANK L. MOSS.

44TH STREET

Beginning Tuesday Evening, December 25, 1934

HAMLET

(REPERTOIRE)

By William Shakespeare. Staged, directed and presented by Walter Hampden. Scenic production designed and supervised by Claude Bragdon.

Francisco, a Soldier.....Howard Galt  
Officers.....

Bernardo.....Franklin Salisbury  
Marcellus.....Arthur Stenning  
Horatio, Friend of Hamlet.....Herbert Ranson  
King Claudius of Denmark.....Ernest Rowan  
Queen Gertrude, Mother of Hamlet.....Mabel Moore

Ghost of Hamlet's Father.....Edwin Cushman  
Laertes, Son of Polonius.....John D. Seymour  
Polonius, Lord Chamberlain.....P. J. Kelly  
Hamlet, Son of the Late and Nephew of the Present King.....Walter Hampden

Ophelia, Daughter of Polonius.....Eleanor Goodrich  
Reynoldo, Servant of Polonius.....Edwin Ross  
Rosencrantz, Courtier.....R. C. Schnitzer  
Guildenstern, Courtier.....S. Thomas Gomez

Players:  
Player King.....Hannam Clark  
Player Queen.....Alton Lewis  
Prolog.....Katherine Lane  
Luciano.....Richard Edward Bowler

First Grave-Digger.....Hannam Clark  
Second Grave-Digger.....P. J. Kelly  
A Priest.....Elliott Leland  
Osric, a Courtier.....LeRoi Opert  
Lords, Ladies, Guards, Attendants.....Bradford Hatch, Richard Carver, Murray Archer, Robert Thompson, Mary Carter, Daphne Fuller, Rose Le Gant and others.

ACT I—Scene 1: Platform of the Castle. Scene 2: A Hall in the Castle. Scene 3: Platform of the Castle. Scene 4: A Curtained Lobby. Scene 5: A Hall in the Castle. ACT II—Scene 1: A Hall in the Castle. Scene 2: The Queen's Closet. Scene 3: A Hall in the Castle. ACT III—Scene 1: A Churchyard. Scene 2: A Curtained Lobby. Scene 3: A Hall in the Castle.

Advertised curtain time—2:15.  
Curtain rose at showing caught—2:17.

Perhaps because it requires courage and ambition to bring a production of *Hamlet* to New York these days it would be unfair to be too harsh and critical of Walter Hampden. It is presented with scenery that is far from adequate, not to mention downright ugly, and with a cast that might do well to listen attentively and daily to Hamlet's "Speak the

BROADWAY RUNS
Performances to December 29, inclusive.
Dramatic Opened Perf.
Accent on Youth (Plymouth) Dec. 25... 8
Baby Pompadour (Yankee) Dec. 27... 4
Birthday (49th St.) Dec. 28... 6
Character Intrudes, A (Barton) Dec. 11... 23
Children's Hour, The (Elliott) Nov. 20... 50
Dark Victor (Plymouth) Nov. 25... 114
Disaff Side, The (Broadway) Dec. 28... 3
Dodsworth (Return Engagement) (Shubert) Aug. 20... 154
Farmer Takes a Wife, The (44th Street) Oct. 30... 72
First Legion, The (Biltmore) Oct. 1... 104
Gold Eagle Guy (Morosoo) Nov. 28... 34
Hayden Repertory (44th St.) Dec. 25... 9
Hamlet Dec. 25... 3
Richard III Dec. 27... 1
Macbeth Dec. 29... 1
Legallienne Repertory (Broadway) Nov. 3... 58
L'Alouin Nov. 3... 60
Hedda Gabler Dec. 3... 4
Gladys Song Dec. 10... 4
Merrily We Roll Along (Music Box) Sept. 20... 107
Mother Lode (Cort) Dec. 22... 9
Ode to Liberty (Lyceum) Dec. 21... 10
Page Miss Glory (Manhattan) Nov. 27... 39
Personal Appearance (Henry Miller's) Oct. 17... 90
Rice Field (Ritz) Dec. 25... 3
Portrait of Gilbert Dec. 28... 3
Post Road (Masque) Dec. 4... 32
Rain From Heaven (Majestic) Dec. 24... 8
Romeo and Juliet (Beck) Dec. 30... 12
Ruth Draper (Barrmore) Dec. 28... 8
Sallors of Cattaro (Civic Opera) Dec. 10... 24
Sky's the Limit, The (Fulton) Dec. 17... 16
Small Miracle (48th Street) Sept. 26... 110
So Many Paths (Broadway) Dec. 6... 20
Tobacco Road (Forrest) Dec. 4... 470
Valley Forge (Guild) Dec. 10... 25
Within the Gates (National) Oct. 22... 84
Musical Comedy
Anthing Goes (Alvin) Nov. 21... 47
Calling All Stars (Hollywood) Dec. 13... 19
Fools Rush In (Playhouse) Dec. 25... 8
Great Waltz, The (Center) Sept. 22... 113
Lad Begonia at 8:40 (Winter Garden) Aug. 27... 150
Music Hath Charms (Majestic) Dec. 28... 3
Revenge With Music (New Amsterdam) Nov. 28... 22
Say When (Imperial) Nov. 8... 60
The O'Flaherty (Broadway) Dec. 27... 4
Thumbs Up (St. James) Dec. 27... 4

speech I pray you," so that most of them might remember that they were paid actors and actresses being watched by people who wanted their money's worth. Hampden himself has played the role so many times that Shakespeare's lines pour out of him like Ford's in Detroit.

His Hamlet is very definitely the old-fashioned kind, a Hamlet filled with histrionic gestures, impassioned and guttural, choking and pouring out soliloquies with all the fervor of youth.

Unfortunately, since he was surrounded with such a mass of mediocrity, particularly notable in his Ophelia, he was forced to play and play and give and give until it hurt this reviewer probably much more than Hampden himself.

But in all fairness to Hampden and his entire company it can be said that a theater balcony loved his swashbuckling, old-fashioned theatrical hokum; fell for it hook, line and sinker. Hampden, being a good showman, gives the public what it wants. FRANK L. MOSS.

RITZ

Beginning Tuesday Evening, Dec. 25, 1934

PIPER PAID

A play by Sarah B. Smith and Viola Brothers Shore. Staged by Clifford Brooke. Settings designed by John Root, and executed by Lee Lash Studios. Presented by Harold K. Berg, in association with D. W. Lederman. Amy Minton.....Spring Byington  
A German Waiter.....Walter Crane  
A German Assistant Hotel Manager.....Fred De Cordova  
Ellnor Crane.....Katharine Warren  
Dr. Martin Sperling.....John Marston  
Zelda Kay.....Edith Barrett  
David Crane.....Donald Douglas  
Lara Allen.....Raymond Hackett  
Basil Cainsborough.....Harry Green

ACT I—Adjoining Balconies of Two Suites—Royal Hotel, Karlsruhe. A Morning in July. ACT II—Same. Evening of the Same Day. ACT III—Living Room on the Boulevard Raspain, Paris. An Afternoon in January.

Advertised curtain time—8:45.  
Curtain rose at showing caught—8:45.

*Piper Paid* is an amusing comedy drama, but hardly strong enough to claim hit rating. And nowadays it seems that only a distinct hit can hope for a profitable run.

The trouble with *Piper Paid* is not the comedy but the drama. The comedy, as a matter of fact, is first rate. The serious portions, however, are really boring. The audience could hardly sympathize with a bunch of neurotics who act as nincompoops. Not only that, but the problem posed in the last act is hardly a problem to normal people, and we are sure the audience feels the dramatics of the act would hardly be necessary in real life.

In other words, the story is unconvincing and the characters do not arouse our sympathies. What makes the play endurable is the dialog, which offends sparkles in the hands of the capable Spring Byington and Harry Green. Perhaps we had better correct this by adding that the comedy does not quite sparkle in hands of Mr. Green—it shouts and turns flip-flops.

To get to the story: Zelda Kay (Edith Barrett), an American dress designer working in Paris, falls in love with a handsome artist, David Crane. There is a misunderstanding, and she forgets by spending the night with one Larry Allen, who later turns out to be Crane's brother-in-law. The rest of the play is consumed in Zelda's breaking her engagement with her fiance, a doctor; in fighting off her pity for Larry, and in gathering enough of courage to marry Crane.

By the second act we know that Larry has tried to commit suicide and has paralyzed his right arm, which makes him unable to continue writing. And Zelda, feeling responsible for his action, does penance by living with and supporting him and his wife until Larry recovers his mental balance. Of course, it all winds up nicely before the final curtain.

The show uses two sets, both excellent, and has a cast of nine. With the names of Edith Barrett and Harry Green on the marquee, it may keep going for a while. Miss Barrett, incidentally, uses her arresting personality to good effect here. Raymond Hackett is more than adequate in a thoroughly unsympathetic role. Spring Byington, as we said before, is grand. Harry Green is, to use an appropriate Hollywood expression, terrific.

PAUL DENIS.

PLYMOUTH

Beginning Tuesday Evening, December 25, 1934

ACCENT ON YOUTH

A comedy by Samuel Raphaelson. Directed by Ben W. Levy. Setting designed by Jo Mielziner, built by McDonald Construction Company, and painted by Bergman Studios. Presented by Crosby Gaige, Inc.

Miss Darling.....Eleanor Hicks  
Frank Galloway.....Ernest Lawford  
Dickie Reynolds.....Theodore Newton  
Linda Brown.....Constance Cummings  
Steven Gaye.....Nicholas Hanner  
Floggell.....Ernest Cossart  
Genevieve Lang.....Irene Purcell  
Chuck.....William Carpenter  
Butch.....Al Moore

The Entire Action Takes Place in the Study of Steven Gaye's Pent House Apartment in New York City. ACT I—October. ACT II—Scene 1: May. Scene 2: Evening of the Same Day. ACT III—The Following October.

Advertised curtain time—8:40.  
Curtain rose at showing caught—8:45.

Mr. Samuel Raphaelson must believe far more in the reality of life upon a stage than in the reality of life outside the theater, for in his *Accent on Youth*, which Crosby Gaige presented Christmas night at the Plymouth Theater, as in his earlier efforts, he has gone to previous plays rather than to life for his material. *Accent on Youth* is a patchwork quilt of snips and snatches from many, many plays that have gone before; it is a very bad play itself, judged by any standard except one, but this reporter had a swell time seeing it. He could recognize all of its manifold faults, but he still had a swell time. And what more can anyone ask in the theater?

Mr. Benn W. Levy, a playwright of no mean repute himself, directed, and it is to his direction that much of the amusement must be credited. Time and again, when Mr. Raphaelson's writings run thin, Mr. Levy's direction strengthens the mixture and turns it into a thickly hilarious goulash. The situations have all been used before; the mood wavers alarmingly for an act and a half; the plotting is formless; the writing is long drawn out; when the allotted time has been covered the play simply stops. But when Mr. Raphaelson uses old situations he takes what is best in each; his lines often ring with brightness and truth, satire and real humor, and whenever he weakens Mr. Levy steps in to help. It's a genuinely amusing evening in the theater.

The plot, which includes wisps of

*Cyrano* (the Hooker translation being boldly paraphrased for about 15 lines), *The Play's the Thing* and many others, concerns Steven Gaye, a middle-aged playwright who yields to wish-fulfillment by writing a sympathetic drama about a middle-aged Lothario. He doubts the audience's belief, however, until his secretary tells him that she loves him. They live together for seven months, as he constantly fears the call of youth to youth, despite his play's success; and he finally throws the girl into the arms of the play's young leading man, even writing for him the love scene that will win her. They marry.

The next year Gaye is middle-aged indeed. His love has deserted him, another girl he almost ran off with is about to marry—and even, tho he doesn't know it, the love scene he proudly wrote for his rival has fallen flat. His rival never used it. But the girl returns and gives her husband grounds for divorce, they discuss the impossibility of marriage, and the play stops, having completed its allotted time. The lass is taking dictation once more as the curtain falls.

The make-believe theater world of Mr. Raphaelson and the make-believe theater world of Mr. Gaye are amusingly mixed thruout, creating no small portion of the comedy's charm.

And also adding greatly to the excellent cast, headed by Nicholas Hanner, providentially returned from his native England. As Gaye he gives a suave, humorous, touching and at all times right performance. Mrs. Benn W. Levy (Constance Cummings to you) plays the secretary delightfully. In the last year or so she has developed into a far-above-average comedienne, bringing genuine delicacy and insight to roles which badly need them. She showed that in her English pictures, and she shows it even more forcefully in *Accent on Youth*. And, in addition, she is the loveliest thing that this reporter has seen on any stage this season.

Ernest Lawford, Ernest Cossart and Irene Purcell give outstanding support. Theodore Newton is pleasant as the lad.

It's a bad play, granted. But it's also a thoroughly delightful and amusing evening—and amusement is the only absolute theatrical standard. It's by long odds the best bad play this reporter has seen. EUGENE BURR.

GOLDEN

(FORMERLY RYDALE)  
Beginning Monday Evening, Dec. 24, 1934

RAIN FROM HEAVEN

A play by S. N. Behrman, featuring Jane Cowl and John Halliday. Directed by Philip Moeller. Setting designed by Lee Simonson and executed by New York Studios. Presented by the Theater Guild, Inc.

Joan Eldridge.....Hancey Castle  
Mrs. Dingle.....Alice Belmont-Cliffie  
Rand Eldridge.....Ben Smith  
Hobart Eldridge.....Thurston Hall  
Lady Violet Wyncote.....Jane Cowl  
Hugo Willens.....John Halliday  
Sascha Barashaev.....Marshall Grant  
Phoebe Eldridge.....Lil Cahill  
Clendon Wyatt.....Staats Cottsworth  
Nikolai Jurin.....Jose Ruben

SCENE—The Action Thruout Takes Place in the Living Room of Lady Wyncote's Home, a Short Distance From London. TIME—The Present. ACT I—A Spring Afternoon. ACT II—Scene 1: Afternoon, Four Days Later. Scene 2: About 10:30 the Same Evening. ACT III—The Following Morning.

Advertised curtain time—8:40.  
Curtain rose at showing caught—8:40.

In his new play, *Rain From Heaven*, which the Theater Guild produced at the Golden Monday night, S. N. Behrman looks upon the world and finds it wanting. With wit and wisdom he examines the turmoil and chaos, the hate, frenzy and confusion that make up the society of today, and he comes to no conclusion. There is no conclusion to come to—but a play, as was remarked some ages since, must have a beginning, a middle and an end. His lack of an ending spoils what would otherwise be Mr. Behrman's most brilliant effort.

For two acts the current death struggle in which the world is caught is examined with pity and with a biting, thoughtful humor. For two acts Mr. Behrman cuts apart, with bright, sharp scalpel, both individuals and events, to see what makes them go; for two acts he finds at the core of each a bitter and blasting hate—a hate of something, a hate that is closely akin to fear. And he seems to say, it is the combined reaction of these assembled hates that has created the black chaos which surrounds us. The world is trembling upon the brink of the abyss, knowing

(See NEW PLAYS on page 58)

# NON-BUYING STRIKE LOOMS

## Church Asks Gov. Lehman To Kill Block Booking

NEW YORK, Dec. 29.—In the drive against indecent pictures, the Protestant Episcopal Church has petitioned Governor Lehman of New York to offer legislation at the next session of the Legislature to bring about the end of block booking and blind buying.

The petition said, in part: "We heartily agree with the purpose of these resolutions, a copy of which we are enclosing. Together with the general convention of the church, we believe that one of the best and quickest methods for the accomplishment of this purpose would be thru legislation, which would liberate exhibitors from block booking and blind buying. Exhibitors would then be able to co-operate with the desires of their local constituents for better pictures."

## UA Sales Policy in Louisiana Hits Indies

NEW ORLEANS, Dec. 29.—Suddenly reversing the sales policy it was presumed to have adopted for the year, United Artists rejected all applications with independents whose towns conflicted with houses in which E. V. Richards has an interest and sold the entire product to the Saenger Circuit, E. V. Richards' Affiliated Theaters and United Theaters, a group of 18 subsequent-run houses in this city which does its buying more or less under Richards' direction.

This reversal came as a surprise to independents who, because of the wide buying done by Saenger and Affiliated in the country, were depending almost entirely upon United Artists for major product. REO sold Saenger two weeks ago, so the average independent whose houses conflict with either Saenger or Affiliated or with United Theaters in New Orleans is left in a predicament.

## Fined for Standees

DETROIT, Dec. 29.—The first prosecution in several years for theater overcrowding was made this week against Sol and Mac Krim, owners of the Lasky Theater. The assistant fire marshal in charge of the case, Joseph A. Creed, testified that the house had 228 patrons standing inside a week ago Sunday, while the permit only calls for 90 standees. The owners were warned twice before for violation of the rule, they charged, and were prosecuted only on the third violation. Traffic Judge Sherman D. Callender fined the theater \$35 for violation.

## Lincoln Battle Looms

LINCOLN, Dec. 29.—Anticipating a battle in earnest after the first of the year between the Westland and J. H. Cooper holdings here, the Cooper exploitation staff had a man added last week. He is Allen Thamer, late of the Harry Huffman Denver group, and will work under E. A. Patchen. Westland, cramped by product shortage, has been taking it steadily on the chin for the last four weeks, playing up the dodos and husbanding everything with a possible sock to start the new year right. Westland has bought two five-minute periods per day on the radio, and Milton Overman, Variety manager, addresses the ether audience on each period from his office desk by special hookup.

## Detroit Price War

DETROIT, Dec. 29.—Price cutting by the Fox Theater this week was met with a similar cut of 5 cents on matinee admissions and 10 cents for evening prices by all downtown houses of United Detroit Theaters. Publix operating unit, The State, Michigan and United Artists theaters were affected. While the policy went into effect immediately and was unheralded, no further signs of a price war were evident.

## An Error

LINCOLN, Dec. 29.—Iz Weiner, film salesman for Columbia, ran into a sad situation last week in a jerk town. Hearing of a new house opening there, he rushed in to sell some Cohn celluloid, only to find that the house was closed and deserted. A sign stated concisely: "Opened by Mistake."

## Schaefer Says Delay Is Breaking Par Morale

NEW YORK, Dec. 29.—Claiming that the delay in effecting a reorganization of Paramount is breaking down the morale of the personnel of the company, George Schaefer, general manager of Paramount, asked Judge Alfred Cox for a quick decision.

Schaefer stated that in Hollywood the players and directors do not know their status and the word has been passed around by competitors that every job in Paramount is merely temporary and as a result the employees are unable to give their best efforts to the company.

## New Coast Chain of Small Houses Planned

HOLLYWOOD, Dec. 29.—A new chain of small intimate picture houses is planned for the Pacific Coast by Hugo Reisenfeld, Abe Meyer and Ira Simmons. They will be patterned after the Filmart, which opened here on Christmas. Among the cities to be represented will be San Francisco, Portland and Seattle.

## New Houma House

NEW ORLEANS, Dec. 29.—William Cobb opened his Fox Theater in Houma, last week to a crowded house. The mayor of the city participated in the opening ceremonies, as did Fred Goodrow, First Division manager; H. S. McLeod, president of the Gulf States Theater Owners' Association; Bob Kelly, Mayfair manager, and Leo Seichanaydre, Bromberg manager. House seats 680 and is decorated in taste. Opening film, *Transatlantic Merry-Go-Round*.

## Ben Cohen's Goat

DETROIT, Dec. 29.—Ben Cohen, owner of a circuit of theaters in Detroit, was given a nanny goat for a Christmas present. The goat came by express to his downtown apartment hotel and attracted plenty of attention. Cohen has decided to keep the animal and send it up to his summer home, where he has had a summer shortage of milk, and will attempt to press the goat into service. It arrived without any tag to identify the donor, and Ben is still wondering who sent it.

## Wisconsin Board Issues Cease And Desist Order to 10 Houses

MILWAUKEE, Wis., Dec. 29.—Ten cease and desist orders were issued by the local grievance board at a hearing here December 21, eight of which involved complaints against theaters conducting bank nights. Those involved in the bank night cases are as follows:

A. & V. Operating Company, operators of the Riviera Theater, Milwaukee, with Warner Bros. operating the Granada and Juneau as competition, as the complainants; Wisconsin Amusement Enterprises, Inc., Paradise Theater, West Allis, with Theater Operating Company, Capitol Theater, as complainant; Wisconsin Amusement Enterprises, Inc., Orpheum Theater, Green Bay, with Bay Theater of Green Bay, Inc., as complainant; Wisconsin Amusement Enterprises, Inc., Strand, Green Bay, with Bay Theater of Green Bay, complainant; Wisconsin Amusement Enterprises, Inc., and Mil-

## Effort Being Made To Start National Exhibitor Campaign

*Starting in Northwest campaign is spreading to East—claim rentals too high and naming of playdates unfair— independent organizations are now being canvassed*

NEW YORK, Dec. 29.—Starting in the Northwest, a campaign for non-buying of films is spreading rapidly Eastward. Many independent exhibitor organizations are being solicited to stop buying until the high cost of film rentals and the high percentage pictures are brought down to a point where the theater owners can make money. Using the balance sheets of the various producing companies as an argument, the non-buyers point out the fact that every major company has shown an improvement in their finances as much as 100 per cent, with none of the profit being passed along to exhibitors. Another situation that galls the theater owners is the naming of playdates on percentages. Exhibitors claim that this takes the running of their theaters out of their own hands and forces them to act merely as managers of their own houses.

## Wise Sees Anti-Semitic Threat in Film Boycott

NEW YORK, Dec. 29.—Rabbi Stephen Wise, one of the best known churchmen in the country, in services at Carnegie Hall last Sunday, told his congregation not to enter into any boycott against theaters, fearing this action might react against the Jews and cause an anti-Semitic drive.

He pointed out that most of the producers in the country are Jews and should any picture be singled out for boycott it might cause certain classes to point a finger and pass the word that the Jews are responsible for dirty pictures.

Rabbi Wise praised the Catholics and Protestants in their drive for clean films and stated that he is heartily in favor of a clean-picture campaign, but cautioned his hearers to keep away from any contemplated boycott.

## New Independent Group To Make and Distribute

NEW YORK, Dec. 29.—Empire Film Distributors, Inc., has been organized to produce and distribute motion pictures. The new organization, headed by Roman Rebusch, will eventually supply a full year's product to its affiliated exchanges, handling features produced by individual units, associated with the new company.

The new organization, at present, is making agreements with exchanges for 15 pictures, supplied by two producing units—Mayfair Pictures Corporation and Kinematrade, Inc. Mayfair Pictures Corporation will supply nine fast-action pictures. Each picture will have well-known male and female leads. Kinematrade, Inc., will deliver six action, old-time, hard-riding Westerns under the general title of *The Phantom Rider* series.

## Ex-Theater Manager's Arrest Clears Robberies

ATLANTIC CITY, Dec. 29.—A series of theater thefts and safe-breaking over a period of many months and involving nearly every flicker house in town was solved Thursday by arrest of Joseph Hornberger, of S. Kentucky avenue, for several years assistant manager of a prominent Boardwalk theater and once publicity man for a theater chain. He was caught with a companion, Patrick Coselli, in act of robbing Embassy Theater this week. The last break was the eighth for this theater. Hornberger and companion put up running fight, during which shots were flying all over the Embassy in early morning hours. Incidentally, this theater is located almost directly opposite police station and City Hall.

The former assistant theater manager was well known here. Albert Gabel, airplane pilot, and two others arrested as members of this gang, which made a specialty of theaters both here and in Camden. All local breaks cleared by confessions.

## Better Films Council Causes Pix Withdrawal

GRAND RAPIDS, Mich., Dec. 29.—*Born To Be Bad*, flicker starring Loretta Young, scheduled to be filmed at the Kent Theater here, was withdrawn and replaced by *Love Time*, starring Pat Patterson. Protest of the Grand Rapids Better Films Council, recently organized, led to the action. The board declared it was getting excellent co-operation from theater managers and that it was a better plan for all concerned to replace a doubtful picture with a better one rather than bring down a storm of protest after a film had been shown. Harry W. Irons, manager of the Kent, could not be reached for a statement. The Kent is a first-run Butterfield house.

## Alba, Chi, Reopens

CHICAGO, Dec. 29.—The Alba, latest link in the Balaban & Katz circuit of neighborhood houses, opened on Christmas Day. Formerly the Capitol Theater, which had been dark for the last eight or nine years, the property was taken over in November and some \$25,000 had been spent in revamping the house. The house seats 990 and is said to be one of the most elaborate so far seen in Chicago.

# MPTOA WILL DISCUSS CODE

## Ed Kuykendall Sees Much Room For Improvement in Document

*Most members in favor of code with few minor changes of certain clauses—claim lobbyists hurt exhibs when code was being drawn—find fault with lack of zoning*

NEW YORK, Dec. 29.—When the Motion Picture Theater Owners of America meet in annual convention in New Orleans on Monday, February 25, the Motion Picture Code will come in for the chief discussion. Ed Kuykendall, president of the organization, in a statement issued to members, says that altho the code is a great document and has accomplished much good, there is still considerable room for improvement. He says that code has failed to "restrain or stop the spreading evil of cut-throat competition. It has also failed to provide adequate cancellation privilege and a practical protection against unfair non-theatrical competition." He claims it has also failed to control the "premium racket" and forcing of unwanted features.

He further says that the code has failed to restrain the forcing of designated play dates on percentage pictures or to provide for a simplified and fully standardized exhibition contract with enforceable arbitration of contract disputes. Selfish interests, he claims, used powerful lobbies to block many of these provisions.

Kuykendall claims that the Code Authority has failed to work out a scheme of clearance and zoning. In many instances, he says, local boards have drawn up clearance and zoning rules that are applicable to that particular territory, but in each instance the Code Authority has turned them down.

Little fireworks is expected at the New Orleans session. All are agreed that something must be done with the code. Practically every member of the MPTOA is in favor of the code but looks for some of the clauses to be modified in order to aid the exhibitor.

The convention will be held at the same time as the Mardi Gras and a record-breaking attendance is expected.

## H. M. Richey Appoints Thompson Assistant

DETROIT, Dec. 29. — Henderson M. Richey, general manager of Allied Theaters of Michigan, has appointed Dow Thompson as assistant, succeeding George Quesada, who resigned a few months ago. Thompson was formerly exchange manager for Fox in Detroit and has been with other exchanges and theaters locally for several years, being manager of the De Luxe Theater, owned by William Steffes, for the last five years.

Thompson will have offices in the Fox Theater Building and is expected to devote a considerable portion of his time to traveling in the State.

George W. Trendle, president of United Detroit Theaters, Public operating unit, Detroit, was appointed a commissioner for the Detroit and Michigan Exposition this week. The Exposition, the first of its kind, is scheduled for March 9 to 17 at Convention Hall, Detroit.

## Bob White Predicts Non-Buying Campaign

PORTLAND, Ore., Dec. 29.—Bob White, president Allied of Oregon, in a signed statement predicts that the independent theaters in Oregon trade territory will cease entirely the buying of all major product before July 1, 1935. This action is taken by the subsequent-run houses on account of increased percentage demanded by producers and discriminatory selling of their product.

## Pa. Censors Cripple Features With Shears

PITTSBURGH, Dec. 29.—The Pennsylvania Censor Board, with only a week to go before a new board is appointed in Harrisburg, has been responsible for some of the most ruthless slashings of features shown here within the last two months. Apparently anxious to bring to light to their superiors the loyalty connected with their work, the censors have made certain that no scene which in their opinion lacks dignity is to pass unharmed by their scissors.

A shining example is the English-made *Private Life of Don Juan*, starring Douglas Fairbanks. It emerged a total cripple from the censor room and the best booking it could land was a four-day pre-Christmas stay at the Stanley Theater here. George M. Cohan's *Gambling* was also tampered with and the Fulton yanked it after a similar disastrous four-day engagement.

Local exhibitors hope that a more lenient board will be in power during the next term. Their hope is encouraged by the fact that representatives from key cities in this State to sit in the General Assembly at Harrisburg next month are in favor with the views of exhibitors.

## Michigan Board Rules On Irving Clearance

DETROIT, Dec. 29.—The Irving Theater, thousand-seat suburban house, was granted full clearance over the new Frank Wetman Tower Theater this week by the Detroit Clearance and Zoning Board. The Tower, opened two weeks ago, was originally taking clearance over the Irving, until the protest, but this was considered unreasonable, in the board's decision, and the practice was reversed, applying upon all distributors. Test case was made on Columbia contract.

The decision was stated to be effective only until final disposition of the entire Detroit zoning plan.

In a hearing of the Detroit Grievance Board on protest of Steve Albu, owner of the Priscille Theater, Samuel Ackerman, of the East Theater, "readily admitted guilt of violating code provisions," according to the board. The East Side has been giving away coupons entitling children to admission at five cents plus the ticket, and was ordered to cease. The five-cent admission has been the most persistent problem the local board has had to face.

## Pittsburgh Exhibs Strong for Indies

PITTSBURGH, Dec. 29. — In the opinion of local exhibitors, independent motion pictures have soared to new heights in leading theaters here and vicinity during 1934. An independent production stopped being just a filler for a double feature program and is looked upon as a definite product capable of bringing favorable box-office results.

Proof is offered by local first-run houses who have added a number of independent films to their schedules. The Fulton led last year with *A Girl of the Limberlost*, the Pitt with *Young and Beautiful* and *Crimson Romance* and the Alvin, newest combo house here, with William Haines' newest, *The Marines Have Landed*.

The fact that the smaller companies are able to compete with the majors in the production end brings them into the picture buying spotlight. A number of new houses here are lining up independent product for the coming year.

## Omaha World Breaking Duals With New Policy

OMAHA, Neb., Dec. 29. — Divisional Manager Evert R. Cummings, of the Tri-States Theaters Corporation, has announced that the World Theater will inaugurate a new policy of single features and selected short subjects. This new routine is made possible by the closing of the Paramount Theater early in the month and makes some of the really classy pictures available to the World.

First house in town to come out with double features, World has deviated from that policy less than dozen times in three years or more. But with both Orpheum and Paramount, its larger sister houses, in full swing World got only what was left after the two uptowners got the best films. Besides Tri-States did not have full control of house and were wary of drawing the best biz there. Recent deal which gives Blank's company (Tri-State) full control of house has eliminated this barrier, and closing of Paramount leaves plenty of good pictures to divide between Orpheum and World.

## Breen To Remain With Hays For at Least Another Year

HOLLYWOOD, Dec. 29. — The report that Joe Breen, head of the producers' censorship board, would resign caused a furor here and brought Will Hays from New York by plane to straighten out the matter and induce Breen to remain on the job.

Breen was offered the post of story editor of Universal by Carl Laemmle and had the matter under advisement. Before he could give his decision word leaked out and reached the ears of other producers. The others, fearing the loss of Breen would break up the censorship board, wired Hays to hop a plane and convince Breen of his duty to the public.

After a session with Hays, Breen announced that he would stick to the board for at least another year, at which

time the board would be able to function without him.

Breen enjoys the confidence of the leaders of the Legion of Decency, and it was feared that should he leave a drive against theaters would be made. In spite of the fact that Breen has been pretty severe with some of the pictures produced, the movie makers are aware of the fact that his presence on the board is saving them a heap of money and earning them good will among churchmen.

Those producers who at first fought against the Breen setup are now convinced that it was a great idea and are for it all the way. Even those producers who have encountered difficulty with Breen over story treatment are for him and were considerably upset when his departure was reported.

## Wisconsin Exhibs Form Indie Group

MILWAUKEE, Wis., Dec. 29. — At a State-wide meeting of independent exhibitors held last week at the Hotel Plankinton here it was voted to file articles of incorporation for a new organization under the name of the Independent Theaters Protective Association of Wisconsin and Upper Michigan.

By-laws for the new unit were discussed and it was decided to hold a State-wide convention of independent exhibitors in Milwaukee January 3 and 4, at which final plans for the new group will be submitted and officers and directors named.

The meeting was called by the organization committee composed of four MPTO of Wisconsin and Upper Michigan members, four Allied Independent Theater Owners of Wisconsin members and two unaffiliated exhibitors. Present indications are that the new unit will absorb the two other State organizations and be the only exhibitor association in Wisconsin.

## SUGAR'S DOMINO

(Continued from page 6)

both Jake and Lee Shubert put together. This personnel chap, too, is a recent adjunct to modern show business. If you are in doubt about my statement regarding showmen with ability who are on the sidelines call our good friend, Jack Allcoate, who does such wonderful work with his Film Daily Relief Fund, and ask him confidentially of the number of men with plenty of ability who have had to come to him for aid.

Then there is the 10 per cent outside man—he, too, is a recent addition to modern show business. He is doing pretty good for himself but he has hurt the theater tremendously because of inferior materials, and it is impossible to estimate the losses at the box office because of kick-backs.

I could go on ad infinitum like the River Shannon, but in closing let us pay a tribute to the human fellow, the chain operator who has become prosperous because of custom-made methods, the man who pays a decent salary and has confidence in his employees and who receives in return 100 per cent loyalty, untiring co-operation and a morale that is unbeatable.

Let's take E. V. Richards who I know has done wonders. He has made showmen out of raw material all thru the South and to my knowledge he was the first man to have a school for theater managers. He is still in the business and mighty successful. Then there is Walter Reade, a chain operator. He has been a huge success and is still in the business advantageously. And what about A. H. Blank, one of the most fortunate theater men in the Middle West. Then there are Jacob and St. Fabian, who have the unique reputation of engaging stars without a contract or the scratch of a pen and they are exceedingly successful. And S. E. Lynch, Wilmer & Vincent, John Kunsky and George Trendle. To the point also is Joseph Plunkett's profitable operation of the Radio-Keith-Orpheum Circuit.

All these men have been and are successes because they are showmen and human. They pay salaries in proportion to a man's earning capacity. It was a very poor assistant manager who received \$50 a week under Plunkett. There is, too, Charles Moskowitz, a chain operator, whose managers and employees are with the organization year in and year out. These are the type of men the industry needs. They've caught up to the phony's, the decorated Tasmanian lieutenants and generals. There is a big "back to the farm" movement for the wrong type, and the man with ability, altho he has been suffering, will come into his own because no longer does the public break down the doors; the boom days are over, and it takes showmen with ability to knock them down and drag them in; the tougher the condition and the harder the work the more essential the man with ability and the higher his remuneration should be according to his profit-making capabilities.

P. S. The conditions outlined above do not exist in my organization and I go home nights—but not for laundry!

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# CHRISTMAS WEEK GROSSES BRING BACK 1929 SMILES

NEW YORK, Dec. 29.—With the pro-Chrismas slump out of the way theaters thru-out the country report a fill in grosses that is bringing back the smiles of 1929. Almost without exception business this week has shown a tremendous improvement over that of last year at this time. It is partly due to the fact that exhibitors saved their good pictures until after Christmas, and again there appears to be more money in circulation than in years.

Theater owners are convinced that from now until summer business will continue on the up-grade. The new crop of pictures look like hits and the exhibitors are spending more money in advertising and exploiting their shows.

## New York

It looked like old times along the White Way this week. Every theater showed big grosses, with long waiting lines at most houses. The Music Hall, with *The Little Minister*; Paramount, with *Here Is My Heart*; Capitol, with *Forsaking All Others*, and Raxy, with *Ann of Green Gables*, had standees at every performance. The neighborhoods showed a big increase over last year and the exhibs are happy.

## Boston

Many house records fell this week and it looks good for next week. Good product and kids home from school are mostly responsible for the improvement. Standees were common in most houses and long lines were not unusual outside the major houses.

## Chicago

Santa Claus was good to the Loop theaters this week. Most of the houses played to capacity thruout the week and there is no sign of a letup. Most houses placed bigger advertising lineage than usual and fronts were better dressed than in months. Looks like a big season.

## Atlanta

Christmas week was a hit here. All houses report grosses far above those of last year at this time. Pictures in the downtown houses were exceptionally good and the fans went for them in a big way. No complaint from theater owners. Their only hope is that it will continue.

## Dallas

The best business in years was reported by theater owners here this week. Every house played to heavy grosses and it looks as tho the season was getting under way to a great start. Exhibitors have their fingers crossed and hope for the best.

## Pittsburgh

Business Christmas week has been very bright in local first-run and neighborhood houses. The majority theaters saved their best product for this week and the results have been as bright as expected. The Christmas Day biz has been the best in several years, with crowds flocking the theaters all day long. *The Little Minister* and *The Mighty Barnum* led in box-office receipts.

# PERSONALS

J. M. Yoes, formerly operating the Oasis Theater at Union, Ore., has leased the Taylor Street Theater, Portland, and will after numerous repairs and renovations open with the best of the major product on a 15-cents-at-all-times policy.

Bijou Theater Company has been incorporated at Aberdeen, Wash., by David and T. Cantor and Earl W. and O. H. Hulbert.

A new and modern theater, expected to cost about \$50,000, will be constructed in Seymour, Ind.. It has been announced by W. L. Ball, of the Ball Brothers' Theaters, Inc., which will operate the theater and have central offices in the building.

Practically every neighborhood theater in the city is co-operating with the Indianapolis Indorsers of Photoplays which is sponsoring food shows. Children are being admitted this week to matinees by the contribution of articles of food.

Articles of incorporation have been filed with the Indiana secretary of state by the R. & C. Theater Company, Inc., Fort Wayne, Ind., formed to operate motion picture houses. The incorporators are C. L. Pfundstein, Louis D. Brock and Fern Pfundstein. The company has 100 shares of no par value capital stock.

L. H. Lerner is reopening the State Theater at Marcellus, Mich., renaming it the Lerner Theater.

Harold Chereton has closed the De Luxe Theater at Saginaw, Mich.

The Flynn Theater at Sawyer, Mich., has been closed.

W. C. Shields has been appointed to represent Michigan Theater Owners at the forthcoming session of the Legislators, unofficially.

Jack Krass, owner of the Coliseum Theater, Detroit, has bought the Mack Theater, east side house, from L. A. Fill. He has closed the house for remodeling.

Charles Powell has been appointed as manager of the Detroit branch of National Screen Service for Harry Silverberg, who was severely injured in the Hotel Kerns fire at Lansing.

The Strand Theater at Union City, Mich., has been closed.

Frank Wetsman and Lew Wisper, Detroit circuit owners, are negotiating for

the Tuxedo Theater, leading north and house, on January 1.

Joseph Urban has succeeded Walter Wilczynski as manager of the Conant Theater, Detroit.

## 'ROUND THE TABLES

(Continued from page 12)

with Cass Dally, blues singer, starring the floor show.

JOHNNIE (KID) JAZZ is still holding forth with Vance Dixon's Footwarmers at Empire Gardens, Newburg, N. Y.

BEN K. GERSDORF, well-known theatrical man, is managing the Pomegranate Club, San Antonio, Tex. Karole Kaye is mistress of ceremonies, and Don Amado's danceable music is on tap.

SONDRA, exotic dancer, was booked in the South Bend Inn, South Bend, Ind., for the third time this season. Recently she appeared in Houston, Tex., and Cincinnati. Others on the bill were Ruth Barton, Lamar Phend, Lois Syrell and the Vic Labedz Orchestra.

FRANCES KAY, personality girl, recently finished an engagement at the Hollywood Cafe, near Osceola, Ind.

CONNIE MOHR is working a return engagement at the Club Chatterbox in Fort Wayne, Ind.

SAM LURYE celebrated the completion of modernization activities at his Ritz Cafe in Superior, Wis., November 28 to 30 with a new floor show, featuring Donna Rossetta and Alberto; Maurice and Betty, dance team; Maizie Dawes, blues singer, and Betty Baker, soubret, with Wally Merrick and his Musical Cossacks furnishing the music.

IRENE BORDONI opened December 25 at the Hollyhock, Cleveland, for one week. Leroy Smith and his orchestra have been held over at the Cotton Club in the same city. Joe Can-Dulla and his orchestra opened at the Mayfair, also in Cleveland, with a new revue, including a line of 12 girls; Ruthania and Malcolm, dance team; Three Royce Sisters and Dick Finnigan. All spots mentioned are booked by Mike Special.

STARR WEST JONES, Westerner, who last played in *Girl Crazy* in New York, opened December 31 at Belle Livingston's new Reno Club in New York.

THE DOLL HOUSE, prominent Cleveland spot, is now being booked by Jack Dickstein, Detroit booker.

# 1935

The past year has been one of difficulties and headaches for both producers and exhibitors. Those who were able to stand up under the continued mauling deserve great credit. The early part of 1934 was probably the worst in the history of the motion picture business, but the tail end of the year found conditions greatly improved and we can now see daylight ahead.

In 1935 there are many things that can be done to help business.

In the first place, producers should bring down rentals and percentage pictures and give the exhibitor the benefit of some of the profits that are being made. For the past year the theater owners have been paying more for pictures than ever before and in many instances those high-priced features, which were expected to be hits, were duds.

If the producers do not see the handwriting on the wall, it will cost them plenty before 1935 is ushered out. If prices are right and exhibitors are making money, there is every reason to believe they will play ball, otherwise they are likely to whisper things in the ears of their congressmen.

The exhibitors should stop crying panic and sell their show. They should clean up their houses; pay a few extra bucks for fronts and advertise their wares. Sitting back and lamenting will get them nowhere. There is money to be had if the exhibitor will go out and get it. He should resolve that 1935 will find him acting as a showman rather than a mourner.

Both producers and exhibitors should pool their resources to fight additional taxation, which is bound to come unless something is done to prevent it. It is seldom that these two factions ever bury the hatchet except in each other's heads.

The Legion of Decency should stop showing its strength and give the producers a chance to clean house. They have been doing a neat job and deserve all the cooperation they can get. The latest show of strength in New York has not been conducive to better productions. The Legion has done its work and should realize that the constant rattling of the sword is just a little irritating.

Exhibitor organizations should get out and do something constructive or else fold their tents. In the past year their total accomplishments have been exactly nothing. Exhibitors who pay dues to such organizations deserve no sympathy, for if they are willing to finance a dog fight it is their own affair.

The Loyal Order of Meddlers should come out flat-footed and say that they are in the business of meddling simply because they are by nature just plain nosy. Some of them of course are a trifle commercial and are not averse to accepting a weekly pay envelope just to keep the business in a turmoil.

Advertising writers should lay away the old adjectives and get a new set. Many advertising men are using lay-outs that were swell in 1892, but do not click in this streamlined age. Motion pictures lend themselves better to lay-outs and copy than any other business, yet in many cases the ads are pretty terrible. There are enough advertising brains in this industry, and 1935 should see them used more widely.

The year 1935 can be made a banner one if all factions in the business get together and work. There is money in circulation and a public eager for good pictures. If the producers will turn out good product and the exhibitor will give them proper presentation there will be no reason for red ink this year.

Len Morgan.

# FROM THE BOX-OFFICE POINT OF VIEW

## "Charlie Chan in Paris"

(FOX)  
 Previewed at the Alexander, Glendale, Calif.  
 Time—70 minutes.  
 Release Date—February 1.

Warner Oland, in the role of Charlie Chan, continues his world travels in the talkies, and this one finds him on a sojourn in Paris. A chilly visit it is too, and one that will have your patrons going home in groups down the middle of the street.

As in all Chan pictures the mystery is carefully boxed until in the closing scenes and the action of the story builds up rapidly to a climax finish.

In Paris Chan finds himself tracking down a gang of bond forgers. His Americanized son, Keye Luke, aids him very well in his efforts. Devoid of the usual Chinese proverb reciting Chan spends his time on the trail of the forgers and rounds up two bank officials and an outside assistant who has been operating under a dual personality.

Oland stands out in front of the rest of the cast in his portrayal. However, the big surprise of the picture will be the work of Keye Luke, an Oriental, who shows real promise for pictures.

Romantic strain of the story is carried thru by Thomas Beck and Mary Brian. John Miljan does a clever bit of work until he is murdered. Dear old Erik Rhodes, whose very presence in a picture spells enjoyment for this reviewer, does a nifty bit of character work as the arch plotter.

Lew Seiler's direction is top notch and the photography of Ernest Palmer, which includes some dandy Paris sewer shots, is excellent.

Exhibitors finding past Chan pictures money makers will relish this latest one, which in comparison with past ones is head and shoulders above them.

Blackford.

## "Dealers in Death"

(TOPICAL)  
**Criterion, New York**  
 Running time—63 minutes.

Topical Films has taken news-reel shots and animated maps and turned out an interesting piece of propaganda against war. It shows the horrors of war and the probable results of the next one. The whole affair is supposed to be an expose of the munitions racket and names are named and the plants of the makers pictured.

There is a running fire of talk on the part of a narrator thruout the picture and it is at all times dramatic. The speaker explains the maps, which show strategic locations of munitions factories and their tieup with Vickers, of England.

It points out that it costs a nation \$25,000 to kill one man in war time. It shows that during the late war the Germans and French reached an agreement not to bomb certain towns. The narrator states that the war could have been concluded two years earlier had the agreement not been made.

The picture is primarily for those interested in statistics and have an understanding of war itself. It is entirely adult fare and will appeal to a certain class that goes for pictures of this type.

The picture's best bet is larger cities and industrial centers.

Morgan.

## "The County Chairman"

(FOX)  
 Previewed at the Alexander, Glendale, Calif.  
 Time—85 minutes.  
 Release Date—January 11.

As the homespun politician of a rural community, Will Rogers scores heavily in *The County Chairman*. It's one of those tailored-to-measure stories for Rogers and his fans will eat it up. Picture fairly bubbles over with wholesome comedy and has just the proper amount of action, drama, romance and heart interest to make it a feature of the first rank. Wherever the fans like Rogers, they'll love *The County Chairman*. Where Rogers has been a lukewarm favorite this picture will serve to cement a bond of friendship and good will between your fans and Rogers.

Locale of the story is Wyoming when the vote was first given to women. To get even with his rival, Berton Churchill, Will nominates and succeeds in electing

his youthful law partner, Kent Taylor, to the office of prosecuting attorney. Will has the role of the country politician and wise-cracking philosopher and has ample opportunities to talk politics in his humorous manner. Taylor is in love with Evelyn Venable, daughter of Churchill, and Taylor's election complicates matters of the heart, but not too much for sly old Will. In his highly individualized sort of way he smooths out the differences and cements the pathway to love again for the two.

Miss Venable and Taylor are, as usual, charming and highly pleasing as the romantic pair. Stepin Fetchit outdoes himself with a bit of new and different pantomime.

Churchill does a marvelous bit of acting as the shrewd attorney and Miss Louise Dresser and Mickey Rooney in minor roles commit themselves capably.

*The County Chairman* is a showman's picture designed for healthy returns at the box office.

Blackford.

## "The Night Is Young"

(METRO-GOLDWYN-MAYER)  
 Previewed at the Ritz, Hollywood, Calif.  
 Time—83 minutes.  
 Release date—January 12.

A pleasing bit of light opera for the not too discriminating type of audience but hardly a picture worthy of special ballyhoo. Picture is pleasant to sit thru, music is pleasing and beautiful, comedy is well spaced and laughs are many, but the essential story is none too heavy and Ramon Novarro in the title role is anything but outstanding.

Romberg and Hammerstein are responsible for the music. Thruout and without the least provocation Novarro and his feminine support, Evelyn Laye, burst into song and sing for 5 and 10 minutes.

Story is more or less familiar to every movie fan. A charming prince does not love the lady selected by his relatives. To forestall an early marriage to someone he does not love Novarro brings a girl from the ballet, Miss Laye, to live with him at the palace. From time to time he takes her out to show to his relatives he is not yet thru sowing his wild oats and really is having a joyous time with the dancing girl. Their constant association blossoms into a true love match and Novarro marries her in the end.

Edward Everett Horton has the part of confidant of the prince and does a swell job. Una Merkel, as the sweetheart of Charles Butterworth, is excellent.

Scenes are truly beautiful and photography is deserving of mention. Direction of Dudley Murphy displays a knowledge of this particular type of story that is uncanny. His principals have grace and a rhythm of motion thruout the picture.

Blackford.

## "I've Been Around"

(UNIVERSAL)  
 Previewed at the Fairfax, Hollywood, Calif.  
 Time—82 minutes.  
 Release date—December 31.

Phil Cahn's first directorial effort at Universal turns out to be a terrific flop with *I've Been Around* not even a prospect for the sticks and double-bill subsequent runs. In the key spots it would do a terrible brodie.

Universal wasted a lot of time and money turning out this picture. It is poorly put together, simple in story, inadequate in direction and pathetic in its interpretation by a fair cast.

It's a story about a rich girl, Rochelle Hudson, who becomes engaged to G. P. Huntley Jr. Her first love, Chester Morris, is away on a flying trip to California

and when he returns Miss Hudson is about to denounce him when she hears her love proposing to another girl. To get even she ups and marries Morris to spite the sweetie. Immediately after the ceremony she tells Morris why she married him and he goes off his nut. Umpy-ump scenes are shown of the poor lad getting drunk and staying drunk. Eventually Miss Hudson decides she loves him and wants him back. She gets him all right, but not before she takes poison in one of the silliest scenes ever shot.

Miss Hudson poses and tries to look too pretty until it becomes downright irritating. She sings *I've Been Around* with pleasant results. Chester Morris is off his style as her husband. He doesn't add much realism to his portrayal of the disillusioned spouse.

Ralph Morgan as the understanding father of Miss Hudson offers a fine bit of restrained acting and Henry Armetta in the role of a taxi driver pleases as usual. Isabel Jewel, Jack Mulhall and Betty Blythe have small bits.

Blackford.

## "Murder in the Clouds"

(FIRST NATIONAL)  
**Rialto, New York**  
 Time—61 minutes.  
 Release date—December 15.

This feature is an out-and-out thriller, and audiences who like their excitement unadorned will go for it in a big way. The story is impossible, but the action is there and that will cover up many yarn weaknesses.

The government charters a plane to take a scientist from California to Washington to present a secret formula for a high explosive. The bad men kidnap the pilot and substitute one of their own men. The villain gets the formula and kidnaps the hero's sweetheart. From then on every precaution is scattered to the winds as planes tail-spin, nosedive and crash all over the lot.

Lyle Talbot, Ann Dvorak and Gordon Westcott are the leading players and do well enough with the material at hand. This is not a picture to exploit as an epic, but it will fill the bill in houses that know their audiences.

The feature will appeal to the younger element and will go over in small towns rather than sophisticated centers.

Morgan.

## "The Band Plays On"

(METRO-GOLDWYN-MAYER)  
 Previewed at the Criterion, Santa Monica, Calif.  
 Time—86 minutes.  
 Release Date—December 14.

This is one of the famous MGM program pictures that the studio invites all of the fan magazine critics to get their rave notices to help put over a weak sister. As entertainment *The Band Plays On* is a fizzle. A simple story which could easily be told in two reels is stretched out to almost nine with a lot of tiresome pauses and dragging scenes alipped in to help on the length.

It's the story of four boys, bad boys, too. Playing in the Los Angeles slums (which there isn't any of) the four tough boys are taken in tow by Preston Foster, who makes out of them "The Four Bombers," the riot of football. Thru grammar school and high school they amaze a football-crazed world with their unexcelled teamwork. Finally landing in college, one of them goes yellow and leaves the bunch to play professional football. Another tries to save him and is hurt in an accident. The accident

has the satisfying effect of bringing the four back together again like peas in a pod should be. And on top of that, the two rivals for the hand of the sister of one of the boys finally work out who should be entitled to her, and it's all over with a swellegant football game that is tied in the final half second of play.

Robert Young is one of the boys. Poorly cast, he doesn't do much with his part. He has two or three crying scenes that are disgusting. Stuart Erwin, another of the boys, is only fair. Other two boys are Russell Hardie and William Tannen. Foster does well as the coach and Leo Carrillo is excellent as the Italian friend of the boys. Betty Furness is the sole female. Ted Healy has a meaty role that smacks of plenty of laughs.

Blackford.

## SARANAC LAKE

(Continued from page 16)

circuits and was also formerly connected with the act of Kramer and Boyle.

Miss Jennings, night nurse, has left us for a vacation at her home in Philly. She plans to return to Saranac Lake later to resume duties in the Reception Hospital. Mrs. Luke, formerly of Kansas City, has replaced her.

Tommy Vicks, the boy with the dancing feet and pleasing disposition, is looking and feeling pretty good these days. It won't be long before we'll see him back in circulation and in A-1 condition.

Beatrice Lee is another arrival at the Lodge. She was here thru the Jewish Theatrical Guild. Miss Lee has played in burlesque and tabs.

Dr. Woodruff will be "cutting up" soon. He is busy sharpening his knives and getting all set for the numerous operations to be performed on the various patients after the New Year. Line forms to the right.

Jack Casey, Robert Heney and Danny Murphy plan to leave us very shortly. We all wish the boys good luck and continued health.

Tommy Abbott and Ray Ketcham are slated for the "rib" some time next month. Both of the boys are glad of it. This will be Ray's second section.

Sal (Honey) Ragone had a birthday cake made especially for him by our new cook. He was very generous with it and passed it out to all the patients.

Please write to those you know in Saranac Lake.

Vernon Laurence, ex-NVA patient who has cured up here for years, has left Saranac Lake for good for his home in Freeport, L. I.

We had word from Kela Edwards and Lillian Ziegler (our old Lodge buddies) that they are both doing great and are home with their families in New York.

The Christmas celebration went off in great style. "Mother" Morris (the angel of the san) did much to help make it the best Christmas the patients have ever known up here. Ma helped the Jewish Theatrical Guild to supply the gifts, trimmed trees for all the bed patients, and with her motherly touch arranged the furniture in the lounge room, making it a more homelike place for us to enjoy.

Allyn B. Carrick, of New York, played Santa Claus. He made a grand one, too, and with his friendly manner and his lively bits of humor helped to put the Christmas spirit over.

Everyone in the Lodge and connected with it received a gift this year. Harold Rodner, of the NVA Fund, paid us a visit and helped to make it a happy Christmas for all.

A few of the patients who had holiday visitors are Maurice Pearson, Tom Temple, Joe Dabrowski, Johnnie Johnson and Sylvia Abbott.

We regretfully mention the death of Joseph Riley, who cured here for 12 years. For details see Final Curtain in this issue.

We had the pleasure of seeing more of our Dr. George Wilson last week while Dr. Fischel was in New York. Things ran smoothly as always when Dr. Wilson is around. Now we welcome back the "chief," Dr. Karl Fischel.

Dr. J. J. Witt, one of our new house doctors, has left us for a few weeks to spend the holidays with his family in Kentucky.

### CURRENT BROADWAY FILMS

The Little Minister (RKO)	Music Hall	Issue Reviewed, December 29
Murder in the Clouds (Warner)	Rialto	Current

### Holdovers

Babes in Toyland (MGM)	Astor—3d week	December 22
Forsaking All Others (MGM)	Capitol—2d week	December 15
I Sell Anything (Warner)	Mayfair—2d week	October 20
Mighty Barnum (UA)	Riboli—2d week	December 8
Ann. of Green Gables (RKO)	Roxy—2d week	November 3
Here Is My Heart (Paramount)	Paramount—2d week	December 15
Man of Aran (CB)	Westminster—6th week	October 27

Burlesque Conducted by SIDNEY HARRIS—Communications to 1564 Broadway, New York City.

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

### Eltinge People Freed by Court

NEW YORK, Dec. 29.—The case against the nine members of the Eltinge Theater, arrested in November on an indecency charge, was dismissed Wednesday by Magistrate Jonah J. Goldstein in Jefferson Market Court. However, he recommended that if, in the opinion of the police department, the performance is objectionable, that complaint be filed with License Commissioner Paul Moss seeking the suspension or revocation of the theater license.

The defendants were Charles Lauk, Morris Rudnick and seven chorus girls. Magistrate Goldstein ruled that "so far as this legal exemption in the code is concerned there is no difference between an actor and a burlesque performer," the code holding that an actor could not be held responsible for uttering or performing indecencies. Also, that by common acceptance a Hawaiian dance is not an indecent performance. Nudity, partial or complete, is not an indecent performance."

### Hurley Biz Picks Up At Gayety, Louisville

LOUISVILLE, Dec. 29.—After a several weeks' period of dumpy business, box-office receipts are doing a gradual build-up at Fred Hurley's Gayety Theater here. Manager Hurley attributes the pick-up to the fact that he recently brought in a number of new faces.

Hinda Wausau opens at the Gayety January 5 for a two weeks' run, with Joan Barlow slated to follow in a little later. Hurley tendered his company a Christmas Eve party on the Gayety stage, with plenty of eats, refreshments and presents for all.

In the revamped Hurley cast are Harry (Boob) Meyers, Curley (Bozo) Burns, Joe Killeb, Harry Cornish, Ronald Cornish, Aline Walker, Fanny McAvoy, Edna Troutman and Paula Lewis.

The chorines are Margie Jones, Bonnie Austin, Pauline Hunter, Bertie Kirk, Babe Harbough, Norma Phillips, Queenie Nelson, Jean Jones, Ruby Landrum, Gene Richardson, Emma Nelson, Lucille Abby, Jerry Smith, Bertie Cullen, Sally Rogers and Pearl Franks.

Aline Walker is chorus producer; Billy Simpson, musical director; Hazell Chamberlain, wardrobe and special finales; Ralph Canton, assistant house manager, and Al Jutt, treasurer.

The Hurley show has been at the Gayety since September 22.

### BAA's One-Week Claim Against Waterbury

NEW YORK, Dec. 29.—The Burlesque Artists' Association is claiming a week's salary from the Jacques Opera House, Waterbury, Conn., over its sudden closing. Claim is based on the failure to give sufficient notice to the troupe coming into Waterbury from Springfield, Mass. Waterbury didn't open on Thursday, and it is alleged that the Springfield cast was not informed of the closing until Saturday night.

This one-week claim has resulted in a dispute among the Independent Burlesque Circuit members. George Katz, operator Waterbury which played independent shows, feels that the salary claim should be made up by all members of the circuit inasmuch as he paid his share on the Bridgeport matter.

### Detroit Augments Burly Shows

DETROIT, Dec. 29.—Local burlesque houses are expanding their shows, beginning with the New Year shows. Both the Gayety and the National will augment their shows. The *Wylie and Lane Revue*, an all-sepia show, has been booked to open at the Gayety for Clamage & Rothstein in addition to the regular show. Three acts of vaude will augment the show at the National for King & Travers.

### Changes in Playhouse Cast

SALT LAKE CITY, Dec. 29.—The Playhouse made several changes in the cast last week when Dick Castleman and his wife, Phyllis Roccoia, and Wanda Wolters left and Mae Tabbits, former ingenue, returned with the Happy Chaps quartet. A new character woman is also coming in. Manager George Allen also has cut down the orchestra by two men. W. Rex Jewell directs the productions.

### Tab Tattles

PAUL RENO'S *Maxine's Revue D'arrant*, after a swing thru the West for the Wilbur Cushman office, is back in the Middle West. Company played the Legion Theater, Mayfield, Ky., Tuesday and Wednesday of this week, and after a half dozen dates in Ohio and Indiana will head southward. . . . Winston and Boone, male steppers, are with "SeaBee" Hayworth's *Broadway Novelities*, playing the Carolinas. . . . Bob Davis' *Varieties of 1934* did so well on its recent two-day engagement at the Strand, Crawfordsville, Ind., that the Strand management held the unit for a third day. Despite a seven-inch snowfall on the opening day, the Davis tab pulled 'em. Company is now playing Ohio dates for the Sun office. In the roster are Bob Davis, owner-manager; Harry Cheshire, stage manager; Jack McBride, dancer; Jean Larue, blues singer; Lucille and Bud Hughes, acrobatic novelities; the Ward Sisters, song and dance team; the Famous Casinos, accordionists; the Four Bars of Harmony—"Red" Wilholte, J. C. Strain, Al Kain and Bert Dexter—and George Brennen and his orchestra. . . . The Four Harmonizers—Dome Williams, Earl Martin, Leon McDonald and Mack Ferguson—have been held for a third week at the Idle Hour Farm Club, Dayton, O. They close there January 5 to jump to the Berghoff Grill, Fort Wayne, Ind. They were offered an indefinite run at the Dayton club, but the latter engagement prevented. . . . With Leon Harvey's *Revue Modernist*, working the Sun Time, are Flo Kent, the Two Inky Boys, the Raymond Brothers and Riley, Trammel and Riley, the Jamison Sisters, Myrtle Trumpertz, Japo and Lee and the Carlton Villa Orchestra.

PAT and Mickie Gallagher and daughter, Lana Lols, are now located in their home village, Easton, Pa., where Pat is putting on home talents, with Mickie operating a hoofing school. . . . Featured with T. O. Phillips' *Hi-Ho America*, currently in Georgia, are the Morales Brothers, tumblers and acrobats; Joan Darling, singer, and the Burns Twins, tap dancers. . . . Frederick William Olsen, year-old-son of Mr. and Mrs. Frederick Olsen, of Sioux City, Ia., has an honorable mention and his picture on the "baby editorial page" of the January *Physical Culture* magazine. Mr. Olsen was for years connected with Sioux City theaters. The mother was on the stage before her marriage. . . . Harry Harvey infos from Hollywood that his five-year-old laddie, Harry Jr., is now working in Hal Roach's *Our Gang* comedies. Harry, himself, has just finished (See **TAB TATTLES** on page 26)

### National, Louisville, Installs Tab Policy

LOUISVILLE, Ky., Dec. 31.—National Theater here reopened Saturday night under the direction of George Evans, with Tom Norman as manager. House is operating under a new tab and picture policy, Hale Houston is publicity director. The opening attraction was Olive Borden and her *Hollywood Revue*, featuring Earl Faber. Presentations are booked thru the Leo B. Salkin Theatrical Agency, Chicago.

Four shows a day are scheduled, with a 35-cent top during the week and 40 cents on Sunday. A giveaway for all women and children was featured on the opening day.

### Burly Back in Youngstown

YOUNGSTOWN, O., Dec. 29.—After a brief spell of darkness, the Princess Theater reopened Christmas Day with a new burly show. Stephen Grapa is the house manager. The Princess is the only local theater presenting stage shows this season.

### Birmingham House Installs Tabs

BIRMINGHAM, Ala., Dec. 29.—Charles Clifford's *Manhattan Revue* opened Monday at the Pantages Theater, thus instituting a new tabloid-picture policy at the house. Included in the Clifford personnel are Hal Bronson, emcee; Len Lenahan; Nora Luther, blues singer; the Three Fillibillies, acrobatic comedians; Joe Sterling, dancer, and Shannon (Smiles) Stanley. There also is a chorus and an orchestra.

### Tyrell Unit Opens for Sun; Firm Has Seven Weeks' Time

SPRINGFIELD, O., Dec. 29.—Phil Tyrell's new unit, *Schooldays on Parade*, started out on a swing of the Sun Time, opening at the Capitol, Wheeling, W. Va., last Sunday. Show carries 23 people. Raynor Lehr's *Show of Shows* will follow into the Capitol tomorrow. The Gus Sun office is now offering the units seven weeks' playing time, with several more weeks to be added after the holidays.

Among the shows now on the Sun Office books are Manny King's *Revue*, Marline K. Moore's *All Americans*, Earl Faber's *Skyriders*, Lew Lewis' *Radio on Parade*, George B. Flint's *Stars From the Fair*, Ez Keough's *Backstage Follies*, Ed Gardiner's *Footlight Frolics*, Bob Davis' *New Varieties*, Roy Gordon's *Crazy People*, Anton Seibilla's *Cotton Club Revue*, Ray Walzer's *Dancing Thru*, with five new units slated to be added in the next few weeks.

### Barger Confabs About Supreme Shows for Chi

NEW YORK, Dec. 29.—Jack Barger, of Chicago, was here this week and confabbed with Minsky-Weinstock about the Supreme Circuit shows. It is reported that Barger is considering using the Supreme shows at the Star and Garter and the Rialto, Chicago.

The jump to Chicago would have to be made from Pittsburgh, and unless other spots are added to the wheel to make the jump easier, going and coming, it is unlikely that Chicago will come in.

### Burly Briefs

JOE AND HAROLD WEINSTOCK went back to Florida again last week after returning to New York to attend a wedding. . . . Nothing definite yet about their burly house in Miami Beach. . . . I. H. Herk came in for plenty of cigars this Christmas, with Paul Weintraub there to help him in the smoking of them. . . . Evelyn Myers has been a big help to the b. o. of the Eltinge. New York. . . . Nadja is being billed as Countess Nadja at the Apollo, New York, where she was booked by Dave Cohn. . . . BAA is sending out bulletins twice a week to all its deputies to keep them informed of what's what. . . . Supreme may buy Harry Lander, formerly of Lander Brothers, and his new partner, Clarence Wilbur. . . . Capitol, Albany, closed Saturday instead of January 5 as was planned.

MANY A PERFORMER was seen staggering under the weight of *The Bill*. (See **BURLY BRIEFS** on page 56)

**SALLY O'DAY**  
The Essence of Finesse  
In Stripping Soubrettes With Independent Burlesk Circuit  
Sends Best Wishes for the New Year to All

**BELLE RIGAS**  
PRIMA DONNA  
Now at the ELTINGE, N. Y. City, in Stock  
Wishes Everybody A Happy New Year

New Year's Greetings From  
**RUTH DONALD**  
(MRS. GEORGE TERRY)  
BLUES-SINGING INGENUE  
Now at the ELTINGE, N. Y. City, in Stock

Best Wishes for 1935 to Everybody  
**BUBBLES YVONNE**  
Ingenue in Strip Specialties  
Now at the ELTINGE, N. Y. City, in Stock

### U-NOTES

By UNO

MAE BROWN, in Boston Christmas week, helped distribute shoes to the poor in a gift distributing campaign held under the auspices of a local daily.

DOROTHY FOY, Charlotte Ackerly, Adele Strauss, Marian Mason, Jerri McKenna, Ann Mentzel and Marjann Kane are seven Pittsburgh crack dancers conspicuous in the front line of the new Supreme Circuit show, *Let's Ring Belles*, headed by Comedians Sam Raynor, Abe Reynolds and Harry Shuffe LeVan.

RUTH DONALD back to burlesque at the Eltinge, New York, after two years with Mal Hallett and other orchestras in vaude and night clubs. She's the wife of George Terry, a Tarrytown restaurateur.

SALLY O'DAY, stripping soubret, was honored with a new title, "The Essence of Finesse," conferred on her by a Philly newspaper man. Playing the Independent time.

AGNES NICHOLS is the proud mother of Patricia, a 5-year-young daughter, already conversant with acrobatics and many other kinds of dances and who can imitate most of the big stars on screen and stage.

BEN BERNARD'S opening picture at the Eltinge, New York, last week an appropriate Christmas affair, with Fred Raymond, backstage door chief, posing (See **U-NOTES** on page 56)

### WANTED

#### Experienced Chorus Girls

Must have youth and looks; Piano Player able to read, fake and transpose. Specialty People, Dance Team, etc. Year's work for right people. State lowest and be able to join on wire.

#### SHOWER OF HITS CO.

Rex Theatre, Columbia, S. C.

### Wanted—Enlarging Unit

Dance Team, Novelty Acts strong enough to feature. Musicians, Musical Comedy People in all lines. Chorus Girls. Wire or write. ART TACKMAN, Grand Theatre, Huntsville, Ala.

### Scenic Artist Wanted

Non-Union. For Non-Union Theater in New York. BOX 547, Care Billboard, 1564 Broadway, New York, N. Y.

## Montgomery Stock Folds; Galvin Players Follow In

MONTGOMERY, Ala., Dec. 29.—The Mayfair Players, after a run of less than three weeks, have closed at the Grand Theater here. The company, under the direction of Sam V. Bacon, opened to a full house, but thinning crowds and small box-office receipts told the story.

The theater reopened Christmas Day with the Galvin Players. The latter company had been playing in Massachusetts. Irene Galvin is playing the feminine lead and Johnny Galvin comedy. Al Litchard is manager.

Several of the Mayfair Players found work with the company, playing at Gadsden, Ala., under management of Jack Crawford. Among them were Ann and Peggy McNeil, Neal Chastain, Mr. and Mrs. Henry Haas and Harry Bleth-road.

Lisbeth Lynn, leading woman, and Clyde Windham returned to their homes in Birmingham. Mr. and Mrs. W. W. Hankins jumped to their home in Wisconsin and Sam V. Bacon went to Gadsden. William H. Ferguson joined the Galvin Players as scenic artist.

## Oliver With "How 'n' Why"

AUGUSTA, Ga., Dec. 29.—Otis Oliver, former Chicago stock impresario, has closed his *Hollywood Premiere* Company to become managing director of L. J. Bullard's *How and Why* Company, which will tour the Southern States until spring. Gene Cullen, of the Oliver company, is still confined at the University Hospital, this city, where he will be pleased to hear from friends. Emerson Grimler, after the closing of the Oliver show, returned to his camera work and is now taking film in this city and Columbia, S. C. Lyle Reynolds, Frank Dineen and Irving Brown returned to their respective homes when the Oliver show folded.

## Kansas City Jottings

KANSAS CITY, Mo., Dec. 29.—Billy Trout Stock Company completed its first week in Topeka last Saturday, playing to capacity business thruout the week.

F. C. Britt passed thru here en route to Odessa, Mo., to spend the holiday season at home. Britt served many years on Midwest shows.

Deonne Parish is here for the holidays. She was formerly with the Phil Duncan Players and now is playing night clubs.

Ethel and George Atkins have joined the Wolever Stock Company in Kansas.

Toby Nevius has returned to the Ted North Show in Arkansas City, Kan., after a holiday vacation.

Nona Nutt is a recent arrival here after closing with the Frank Smith Players.

Jack Randall and Hazel Williams were brief visitors early this week, en route to Mr. Randall's home in Kansas. They closed with the Eddie Hart Players in Nebraska.

## Wright Players Call It Quits in Dayton Jan. 5

DAYTON, O., Dec. 29.—The Wright Players stock company will call it quits here January 5, after a season of six weeks at the State Theater. The company opened with *The Curtain Rises* and closes with *It's a Wise Child*.

Margaret Swope and Coburn Goodwin played leads, and Edith Gresham and Klock Ryder were brought in to strengthen the company in several productions. The company clicked for three weeks, but since then patronage has fallen off steadily. The best and heaviest production, *Criminal at Large*, drew the smallest audiences.

Management of the company was in the hands of W. H. Wright, Ralph Urmy and Harry Gresham.

**PLAYS**—The Best Plays Available. (5-3 to 8-2). Low Royalty.  
**WANTED**—People All Lines. MANAGERS, Wire Your Needs.  
THANKS FOR A BIG YEAR.

**WAYNE'S THEATRICAL EXCHANGE**  
Chambers Bldg., KANSAS CITY, MO.  
Night, Victor 8550.

**VERSATILE TEAM**  
At Liberty for Suit, Rep or Circle. Excellent Wardrobe. Strong Specialties, mostly musical. Man positively anything cast. Wife Leads or Ingenue. Both double Orchestra, Trumpet and Trombone. Have car. WM. BELDON, 823 S. Bronson St., Marion, Ind.

## Rep Ripples

SID KINGDON PLAYERS have closed their circle out of Chickasha, Okla., after 16 weeks and will move to a new circle shortly after the first of the year. In the Kingdon lineup are Leo Lacey, Dick Lowderbach, Elmore Bufford, Maxine Lee, Oscar V. Howland and Mary Francis Owen.

PITTS-LA PALMER Comedians opened the season recently at Lawton, Okla., with the first week's business satisfactory. In the roster are Wilber Ounet, leads; Mae La Palmer, leads; Shirley Pitts, general business; Jimmy Griffen, juvenile; Joey La Palmer, comedy; "Dutch" Scheffeld, characters; Elta Pitts, general business; Dottie Scheffeld, characters. Louis C. Frank, pianist, leads the six-piece orchestra. Glen Zee is stage manager.

A PERFORMER sends in a complaint against a show manager operating in New York State, but in winding up his complaint asks that his name be withheld. A complaint without the signature of the one making the complaint isn't worth a nickel, hence the communication found its way to the wastebasket. The performer also blames his predicament on *The Billboard*. He claims the show manager misrepresented in answering the performer's ad. We have warned managers and performers alike to investigate thoroly the persons with whom they do business. That's as much as we can be expected to do.

MASON COGSWELL has returned to his home in Mobile, Ala., after a successful stock season of 21 weeks, followed by eight weeks of club dates in Kansas City, Mo., and Chicago. He is producing and directing plays for various fraternal organizations in and around Mobile and expects to remain there for the balance of the winter months. He had originally planned to open a stock company in Mobile, but he says "the city license here is prohibitive—more than that, it's ridiculous."

GENE BRITAIN is in Indianapolis after closing with the Ross Engle Players. Gene says the show closed just before the holidays due to poor business.

STANLEY PHILLIPS, for the last year and a half with the Wallace Bruce Players, has joined the Alexander Film Company, Colorado Springs, Colo., as assistant director. Before joining the Bruce company Phillips appeared in a number of publicity pictures for the Alexander firm.

EDDIE MOORE has closed with Thomas F. Wiedemann's Monarch Showboat Company and is now located in Hohenlinden, Miss., where he will launch his own attraction, titled *Piddlin' Ed's* Novelty Show, around January 10. Moore did a character heavy and his musical act with the Wiedemann show.

DONALD DAVIS, son of Pearl and Don Davis, has just been released from an Indianapolis hospital, where he underwent an operation for removal of appendix. He is doing nicely and would appreciate a line from his friends. Mail will reach him at 2363 Carrollton avenue, Indianapolis. Mr. and Mrs. Davis have been out of the business for some time.

CODY THOMAS, director of the Kennedy Sisters' Stock Company No. 1 in South Texas, spent a week in Kansas City, Mo., recently reading new plays for the coming season and then jumped into Los Angeles to spend New Year's with his mother. He will return to Corpus Christi, Tex., January 15 for rehearsals.

CHIC AND ESTELLE PELLETTE and son, Jack, who have been resting up at their home in Lake Helen, Fla., have accepted a stock engagement at Daytona Beach, Fla., to begin shortly after the first of the year. The Pellettes had as recent visitors George Kyle and Irene Vinson, of the DeArmond Sisters; Noah Barber, Mr. and Mrs. Russell Hill and Mr. and Mrs. Berney Smuckler, of the Royal Palm Shows, who have their winter quarters at De Land, Fla. Mrs. Hill is Mrs. Pellette's sister, and Berney Smuckler is her brother.

## Bob Clayton Will Launch New Rep With Faye Merrell

SIOUX FALLS, S. D., Dec. 29.—The Clayton Players, a 15-people company under the direction of Bob Clayton, which closed for the Christmas holidays, will reopen December 31 with *Frisco Jim*. Troupe has been doing a two-week circle thru Minneapolis and Western Iowa, with business fair.

Clayton is rehearsing a No. 2 company, which he expects to open about the same time. The second show will also operate on a two-week circle and will be billed as the Clayton & Merrell Players. Bob Clayton and Faye Merrell will be the owners.

Roster of the No. 2 show will be as follows: Bob Clayton, director and general business; Al Licht, second business; Frank James, character; Freda Lee, juvenile lead; Mitzl Morgan, ingenue; Faye Merrell, general business and leads; Albert De Vore, straight; June Rand, character; Merlin Haring, character; Babe Anderson, general business, and Trixie Drake, straight.

Bonnie Dale will manage the No. 1 show, with Vic Renard directing.

## Billroy Show Briefs

SARASOTA, Fla., Dec. 29.—Thank goodness I don't have to write anything about business this week. At the present time Santa Claus is in all his glory, and to keep in vogue I am feeling that way myself.

As stated in my previous briefs from Camp Ananias, we had the full intentions of draining Lake Apopka of all the large bass, which we did and how. For reference I refer you to Jimmie and Ben Heffner. We had a grand fishing trip that was enjoyed by everyone, including Cal (Playboy Champion) West.

Let's I forget, Palmetto wasn't. In other words, we didn't play it, and, of course, everybody let up a howl.

Upon my arrival here I found that everybody had reported back, even the newlyweds, Mr. and Mrs. Art Farley. Archo now ceases to be Joe the Speed, so we are looking for a new title.

Jimmie (the Kid) Stone and Benny (the Biz) Fratantoni admitted that Tampa and Ybor City really took them. Daisy Mae Murphy had charge of the cookhouse for the past week and says "never again" with all capital letters. Eddie Mellon says he is tickled to death to get hold of the old tape and lay out the lot once again, which happens to be a choice location on this occasion.  
TOM HUTCHISON.

## Bertram Unit in Tallahassee

TALLAHASSEE, Fla., Dec. 29.—Bert Bertram Players opened an engagement here Christmas night, appearing under auspices of Recreation Park, local amusement place. The attraction is principally a vaude performance, with Bertram acting as master of ceremonies. This is the first stage show to be presented by Recreation Park. Local film houses have abandoned their stage programs for the season.

## Daltons End 18 Months' Tour

HANSKA, Minn., Dec. 29.—Carl M. Dalton's Community Players have closed until after the holidays after playing nearly 18 months in Wisconsin, Minnesota and North and South Dakota. Business was spotty, altho an improvement over 1933. Company featured short-cast players, with vaudeville between the acts. Warren Skannon and wife went to Austin, Minn. Billy Minna-bell Varco jumped to Rose Creek, Minn., while Carl M. Dalton and Doris Dale went to their home in La Crosse, Wis.

## Stock Back in Seattle

SEATTLE, Wash., Dec. 29.—Dramatic stock again opens in Seattle, with Henry Duffy and Dale Winter appearing at the Metropolitan in *There's Always Juliet* for six days and three matinees, opening December 31. Manager Kent Thompson of the Metropolitan announces further weeks of stock with old favorites, including Conrad Nagel and Violet Heming, Billie Burke, Joe E. Brown and Mary Pickford.

JAMES HAMILTON, agent, has closed with the Jack and June Alfred Comedians to join Ray Howell's Players at Menard, Tex.

## Stock Notes

M. E. FIERST has resigned as general manager of the Pittsburgh Playhouse, Pittsburgh. He had held that post for two years.

AINSWORTH ARNOLD, former repertoire and stock player, is directing the productions for the Theater Guild of Fort Wayne, Ind. The company recently opened the season with *The Rosary*.

GUY PALMERTON, who closed his stock organization in Newburg, N. Y., December 1, is vacationing for a few weeks in Bridgeport, Conn. He expects to launch another stock company around the middle of January. In the cast of his Newburg show were Eve Nudson and Frank Lyon, leads; Helen Arlan, ingenue lead; John Moore, Guy Palmerton, Sadie Belgarde, Jere Taylor and others. Lyons did the directing.

## Bryant Gets Off Well At Walnut, Philadelphia

PHILADELPHIA, Dec. 29.—Billy Bryant's showboat troupe has moved into the Walnut Theater here with its own version of Shakespeare's *Hamlet*. A capacity crowd attended the company's opening here, with the patrons cheering Bryant's intermission speech.

In the Bryant lineup are Allen Nagle, Aldrich Bowker, Frank A. Lovejoy, Brian Clemment, Capt. Sam Bryant, Mortimer Chumley, Merion Caldwell, Robert D. Boone, Guitra Donnelly, Richard Fraye, Josephine Bryant, Isabel Pinkus, Betty Bryant and Vic Faust.

Bryant jumped into New York the other week to do a radio audition for one of the larger tobacco companies. Sponsors were dissatisfied with the trial, however, and the thing was called off. Billy had his own ideas of how a showboat program should be presented on the air. The sponsors, however, changed Bryant's ideas to conform with their own plans, and when they finished, the program hadn't the slightest resemblance to an honest-to-goodness showboat presentation.

## TAB TATTLES

(Continued from page 25)

work on a picture starring William Boyd, titled *Salvage*, and opened December 23 at the Hollywood Playhouse in an all-star revue, featuring William Demorest, Ruth Mix (Tom's daughter), Gilda Gray and others. Just another tabster going places. . . . George B. Fuhrer and one of his proteges, Arthur Franklin, were visitors at the desk last week. Fuhrer is in his 11th week with his *Drunkard* company, now playing the old Clifford Theater, Urbana, O. In the Fuhrer cast are Cleo Tullar, Mary Welbon, Carl Adamson, Russell Clutterbuck, Fred Grant, Arthur Franklin, Paul Rothrock, George B. Fuhrer, Bill Clifton, Baby Barbara and Bonnie Tullar. Clutterbuck is doing well in the drunkard role, says George, with all the males in the cast able doubles for the part.

CHARLES V. TURNER is now associated with the Globe Theater Productions, Ltd., at the Globe Theater, Chicago, where he is advertising the merits of Shakespeare. This is Charley's first bid for fame along those lines, and, so far, he is not sure just how he's doing. If it's anything like selling the merits of tab, the old boy can't miss. He had an offer to go to Florida for the winter, but the money wasn't to his liking, so he has decided to remain in the land of snow and ice for the winter. . . . Vic Faust, Swiss bellringer of tab and rep fame, closed with *The Drunkard* at the Fort Pitt Hotel, Pittsburgh, last week to join Billy Bryant's showboat troupe in Philadelphia. Vic was with Bryant in Cincy the last five summer seasons. . . . With Arthur Williams' *Chuckles of 1935*, touring Western Pennsylvania to good results, are Joe Weston, comedian; Lynn, Lewis and Hale, knock-about trio; Ralph Fielder and Harriet. Faber and Georgette, Don Byrnes and Alice Swanson, Ginger Dewlow, Harry Pollard and a line of 12 girls. . . . Beasley's *Variety Revue* has moved from the Drury Lane Theater, Louisville, to the Savoy in the same city. The former house is now dark, with little prospects for an early opening.

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

### Fox Charlotte Unit Showing to Good Biz

CHARLOTTE, N. C., Dec. 29.—The Fox Amusement Company opened here in a 5,000-seat arena December 11. The big auditorium was filled on opening night and the show has been doing good business thru the holidays.

Duke Hall, head of the emcee staff, states that in the eight years he has been in the endurance field he has never worked with a smoother running organization or better talent than can be found on the floor of this show. Assisting Duke on the platform are Billy Lang and Johnny Morgan. Billy is working (See FOX CHARLOTTE on page 56)

### Ernie Mesle Takes Over Lowell, Mass., Walkie

LOWELL, Mass., Dec. 29.—Ernie Mesle has taken over the management of the local show, replacing Sid Curtis. At 648 hours 12 teams and four solos remain on the floor out of a starting field, November 27, of 84 couples. Those still going are Max Kelly and Bunny Jordan, Carmen Rugerilo and Fanny Rugerilo, Whitey and Madeline Maddox, Louie Festa and Sophie Boc, Earl Smith and Edna Brown, Sonny Howard and Betty Rose, Freddy Simms and Mickey Ferrara, Billy Addy and Mary Cassista, Ralph Fowler and Belle Lamore, Cal DeVilliers and Vonny Kuchinski, Frankie Frey and Edna Layalle, and solos Peter Wilson, Jackie Ward, Ted Jones and Bob Kenny.

### Marion Passes 750

MARION, Ind., Dec. 29.—Fred Sheldon reports business holding up well thru-out the holidays, with special nights to continue the draw. A large Christmas tree was erected for the contestants and presents from the audiences were invited.

Show down to 12 couples at 744 hours. Last Thursday Audrey Klines and LeRoy (Snuzzle) Snyder were the principals in Marion's first public wedding. Treadmills and derbies were started immediately following the wedding.

### Wichita Past 1,400

WICHITA, Kan., Dec. 29.—The Midwest Walkathon Company's show here was down to five couples and two solos at the 1,400-hour stage. Johnny Hanigan is manager of the show, with Ducky Naccarato heading the stand. The contestants were in a non-stop December 23 and the end was expected in a few days. Jack Steinel promoted the show. At one time it was necessary to add 1,000 seats to take care of the increasing attendance.

### Keego Nears Finale

DETROIT, Dec. 29.—The walkathon at Keego Harbor, near Pontiac, Mich., has entered its final stage with the elimination of two boys during the week. Buddy Berkshire and Frenchie Poulette both dropped out, leaving four couples and one solo girl. The end of the contest is expected during the holidays, according to M. B. Kerner, who promoted the event.

### Waterbury Over 1,400; Several Staff Changes

WATERBURY, Conn., Dec. 29.—The Eagles' Indoor Endurance Circus, under the management of L. E. (Pop) Watson, passed its 1,392nd hour December 27, with seven couples and three boy solos still (See WATERBURY OVER on page 56)

### Lincoln Has Novel Sprint Walkathon

LINCOLN, Neb., Dec. 29.—The B. & M. Amusement Company, of Sioux Falls, S. D., opened the scheduled sprint show here December 20. Upon hearing rumors of the show council immediately passed an ordinance prohibiting any type of endurance show running between the hours of midnight and 8 a. m. B. & M. (W. W. Bernie, Art Mittlestead and Frank Millage) thereupon figured out this sprint show, which runs continuously from 8 (See LINCOLN HAS on page 56)

A complete story of the attempt to stop the opening of Harry Cowf's Tampa show by firing the setup the night before the opening will be found on page three.

The Billboard heartily congratulates the show on its decision to open in spite of opposition of certain local special interests. It is to be hoped that the utterly despicable methods employed in the attempted intimidation will confound the purpose of the raiders and have the effect of swinging public opinion toward the attitude of sympathy and active support that the show deserves.

### Bellardi-Mazza Win Eastwood Park Walk

DETROIT, Dec. 29.—The walkathon at Eastwood Amusement Park, East Detroit, closed December 22 with the elimination of Frank Anderson by Frank Mazza, after 2,564 hours of walking. Beatrice Bellardi won among the women, getting her crown securely on Wednesday night when Margaret Newman was counted out on a 15 second stop. Beatrice Bellardi and Frank Mazza were original partners in the show.

A Victory Ball was held at the Ballroom on Sunday night and the \$2,000 purse was presented to the winners by Earl Fagan, manager. Gate attendance passed the 150,000 mark during the show, according to M. B. Kerner, of the Eastwood Park Company. Rilla McLain was the promoter. Earl Fagan joined the staff of the show at Keego Harbor as assistant to Jack LaRue.

### Chi Shows Drawing Despite Cold Wave

CHICAGO, Dec. 29.—Despite the seasonal slump, a zero wave, and other conditions generally unpleasant for driving and otherwise getting out and about, Leo A. Seltzer's Chicago Walkathons continue to play to satisfactory attendances, no doubt due to Seltzer's policy of providing plenty of entertainment for his patrons at all times.

On the north side, at Arcadia Gardens, where 89 couples and five singles started three weeks ago, only 26 couples and three solos remain, as follows: Charles Brown and Leola Brown, Don Martin and Billie Farmer, Dick Mitchell and Judy Sermanyak, Bernard O'Donnell and Dorothy Grotto, Tony Borus and Helen Cross, Johnny Reed and Frenchie Lehman, Mile Gouvas and Marion Kirk. (See CHI SHOWS on page 56)

### C. W. Raabe Show Enters Fifth Week

TUCSON, Ariz., Dec. 29.—Business continued good as the fifth week opened for the walkathon which Western Walkathon Producers are staging here under the sponsorship of the Veterans of Foreign Wars. Eight couples and nine solo contestants remain. They are Romaine Fortier and Robert Hayes, Swede Merchant and Peggy Riggin, Carl Sides and Patsy Fison, Harry Hayward and Sylvia Anderson, Curly Linder and Sally McCall, Speedy Stevens and Cleo Andrus, Ernest Long and Sally Ann Ostoff, Dutch Weeks and Dolores Lake, Julia Zaldoes, Jack Daly, Earl Lake, Kenny Dallart, Mike Rico, Jot Willingham, Danny McAleer, Juanita Pruitt and Fred Morgan.

### Endurance Notes

JOHNNY LUE, at home in Superior, Wis., for the holidays, would like a line from Jack Negley and R. Fred Mitchell.

THE "RED" LEINEN—Ed Don Levy show will open at Waukegan, Ill., January 10 instead of January 1, as was announced thru an error in the ad in last week's issue.

CHARLIE NICOSI, with Hayden's Chicago show, would like to see notes from Buddy Wallace and Johnny Nelson.

MICKEY HOGAN is spending the holidays with friends in Fargo, N. D.

EDDIE ROBERTSON, now with Youngblood's Columbia, S. C. show, would like to see notes from "Pa" Harrison and Cal De Villiers.

"OOFTY GOOFTY" WEBB, of the Columbia show, would like to see notes from Johnny Cosender, Ben Stone, Romaine Fortier, "Skippy" Williams and "Lefty" Wilson.

CHARLIE KAY, with the Columbia, S. C. show, wants to see a note from Buddy Wallace and Johnny Nelson.

"STOOGIE" BELLINHOFF, Columbia show, would like one from Eric Ross.

"FORKY" DEVLIN, Columbia show, wants contributions from Guy Schwartz, Harry Green and Maxie Capp.

TOMMY GARRY, currently at the Columbia show, urges Bobby Reid and Kelly, from Lowell, Mass., to contribute.

DON AND BERTHA BLAIR, trainer and nurse on the recent Derby, Conn., show, and Lou and Ben Compo and (See ENDURANCE NOTES on page 58)

### CONVENTION RESERVATION

As a promoter active in the endurance field, I am convinced that some form of organization is necessary to the advancement of the business. I therefore pledge my attendance at the convention of endurance show promoters in Chicago January 28. I understand that in signing below I am pledging nothing other than my presence in a spirit of open mindedness and with a willingness to co-operate with my fellow promoters toward an end that is intended for the benefit of all.

(Signed) .....

Please sign and rush to Don King, The Billboard, 25 Opera place, Cincinnati.

### Alvis N. C. Unit Down To 12 and 2 at 900

HIGH POINT, N. C., Dec. 29.—The Ray C. Alvis Greensboro-High Point walk, down to 12 couples and 2 solos at 900 hours, has reached the stage where the chaff has been separated from the grain, and the contestants who really are sincere are getting down to business on the floor. Jack Freeman, head man, gave the handle on the heat valve a couple of turns recently and gave the (See ALVIS N. C. on page 56)

### Grand Island Near Windup

GRAND ISLAND, Neb., Dec. 29.—Four couples and one solo still going here at 800 hours. Peggy Robb and Joe Costello were married this week. Jimmy Hoffman, tenor, was welcomed back to the fold after his recent illness.

### Begley-Wagner Take Charleston Grind

CHARLESTON, S. C., Dec. 29. — The Zeke Youngblood show here closed recently after 2,089 hours, with Eddie Begley and Ann Wagner declared the winners. Charlie King and Dee Sink finished second and Danny Gold and Nan McDonald won show money.

Austy Dowell closed the show as emcee, assisted by Danny Gamba and Squirrely Bradley. Slim Hansen conducted the heat, with the assistance of "Whistle" Smith and Joe Thompson. Trainers were Joe Kelly and Tony Gato. Nurses, Billie Bowers and Carol Courtney. Ernie Young started on the stand with Dowell, but withdrew after sustaining a broken jaw. Harry Levy handled publicity.

### Bishop-Hendrick Take Edwards' Youngstown Walk

YOUNGSTOWN, O., Dec. 29.—The "Race of Nations" show ended at Idora Park here December 23 after being in progress since September 27. The winners were Ann Bishop, a Youngstown girl, and Hugh Hendrick, Boston. They went a total of 2,019 hours to win. Runners-up were Tad Black and Nellie Saylor. Good crowds were in attendance since the show opened, with about 1,000 on hand to see the finish. Larry Troy was emcee in the closing days, with Dick Edwards as the promoter thru-out.

### Code Plan Favored

The following communication, from Attorney Richard S. Kaplan, Gary, Ind., contains an offer of co-operation with the proposed organization plan which the editor of this department believes merits the assistance of all promoters active in the field. In submitting suggestions as to what the proposed code of fair practice should embody, it is understood that promoters are placing themselves under no personal obligation to Mr. Kaplan and that the suggestions (See CODE PLAN on page 56)

### FRED CROCKETT'S Second Big Contest

Opens immediately after New Year's

Talented contestants with flashy wardrobe

write

**Sid Curtis**  
P. O. Box 3001  
Miami, Fla.

### Walkathon

contest will open

VALENCIA BALLROOM  
WAUKEGAN, ILL.

THURSDAY, JANUARY 10

Instead of January 1, as published in the 40th Anniversary Number of The Billboard Thru Error.

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Talented Contestants with Wardrobe. No collect wages, no transportation. Address Valencia Ballroom, EUGENE (RED) LEINEN, or ED DON LEVY.

### GENERAL AMUSEMENT COMPANY

ANNOUNCES THE OPENING OF ANOTHER GREAT SHOW.

**FORT SMITH, ARK., WEDNESDAY, JANUARY 16**  
WANTED—M. C. that has a proven record and wants to join an organization financially sound that holds a future for you, Nurses, Judges and Trainers. Following Teams communicate with BOB COLE, at Goldman Hotel, Fort Smith, Ark.: Johnny Hartman, Anlio Rynutt, Frank and Mille Lornello, Artie and Estelle White, Skipkie and Lucille Kennett, Joe Riccio and Catherine Porter, Joe Davis and Partner, Stanley Ward and Ann Benton, Joe Riccio and Catherine Porter, Val Ryal and Joan Lebow, Andy Whicy and Partner, Lee Dun-Jackie Leonard and Partner, Val Ryal and Partner, and any other contestants that have wardrobe and ability. NO ENID CONTESTANTS ACCEPTED UNLESS NOTIFIED. Will take care of contestant's two days prior to opening date. Allan Franklin engaged to close this show. No collect communications.

CHARLES F. NOLTIMIER, Goldman Hotel, Fort Smith, Ark.



## Magic and Magicians

By BILL SACHS  
(Communications to Cincinnati Office)

**KENNY THE MAGICIAN**, now with the *Buzzing the Bee* vaudeville unit No. 2, expects to hit the road on his own again soon, with his old agent, Allan T. Wilson, of Cleveland, in advance. Other features in the *Buzzing the Bee* unit are Fally and Reich, Continental variety artists; Noble and Halley, comedy team; Jack Lee, ventriloquist; Meehan and Shannon, comedy team; and Mack and Stanton, comedians.

**MAGICIANS IN EUROPE:** Osaka, Japanese magician, is at the Alhambra Theater, Paris; the Dangles Troupe of Illusionists are playing a return date at the Moulin Rouge in Strasbourg; Vilman and Wally, comedy illusionists, are at the Casino in Lille; Haifa and Partner, illusionists, are touring Switzerland; the De Rocroy Troupe, illusionists and magicians, is at the Teatro Savoia in Messina, Italy; Balzar, illusionist, is at the European, Paris; Teddy Strik, illusionist, is at the Concert Max Trebor, Paris; Max Bewils, illusionist, is at the Galla Palace, Bordeaux; Robely and partner, magicians, are at the Salle des Fetes in Brive la Gaillarde, France; Neckelson, magician, is at the Cinema le Foyer, Castelnau, France, and Valeria Kaspik, illusionist, is at the Gymnasio, Lisbon, Portugal.

**RUDY ROXO** (Clayton Lowell Jacobson) is now under the management of George E. Roberts, of the Pamahasika Attractions. Roxo will present several new effects and many of the old ones with that different slant. He has a number of publicity stunts which he will work in the larger cities. Company is now working in the East.

**MAGIC HAS BEEN** a scarce article of entertainment in and around Winnipeg, Man., and the first magician to make an appearance at a Winnipeg theater for some time played the Province Theater there December 17 to 24 when Wilson the Magician and his company entertained good crowds. Wilson had previously played to good crowds at Brandon, Man. Magic and ventriloquism also made a big hit in the toy departments of several downtown Winnipeg stores during the pre-Christmas weeks.

**MYSTIC DE CLEO** has closed his magic show and has placed his equipment in storage at his headquarters in Marysville, O. He is now producing shows at night clubs and high schools thru Central Ohio, with C. Walters working in advance of him. De Cleo plans on carrying three people with his new magic show when it hits the road. His latest feature is the vanish of a rabbit in full view of the audience.

**HARIO AND MARIO** are now with Kruza's Museum in Milwaukee, doing their knife welding, magic and mental act. Tex D'Art is with the same attraction, presenting his novelty rag pictures.

**LORING CAMPBELL** spent the holiday season at his home in Topeka, Kan. He closed his fall lyceum season of 15 weeks at Pontotoc, Miss., December 20 and is carded to resume his tour this week.

**AN ARTICLE** on scientific clairvoyance or "extra-sensory perception" appeared in the science column of *Time* magazine dated December 10. Wallace Lee, known professionally as Wallace the Magician, is mentioned as having witnessed the tests at Duke University. He is quoted as having found no trickery in the experiments.

**TONY SARG** is the author of a series of articles on the building and manipulating of marionettes appearing in *Scouting*, official organ of the Boy Scouts of America.

**ROBERT A. NELSON** (Dr. Korda Raymond) is doing two programs a day over WAUO, Columbus, O., for LeMonds, Inc., manufacturer of cosmetics. He is billed as the Voice of Destiny.

Large Professional Magic Catalogue, 25c  
MAX HOLDEN, 220 W. 42d St., New York City.

MAGIC LATEST TRICKS  
Complete line. Catalogue, 25c. IRELAND'S  
MAGIC STORE, 481 N. Clark, Chicago, Ill.

**MRS. FLOYD G. THAYER** is seriously ill at a hospital in Hollywood but is reported to be improving.

**CHARLES HOFFMAN** is now working in and around Seattle, Wash. He played a week recently at Warner's Downtown Theater, Los Angeles. Harry and Frances Usher played the Warner house the following week and also scored a hit. Alla Axion and Company were featured at the Hippodrome, Los Angeles, the week before Christmas, and were followed in the next week by Mme. Esther, mentalist. Seems as though magic isn't dead out that way.

**VICTOR JOURDAINE**, British mystic and psycho-mentalist, has been at the Ivanhoe Gardens, Chicago, for the last six months and reports business reaching new peaks. He is also conducting a tri-weekly broadcast that is drawing praise.

**HUBERT THE MAGICIAN**, since the closing of his tent season September 6, has been working steadily in high-school auditoriums and theaters in Virginia and North Carolina, averaging five days a week. Hubert does his own advance booking and advertising. He has played that same territory for the last 16 years, and his present assistants have been with him for the last seven years. "There have been more magicians in Southwestern Virginia this fall than any other time I can remember." Hubert pens. "For instance, Marquis, Lippincott, Frye and myself played day and date in a town of 18,000 recently."

**GEORGE W. STOCK**, dean of Cincinnati magicians, stopped off at the desk the other day to tell us about the busiest holiday season he has had in several years. Christmas week, he says, he did eight shows and was forced to turn down four others.

**J. HARTFORD ARMSTRONG**, colored magician, is now making his 45th annual tour. There are few magicians who have made 45 consecutive annual tours and few who have traveled as extensively as Armstrong. He has toured Central and South America. His first association with magic was in Augusta, Ga., when Fernin Gauzens, French showman, brought the famous Galatea illusion to the Augusta Exposition in 1889. Gauzens could not speak English and Armstrong acted as lecturer and interpreter. Gauzens later went to Coney Island, N. Y., and then to Brooklyn, where his girl assistant was burned to death thru a fire caused by the gas lighting on the illusion. Armstrong commenced playing schools in 1894 and has been working as a colored lyceum entertainer ever since. Many of the great magicians of the past were Armstrong's friends. They included Alexander and Leon Herrmann, Fredrick Bancroft, Keller, Hugo and others. His home is in Spartanburg, S. C., but his company will be in Florida within the next 10 days.

**LE PAUL**, now in St. Louis visiting his folks for the first time in years, opens at the Terrace Garden, Morrison Hotel, Chicago, February 1.

**HOAGLAND** is covering the high schools thru Eastern Washington.

**HARRY ABEL**, Pittsburgh magician, entertained *The Pittsburgh Post-Gazette* boy salesmen Christmas Day.

**FELIX KORIM**, the "Yogi of the air," returned to Station WJEX, Utica, N. Y., December 31 as a regular Monday night feature. He does his stint at 7:45 p.m. EST. Brewerton Clarke is looking after his bookings.

**JAY CLARKE**, mentalist, came in for a nice bit of publicity recently via the news columns of the New Jersey papers when his wise counsel was instrumental in locating a diamond ring which had been stolen from Mrs. Henry Pabst, of North Arlington, near Bergen, N. J. Mrs. Pabst recently reported to police that her diamond ring had been missing since the day a 14-year-old youth had cleaned some windows in her house.

EDITORIAL  
DEPT.



CLEANED DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business.

The "possibilities" grouped below are contributed weekly by members of the staff thru their contacts with various entertainment forms. The field is not limited to theaters and other amusement spots covered in line with review assignments.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

### For VAUDE

**MARTHA TIBBETS**—chorus lass in legit musical, *Say When*. A lovely youngster whose looks, verve and dancing talent cause her to stand out clearly, despite the fact that the entire troupe is above average. Could be used to good effect for solo work in a flash—and also deserves a chance as a dancing principal in a legit musical.

**HARRY RESER'S CREW**—orchestra heard on WEAF-NBC chain Sunday afternoons, along with Ray Heather-ton, baritone, and Peg La Centra, contralto. Reser has a lively orchestra and throws in some hot banjo stuff, while both of the vocalists have reps for competent, pleasing work. Could go nicely in vaude.

**THE O'NELLS**—radio program now heard on CBS network thrice weekly. Do comedy-drama skits of Irish-American life, with a dash of *Abie's*

*Irish Rose* on the way. Would appeal to vaude audiences, their radio build-up also helping as a draw.

**FOX AND GISHREI**—Bavarian male dancers in the Radio City Music Hall show last week. Do energetic palm smacking and tapping to the snappy rhythms of German tunes. This type of dancing is rare in vaudeville nowadays and very effective. The team should be a natural heading a flash.

### For LEGIT MUSICAL

**THREE SLATE BROTHERS**—comedy and dancing trio who are well known in vaude and who should be ripe for a show. They are young, have excellent appearance, can hoof in stand-out style and put over their hoke comedy to a fare-thee-well. In addition, they handle lines with maximum effect.



### Minstrelsy

By BOB EMMET  
(Cincinnati Office)

**WHO REMEMBERS** when Harry Freeman first learned the *Sleep, Baby, Sleep* yodel song? When Bert Draper first did the colored preacher? When Charles (Slim) Timblin was on Vogel's Big City Minstrels? When "Hi-Brown" Bobby Burns' name was Bobby Guyot? When Max (Sambo) Trout's Minstrels did a ballad in makeup in front of the opry houses? When Jack Long was with Lassies White's Minstrels? When Harry Van Fossen first did the *Wild Cat* routine? When Walter Rankin left Mack & Long's New Idea Minstrels in Lexington, Ky.? When Pop Sank did an end with Vogel's Minstrels, singing *On the Oark Trail* in Hagerstown, Md.? When the "block and tackle" squealed on Al Tint in Mt. Gilead, O.?

**BYRON GOSH** and his Seldom-Fed Minstrels are set for four weeks in and around Newark, N. J. Recent visitors on the show include Al Gordon, Frank Holman, the Variety Four and Holman and Holman. The Gosh minstrels recently assisted in a mammoth benefit show in Newark staged for the local newspaper boys. Notable stars on the bill of 40 acts were Keywood Brown, Ruth Etting, Milton Berle and Harlan Dixon. Nearly 5,000 people attended the gala event.

**L. W. PAYNE**, who closed recently with the Richard & Pringle Georgia Minstrels, is at his home in Kansas City, Mo., awaiting the opening of the Siebrand Bros.' Shows in Salt Lake City the last week in April.

**HUGH ETTINGER**, veteran agent, writes from Boone, Ia.: "In looking over an old register of the Eagle Hotel, one of the leading hotels here back in 1868, I came across the roster of one of the leading minstrel companies of that day—Dan Shelby's. The company played

the Metropolitan Theater for two nights, November 30 and December 1, 1868. The old hotel register contains the names of many old show people who appeared in Boone during that period."

**GEORGE E. MITCHELL**, of the Mitchell Twins, pedestal dancers of long ago, writes from the Elks' National Home at Bedford, Va., as follows: "Just to let you know how things are going at the home. I put on the kiddies' minstrels at Annie Johnson's home. Annie did a clog and tap in the first part, and I did Santa Claus, giving presents to the kids. Such a mob. Had 'em standing and all enjoyed it. The oldtimers here are holding their own. All want to be remembered. Martin Malloy is still doing song and dance, and George Milton is still jiggling. Bill Arinton does his bones solo as good as ever, and John Connors, the old clogger, can still step some. Jim Haswell merely looks on and enjoys it all. Fred Leslie, the old clown, wants to be remembered."

**WALTER BROWN LEONARD**, of Glens Falls, N. Y., informs that he is working on a history of minstrelsy and is receiving a lot of old programs and data from old minstrel folk all over the country. He is gathering together all the authentic information he can on the cork opry. "Am in hopes we will be able to eventually hear from Bob Reed and the NMP&FA," Leonard writes. "Hate to give it up."

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### COSTUMES

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# THE FORUM

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

Lady Lake, Fla.  
In *The Billboard* of December 15 I noted the story on page 20 headed "Michigan Allied Sets Up Rules Governing Free Shows in State," and that by Section 4. If it could be enforced, all tent shows could be stopped from showing moving pictures either free or for admissions. It also would stop any showman from showing in halls or under auspices using pictures. The theater interests in Michigan they will try it elsewhere, and the small outdoor showman will soon be out of a job. It is certainly unfair to us small showmen who have plenty of money tied up in our own films and equipment. *The Billboard* has always been for the underdog, so I hope this letter will be printed so that folks can know our point of view. J. W. KANE.

## A Brief for Small Showmen Owing Films

Menard, Tex.  
I am indeed glad that something is about to be done regarding action of certain unscrupulous managers opening small of artists or keeping it until the value of the letters becomes worthless. During the last two months letters (from other shows) were forwarded to me from my wife's home in care of the show and were never received. Luckily, they were of no great importance. JAMES HAMILTON.

## Glad of Action On Tampering With Show Mail

Knoxville, Tenn.  
The magician of world-wide renown, playing the biggest cities at the head of his own big company, has more in common with the lone magician, barnstorming the sticks, than both of these professionals have in common with the good amateur who toys with his tricks near the friendly fireside of his home. The traveling magician, however, seldom meets his professional friends and many times it is a period of 5 and 10 years before he again meets up with a professional who has crossed paths along the road. What a great thing it would be for all professionals to join hands in one strong association devoted entirely to the welfare of the profession! This would in no way affect affiliation with any of the three social societies of national scope. Behind closed doors, in convention, the professionals could solve the many problems which confront the man on the road. A code of professional magical ethics could be established which would bring about higher salaries, better booking conditions and a "new deal," which has been wanting ever since competition in magic reached the "dog-bite-dog" stage.

## Hc Wants Club Of "Magicians For Magicians"

Let's hear from C. A. George Newmann, Doc M. Irving, Frye, Murdock, Laurant, Birch, Punjab, L. O. Gunn, Li Ho Chang, Rajah Rabod, LaPoilette, Birch, S. E. Henry, Mysterious Smith, Hubert, Ovette, 2-10 Daniels, Gene Gordon, Richards, McI-Roy, Nicola, Dante, Blackstone, Thurston, E. J. Moore, Hathaway, Max Terhune, Martini, LaTemple, Nixon, Virgil, Jack Beeson (Ramon), Richards, Willard, Jack Gwynne, Cardini, Keating, Ed Reno; our dean, Frederick Eugene Powell, and the many who make their living exclusively thru *Magic*. Let us also hear from such retired magicians as T. Nelson Downs, Harry Roulciers, etc.

My only suggestion is that a time be set to hold a convention in Cincinnati, home town of old *Billyboy*, and there formulate the entire thing. Our only need for money would be to print a monthly organ, probably mimeographed, and to finance a brother at a time things are against him. Each magician should set aside the receipts of one night's show for the treasury, this to be done annually. In "taking care of our own," a board

would have to pass upon loans and borrowers would not be asked interest, but would be expected to replace within a limited time the funds borrowed to get thru a "tight spot." In other words, magicians for magicians. Let's call it "The Vagabond Wizards." Probably only an idealistic dream but the intentions are good. GEORGE MARQUIS.

## Mays Landing, N. J. For a Uniform Contract in the Endurance Biz

I have noticed several articles lately on the subject of endurance shows and how to run them. I am very much interested in this line of business, as I have been in it for the last three years and have noticed that promoters who are fair and square never lose out, as dancers would rather work for small money for a good promoter than a large amount of money for some fly-by-night concern. I think that what we need today in endurance show business is a contract that will keep out hotel dancers; that is, dancers who follow shows only for the good food that is furnished by some promoters and the chance to put up in a swell hotel for a week or more before the contest starts, and as soon as the show is a week or two old they drop out, leaving the promoter to hold the bag. If promoters would draw up a contract in such a manner that they could hold the baggage of such dancers until they had paid the promoter the amount of money that it had cost him to keep them up to the time that they dropped out of the contest we would have fewer of this type in our shows. If some move is not made in this direction soon endurance shows will soon be a thing of the past, as they are the only line of show business that does not have a uniform formula for contracts. V. H. (SLEEPY SLIM) SELLECK.

## Attleboro, Mass. Blame Put on Magicians for Present Status

I always read *The Forum* page and recently I have noted letters from magicians complaining about part-time magicians, while others declare they find magic very dead. In my opinion, magicians themselves are responsible for the level it has reached. There are many good magicians who can present very good programs. They have fallen to the suitcase style, which places them in the spot with the so-called part-time magician. These small suitcase effects can be purchased easily in any fair-sized town, such as the eggbag, Chinese rings, color-changing silks, trick decks, etc. Until magicians are willing to work more expensive apparatus, such as illusions, etc., the amateur is going to be a menace to the profession. More thought should be given to lobby photographs. The Great So-and-So in a tuxedo will not draw the public in. Let them see that you have the stuff. A magician brags that he can hold an audience one hour with a deck of cards. Let's not try to test audiences' patience, but give them the biggest and best. We will find that magicians will have a new birth of freedom. Magic of the magicians is for the magicians; let's not let it perish from the earth. GEORGE LEARY.

Belleville, Ill.  
I am a consistent reader of *The Billboard*, particularly of the Endurance Shows Department, and since reading the article by Richard Kaplan on December 1 I am very much exercised about the future of the marathon business. I firmly believe that if there were a few more people like Dick in the walkathon business it would become more legitimate and one to be proud of at that. I had the pleasure of making his acquaintance at the Mishawaka, Ind., show, of which I was winner. I don't intend to become a professional marathoner, this being my only show, but I am very interested in the future of the business. Hoping they organize before it is too late and go on to bigger accomplishments. MARGE BREWER.

## Sylva, N. C. Referring to the letter in the Forum of October 6 from Frank J. Pouska regarding circuses playing day and date, I am reminded of two such instances not far apart. The Al G. Barnes Circus and the Sells-Floto Circus played a double day and date in Oshkosh, Wis., on July 26, 1931, and in Kenosha, Wis., on July 29. I believe it would be interesting to readers of the Forum if more were written regarding the more notable circus train wrecks. CHARLIE B. CAMPBELL.

Glens Falls, N. Y.  
I'll wager there are only a few old-timers who recall Boyd's Modern Minstrels. Milt Boyer and Sig Sautelle framed this show during the summer of 1922 and it went out early that fall. Milt was ahead, while Sig was back with the show. Principal people were Frank Forest, who did the middle in the first part; John H. Mack and Sam Horner, first edition end men, and J. C. Declancy and Lall Eggleston, second edition ends. Vocalists were Frank Forest, who sang *I'll Take You to Your Home, Kathleen; Mat Shelvey, A Little Behind; Eugene Clifford, When Mother First Taught Me to Pray; J. C. Declancy, Climb Up*. End songs were: Sam Horner, *Whistling Bum Tara; Buy a Nice Little Home in the Country, Lall Eggleston, and John H. Mack did a banjo solo in the circle. They had an original overture written for the show, A Trip to a Country Circus.*

## Sautelle Is Recalled as Minstrel Man

Sardo, "Boneless Wonder," opened the olio. He was followed by J. C. Declancy in a black-face monolog, *The Fashion Plate of Refinement*. Frank Forest did a "male contralto" number following Declancy. After this Matt Shelvey did "his original creation, Fun on the Sly," kind of silence and fun turn, as I remember. Here Mack did another banjo solo. Then came Eggleston and Horner in a black-face skit. A comedy pantomime act, *The Haunted Dairy*, closed the show and was the work of the Yargo Japs. I believe that this show enjoyed only the one season and it was the only minstrel show with which Sautelle was ever connected, supposedly. I was told that Milt and Sig had some misunderstanding. It was amusing to see Sig walk ahead in the parade using the whistle, a la El Henry, and, knowing him as I did, I got a great kick out of it all. Sig Sautelle (born George Satterle) and was born in a log cabin in the town of Luzerne, N. Y., in 1848. He lived here in Glens Falls at different times and it was here that he died on the night of June 21, 1928. He was buried in the old cemetery between Hudson Falls and Fort Edward on June

41st YEAR.  
**The Billboard**  
Founded by W. H. DONALDSON  
The largest circulation of any amusement weekly in the world.  
Member Audit Bureau of Circulations.  
Published every week  
By The Billboard Publishing Company.  
E. S. LITTLEFORD, President and General Manager.  
E. W. EVANS, Business Manager.  
A. C. BAETMANN, Editor  
Outdoor Depts., 25 Opera Place, Cincinnati, O.  
E. E. SUGARMAN, Editor  
Indoor Depts., 1564 Broadway, New York, N. Y.  
Main Office and Printing Works, The Billboard Building, 25-27 Opera Place, Cincinnati, O. Phone, Main 5206. Cable address, "Billyboy," Cincinnati.

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Vol. XLV. JANUARY 5, 1935. No. 1

24, and Andrew Downie and myself were head bearers.

I have enough authentic data to write a complete history of this remarkable circus man. When I was living in Orlando, Fla., 1924-'28, I met Milt Boyer frequently. He was running a store there, and, altho around 80 years of age, was in wonderful physical condition. He had married a young woman and they had a baby boy of whom the aged parent was exceedingly proud. The family were living in a housecar at the rear of the store and apparently very happy. I believe that soon after 1928 he moved to some city in Georgia. Not having heard of his passing, I suppose that he is still in the Southland. WALTER BROWN LEONARD.

Midland, Ont.  
I am interested in the articles in *The Billboard* on "mail tampering." It is high time that practice was stopped. I hope they get the whole matter cleared up. I had some trouble receiving *The Billboard* some years ago, but you people got the situation straightened out. FRANK A. WILLIAMS.

Webster's Second Edition  
Webster's New International Dictionary, Second Edition, published by G. & C. Merriam Company, Springfield, Mass., contains 3,350 pages, an increase of 25 per cent over the first edition. Yet the dictionary is of the same size and thickness as its predecessor. The new and the rewritten material has all been based on 1,600,000 new citations collected especially for this purpose since 1909. Besides the entirely new work done on the literary vocabulary, about two-thirds of the other definitions have been newly edited by 207 special editors. There are more than 600,000 entries, or 33 per cent more than in the first edition.

Madcap Players Do Benefit  
FORT WORTH, Tex., Dec. 29.—The Madcap Players, who have been presenting old-fashioned melodramas at Meadowmere Night Club here since June, gave a benefit performance for the Goodfellow Fund last week. Even the players paid to get in. The Christmas attraction was *Uncle Tom's Cabin*. The audience sits at tables and beer is served during the performance. An orchestra under the direction of Jack Meredith plays for dancing after the show. Baby Jean Gunn, child member of the Madcap Players and daughter of Mr. and Mrs. Toby Gunn, has been offered a contract by Paramount.

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# Comments on The Billboard's 40th Anniversary Number

"Have joyfully consumed 19 solid hours digesting contents Anniversary Special. Proudly offer you and staff heartiest congratulations. My opinion this publication should contribute more enlightenment, fond memories, plus forward-march spirit, to entire amusement world and allied interests than any publication it has ever been my pleasure to read."—GEORGE A. HAMID, president George A. Hamid, Inc., New York City.

"Wonderful in red ink and capital letters. A remarkable achievement."—R. M. HARVEY, general representative Russell Bros., Circus, Chicago.

"From the first issue to your 40th Anniversary Number *The Billboard* has kept abreast of the show business and grown with it. I am glad to have participated in this great issue."—AARON JONES SR., president Jones, Linick & Schaefer, Chicago.

"Permit me to extend my heartiest congratulations on this, the 40th birthday of your valuable journal. I have watched you come from the cradle to the walking stage, thru to manhood, and your arrival at the station of the world's greatest publication. Your Anniversary Number is a work of art. The setup is a masterpiece and your editorial section is a master stroke of journalism. May you all live to put over equally as clever a number on the 50th birthday of *Billyboy*. To beat this one would seem impossible, but in your steady march of progress let's hope for equally as good and we will all be satisfied."—W. C. FLEMING, H. William Pollack Poster Print, Buffalo.

"Congratulations! Your 40th Anniversary issue is really a masterpiece and something to be proud of."—CHARLES NIGGEMEYER, stage director State-Lake Theater, Chicago.

"The issue reflects like a mirror the history of American show business and is a theatrical encyclopedia in itself."—JOSEF CHERNIAVSKY, conductor Chicago Theater orchestra.

"I am happy to inform you that this week's issue looks splendid. You men are to be congratulated. Accept my hearty congratulations on same."—MAX LINDERMAN, general manager World of Mirth Shows.

"The *Billboard's* Anniversary Number arrived here in Jackson, Miss., where we are showing our museum, and wish to say that I never saw such a rush for a periodical as at the news stand next to our location. It looked like the dealer had a bunch of *Billboards* about three feet high. At 11 a.m. he was sold out and came into our museum to borrow some. Our museum contains about 34 people and everyone was seen reading the Anniversary Number. I had to let all of them glance thru for over an hour; in other words, the show was stopped for that period while they devoured *The Billboard*."—MORRIS MILLER, Miller's World's Fair Freaks.

"I want to congratulate you on the 40th Anniversary Number. It is certainly a wow and represents a marvelous achievement. I am sure it would be most gratifying to old Bill Donaldson were he able to look in on us and realize the fruitage of his early efforts."—A. R. HODGE, secretary National Association of Amusement Parks, Pools and Beaches, Kenilworth, Ill.

"Congratulations on your 40th Anniversary Number. More power to you and here's hoping I can read *The Billboard* for 50 years more."—KARL KAE KNECHT, Evansville, Ind.

"I think it's a great issue and representative of the entire show world. The confidence shown by those represented within its pages confirms the fact that *The Billboard* deserves its 40 years of success."—LOUIS R. LIPSTONE, production manager Balaban & Katz, Chicago.

"The Anniversary Number came in today. We looked it over hurriedly and it is SOME issue. As time permits want to go thru it very carefully, read many of the articles and look over many fine ads. You have done a real job of this and the

entire staff of *The Billboard* should be complimented upon the big issue."—BEN O. ROODHOUSE, Eli Bridge Company, Jacksonville, Ill.

"I want to congratulate you on the lovely edition you got out and wish you a very Prosperous New Year."—F. DARIUS BENHAM, national president Circus Saints and Sinners Club of America, New York City.

"I hasten to congratulate you on the 40th Anniversary Number of *The Billboard*. It will certainly make periodical history. It is a fine accomplishment and I know well the hard work behind the issue. As I read its pages it brings me the joy of the past, confidence in the present and hope for the future."—F. F. FITZER, national secretary Circus Saints and Sinners Club of America, Jersey City, N. J.

"I certainly want to compliment you and others members of *The Billboard* staff on the Anniversary Number. It surely is a marvelous piece of work, and you boys deserve credit."—PAUL M. LEWIS, Lewis Bros., Circus, Jackson, Mich.

"My, oh my, what a book! Started reading it Tuesday and Friday night was still reading it."—CASH MILLER, Cash Miller's Oddities.

"Greatest publication and most interesting I have ever read. It has caused me to stay up for the last three nights until 3 and 4 o'clock in the morning reading it. I am proud to be represented in the issue."—EDGAR I. SCHOOLEY, general manager Schooley's Productions.

"Great issue. Congratulations."—SAM J. LEVY, Barnes-Carruthers, Chicago.

"Fine number. Congratulations."—FRITZ BLOCKI.

"Very fine number. Certainly want to compliment you."—SAM SHURE, N. Shure Company, Chicago.

"Congratulations on a job well done! All you fellows have every reason to be proud of a great achievement."—ROCKY WOLFE, noted sports editor and broadcaster of City Press Bureau, Chicago.

"The 40th Anniversary Number is really the gem of all trade papers. The articles from the old days of *The Billboard* are the most interesting ever published in any trade paper."—JACK HUNT, manager State-Lake Theater, Chicago.

"I have always read *The Billboard*, not only during the time I was in show business as a producer, but since I left it eight years ago. All I can say, on viewing the 40th Anniversary Number of my old friend, is that I would not have believed it possible."—RALPH O. WINKENWERDER, leading Chicago attorney.

"Congrats on an immense issue. It's a great landmark for a great publication."—TOM FIZDALE, well-known radio publicist.

"Your Anniversary edition represents a truly fine piece of work. Enjoyed it immensely. From my personal point of view it's your best ever."—MORRIS S. SILVER, general manager William Morris Theatrical Agency, Inc., Chicago.

"The 40th Anniversary Number was the best reading for many a year. My only criticism is it forgot entirely about the history of America's original entertainment—the minstrel show."—"HI-BROWN" BOBBY BURNS, minstrel, Louisville, Ky.

"The 40th Anniversary Number is a beauty and I must say it is the finest edition that has come to my attention in many years. May I take this opportunity of congratulating the staff of the world's foremost amusement weekly on the continued growth and prosperity."—GRACE GRAY, candidate for mayor of Chicago.

"In all the 30 years I've been reading *The Billboard* and other theatrical pa-

pers, I think this is the greatest issue of them all."—BILLY POTTER, manager Three Waitons.

"Your 40th Anniversary Number is beautiful. Most interesting book I've ever read. It'll take me a month to read it from cover to cover. Wouldn't have missed getting an ad in it at any price."—JOE COYLE, clown, Chicago.

"Just purchased my copy of the 40th Anniversary and Holiday Greetings edition of *The Billboard*. Congratulations! It's sure a beauty in every way."—RICHARD S. KAPLAN, attorney, Gary, Ind.

"Fine piece of work. You are to be congratulated. Nicely gotten up and very interesting."—C. K. SPENCER, Rohde-Spencer Company, Chicago.

"After looking over your gigantic 40th Anniversary Number, I am convinced that 'life begins at 40.' It's a wow."—GEORGE B. FLUHRER, George B. Fluhrer Attractions.

"The amusement world's faith in *The Billboard* is reflected in your grand 40th Anniversary Number. There aren't enough adjectives to describe its magnificence."—GEORGE W. STOCK, magician, Cincinnati, O.

"You are to be congratulated for the fine edition of the 40th Anniversary Number. We know of the fine publication you have been publishing and we sincerely hope you have deserved success for many more years."—LEON KLETZKY, Capitol Advertising Agency, Atlanta.

"Your 324-page 40th Anniversary Number is certainly a great accomplishment. It's fine."—W. E. CUNDIFF, W. E. Cundiff Advertising Agency, Springfield, Mo.

"Congratulations on your 40th Anniversary Number. It's the last word to all showmen."—ED C. PAUL, Paramount Theater, Middletown, O.

"I want to congratulate the staff for its remarkable showing and the information gathered for the book. The resume of the history of roller skating by Ed Moorar gave me a big kick."—ROBERT R. WARE, vice-president Chicago Roller Skate Company, Chicago.

"It is wonderful, without doubt the largest and best publication of its kind. As I am confined to my home, I can't express the pleasure I will get out of it. Looks like happy days are here again."—FIELDING W. SCHOLLER, race starter, Indianapolis.

"Just received my copy of the 40th Anniversary Number. Surely is a wonderful book; one that we will all enjoy. Have not had time to read much of it yet. It will take me a week to read it. Have not missed a copy of *The Billboard* in 21 years."—DOC GEORGE M. REED, pitchman.

"Your Anniversary issue convinces one that you are an influential power in the show business."—DAVE WALLERSTEIN, district manager Balaban & Katz, Chicago.

"Just a few lines to compliment you on your 40th Anniversary issue. A wonderful paper and I know it was a big success for you. The issue is so large that I haven't had time to look thru it thoroughly as yet."—FRED HURLEY, Gayety Theater, Louisville.

"The big number of *The Billboard*—the jumbo of all times—just received. Let me congratulate you and your efficient staff and contributors on this wonderful achievement. Never has this been duplicated by any amusement journal. Every showman in existence should have a copy to treasure forever and forever."—PROF. WALTER BROWN LEONARD, Glens Falls, N. Y.

"I have looked over with much pleasure the copy of the 40th Anniversary Number just received. As a matter of fact, I don't believe I have ever seen an issue of any magazine that was so great in number of pages, and you are to be congratulated on such an issue. It certainly would seem to me that it has tremendous possibilities in the amuse-

ment field, and I can well believe that most agency men would look to it as a fine medium for the outlet of some of their clients' products."—LOUIS F. DOW, Dow & Peterson, Inc., Burlington, Vt.

"The 40th Anniversary Number just received is a very impressive looking publication that will take me some time to digest. I congratulate you on its appearance."—ROWE STEWART, Stewart-Jordan Company, Philadelphia.

"Have just started to read the big number and expect to finish it some time next spring or summer. It will supply many with reading matter for the rest of the winter. Bet mail carriers are hoping it will be 40 years more before they have to carry 'em again."—E. M. MOOAR, manager YWCA Roller Rink, Coatesville, Pa.

"The long yearned-for Anniversary Number, now being a reality, is a thrill that none but a showman or fan can enjoy. It will furnish reading for a long time to come and will be a reference for another generation. Had the price been 10 times that of the regular edition, I would not have missed this big issue."—HUBBY J. BATH, producer.

"Certainly did enjoy your Anniversary Number, especially the directory of past events. It was a wonderful issue."—CHIC PELLETTE, stock and repertoire actor, Lake Helen, Fla.

"I was agreeably surprised to note from a careful examination of your 40th Anniversary Number the reflection of esteem and regard for your publication as indicated by the many printed messages of good will. I was no less surprised with the fund of valuable information."—A. L. CAMPBELL, Campbell-Durham-Von Olm Company, Chicago.

"Congratulations to *Old Billyboy*. Never enjoyed anything so much as your 40th Anniversary issue. In my travels for Universal Theaters Concession Company I have known show people that have driven 200 miles to get a copy of *The Billboard*, and I know everyone will want the 40th Anniversary issue because I know what show people think of it. Every time I visit a show the first question asked of me is 'Have you got a *Billboard*?' and when I pull one out of my pocket everybody's face lights up with a smile."—BILL CARSKY.

"The 40th Anniversary Number is imposing and very impressive. I have read *The Billboard* with interest for several years, having gotten in the habit while I was playing in stock. I look forward to many hours of enjoyment and instruction from the Anniversary Number. Congratulations on this anniversary, and may *The Billboard* continue to thrive and grow thru many more."—PAUL HOLMAN FAUST, vice-president Mitchell-Faust Advertising Agency, Chicago.

"The 40th Anniversary Number is the finest thing I have seen in my many years in show business. I know that we shall keep it on file for a long time, as the facts to be found in it will be invaluable to us in our business. We expect great things of our ad in this particular number. If the results are commensurate with those we receive from our weekly ad, which we have just renewed for another year, we shall be well satisfied."—JACK FERRIE, general manager Associated Theatrical Enterprises, Chicago.

"It is just splendid—beautiful. I think it is a book that everybody will want to keep."—GLADYS HIGHT, world-famous dancer and principal of the Gladys Hight School of Dancing, Chicago.

"The Anniversary issue was a pip."—NEIL (WHITEY) AUSTIN, Austin & Kuntz Palace of Wonders.

"Congratulations on your marvelous 40th Anniversary Number. It is beautifully printed and from typographical standpoint, considering nature of publication, unexcelled. Accept my congratulations for each of your departments. This issue spells not only your (See COMMENTS on page 55)









**BEAL**—Frank, 72, veteran film actor and director, passed away December 20 at a convalescent home in Los Angeles following a paralytic stroke. Beal began his stage career in 1880. He soon became a noted stage actor and director. In 1907 he joined the old Selig Film Company in Chicago and directed pictures there for several years. Later Mr. Beal went to Santa Barbara, Calif., as a director for the American Film Company. He also directed for Universal and Fox studios. For the last seven years he had been a film character actor. Funeral services were conducted at Hollywood Cemetery December 22 and cremation followed. His son, Scott R. Beal, director with Universal Film studios, and two daughters survive.

**BERGER**—Gustav, 39, former employee of Richard Barthelmess, screen star, died in San Francisco December 22. His widow, employed with the Barthelmesses, survives.

**BONNER**—Florence M., 82, film technical director, passed away at his home in Los Angeles December 21. Funeral services were conducted December 22, with burial made in Inglewood Park Cemetery, Los Angeles. A son and daughter survive.

**CANNON**—Norman, English playwright and stage and movie star, died in Tucson, Ariz., December 14. In 1929 the deceased founded the British Guild Players in Vancouver, B. C., and later returned to England, where his comedy, *He Walked in Her Sleep*, occupied the stage for three years. The play was also a success on the Continent and in South Africa. His play, *The Cat's Whiskers*, was purchased by the London office of Universal. Mr. Cannon was originally brought to the United States by George Arliss to play in *Old English* and *Diarach*. He was at one time leading man for Lena Ashwell. He served with the British Army in France and Italy during the World War. Mr. Cannon was a member of the Green Room Club, London, and the Lambs' Club, New York.

**DITMER**—Seldon S., 73, owner of Deemer's Beach Amusement Park, near New Castle, Del., died in New Castle December 20. He was interested in all civic and charitable activities and several years ago established the park.

**DOYLE**—Alfred J., 55, formerly clown with the vaudeville team of the Flying Brunettes, died at the Worcester State Hospital December 26. Doyle and Henry Brunette, other member of the team, retired five years ago after some 23 years of trouping which sent them around the globe several times. Their act was the forerunner of many cycling acts in vaudeville here and abroad. Mr. Doyle leaves two brothers.

**FINNEY**—Mary H., 95, former actress and widow of Henry T. Finney, first manager of the Los Angeles Grand Opera House, died December 16 at her home in Croton-on-the-Hudson, N. Y.

**GIBBS**—Charles T., 76, pioneer motion picture exhibitor, died in Detroit Decem-

ber 23 from injuries sustained in an automobile accident. He was one of the first picture theater owners in the smaller town of Michigan. He established the first film exchange in Northern Michigan. He retired from show business about 20 years ago, moving to Detroit. Surviving are his widow, Alfreppa, and one son, Guy C. Gibbs, who was associated with his father in the theater business and later traveled for a time with carnival companies. Burial was in Evergreen Cemetery, Detroit.

**GOLLER**—Adolph C., 57, mayor-elect and former mayor of Egg Harbor City, N. J., and identified with Atlantic County Fair activities, died suddenly December 26. He was to have taken office this month.

**GRAY**—Rance, 51, old-time stock actor, died December 21 at the Cook County Hospital, Chicago, from injuries sustained when he was struck by an auto. He was a brother of Mrs. Frank Craven. For the last several years Gray had been a pitchman. At one time he appeared on the stage with Mae West.

**GRUHLER**—Henry, pianist and composer, died at an Atlantic City hospital December 22. He was born in Altoona, Pa., and was a graduate of the Conservatory of Leipzig. He was at one time musical conductor for David Belasco and accompanied such stars as Mme. Schumann-Heink, Emilio De Gogorza and Hugo Kreiser.

**HERENDEN**—A. N. (Doc), old-time carnival man, died December 8 at his home in Long Beach, Calif. He was the father of the Happy Herenden Family and is survived by his widow, Christine; three sons, John, Leonard and Newton, and two daughters, Peggie and Mabel. Interment was in Woodlawn Cemetery, Long Beach.

**HURLEY**—W. S. (Bill), 60, dramatic stock and repertoire actor and director, died in Shelby County Hospital, Memphis, December 11, after a lengthy illness with heart trouble. He was confined in the hospital from October 19 until the time of his death. His last engagement was with the Frank Smith Players. The season of 1933 he was on J. W. Menke's Hollywood Showboat. He also had worked as actor and director with various other stock organizations, and at one time operated his own company in Memphis. He was a member of the Masonic Lodge at Madison, Wis. Burial was made at Elmwood Cemetery, Memphis, December 15. Surviving him are his widow, two sons and a daughter by a previous marriage.

**JOHNSON**—Fred E., 60, former manager of the Colonial Theater, Akron, O., died of pneumonia December 21 in St. Paul. He went to Akron in 1907 to manage the Colonial and held that position for five years. He later managed theaters in Oil City, Pa.; Zanesville, O.; Cambridge, Pa., and Pittsburgh. While Bob Fitzsimmons was heavyweight champion Johnson managed his road tour. He also was identified with the Nixon & Zimmerman interests for several years. Besides his widow, Johnson leaves a sister in St. Paul. The body was returned to Akron for funeral and burial.

**LEAMAN**—Ardell, veteran troupier, died suddenly at Alexandria, Va. He had been with various railroad shows. Thru the efforts of H. Noel Garner, prominent lawyer of Alexandria, and Marshall King, of the Circus Fans' Association, arrangements were made for burial and the services of Rev. W. B. McIlwaine Jr., Presbyterian minister. Three members of the Moose and three Elks acted as pallbearers. Circus Fans of Washington were represented by H. A. Allen.

**MALONE**—John (Fox), 74, veteran troupier of the Mugivan & Bowers Shows, died at City Hospital, St. Paul, December 23. Burial was at Cascade, Ia.

**MARTIN**—Mrs. Margaret, mother of Johnny Martin, of the Six Gordonians,

died of heart failure December 18 at the St. Peter's Hospital, New Brunswick, N. J.

**MESSERSMITH**—Cora H., concert soprano, passed away recently in Los Angeles. Funeral services were conducted at Inglewood Cemetery, Los Angeles, and entombment was made in the mausoleum there.

**MILLER**—George W., 41, formerly with the Miller & Ayers Circus and since 1930 motion picture operator at the Majestic Theater, Sheboygan, Wis., died December 24 in that city. He was a member of the Warner Bros. Club and the Motion Picture Operators' Union, Local 655. He is survived by his widow, one son, a daughter, his father, one sister and three brothers.

**MILLER**—Walter (Sap), colored comedian and bass drummer with E. S. Winstead's Mighty Minstrels, died at Cuthbert, Ga., December 23. He trouped for years with the Florida Blossoms Minstrels and the Downie Bros. Circus.

**MULHALL**—Henrietta, mother of Jack Mulhall, motion picture actor, passed away in Newark, N. J., December 17.

**PACINI**—Mirtillo, 51, Detroit musician, died suddenly in that city December 22. He was born in Bientina, Italy, and was a graduate of the Institute Musicale Pacini at Lucca. He was a composer of many songs and several symphonies. Mr. Pacini was organist in Detroit churches for the last 20 years. He was director of the Caruso Choral Society and organized the Verdi Choral Society in 1925. He was a member of the Dante Alighieri Society and of the Italian Chamber of Commerce of Detroit. He is survived by his widow, Elisa Pacini, and one son, Aldo. The body was to be returned to his birthplace in Italy for burial.

**POLITIS**—Photos, 44, head of the Greek National Theater at Athens and celebrated as stage director, died at Athens December 5.

**POWELL**—Edward J., 31, WOR (Newark, N. J.) production man, script writer and announcer, died December 26 in New York of praeic poisoning. He had been ill for six weeks. Powell was a graduate of the Yale School of Drama and appeared on Broadway in *Zeppelin*, *Ladies of the Jury*. He was stage manager for Mrs. Fiske on her last road tour. Before joining WOR three and a half years ago, he was an announcer for WMCA. Surviving him is his mother, Mrs. Edward Damron, and a sister, Charlotte Damron, both of Columbus, O. Funeral took place in that city December 29.

**RILEY**—George Sr., 71, backstage doorman with the Metropolitan and Paramount theaters, Los Angeles, died at his home in that city December 21 following a brief illness. His widow and son, George Riley, former manager of Grauman's Chinese and Warner's Beverly theaters, survive.

**RILEY**—Joseph, 37, died December 20 at Saranac Lake, N. Y., after a lingering illness. He cured in a private sanatorium for 12 years. Mr. Riley was a member of the IATSE Local No. 1, New York; also of the American Legion and the Elks. Survived by his brother, John Riley. Interment Green Point, L. I.

**ROGERS**—Sydlla D., 67, well-known midgett of the Rogers Midgets, died in Philadelphia December 16 from pneumonia. Burial was at North Woods, Pa., December 20. She was the mother of six normal children, three of whom survive her. At the time of her death she was fulfilling an engagement at a Philadelphia department store with her company of midgets.

**SAMUELSON**—Carl J. (Scottie), last season with the Tom Hamilton and Famous Dixie shows, died December 15 at his home in Rockford, Ill., after several weeks' illness. His widow, Nellie, survives.

**SHARP**—Capt. Walter C., died November 20 at the Soldiers' Home, Sautelle, Calif., where he had been treated for stomach trouble for the last four months. He was laid to rest with military honors November 23 in the National Cemetery there. Survived by the widow and a 9-month-old daughter. Captain Sharp was a well-known troupier and horse trainer, having been with all the leading circuses.

**SHAW**—Richard C., 80, writer and editor of the historic *Tombstone* (Ariz.) *Epitaph*, died at the home of his sister, Gladys Shaw Erskine, novelist, in New York December 20. He was the husband of the late Lena L. Smith, concert pianist. A son and brother, residing in Los Angeles, and two sisters survive.

**THOMAS**—Robert, 58, vaudevillian for more than 40 years and known as Manuel, was killed in an auto accident near Mojave, Calif., December 21.

**WEBSTER**—Lewis A., 55, who appeared with Otis Skinner in his youth and later went into the wholesale shoe business, died at his home in Scarsdale, N. Y., December 22. His widow survives.

**WINDFELDER**—Mrs. Norma, 47, wife of Raymond A. Windfelder, secretary-treasurer of the Western Novelty Company, Milwaukee, died December 18 at her home in that city. She is survived by her husband, a son, a daughter, her parents, a brother and a sister.

**WIXON**—Nat (Nehemiah), 62, died December 16 in Providence, R. I., where he was born and where at the age of 19 he started out on a theatrical career with the Al Field's Minstrels. After two seasons he joined the Troubadour Four quartet, later teaming up with Ward and Vokes and the Daley Sisters. At one time Wixon had his own musical comedy company. In the fall of 1923 he was stricken blind on the stage and since then had lived with his sister in Providence. He was taken to a hospital November 30 with a complication of ailments. Funeral services were conducted December 19 in Providence.

## MARRIAGES

**BLAINE-DAVIS**—Howard (Pinky) Blaine, stock actor, now doing the juvenile lead in *The Drunkard* at the Fort Pitt Hotel, Pittsburgh, married Lois Davis, nonpro. in Wellsburg, W. Va., December 16.

**HYNES-BROWNING**—Bernard J. Hynes, former RKO personnel director and now managing the New Orpheum Theater, Denver, for Harry Huffman, and Frances Heenan (Peaches) Browning were married December 24 by a justice of the peace in Tuckahoe, N. Y. Arthur Benline, formerly with Hynes in RKO, accompanied the couple. The couple left New York December 26 for Denver, where Hynes will resume his duties. The now Mrs. Hynes was married to the late Edward W. Browning, wealthy realty man, at the age of 15.

**KERR-STACY**—Fred A. Kerr and Euna Edna Stacy, nonprofessional, were married at Union, S. C., December 23. The bridegroom is the youngest son of Mr. and Mrs. Doc W. R. Kerr, of med-show fame. He was candy butcher on the Barnett Circus in 1930 and at present is associated with the Amusu Novelty Company. The newlyweds are making their home in Spartanburg, S. C.

**MOREAU-BONNETAIN-CASTLE**—Mlle. Andree Castle, daughter of the manager of the European Music Hall, Paris, and M. Moreau-Bonnetain were married in Paris December 8.

**MOST-WILLIAMS**—Anne Louise Williams and Carl E. Most, both of Fort Wayne, Ind., were united in marriage December 22 in that city. Mr. Most is a member of the viola section of the Fort Wayne Civic Symphony Orchestra.

**O'NEAL-FORSGARD**—Clyde O'Neal, bar performer, and Mary Forsgard, nonprofessional, were married December 20 in Waco, Tex.

**PEAS-HERMANS**—Tony P. K. Peas, of Honolulu, a member of the orchestra at the Blue Ribbon Inn, Sterling, Ill., and Minnie Herman, of Sterling, were married there December 10.

**RAEBURN-ANDERSON**—Boyd Raeburn, orchestra leader, and Lorraine (See MARRIAGES on page 58)

## Lowell Sherman

Lowell Sherman, 47, film director and actor, died at a Hollywood hospital December 28 of pneumonia. He was stricken ill at the Pathe Studio the day before. Mr. Sherman had been suffering from laryngitis for the last year and had all but lost his voice.

He was born in San Francisco and went to school in New York. His parents were stage folk, and his grandmother, Kate Grey, was leading woman for the senior Junius Brutus Booth and for Edwin Booth.

He scored his first success on the screen as the lead in "The Commuter," followed by "The Heart of a Foolish Girl," "The Ship," "Angel Face," "Evidence," "General Crack," "Ladies of Leisure," "Broadway Thru a Keyhole," "False Faces" and "Ladies of the Jury." He recently appeared with Constance Bennett in "What Price Hollywood?" His last picture, "Night Life of the Gods," was previewed the day before his death. He directed Mae West in "She Done Him Wrong" and Katharine Hepburn in "Morning Glory."

Mr. Sherman is survived by his mother, Mrs. Julia Sherman, with whom he made his home in Beverly Hills, Calif. He was married three times, his last wife being Helene Costello, who divorced him.

# Classified Advertisements

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10c a Word

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Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

**FORMS CLOSE (in Cincinnati) THURSDAY**

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2c (WORD (First Line and Name Black Type)  
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Figure Total of Words at One Rate Only  
No Ad Less Than 25c.  
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**AGENTS—JOBBERS—DISTRIBUTORS—WE HAVE** world's lowest prices on Notions, Sundries, Razor Blades, Toiletries, Novelties. Write at once. Free New 1935 Illustrated Catalogue. **ROYAL SALES CO., 430 Broadway, Chelsea, Mass. x**

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AT LIBERTY—Team. Man does Black, Guit. Banjo Singles, Doubles, Harmony Singing. Know all med acts. Vaudeville or med. Have car. MACK AND MAE, 712 Bank St., Dallas, Tex. ja28

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AT LIBERTY MUSICIANS

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AT LIBERTY—A-1 FIRST TRUMPET. WANTS location quick, hotel, cafe. Sight read, in- tonation, wide range, take off, fake, sober, dependable, double if necessary. State all. Strictly first-class essentials. W. HITCHCOCK, 155 Gold, Manchester, N. H. ja19

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SAX, DOUBLING PIANO-ACCORDION; TENOR or 3d Alto. Dance band. Accordion fill in from violin part. Write MUSICIAN, 149 W. 84th St., New York City. ja5

STRING BASS DOUBLING VIOLIN—SOUTH preferred. BOX C-305, Billboard, Cincin- nati, O.

STRING BASS DOUBLING VIOLIN, SOUTH also answered. Car anywhere. BOX C-305, Billboard, Cincinnati, O.

TRUMPET—GIRL DOUBLING SAX-CLARINET. Read, fake, trio voice. Experienced club, radio, hotel. Prefer location. Have car. MISS BILLY DARST, 817 Maple, Yukon, Okla.

YOUNG NAME LEADER—FOR MODERN Dance Band. Play solo or straight violin, also sing and manage your band into the name class. Write, stating all, to JIM- MY RODNEY, P. O. Box 85, Hamilton, Mich.

ALTO SAX—Double Clarinet at sight; solo tone. Concert, modern take-off. Have other con- nections. Consider part time job. Didiams Banda also answer. Car anywhere. SAX, 8712 Deary, E. E., Pittsburgh, Pa.

AT LIBERTY—Alto Sax, doubling Clarinet and Baritone. Young, Single, thoroughly experienced. Have small car. ROBERT DANIELS, 115 E. 4th St., Birminghale, Ark.

AT LIBERTY January 10th—Tenor Saxophone doubling Clarinet and some Brass. Modern swing style. Tone, phrase, team and take off. All essentials; age twenty-three; no boozers. BOX 924, Jackson, Miss. ja12

AVAILABLE AT ONCE—Go anywhere. Orches- tra leader and conductor. Reduce floor shows, do publicity. Would like to connect with small radio station or night club. Plenty experience over 10 years. Have library, clothes and car. BEN JONES, 1848 Richmond Ave., Columbus, O.

DANCE DRUMMER—Union, modern, experi- enced. Young, dependable, congenial; play sober. Good equipment. Plenty top and flash. No panics. DRUMMER, 111 West First Street, Duluth, Minn. ja5

RHYTHM DANCE DRUMMER—Young, Sight reader, Balla. Complete outfit; go anywhere; furnish references. Write or wire DRUMMER, 208 1/2 8th St., Cairo, Ill.

TENOR SAX, CLARINET—Read, fake, have car. Go anywhere; state all; best misrepresen- ted arrangements for small combo. At liberty January 1. BOB TURNER, Box 907, Bethany, Okla.

AT LIBERTY M. P. OPERATORS

PROJECTIONIST—Ten years on all projectors. Do own repair and service. Really know sound systems. Very reliable; anything considered. CHAS. NAGEL, Clay Center, Neb. ja12

AT LIBERTY PARKS AND FAIRS

BLACK'S COMEDY BEARS, care Black's Animal Acts. Booking Free Acts for 1935. L. E. BLACK, Mgr., Murry, Ky. ja5

AMERICA'S BEST HIGH WIRE —The Calvert outstanding hit attraction. An act with drawing power. GREAT CALVERT, 164 Averill Ave., Rochester, N. Y. fe16

ARMSTRONG'S FAMOUS COMEDY FORD ACT —Well known, one other act. Literature. ROSCOE ARMSTRONG, Montezuma, Ind. fe23

AT LIBERTY PIANO PLAYERS

AT LIBERTY—PIANO PLAYER FOR UNIT OR rep or anything that pays off. Thoroughly experienced all lines. Cut it or no notice. Ticket? No, if reliable. DON PHILLIPS, 406 Carolina Ave., Spencer, N. C.



ROUTE DEPARTMENT

When no date is given the week of December 29-January 4 is to be supplied. In split week houses the acts below play January 2-4.

VAUDE-PRESENTATIONS

- Bennett, Owen, Vanities of 1935 (Alabama) Birmingham.
Bergen, Jerry (Pa.) Chicago.
Bergin, Milton (Pa.) Chicago.
Besser, Joe (RKO Boston) Boston.
Boice & Marsh. (Uptown) Chicago.
Borden, Olive (National) Louisville.
Bowers, Cooke (Pa.) New York.
Boyd & Wallin. (Orph.) Minneapolis.
Brooks & Philion (Orph.) Boston.
Brown, Ada (RKO Boston) Boston.
Brugge, Charles (Riverside) Milwaukee.
Bryant, Johnny (Fay) Providence.
Burke, Johnny (State) New York.
Burno, Lynn, Bevue (State) New York.



# MORE PROPERTY FOR COLE

## Buys Coaches And Elephants

Five bulls added to herd, now totaling 15—Merritt Belew at quarters

ROCHESTER, Ind., Dec. 29.—Jess Adkins, who returned here after an extended trip which took him to Lancaster, Mo.; St. Louis; Houston and Galveston, Tex., and New Orleans, announced that he had purchased several all-steel Pullman coaches for Cole Bros.' Circus. Another division of the show which is receiving considerable attention at this time is the building up of the trained elephant herd. Five pachyderms were recently purchased in South Carolina. The herd now totals 15.

Eddie Allen, elephant trainer formerly with Sells-Floto Circus, who accompanied this last shipment of the huge beasts from the Southern State, has begun work on building up new and sensational acts with the bulls. Mr. and Mrs. Allen have taken up their winter residence in this city.

The Indiana Circus Corporation winter quarters presented a busy scene recently when 15 carloads of circus equipment, formerly the property of the Robbins Bros. Circus, arrived here. The entire train, with exception of locomotive and tender, was purchased by Mr. Adkins at Lancaster, Mo., a couple of weeks ago. It was brought here under supervision of the Cole Show's trainmaster, F. A. McGrath.

All of this rolling stock as well as other equipment will be overhauled and redecorated at the quarters.

### Clyde Beatty Host

Clyde Beatty recently was host to three representatives of *The Detroit Free Press*, who were here obtaining advance data on the winter show which the Cole Show will present for the Detroit Shriners' circus in January.

A new arrival in the special trainers' staff at quarters is Merritt Belew, domestic animal trainer.

The constantly growing menagerie has been stepped up a bit over the Christmas holidays with the addition of two black leopards and two large tigers. These animals were shipped from New York City and captured by Frank Buck during his latest trip to the African jungles.

In a deal recently consummated by the Cole Bros. Circus Company, the Chicago Nipple Company building, which is located adjacent to the Nickel-Plate Railroad tracks, has been obtained for use as a camel and elephant barn.

At the menagerie and big cat barn a crew of mechanics is erecting a large permanent steel training arena for lion and tiger acts.

## Law on Trailers In South Carolina

COLUMBIA, S. C., Dec. 29.—Effective January 1, 1935, no four-wheel trailers and no semi-trailers with length of more than 35 feet and carrying more than 10 tons will be allowed on the highways of this State. The width and height of trucks and trailers remain as in former years.

The aforementioned law was enacted two years ago, but a grace period has been allowed to dispose of equipment not conforming with the ruling. Adjoining States have been advised and the press has been carrying stories concerning this new rule.

## Gentry Animals at Theater

BLOOMINGTON, Ind., Dec. 29.—Gentry Bros.' Famous Shows, in winter quarters here, presented its trained dogs and monkeys as a stage show at the Harris Grand Theater here to large crowds.

## Rasputin's Daughter At English Circus

LONDON, Dec. 22.—Stanley W. Wathon, European circus talent booker, engaged Maria Rasputin, daughter of Rasputin, the notorious Russian monk and court favorite, to appear at the World's Fair Circus, Agricultural Hall, London, for five weeks, commencing December 24.

She has already had circus experience and has played Central European engagements with a group of ponies and dogs. This time she is presenting a group of tigers. In consequence of this booking Mile. Rasputin has been covered by insurance to the extent of \$30,000.

## Tom Donohue Remembered

HUNTINGTON, Ind., Dec. 29.—Tom Donohue received a comfortable legacy last week from his sister, Ellen Donohue, of Philadelphia, who remembered him in her will. Donohue, 75, started his circus career many years ago with the Barnum & Bailey Circus, and toured Europe with that organization. Since that time he has been with numerous circuses and retired a year ago.

## John T. Benson Sails for India on Animal Search

NEW YORK, Dec. 29.—John T. Benson, proprietor of Benson's Wild Animal Farm in Nashua, N. H., and one of the leading suppliers of wild and domestic animals to zoos and circuses in this country and abroad, sailed for India on Wednesday on the S. S. Deutschland.

In a statement to *The Billboard* just before the ship embarked, Mr. Benson says that he hopes to arrive back with animals alive, "not in cans, and I have to keep 'em alive, else I should soon be standing on the sidewalk without work."

Mr. Benson will attend Bertram Mills' Olympia Circus in England. He said that last Saturday more than 40,000 people attended the Noah's Ark which he produced for the Outlet Company, Providence, R. I., and the crowds continued to flock in until closing on Christmas Eve.

## Pat Valdo in Europe

LONDON, Dec. 15.—Pat Valdo is currently in Europe and is visiting England, France, Germany, Italy, Russia and Austria seeking talent for the Ringling-Barnum interests.

## Marion Davies Sponsors Show

Eighth of such affairs staged on Coast—Hatch, Cronin handle program

LOS ANGELES, Dec. 29.—Marion Davies, screen star, entertained many thousands on the grounds of her favorite charity, the Marion Davies Foundation Clinic, in West Los Angeles last Sunday. This was the eighth of such affairs. The clinic is a free one for ailing children. Those who had been former patients and those who are now being treated, in number about 5,000, had a joyous time. There were stacks of toys, candy and peanuts, and every child received a present. Then there were thousands of baskets, each with a 12-pound turkey for needy families.

Sidney Jarvis was Santa Claus. Jackie Cooper; Carol Ann Beery, daughter of Wallace Beery; Jean Parker and other juvenile screen stars aided in the entertainment.

Charley Hatch and S. L. Cronin handled the circus program. The Barnes big top was set up with all seats. Mel Smith and Bob Thornton did the announcing and ran the program, with the following acts: Hanneford Family with Poodles; Bruno Weiss Trio; the Kitchen flying act; Charley Bimbo and company; Harry Wooding's trained goats, ponies and January, mule; Ova Thornton and the Barnes ponies; Eddie Ronton and Betty Thomas; Harry Matthews, revolving ladder; Babe Thomassen, cloud swing; Barnes' elephants; Harry de Ross and "Snooky"; Poodles Hanneford's clown band; Ben Pitti, Art Boden and Monte Montana, roping, knife throwing and long whip cracking; clowns, Milt Taylor, Tom Plank, Bones Hartsell, Charley Post, Jack McAfee, Fay Walcott, Curly Phillips and Ray Harris. The Pacific Electric Railway, thru D. W. Pontious, transported the Barnes train.

## Bode Factory To Be Razed

CINCINNATI, Dec. 29.—Announcement has been made that the old Bode Wagon Factory, Central avenue near Findlay street, is to be torn down. It was here that many circus wagons were built, old residents declaring that the first circus wagons used in the United States were made in this building more than half a century ago. The Bode Company built the Frank Spellman equipment when he put out a motorized circus some years ago. It was the talk of the show world.

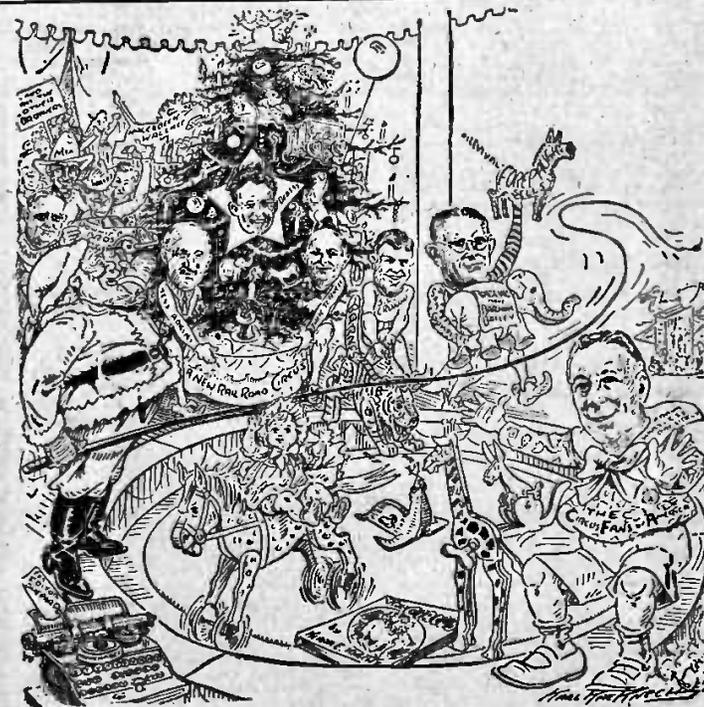
The firm, the Bode-Finn Company, Inc., will move across the street. It now builds trucks and bodies and equipment for commercial transportation.

## No More Seating On Straw in Richmond

RICHMOND, Va., Dec. 29.—An ordinance prohibiting any circus exhibiting in Richmond from selling more tickets than there are seats to accommodate the buyers has just been passed by city council. The city legislators ruled that there will be no more "seating them on the straw," because of complaints made when Hagenbeck-Wallace showed here last September, when hundreds were seated on the track, causing parts of the program to be cut, it is claimed.

## John Brice Not Out

SARASOTA, Fla., Dec. 29.—In response to a query from *The Billboard's* resident correspondent here, Sam W. Gumpertz, general manager of the Ringling Shows, flatly denied the rumor that John Brice, copper with the big show, was out and that Eddie Vaughn would replace him. "Nothing to it," said the R-B g. m.



CARTOON, drawn by Karl K. Knecht, Evansville (Ind.) cartoonist and national vice-president of the Circus Fans' Association, for the Christmas issue of *The White Tops*.

## Gumpertz in Accord With Move Regarding Handling of Mail

SARASOTA, Dec. 29.—"The Ringling Shows are heartily in accord with the move under way to have the post-office department and the telegraph companies prevent the interception of mail or messages for performers or employees," declared General Manager Sam W. Gumpertz of the Ringling combine here today.

Mr. Gumpertz said that only trusted employees handled the mail on the three Ringling shows and at the winter quarters here, and that all of them had definite instructions to see that the person addressed received the mail and messages without going thru too many hands.

The mail for individuals at the winter quarters is delivered in person or

left at the concession stand near the animal house, with the attendants of the concession keeping an eye on it. A big sign warns: "Don't touch any mail but your own." There have been no complaints of tampering or pilfering.

Telegrams to employees at the winter quarters are delivered, in most cases in person, by messengers who know most of the men by sight.

Mr. Gumpertz said that any mail man who delayed the delivery of mail on shows under his direction was writing his own discharge notice—quicklike. Inquiry among performers wintering here and of attaches of the show failed to reveal a single complaint of the non or delay in delivery of mail or messages.



With the  
Circus Fans

By THE RINGMASTER

President, CFA. Secretary, W. M. BUCKINGHAM, 2830 West Lake Street, Chicago, Ill. (Conducted by JOHN SHEPARD, Editor, "The White Tops," 600 Fulton St., Chicago, Ill.)

Burtis L. Wilson, Chicago CFA, has returned from an extended business trip in Texas, New Mexico and the Southwest. He recently visited with Mickey McDonald and wife at Tulsa, Okla. McDonald was clowning at a local department store. Wilson also had a visit with Jack Earle, the giant on the Big One, at El Paso. Wilson is making for Jack an overcoat 65 inches long.

Harry Baugh, CFA, in charge of the Hotel Cumberland Circus Room in New York City, reports the following among recent visitors: A. J. Meyers, E. Fallon Kahn, formerly on Al G. Barnes Circus; L. Buckley, G. A. Famous Robbins Bros. Circus; Harry Locke, of Ringling-Barnum advance; Mrs. I. M. Montgomery, L. M. Smith, Cora Wilson; Oscar Decker, of the old John Robinson advance, who brought a picture of two opposition cars hooked together in yards at Kansas City, Mo., in 1920. These cars were from the Robinson and the Foto Shows. Other visitors were Arnold Maley and wife, the latter formerly Esma Wilson. Ed Kelly sent over a picture of the recent wedding of Mr. Maley and Miss Wilson, National CFA president. F. H. Hartless, and George B. Freeman, CFA of Peoria, Ill., and Mr. and Mrs. H. V. Baugh, of Philadelphia, were also among those who visited the Room.

President and Mrs. Frank H. Hartless are leaving Chicago on January 2 for San Antonio, Tex., where they will remain for three weeks or more. We are in receipt of many beautiful and novel Christmas cards from circus folks and CFA members.

The Old Town Tap Room of Hotel Sherman, Chicago, was the scene of one of the most interesting and well-attended meetings of the local John L. Davenport CFA Tent, evening of December 20. Talks were made by Klara Knecht, Clint Finney, Harry Burt; "Happy" Meininger, once on the 101 Ranch Show; Frank Hartless; Editor John Shepard, of The White Tops; Harry Atwell, Mrs. F. H. Hartless, Mr. and Mrs. John Madison, Chairman Bill Sneed, Edw. Shanks, Mr. and Mrs. Robert Hartless and A. J. Meininger Jr.

"Royal Decree" March  
On Ironmaster Program

CINCINNATI, O., Dec. 29.—On January 6 the Armo Band, under direction of Frank Simon, will feature on its weekly Ironmaster broadcast the celebrated circus march, *Royal Decree*, by Walter P. English, a great circus bandmaster of other days. This march, so rich with the color and pageantry of circus life, was dedicated by English to his friend, Karl King. Program will be broadcast over the Red Network of the National Broadcasting Company at 6:30 p.m., Eastern Standard Time—5:30 Central Time.

Tent Show for McKay, Brad

HOT SPRINGS, Ark., Dec. 29.—O. W. McKay and Fred Brad are planning on opening a tent show in Texas in February and make one-night stands. Show will be transported on two new Chevrolet trucks. McKay recently purchased a top, 50 by 80, a dramatic end. Show will be framed at Okmulgee, Okla.; carry 10 people and a free act, Guy Blackburn, in his "Whirl of Death," working 42 feet in the air. W. O. Marris will be general agent. Brad is in the East, purchasing a callope and equipment. Last season McKay was legal adjuster with Seal Bros. Circus and Brad also was connected with circus.

Stanley Reed To Direct

MECHANICVILLE, N. Y., Dec. 29.—Under personal direction of Stanley Reed, the Elks' Lodge will sponsor an indoor circus January 3-5 in the Elks' Auditorium. Feature act will be Capt. William Schulz's animal turn.

Sixth Consecutive Time  
For Wirth at Hartford

HARTFORD, Conn., Dec. 29.—William Dresser, incoming Potentate of Sphinx Shrine Temple, awarded the contract for the sixth consecutive time to Frank Wirth to present his circus at the annual indoor circus to be held in the Armory week of April 1. Fred Williams was appointed general chairman.

Wirth was present at the meeting of the committee and he stated that he would bring to Hartford practically the same show he had at Birmingham for Zamora Shrine. Offices have already been opened at the Bond Hotel and Edgar Wallace is in charge of the program. Fletcher Smith will handle the publicity.

Circus Men in Chicago

CHICAGO, Dec. 29.—A number of well-known circus men visited Chicago during the Christmas holiday season, most of them stopping for a day or two on their way to other destinations.

Eddie Vaughn, of the Ringling-Barnum Circus, stopped for a day on his way to St. Louis to spend Christmas at home and attend to some business in connection with the show.

F. J. Clauson and Theo Forstall were here for a couple of days, then departed for New York to spend Christmas.

Harry Bert, spending the winter in Chicago, took a trip to Iowa over Christmas.

Floyd King has been in and out of town.

Second for Canton Shrine

CANTON, O., Dec. 29.—The week of January 21 has been fixed for the second annual Shrine Trumdrum Circus at the City Auditorium here. Due to the ban on Ringling-contracted acts for indoor shows, Orrin Davenport is assembling a bill of independent acts for the local organization's second indoor circus venture. Davenport's show here last winter included many of the major Ringling acts in addition to several regular features of the Hagenbeck-Wallace Circus.

White Elephants

CINCINNATI, Dec. 29.—The following, captioned *White Elephants*, recently appeared in *The Washington* (D. C.) Post: "The budgetary clock has struck 12 for royalty and retrenchment is in order. King Boris of Bulgaria announces that he wants to sell an elephant. The pachyderm is one of three left him by (See WHITE ELEPHANTS on page 47)



Circus Saints and Sinners Club

For the Troupers—and a Home

John Simpson, Chicago CSSCA-er, tells a very interesting story. It seems last summer, while in London, he was seated in the famous John Simpson (no relation) restaurant when Bob Ripley walked in. Simpson scribbled a little note to Bob in which he stated: "Believe it or not, my name is John Simpson; we meet in Simpson's restaurant, and I met you in the Dexter Fellows Tent, Circus Saints and Sinners' Club, in New York City." Bob smiled and a friendly conversation ensued.

From all we can learn the first fully organized meeting of the Chicago Tent held at the Blackstone Hotel was a wow. The menu was printed on a deep-red paper and the various dishes were named after prominent men who were present. We have seen a picture of this gathering and a sturdier lot we have never seen grouped together. Thorne Donnelley, in answer to a telegram from the Dexter Fellows Tent, reading "The show must go on," emphatically replied for the Chicago Tent, "The show will go on."

The Gotham Hotel, the Circus Room in the Cumberland Hotel and Buddy Hutchinson's were the holiday rendezvous for circus folks and CSSCA-ers who were in town. Holiday greetings were exchanged. There were representatives from Pennsylvania, West Virginia and Virginia. Viv Redford was on to investigate the night life of the oyster.

Al Sleikey, CSSCA, with his usual liberality, is building for the Dexter Fellows Tent a circusy looking rack for the

Free Xmas Show  
For Paris Waifs

PARIS, Dec. 24.—Three thousand children of Paris whose parents are on the unemployment lists were treated to a free morning performance at the Cirque d'Hiwer and a visit to the big circus menagerie yesterday. Treat, which included distribution of gifts, was sponsored by the "Caves Vini-Frix," local chain-store firm.

Galleries Lafayette, big Paris department store, has a very realistic window display depicting the front and ballyhoo of a typical French tent circus, with "automat" band, clowns and performers doing their stuff in front of the ticket office. Loudspeaker furnishes real circus melodies. Excellent propaganda for the three circuses which are running in Paris this winter.

Another Week Added  
To Indoor Season

GRAND RAPIDS, Mich., Dec. 29.—Addition of another week to the projected indoor circus season for Shrine and Masonic orders has been learned here. The season will open in Canton, O., January 21, and acts will move as a unit to Grand Rapids, to Detroit and to Cleveland. Canton was added within the last two weeks. Orrin Davenport completing arrangements to stage the circus there under auspices of the Shrine.

Tentative program for the Grand Rapids show was disclosed here this week by Clayton Hoffman, general chairman, on his return from Rochester, Ind., where he consulted with Jess Adkins and officials of Indiana Circus Corporation, thru which acts are being booked. A two-hour show will be given here, with talent the most costly of any indoor circus attempted by fraternal orders in years.

Among acts tentatively lined up are: Jorgen M. Christiansen's Liberty horses; five elephants; Cole Bros.' seals; Burt Doss flying troupe (five); Picchiani Troupe, acrobats; Aerial Solts; Edward Sisters, aerialists; Albert Powell, acro trapeze, and several others. Among clowns assured will be Shipley, Barrett, Rademaker, Hardig and Kelly. Eddie Woelckner, of E-W, will direct the band, a special organization to be assembled locally for the occasion. Davenport will be equestrian director.

The Detroit Shrine will triple the number of acts when show moves into the Motor City, and the enlarged circus will play Cleveland intact, it is indicated. An opening spec is being arranged.

GOOD USED  
EXHIBIT



TENT For Sale  
36x160 Gable End, Canopy Style, Ridge off center, roped fourth on gable, third on middles. Top made in 5 pieces, 10-oz. double-filled Khaki Buck. GOOD CONDITION. Top only \$850.00  
Write for our list of Used Tents.

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MINSTREL  
MUSICAL COMEDY

AND ALL OTHER  
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alds, etc.

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(Opposite Cincinnati, O.)

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WANT FOR COMING SEASON  
Circus Acts, Musicians, Combination Billers-Track Drivers, versatile Whiteface-Clowns. WANT Act to feature, prefer Lion Act. WILL BUY Air or Steam Calliope, Grand Stand and Chairs. Will buy separate. FOR SALE—70' Round Top, white, trimmed with red, 8 3/4" Middlepieces, 3 1/2" Wall, like new, 38280, 80230. Acts and Musicians when writing state lowest for long season. We pay all after joining. Address WM. WETZLOW, Kay Bros. Circus, 2640 S. W. 25th Lane, Miami, Fla.

TIGHTS  
ALBERTS CO., 446 W. 42d St., New York City.

WIRE WALKER WANTED  
Must be fast, also Acrobat that can catch. BOB AVALON, 4882 Fernwood Ave., Detroit, Mich.

Los Angeles Brevities

LOS ANGELES, Dec. 29.—It was a happy holiday season for troupers, everyone doing something for someone. S. L. Cronin and William Denny, besides giving a fine Christmas dinner to the winter-quarter folks, did not forget the Jungle Imps about 40 in number, who have a small circus employee colony near Baldwin Park. Herman Walther was chef.

Mr. and Mrs. S. L. Cronin entertained friends at home in San Marino. The crew at Tom Mix winter quarters was treated to a turkey dinner. George Tipton entertained all who came to his home in Venice, and the William Denny's followed usual custom, open house to troupers. Their big affair comes De- (See LOS ANGELES on page 41)

We wish everybody, everywhere, a Very Happy, Prosperous and Healthful New Year.  
P. P. FITZER,  
National Secretary.



## Under the Marquee

By CIRCUS SOLLY

**AERIAL LAZELLAS** are playing night clubs on their way south.

**J. C. ADMIRE** recently visited the Seils-Sterling quarters at Mt. Vernon, Mo.

**AL HATCH**, with his dogs, was at the Boston Store in Columbus, O., for the holiday season.

**THE LEDGETTS** (Fred and Irene) are at Peru, Ind., stopping at the Waters Hotel.

**DARE-DEVIL JACK LOVE** spent Christmas at home in Jackson, Miss., with his sisters.

**BILLY AND CONCHA PAPE** are now with *Girls in Cellophane*, musical unit managed by Billy Wade.

**JACK HALL** postcards that he expects to be with the big tops again the coming season.

**PETE MARDO**, clown, was at the M. O'Neil Company store in Akron, O., Christmas week.

**HENRY BARTH** is confined to bed at the Raleigh Hotel, Chicago. Al Oakes, press agent, and Harry Winslow recently paid him a visit.

**PREACHER WEST** closed a 36-week season with one of Tol Teeter's units as legal adjuster and handling banners. He is now at his home in Ben Wheeler, Tex.

**CARL (RICH) RICHARDSON**, veteran circus and minstrel drummer, infos from Mobile, Ala., that he will be under a big top the coming season.

**JEFF MURPHREE**, clown, now employed by Standard Chemical Company, Troy, Ala., will again troupe coming season.

**EDDIE KECK**, character clown, after finishing Bob Morton dates, played a week at Rochester, N. Y., for Charles Siegrist.

**DON TAYLOR** is stopping at quarters, Raymond, Ga., with Bill Newton. Doc Young also is there. "Honest Bill" is going to play schools.

**ARTHUR BORELLA** opened at Pantages Theater, Hollywood, Calif., Christmas week, with Art Windecker's Musical Circus.

**SAMUEL E. LYSLE**, circus fan of Pittsburgh, accompanied by his wife and sons, are spending the holiday season at St. Petersburg, Fla.

**FOUR OF THE NELSON** Family had a very successful season, working at A Century of Progress, Chicago. They again are together, playing dates. Robert Nelson joined them.

**HERBERT SWITHEBANK** is at Geselle's Animal Farm, Amsterdam, N. Y., training dogs for Captain Flanders. His wife, Mickey, is working a bird act, owned by Gene Geselle.

**J. R. HARVEY** and wife, old friends of the Walter L. Main family, also Doc Oyer and wife, recently visited the World Museum in Pittsburgh, being operated by Walter L. Main Jr.

**E. E. STAATS** of Staats Bros.' Shows, has been in show business since 1892, when he joined the Barnum & Bailey Circus. Says that he expects to go out this year.

**PAUL GRIMES** recently joined Fisher Bros.' Circus, doing comedy, straight acrobatics and traps. Danny Gordon left and returned to Philadelphia, due to his father's illness.

**DELBERT GRAHAM** and wife have returned to Saginaw, Mich., from Cuba with their trained chimp, "Andy Calino." They were with the Santos & Artigas Circus.

A CIRCUS was presented at Civic Auditorium, Winnipeg, Can., December 24-January 1, under direction of Walter Johnson, of the Manitoba Back-to-Land Movement Association.

**JOHN DELMAR** was at a St. Louis department store during the holiday season and will be in that city until spring, when he will troupe again. Was with Russell Bros.' Circus last season.

**JOE END**, who staged the Shrine Circus at Macon, Ga., recently, has contracted with Ben T. Watkins, chief of police, to stage a Police Follies Revue on February 4.

**RENO MCCREE** is working at Long Beach Inn, Long Beach, Fla., for the winter. He was with Gorman Bros.' Circus the past season. He hurt his knee while on that show and says that he never will ride bareback again.

**PAUL M. LEWIS**, of Lewis Bros.' Circus, announces that he has closed negotiations with C. S. Primros, of Chicago, to function as general agent for the coming season. He has had wide experience as agent in the tented field.

**DAVE LEWIS**, located in Paris, has been with the American Consular Service in England and France for more than a decade. About 40 years ago he made plenty of "dough" with his brass band rube shows.

**EARLE C. BRANCH** is spending the winter in his old home town, New London, Conn., talking "shop" with his boyhood pal, Manuel (Manny) Andrews, clown. Branch has been with Eddie Woekener's Band for seven seasons.

**GRACE KATZ**, whose circus has been playing in Kaufmann's department store in Pittsburgh for the last two

months, took her show to the Crippled Children's Home in that city on Christmas Day for a free performance.

**ARCHIE ROYER** recently broadcast over the National B. C. Station WAMQ with Tony Wons. Their program was "The Old-Time Circus Clown." Royer is arranging a program, "The Circus Comes to Town," to be broadcast later. He is busy getting his circus and vaudeville scrapbook ready for the press.

**B. D. LINDLEY**, en route to Terre Haute, Ind., stopped off in St. Louis, called at *The Billboard* and visited the clowns working in stores in the Mound City. He delivered several pictures of the boys taken the past season. Says that Jimmy McCoy and Horace Laird left December 24 for Philadelphia, via bus.

**C. D. LUDWIG**, general agent for Barnett Bros.' Circus, spent a few days in Jacksonville, Fla., recuperating from a slight attack of throat trouble and renewing acquaintances with Al Gates, former showman, and Halle Cohen. Ludwig expects to close with the show early this month, after which he will take a much-needed rest at Cedartown, Ga.

**KING BAILE** closed with World's Fair Freaks Museum in Milwaukee as manager and will join Al C. Beck and Lindemann Bros. January 4 in Springfield, Mo., with their traveling museum. Mario and Mario, Australian knife throwers, will also be with museum. Baile spent

time at the National Zoological Park at Washington; Harry A. Allen and Melvin D. Hildreth, Circus Fans.

**ALL THREE** of the Paris circuses, Cirque Medrano, Cirque d'Hiver and Cirque Amar, put on new programs for the holiday weeks. The Flying Cancellios have been booked for a return date at the Cirque d'Hiver in February. Albert Powell, American trapeze performer, is featured at the Casino Municipal in Cannes. Con Coliccano is at the Scala in Berlin; Circus Karl Strassburger is at Essen, Germany.

**THE SAWDUST RING**, official organ of the Circus Fans' Association of Great Britain, with headquarters at London, has a very interesting Christmas number. The issue is 7 by 9 1/2 inches, has 52 pages and the cover page is done in colors, showing a clown, lions and a riding act. The number has 9 1/2 pages of advertising and carries a number of articles, also illustrations. Courtney Ryley Cooper and Karl K. Knecht have stories in it.

**AL SALVAIL** and wife, the "White Mahatma," who have been working thru Canada the past season playing carnivals, fairs and celebrations, are wintering in Montreal. Al is now doing his Punch act in toyland of a department store. States that next season he intends to return to his old love, the circus. For more than 40 years the Salvails have been connected with circus side shows. Al as manager and his wife, Muriel, assisting and working in acts.

## Lewis Folks Enjoy Christmas at Quarters

**JACKSON, Mich., Dec. 29.**—Christmas was a day of joy at the Lewis Bros.' Circus farm at Springport, 18 miles from here, where the office headquarters of the show are located. A turkey dinner with all the trimmings was served to the 20 men who were retained for the quarters when the show closed its season. Every man was presented with a useful present by the boss, and Mrs. Mae Lewis had baked a fruit cake to top off the dinner.

The circus farm has 10 acres of ground with plenty of heated barns to take good care of the 30 head of ring stock, lions, bears, elephant, monkeys, dogs and other animals belonging to the show. Immediately after New Year's the breaking of new animal acts will be started. The big residence house on the farm makes splendid quarters for the sleeping rooms and the messroom for the men. Their number will be increased shortly as the entire motorized equipment will be overhauled.

While the executive staff of the show will be probably the same as last season, many new faces will be seen this year. Several standard circus acts are already under contract. A new big top of the same size as used last season has been ordered and at least three new trucks will be added to the fleet. A number of indoor winter dates will be played before the show opens its outdoor season late in April.

During the afternoon of Christmas Day a wreath was placed by a delegation of the quarters' employees on the grave of Joe Murray, late animal trainer of the show, who died in December and found his last resting place in the Springport Cemetery, in close proximity of the circus farm and the animals he so dearly loved.

## Layoff for Burns Show Christmas Week

**KLAMATH FALLS, Ore., Dec. 29.**—The Burns Bros. Circus after playing six weeks of good business in Idaho, Utah and Washington laid off here for the holidays and will open here January 2 at the Fairgrounds Exhibit Building. Will be under the Legion.

E. Carlyle is handling business management of show and W. T. Jessup has charge of the advance and promoters. Jack Barney, Jack Franey, Oliver Reed and Loren Williams are working on promotions here.

Among acts spending Christmas here were the Letourneau Family, Hood Family, Henery Trio, Flying Caponeses, Fred Burns and wife, Hariss Family, the Melroses and Harry Schell and his six-piece band.

The show is booked for January and part of February in California. Jessup left after Christmas for Oakland to close a big date there.

## A Tribute to Ollie Webb

By FRANK (DOC) STUART

Today (December 19) I received a telegram. It came early this morning and was read to me over the telephone. "Message from Carl T. Hathaway, of Ringling Bros. and Barnum & Bailey Combined Circus." Ah, I knew what its contents were. It was from the gang—my best loved club, the Club Webb. Each Christmas something would come filled full with yuletide greetings which they meant. I was thrilled and delighted. "Read it," I instructed. The operator paused. Why the pause, I wondered. Then she repeated the message: "Ollie Webb died suddenly last night. Am on my way there." I was stunned and I know that Carl Hathaway shed honest tears when he wrote that copy. Yes, Ollie has gone to join his idols, the Ringling Bros., who have preceded him. Surely the Supreme Organizer must be framing a gigantic circus in heaven. To assist He had P. T. Barnum, James A. Bailey, Adam Forepaugh, Buffalo Bill and a host of others and only a short few weeks ago He posted a call for George Meighan, master performer of the past ages, but now He needed a man of experience and character to run His cookhouse. So he called Ollie. What handshaking and backslapping is taking place at this very moment! Those circus folk who have passed on ahead of us knew Ollie. He fed them well an earth and they came to him during his brief stay here for advice and consolation.

It mattered not to Ollie whom he befriended, be they seasoned troupers or "first-of-May beginners." Not only do circus people mourn his demise, but thousands of rank outsiders as well—and we who were close to him loved him. Only two months ago I was present when his employer put his hand on Ollie's shoulder and said: "You can have anything you wish for the Ringling-Barnum cookhouse next year," and he meant it.

We, the pals of Ollie Webb, will sincerely miss him and probably there will be another circus steward to take his place, but we doubt it. Some day we hope to join you, Ollie, and if the Great Organizer has you in charge of the cookhouse heaven will be heaven indeed.

**GEORGE ENGESSER**, owner of Schell Bros.' Circus, gives a special matinee every Sunday in his Houston, Tex., winter quarters. Admission, 10 cents for adults; 5 cents for children. His winter place is another zoo in that city.

**THE ORIGINAL Minnie Fisher**, former iron-jaw performer, has been living in Los Angeles the last 10 years. A year ago she was elected mother of the Ladies' Auxiliary of the Pacific Coast Showmen's Association. She has been a weekly buyer of *The Billboard*.

**M. L. BAKER**, wife and daughter, June, are still at Crouse, N. C. Baker expects to be out again next season. Eddie Woods and Brigham Young, past season with Cole & Rogers, visited them recently. They are on advance of Tiger Bill's (Leo Snyder) circus unit.

**BOB EGBERT** states that Clinton Booth, clown cop, worked his advertising stunt in Alexandria, La., for Budweiser beer during the holidays and that he will play theaters in Louisiana and Texas. Was with Star Bros.' Circus last season.

**CHARLES KYLE**, of Kyle Producing Company, states that he received word from Commander Tutty of American Le-

the holidays at home in Muskegon Heights, Mich., where his boy, Billy, is attending high school.

**THE WHITE TOPS**, official organ of the Circus Fans' Association, has published a very nice Christmas number. It contains 28 pages and on the title page is a dandy cartoon, showing "prominents" in the circus field, done by Karl K. Knecht. It carries a number of advertisements and illustrations. Walter C. Scholl, Col. C. G. Sturtevant and Wilbur Hall have articles in it.

**ATTORNEY JOHN C. GRAHAM**, of Pittsburgh, having recently developed a five-foot vein of coal at his coal property, Sligo, Pa., will donate a few thousand tons of coal this winter on condition that the actual cost of mining the coal, \$1.50 per ton, must be paid to the miners at the tipple. He steered a few circuses thru their troubles in that State the past season.

**PHIL WIRTH'S** International Circus unit recently played to great business at Hippodrome Theater, Baltimore. Featured were Bombay, Bernard's elephants, Welby Cooke, Hazel Williams, Nellie Dutton and her affiliated circus acts, including camel and riding number. Entire unit played for the Hershey employees at Hershey, Pa., on Christmas Day, following with a week's engagement at Loew's Fox, Brooklyn. Visitors at Baltimore included Doctor William



**The Corral**

By Rowdy Waddy

NINETEEN THIRTY-FOUR was a good year for rodeos, and indications are that 1935 will augment the scoring.

MADGE BAILEY, widow of the late Buck Bailey, is back in Akron, O., visiting there for a part of the winter.

MONTE REGHR, down Oklahoma way, has been issuing novelty "Howdy" cards in behalf of his longhorn steer, Bobby.

OKLAHOMA JACK had a cowboy outfits concession at a department store in San Bernardino, Calif., for the Christmas trade, and report has it that he had gratifying business.

JACK KNIGHT is sort of "chesty" these days—justifiably—the missus presented him with a six-pound son recently at Cleveland. Jack is working on a winter rodeo (contest) to be staged at some city in February.

HARRY F. BUTLER, who managed the Custer County Rodeo at Broken Bow, Neb., for five years and managed the New Harmony (Ind.) Rodeo, starting with last season, may go into this business on a larger scale, handling rodeos in various parts of the country.

EDWARD PAQUETTE, rider in Jack King's Indoor Rodeo, was injured when he was thrown from his horse at the Hempstead (L. I., N. Y.) Armory. Paquette, who makes his home in Woonsocket, R. I., was removed to the Nassau County Hospital.

PENDLETON, Ore.—Upward of \$1,500 in SERA money will be used by the Pendleton Roundup Association to strengthen the stands and improve the grounds at the arena. The association will spend another \$1,500 for materials. All directors of the association were elected at a recent meeting.

DESPITE that she was born in the late '80s, Mrs. J. W. Hopkins (Edna Gardner Hopkins), San Antonio, Tex., still looks wonderful. Oldtimers will recall that Edna in the '90s was known as the "Girl From the Western Plains." And she veritably loves to talk of "those days."

FRANK MARSHALL, publicity agent, recently arrived at Tucson, Ariz., to handle advance arrangements for La Fiesta de los Vaqueros, which will open February 22. Johnny Mullens, director, is expected to arrive soon. Marshall and Mullens have been dickering with Mexican authorities for a rodeo in Mexico City to follow the Tucson event.

FOG HORN CLANCY and his son, Pat, and daughter, Helen, have been playing theaters and night clubs thru North and South Carolina, with Fog Horn handling an occasional auction sale, since closing their rodeo season. Clancy rented an apartment in Savannah, Ga., where he and the younger Clancys have spent the holidays. They probably will go to Florida.

WORD FROM Augusta, Ga., recently was that Jack Rinehart's Wild West and Hippodrome was presenting acts between dog races at the Stadium there, Jackie and Ollie Rinehart were going over big with their riding acts. These youngsters are slated for a tour of theaters thru North and South Carolina after New Year's. Charley and Jewell Poplin were home from Downie Bros.' Circus and sporting a new house trailer.

LAMAR, S. C. — Oklahoma Ranch Rodeo Company has been playing this State and Georgia and is headed to Florida, under the management of H. W. (Hort) Campbell and George Barton. A combined circus and Wild West is presented, lasting an hour and 15 minutes. Blondy Ward is chief of cowboys. Also on the roster are Jack Jackson, Frank McFarlin, Poncho Villa, Jack McLoughran, Curly Ward, Ed Caesar, Stack Lee and Mrs. Lee (rifle and pistol shots), Burns Brothers (with their comedy mule), Ross Brothers (trick ropers) and Dale's jumping horses. The circus acts include Aerial Faunts; Mile, Margie, contortionist and acrobat; Eleene, swinging

ladder; George Barton's dogs and ponies, and a three-people riding act with mule and riding mechanic as a comedy finish. Joe Rosetti's Band furnished the music. Eddie Eagan is general agent, Thomas Carson and Louis Lipsky legal adjusters. Elmer Perdue has three concessions, Lester McGee, four, and Mrs. Ward, one concession. The show has been playing three-day stands. Is planned to remain en tour all winter and go north in the spring as an all-Wild West show. The stock includes 15 horses and eight bucking steers. Joe Mendi, chimpanzee, which was the side-show feature under management of Gertrude Davis, left for Florida.

AN INTERESTING 46-page booklet has been issued by the Rodeo Association of America and is being sent out by Secretary Fred S. McCargar, Salinas, Calif. On the front cover is listed the names of officers and directors. Inside are given the points' standing of contestants for 1934 and names of winners in various events for the year; the constitution and by-laws of the association, and points won by contestants at 35 rodeos (and contests under other titles) staged during the year. Incidentally, a bulletin recently issued by Secretary McCargar included the following (in addition to information contained in the booklet) relative to the recent meeting of the RAA at Los Angeles: The following directors were elected for the coming year: Arthur Hebron, Sacramento; L. B. Sylvester, Monte Vista, Colo.; Maxwell McNutt, San Francisco; D. C. Evans, Belle Fourche, S. D.; William G. Haas, Cheyenne, Wyo.; E. L. Richardson, Calgary, Alta., Can.; Tex Austin, Albuquerque, N. M.; J. C. Kinney, Tucson, Ariz.; Dr. Ralph Lovelady, Sidney, Ia. No election of officers was held at the convention, but it was hoped that at a later meeting, possibly at Fort Worth or Denver, officers for 1935 will be elected. At the annual meeting (Los Angeles) the current officers were instructed to carry on.

HOLLYWOOD — Relative to members of the E. K. Fernandez International Rodeo which had seven successful weeks' showing in the Hawaiian Islands: The Jerry McRea's Cowgirls' Band remained to go to the Orient later with Fernandez when he takes his winter show of dancing girls and entertainers there. Harriet Hodgini left the party at San Francisco and took the train to her home at Chicago. Albert Hodgini, who was arena director, with his son, Bert, came on to Hollywood and left by automobile for Chicago, taking their horses in a trailer. The third show before the closing on the Island of Kanai, Paris Williams' horse fell in the mud and Paris suffered a broken right ankle and dislocated shoulder. Ralph Carrington suffered a broken collar bone while bulldogging. Among those returning to Hollywood, Hosea Steelman, assistant to Hodgini; Hank and Dolores Steelman, Paris Williams, Hazel McCart, Jack Williams, Ike Lewin, Ben and Carl Pete, Jack Viasin, Gabriel Soloduhin, Ludmilla Mischenko, Golba Perenty, John Eapthavit, Rick Firini, Jim Hill, Hank Smith, Chester Brooks, Vick Blackstones, George Ward. Among those who went on east: Louis and Tommie Young; Tom Horner and wife, Mildred Mix; Jack and Marie Wolf, Roy Privott; Tex Wilson and wife, Rose; Jack Byrd and wife, Slim Welch, Mr. and Mrs. Shay Carrington and daughter and Ralph Carrington. Margaret Robinson and other side-show acts returned. Firini returned his bucking horses to his ranch at Orcutt, Calif. Wilno, human projectile, remained in Honolulu. The radio singers, Roy Rockwell and Bob Averill, returned to Hollywood. Four weeks ago Pinky Barnoski, Bob Grover, Frank Arahe and John Two Eagles returned to Hollywood. Barnoski and Two Eagles signed for vaudeville appearances.

**Here and There**

WASHINGTON, Dec. 29.—Nagle's Dogs recently played the schoolhouse at Bessemer City, N. C. Millie Long, acrobatic dancer, is busy with her dance studio in Spartanburg, S. C., after a season of 10 fairs.

Abe Goldstein, circus clown, was one of Toyland's greatest attractions at Hearn's department store in New York City.

E. F. Von Plakl, last season contracting agent with Gentry Bros.' Shows, is now ahead of a vaude unit, playing theaters and school auditoriums thru Indiana.

The Aerial Levines (Harry and Charlotte) and Eddie Hunt, with his comedy

mule, were at Snellenberg's department store in Philadelphia during the holiday season.

Bill Trueman and wife, cookhouse owners, are spending the winter near Augusta, Ga.

Harry Blackstone is the owner of two baby African lions purchased recently from a zoo in Pennsylvania.

Mrs. Edith Welby Cooke, member of the Wirth Family of circus riders, herself at one time one of the greatest of bareback riders, is spending the winter at Atlantic City. Her son, Welby Cooke, and his educated horse, Sydney, were recently with the Hippodrome Theater in Baltimore with the Wirth Circus unit.

E. C. Gesele, owner of the animal farm bearing his name near Amsterdam, N. Y., and Gesele's jungle stars, "Movieland's Famous Animal Actors," is recovering from the bites of a huge rhesus monkey that sent him to the hospital for eight weeks and almost caused him the loss of his right arm. All stock, including more than 150 animals, is in quarters at the farm. Ed Flanders is boss animal man and in charge of the zoo; Paul Flanders is working the dog acts, Herb Swithenbank is breaking dogs and ponies, Mrs. Micky Swithenbank is working the bird acts and Mrs. Gesele is busy with her trained chimps.

Little Jerome Harriman, son of the general agent of the same name, is recovering from illness at his grandparents' home in Fort Kent, Me.

REX M. INGHAM.

**White-Top Pickups**

NEW YORK, Dec. 29. — The Frank Wirth Circus has established permanent winter quarters at Hawthorne, N. J. Superintendent Roy Rhodes is building new props and ring curbs.

The writer spent Christmas here at the Cumberland and the Circus Room was the scene of a gathering of numerous showfolks. Burns O'Sullivan welcomed the guests in the absence of Harry Baugh, who spent the day in Philadelphia with his son.

Tom Gorman, who had the Gorman Bros.' Circus on the road last season, will open at the Hippodrome with a picture program. His circus is quartered at Paterson and he is figuring on opening in Jersey City in April.

Al Corbett, who had the cookhouse on Gorman Bros.' Circus, is manager of a unit which is playing New England. It is the *Watch Your Step* musical comedy cut down to 60 minutes.

E. J. McKnight, of Gardner, Mass., Circus Fan, will put on the road next season a one-night tab outfit. It will play New England most of the summer. Show will carry a band and orchestra and about 60 people, with five men in advance.

No circus man went hungry Christmas, for Circus Fan McDonough, who has a restaurant at 140 Liberty street, invited everyone, whether broke or not, to eat Christmas dinner with him. Notice was posted in the Circus Room of the Cumberland and Mac certainly made good.

F. W. Hanlon, office manager for Frank Wirth's Circus, with his wife, Polly, motored from Birmingham to Bangor, Me., to spend Christmas with his parents. He will return to New York after the holidays. James Wall, who had the wagon at the indoor circus at Birmingham, accompanied them as far as Boston, where he spent Christmas with his family.

Frank Wirth has bookings that will keep him busy with his indoor circus till well into the summer. In June he will open under canvas in Pennsylvania.

Billy Walsh was in Birmingham with the Frank Wirth Circus in charge of distribution of school children's tickets. He will spend the winter in the South, going from Birmingham to Denison, Tex., where he expects to dispose of several pieces of property he owns there.

Bob Thatcher, who was with Downie Bros. and Barnett Bros. shows last summer, will spend the layoff with the Barnett Circus at York, S. C.

"Doc" Richards was seen on West 47th street last week. He recently closed with Jimmie Heron's show.

FLETCHER SMITH.

**LOS ANGELES**

(Continued from page 39)

December 31, their annual New Year's party.

Mel Smith is handling the Hanneford Family for special events, and don't be surprised if one notes a new motorized circus with the Hannefords and the Clarks heading it. Theo Forstall left for the old home in Jersey and New York.

Mr. and Mrs. Sam Dill at downtown

**Peeping In  
On the Performers' Club  
of America**  
By BERT CLINTON

CHICAGO, Dec. 29.—The Performers' Club Christmas party and dinner, held at the club for members and their families December 25, was well attended. The following were present: Mr. and Mrs. Bert Clinton, Toby Wells, Col. and Mrs. P. J. Owens, Louise Rollo, Harry Coddington, Joe Madben and father, Chris Cornalis, Jack Hallen, Grace Darling, Miss Mueller, George Mueller, W. Charles Mueller, Mr. and Mrs. Hugh Griffiths, James DeVole, James Yamamoto, Pearl Darling, Mr. and Mrs. Herbert Beeson, Mrs. Wenzel, George Wellborn, Carrie Sherwood, Dan Robey, Alice Gross, Philip Bonta, Eldon Young, Al Bishop, Walter Kant, Ann Young, Art Attila, Eddy Swetick, George Rollo, Floyd Nelson and family and Theresa Beeman.

Chaplain Col. Owens offered a blessing, and the members present enjoyed a fine dinner prepared by the chairman of the dinner committee, "Slat" Beeson, assisted by Jimmy Yamamoto, Pearl Darling, Al Bishop, Mrs. Beeson, Opal Griffiths and Walter Kant.

Secretary Bert Clinton wishes to thank all of his friends for many favors they have extended him and wishes a Happy New Year for the staff of *The Billboard*.

The following applicants were accepted to membership at the last meeting: Faye and Barnum Smiletta, Ed Kinschield, Frank Perry, Jean Clayton and Vic Heras.

Howard Martin and Eddie Mack stopped over for a few days on their way to the Coast.

Marlo and LeeFors are playing on the West Coast, with their high act.

Robinson and Loween are on tour after closing a 23-week engagement at the Bismarck Hotel. Yvonne and Vernon are playing in night clubs of San Antonio, Tex. Johnny Dixson and his family are visiting relatives in Galveston, Tex.

The Great Florescue is rehearsing a new act that soon will be presented in vaudeville. Charles Riggs and Joe Koehner are playing vaude dates in and around Detroit.

The Stalac Trio are playing vaudeville houses in and around Chicago. Noly Tate is doing a new act with Marie Stuart, Primo Velly and George LaSalle are playing vaudeville dates in and around Chicago.

Pete Adair, of the Three Cheers, visited with his family in Clinton, Ia., during the holidays. Ben Beno is spending the winter in Atlanta.

hotel. Sam for a few days was in hospital. Shows much improvement. Turner Thomassen had a fine holiday season with mission packs. Jack Grimes did the honors for Hotel Cecil sojourners. Incidentally, Jack is to be with the Barnes Show in publicity department.

Report is that the Barnes Circus will feature a European riding act of 17 people. Mabel Stark getting ready with her tiger act. There are 27 elephants at the Barnes quarters. Mrs. Capt. (Terrell) Jacobs, injured on the Barnes Circus, is rapidly recovering.

Joe Belovockey has the student seals, recently brought from Santa Barbara, breaking into a routine. Johnny Agee noted in Hollywood. Says spending restful time at the ranch. He will again be equestrian director on the Mix show. In writing of closing of the show, by a misplaced comma it was stated erroneously that Shorty Knapp stated Hank Linton would be cast in Tom Mix picture. This information did not come from Knapp.

**Something Fishy  
In Show Receipts**

CINCINNATI, Dec. 29.—The Seattle Post-Intelligencer recently carried the following I. N. S. dispatch from Copenhagen: "The manager of a circus was forced to accept codfish instead of money in return for entrance tickets. At one village, when he had put up his tents, he learned that there was a shortage of ready money. He decided to allow the audience to pay in kind, and the box office accepted codfish for tickets."

"The only difficulty arose when one of the audience arrived with a seal and asked for change. The manager sold his 'takings' to a wholesale market."

# SAVIN ROCK HAS FIRE LOSS

## Blaze Deals Out \$35,000 Damage

Noah's Ark and three-story building destroyed—origin pronounced incendiary

WEST HAVEN, Conn., Dec. 29.—Noah's Ark, one of the most familiar buildings in Savin Rock Amusement Park, was destroyed by fire last week.

Authorities who conducted an investigation as to origin of the fire, which also ruined an adjoining three-story house, declared the blaze was of incendiary origin. Damage sustained in razing of the Ark and its wooden effigies, which was owned by the Noah's Ark Company and the Wilcox Company, of which Frank Smith is president, is placed at \$30,000, while damage to the three-story building is estimated at \$5,000.

Both buildings are partly covered by insurance.



HARRY C. VOLK, who has just completed his eighth season as director of publicity for Atlantic City Steel Pier. His complete department has a personnel of 46 to cover the outdoor field as well as matter for many publications.

## Brown Remains at Buckeye

NEWARK, O., Dec. 29.—A. M. Brown, manager of Buckeye Lake Park here, is continuing at his post thruout the winter, having been in charge of the Winter Gardens, dine and dance spot in the park, since regular season closing in October. Special events at the dansant were run thru the holiday season. Mr. Brown plans to stay on at the park indefinitely and will shortly announce plans for the 1935 season. Altho extensive improvements were made last spring more construction is planned for next year.

## Idora Pavilion Winterized

YOUNGSTOWN, O., Dec. 29.—Pavillon Moderne in Idora Park, which since last September has been the scene of a "Race of Nations," will inaugurate a winter season of dancing New Year's Eve. The big pavilion last fall was remodeled for winter use for the first time and a heating plant installed. Policy will be social plan and extent of nightly operations has not yet been determined.

## FERA Grant Aids Tuscora

NEW PHILADELPHIA, O., Dec. 29.—Tuscora Park, one of the few municipally owned amusement parks in the Midwest, will undergo transformation as a result of an FERA grant of \$10,700. The money will be spent to renovate several features and add new equipment to the midway. Work will be started soon after January 1.

## R. H. Jones Heads Mackinaw

CONGERVILLE, Ill., Dec. 29.—Reese H. Jones, who has succeeded his brother, Lawrence, as manager of Mackinaw Dells Amusement Park, between Peoria and Bloomington, is planning new features for the spot next season. The roller skating rink is being operated as the only winter activity.

## France Has 137 Swim Pools

PARIS, Dec. 24.—Census of bathing establishments in France reveals that there are only 137 swimming pools in the country. Out of 90 departments (States) 47 have no swimming pools. Paris leads with 14 in the city and five pools in the suburbs.

LAKELAND, Fla.—Forty years ago last Fourth of July Floyd Bernard, who has his winter home here, played the old Prospect Heights Park, Peoria, Ill. Later he was with Ringling Bros., John Robinson, Campbell Bros., Walter L. Main and other circuses. He now has the act known as Merrill Brothers and Sister.

## Set Up Plans for New Device Org; To Revise Constitution

Executive committee drafts new constitution and is awaiting ratification at membership meeting on January 15—new name may be Amusement Mfrs.-Dealers' Assn.

NEW YORK, Dec. 29.—The executive committee of the Manufacturers and Dealers' Section, presently a division of the National Association of Amusement Parks, Pools and Beaches, has been busy since the convention in Toronto in drafting plans for a new organization as authorized at the conclave. President Maurice Plesien submitted proposed changes and amendments to the constitution and by-laws of the section at a meeting held in the office of Secretary R. S. Uzzell a few days ago, and after two hours of discussion, in which changes and additions were made, the whole was redrafted and sent to the general roster of members and other interested sources for their approval and recommendations.

## Moller Foresees Big 1935 Season

TAYLOR, Tex., Dec. 29.—Harry L. Moller, manager of Sandy Beach Park, Russells Point, O., who is sojourning here, is planning for a big season at the Buckeye State spot on Indian Lake. He reports a good 1934 season and declares that for coming one should be the biggest for amusement parks in a number of years.

He has already done considerable booking and will play many attractions next summer, he said. A feature he has in mind is an Indian Village, as the park setting is rich in lore of the early Americans. He plans to return about the middle of February to take charge of much remodeling and decorating, as a transformation in the park is planned.

Minnewawa dance pavilion will open on Easter Sunday for week-end activities and the regular park season will be from Decoration Day until Labor Day.

## Park Set for Paris Suburb

PARIS, Dec. 24.—Rides and attractions are being lined up for a new amusement park to be opened next spring a short distance outside Paris on banks of the Marne River. A bathing beach, already installed, will be a feature.

## Dufours Touring in Europe

PARIS, Dec. 24.—Mr. and Mrs. Lew Dufour, widely known American show-folks, after several days in Paris left for Switzerland, Italy and the south of France. They are vacationing and looking over the amusement field.

## Rivalry of Municipals Can Be Met With a Superior Service—Potter

Address prepared by Charles H. Potter, secretary of the Pool Owners' Association of New York and of Miramar Pool, New York City, and delivered by Herbert F. O'Malley, director of Playland, Rye, N. Y. (which is operated by Westchester Park Commission), at the convention of the National Association of Amusement Parks, Pools and Beaches in the Royal York Hotel, Toronto, on November 26. Mr. Potter is a member of the association's Code Protection Committee.

(Continued from last week)

During the good times of a few years back, and it was then that most modern pools were born, we took too much for granted. We allowed ourselves to get into a condition of apathy, and how easy it is to get in that state when times are good and everything running smoothly. We overlooked many essential details so vital to the successful operation of any business. In other words, we have not been keeping in step with the trend of the ever-changing times, but we have much company, make no mistake about that. There are some exceptions within my knowledge, and these people are not now worrying about municipal or any other kind of competition. It is my belief that from this time on it means the "survival of the fittest."

What can we do to improve our business and operate a better place than the municipalities? As applying to pools it means that the condition of the water is of primary importance, for water is the stock in trade and is practically the whole show in many cases. In modern pools, with adequate equipment such as is available today, and with proper supervision on the part of the operator in charge, the water can be maintained at par both as to clarity and sterilization. However, this does mean very strict supervision on the part of the operator and he should know his job.

The water in swimming pools during

the period of operation should at all times be in such a state of perfection that the management need not be afraid to invite the public, the press or anyone at any time to have samples taken and analyzed by any reputable laboratory.

It is very doubtful if municipal pools will ever knowingly permit of such tests. Nearly every year we hear of city-owned and operated pools being closed by the authorities by reason of contaminated water. Next in importance, and this applies to beaches as well as pools, is the cleanliness and sanitary condition of the entire premises; the bathroom proper, the dressing rooms, lockers, toilets and pool walks should be kept as clean and as free from the accumulation of rubbish, papers, etc., as is humanly possible. Not clean on opening in the morning, but all the time, morning, noon and night. As an instance, what is more uninviting to a patron than when, out for a day's outing, on opening a locker or dressing room, finds the remains of the previous occupant's lunch—decayed fruit perhaps, covered with flies.

Courtesy to patrons on the part of all employees should be expected and demanded. Foul, rough or indecent language should not be tolerated. Every patron should be considered a guest and treated as such.

Business should be built up on a friendly personal-touch basis. A swimming pool is the logical meeting place for friends. It is more or less of a sex proposition. This fraternal spirit should be encouraged. Patrons should go home with the feeling that they had a good time, for a satisfied patron is the very best kind of advertising, but bad news travels fast.

The likes and dislikes of patrons can be learned thru the use of questionnaires. These can be printed on small (See RIVALRY OF on opposite page)

A new name for the organization is under consideration. Among titles suggested are International Amusement Owners and Equipment Association, Manufacturers and Designers of Amusement Equipment, Amusement Equipment and Service Association, National Amusement Equipment Supply Association and Amusement Manufacturers and Dealers' Association. The last named, similar to the old designation, looks like the ultimate choice. It is on the list of preferred names sent to the Secretary of State, along with the constitution and amendments.

Among the important amendments which will be submitted for ratification at the general meeting to be held on January 15 in Secretary Uzzell's office are:

1. The main office of the corporation shall be located in New York City.

2. Objects—To assume, management and operation of conventions with or without exhibits; to sell booths, display space in connection therewith and to provide all necessary equipment, enter into necessary agreements and assume any obligations consistently required to this end.

3. To organize and operate outdoor and indoor shows and exhibitions where the public may be charged admission, where members or non-members may exhibit and operate their devices or equipment.

4. The association shall co-operate with other organizations or associations engaged in outdoor or indoor amusement enterprises.

5. Membership—The membership of this corporation shall consist of classes as follows: (a) Company members, consisting of companies, firms or individuals, manufacturing, building, designing or selling devices or supplies, or furnishing services of any kind whatsoever to amusement parks, pools, beaches, fairs, shows, carnivals or any enterprises connected with the foregoing. Each company member shall be entitled to one vote which shall be cast by its properly accredited delegate, and its representative shall be entitled to hold office in this corporation.

(b) Individual members, consisting of individuals who are officers or employees of member companies and not its accredited representatives and other persons, who, in the opinion of the executive committee, have had experience of such nature as to render desirable their connection with this association. Each individual member shall be entitled to one vote and to hold office in this corporation.

6. Management — (a) The entire charge and management of the affairs of this association shall be vested in an executive committee, which shall consist of the officers of this corporation and the board of directors of nine members.

(b) The board of directors shall be elected to serve for a period of one year.

In analyzing the proposed amendments, it is evident that the New Deal spirit has had its expression in the way of making the new organization more elastic and more democratic. Number 2 ranks as a complete break with the old order, since it provides that the manufacturers, designers, equipment, dealers and service

(See SET UP PLANS on page 47)

# NAAPPB

## Manufacturers and Dealers' Section

By R. S. UZZELL

When the constitution and by-laws of the Manufacturers' Section were formed we had to anticipate the uses to which they would be put. Now in the light of 10 years' experience we are revising them to meet the requirements of today.

Your executive committee met as planned in the office of the secretary on December 21 to go over the first draft of the revision. New paragraphs, phrases and words were added while others were eliminated, all of which should make an elastic document which will cover the needs of a new day.

The name is changed to more nearly indicate the scope of our work and the sources from which we shall draw our membership. The latitude now given by our constitution will permit anyone selling goods, devices or services to amusement parks, pools, beaches, fairs, carnivals or any enterprise connected with the foregoing. The name will not be announced until it has been accepted and allowed by the secretary of state at Albany, N. Y., as our official title under which we shall be incorporated.

### Ready for Comeback

A draft of the revised document, together with the notice of meeting for its adoption on January 15 in the office of the secretary, will be mailed to each member before this year closes. It is hoped that a large attendance will give us the benefit of their experience in shaping this document which is to be our guide in assuming graver duties and responsibilities than the old organization has ever known.

We feel that we are less likely to make mistakes if all of our members will come and help us. No executive committee has ever started with this vim and determination which this one manifests. We have had two meetings since coming home from Toronto.

Each one has been attended by our treasurer, Harry C. Baker, who is also president of the NAAPPB. This is linking the organizations together for team work. By such unity we shall make 1935 exhibit a real comeback. None of us are expecting it to happen unless by hard work we make it happen.

### Heat Hardest Blow

The park business in all of the Midwest has never had a harder blow than the drought and hot summer of 1934 gave it—the hottest summer in 60 years. Yet they tell us of signs of optimism. One park lost \$12,000 in 1933. Under new management, in defiance of the drought, it earned net \$2,500 in 1934, a gain of \$14,500 for the dry summer.

This heroic park man tells your author he is confident of a better 1935. Someone tell us the best method of spreading his optimism. He is no idle dreamer but rather a consistent, hard plugger. Were we to put a motto over the entrance of his park it would be "By Constant Toll Shall You Conquer."

We want such men to succeed and mean to encourage him in every way. Should anyone wish him another hot summer, they should be ducked in ice water.

Following the panic of 1893 the late D. S. Humphrey started at scratch and left to us the enviable record so well known. The late George A. Boeckling went into Sandusky, O., unknown and with less than \$300 in money. He left to his successors a plant worth more than \$2,000,000.

The late W. G. Bean started at Blackpool with only pocket money and left the greatest resort in the British Empire. Who can pick their equals today? Is anyone pessimistic enough to say there are none? Have we reached the highest and the best and are now going into decline?

### New One by Mangels

There is no time for such talk and gloom. In Ohio and in Pennsylvania we have men who are on the way and who will be heard from. Which way does your compass point? Remember, it is influenced by your own magnetism. You are not thru unless you yourself admit it.

W. F. Mangels is up and coming again. He is first with a new streamline miniature railway. He is surely progressive and up to date. We predict the

new design will be appreciated and will make a change in miniature railway operation.

His son Freddie is operating the new engine in the advertising. This is quite in order and prophetic, as this son and his younger brother are to be the pilots of the Mangels concern at some future day.

## Seashore Breezes

By WILLIAM H. McMAHON

ATLANTIC CITY, Dec. 29.—Piers, theaters, supper clubs, restaurants and hotels are preparing for a New Year's Eve celebration unequalled since boom days, with reservations on the up and more flesh working than during any midwinter in resort history. Dealers in novelties report bigger demand than in several years.

After a year's absence the cover charge has returned, with beach-front hotels getting \$7.50 per person high and down to \$1. Resort swimming pools plugged big for New Year's Day biz as novelty.

City had little fear of Philly's New Year's parade copping trade, but took no chances and advertised big in near-by towns.

Steel Pier will have units and vaudeville over the entire holiday period. . . . names featured at two avenue houses.

General Manager Copeland announced Earle will continue thru winter.

Strand Theater reopens for remainder of winter, making 12 houses going full tilt. . . . Steel Pier planned to keep open New Year's Eve until 3:30 with vaude, flickers, dancing and floor shows.

Million-Dollar Pier will have sports program following night. . . . Pappy, Zeke, Ezra and Eiton, NBC act, given return to Steel Pier this week.

Vern Tupling, "color" of the Atlantic City Sea Gulls, ice hockey team, at Auditorium this week, made coach of Trades School. . . . Nightly sessions of skating proving popular. . . . Atlantic City's delegation to inaugural of Governor-Elect Hoffman will be second in line. . . . a number local amusement men planning to attend.

## Long Island Patter

By ALFRED FRIEDMAN

FROM ALL AROUND: Nassau County intends to censor amusement rides in the future that are considered too risky.

Hempstead Armory, fixed up a bit, is playing host to small rodes.

Lou (Jamaica Arena) Rose the victim of a holdup. . . . Atho elaborate preparations were made for holiday amusement biz, it wasn't as great as the seers predicted. "Twasn't 'cause folks were journeying into New York City, however. . . . Several Gotham radio stations are playing for Long Island summer biz, planning to run wires into roadside places.

Several hundred employees of the Long Island State Parks were present at a supper-dance held at Fanchard's Inn, Massapequa. Broadway talent entertained guests, which included folks from Jones Beach, Valley Stream State Park, Hempstead Lake Park, Belmont Lake Park, and Sunken Meadow.

Everyone seems to be preparing to launch a suit of some kind in regard to amusement infringements on the Island. . . . Alderman Edward Buhler is going to introduce a bill for the creation of a zoo in Queens County. Sure to draw a storm of protests from indie zoo operators in the territory, as well as adjacent sections.

A. J. Gelst, Rockaway's Playland's big wig and dean of the Island's amusement crowd, is basking in Florida's sunshine.

Ultra-ultra Rockaway Hunt (Polo) Club (Woodmere) is promoting a little of everything during the off-season on its spacious grounds. . . . Jack's Jamaica Tavern opened with Berle and Georgia the top entertainers. . . . Al White, popular Broadway artist, has opened the Chateau at Baldwin.

ROCKAWAY BEACH: Gordon's Kiddie Park completed, all except the rides. Will open on Decoration Day. . . . Ain't heard from Harry Tudor in so long. Where's you, Harry? (Editor's Note: England, no doubt.) . . . Lou Priestly is the new prez of the Seaside Board of Trade. . . . Now the Rockaway Board of Trade is really mad at Park Commish Robert Moses, 'cause he's letting municipally operated parks compete with the Indies in spite of complaints.

Benches on the Boardwalk are drying from the new painting that has been administered. . . . Couple of the sum-

mer places had planned to open for New Year's Eve, but cost of heating, lighting, etc., resulted in change of intentions.

LONG BEACH: Lot of the Long Beach crowd are shooting back from Florida considerably earlier than they expected. At the same time others are leaving here for there. . . . Mayor Morty Gold is a magician of the first magnitude. . . . Winter indoor pools can't be made a paying proposition here. . . . Seven local summer hotel operators are doing hostelry in the South. . . . Frank (Sunrise) Holly leaves shortly for his Southern trip, accompanied by his usual entourage.



## The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, care of New York Office, The Billboard.)

I wonder how many pool owners heard the report on commercial swimming pools vs. municipal tanks by Arthur French, of the Joseph P. Day swimming interests, which run Manhattan, Brighton and Oriental beaches in New York City, in addition to other aquatic property, at the recent convention of pool men in Toronto. And I wonder how many operators of natatorium and bathing beaches who may have missed the confabs read Mr. French's address in The Billboard two issues ago.

If you've done neither, don't fail to look back in the files for the number wherein Mr. French's report is reprinted in the Parks-Pools department. It's a masterpiece.

The thing that pleased me is how he stood up and shouted that commercial pool men have got to offer more than the municipals. He set forth in no uncertain terms that private pools must ballyhoo their advantages so that they can be heard over and above the advertising cry of the city or State pools and beaches. And Mr. French knows whereof he speaks.

Last week I mentioned the w-k Barnum and how it was too bad he didn't use his showmanship to help swimming a little. Well, I've just been thinking of how Joseph P. Day and his brother-in-law are the modern Barnums of the swimming fraternity. They've done more to promote the sport than any other individuals or group of persons in our generation.

The master pool and beach man told his personal experiences with municipal opposition, how Manhattan Beach fought off the sting of the opposish offered by Jones Beach. State-controlled water resort, thru much-heralded orchestra engagements.

However, what tickled me no end is how Mr. French urged pool and beach owners to counteract municipal competition with high-pressured exploitation and publicity, warning that unless they did they were sure to be eaten up by the ever-growing menace. If you are a reader of this column you'll recall that the writer has issued a similar warning many, many times.

So often pool men get up in meetings, such as that in Toronto, and say a lot of nice things, but that's as far as it goes. Ah, but Mr. French and the Day group are different. The former preached exploitation and publicity as a weapon to be used against city-run swimming interests and he advocated big attractions.

He not only preached and advocated it, but he went out and did it. He took the national outdoor women's swimming championships out of the hands of the State's Jones Beach, which has run it for the last two summers. This coming summer the national women's title meet will be held at Manhattan Beach, one of Mr. Day's pet aquatic spots, and with it will go, of course, the tremendous ballyhoo which

usually accompanies a national girls' swim tourney. And Manhattan Beach will distract from Jones Beach this summer, with the girls' swims scheduled playing no small part in the distracting.

The American Women's Association indoor tank, West 57th street, New York City, is cutting in on a big chunk of fern indoor pool patronage. Many local girls' schools use the AWA as its official home pool, and a great many mermaids like it because there's no mixed swimming, the tank being operated exclusively for the fair sex.

DOTS AND DASHES—How many New York pool owners know where the Knickerbocker indoor pool is in the heart of little 'ol' New York? . . . Capt. Charles B. Scully has replied concerning this column's suggestion to run a series of swim meets to raise money for the American Red Cross, and a number of huddles are expected this and next week, with the results, of course, to be printed here soon—Expect to get my first glimpse of Rooney Plaza pool, Miami, this winter, as well as Miami Biltmore and other noted Florida tanks.

## RIVALRY OF

(Continued from opposite page)

inexpensive cards and distributed about the place. The psychological effect is very good. It makes them feel that the pool management is interested in their welfare and much can be learned from them.

To my mind these are just a few of the things contributing to efficiency.

On the other hand, efficiency is not so easily obtained in city-owned pools. Employees of these places are usually the appointees of politicians and care little for the wants or comforts of patrons. There is not the same friendly atmosphere, nor can there be the same personal touch given.

A friend of mine visited a State-owned beach and pool costing several millions of dollars and reported back to me that the service was very unsatisfactory in many respects.

Another point, and this may be the determining factor in turning the tide back to private industry: With rates charged by these municipal pools so low or entirely free, as the case may be, they are bound to attract a large undesirable element on days when conditions are favorable for swimming.

So it behooves us all to keep on our toes and give the very best we have in us.

Keep the water right. Keep the premises clean and sanitary at all times. Take a personal interest in all key patrons and try to please everyone.

By doing this I earnestly believe that it is not impossible to cope with this unfair competition, and if we can only carry on for a time until general conditions improve the picture may change and the shortcomings of these municipal competitors may react to the advantage of privately owned pools, for there is a class of patrons willing to pay the price if they get value received, and there are others who will realize after a few trips to these cheap public places that they cannot get something for nothing.

However, these municipally owned pools do seriously affect the receipts of privately owned ones and further construction should be discouraged by every means possible.

While the popularity of the building of municipally owned pools, both with the public and the press, cannot be questioned, the propriety of using that popularity to justify the building of them in direct competition with private enterprises can and should be questioned.

NEW ORLEANS — Addition of 10,000 fish to the lake on St. Charles avenue side of Audubon Park was reported by Frank E. Neells, superintendent. The fish are from the State department of conservation and will be followed soon by another shipment for the lagoon. Plain-clothes men have been stationed in the park to watch for vandalism.

1935

## Auto-SKOOTER-Water

THE RIDE THAT ENJOYED GREATEST POPULARITY AND BIGGEST NET PROFITS AT "A CENTURY OF PROGRESS," CHICAGO, ILL., LAST YEAR.

AUTO SKOOTER. LUSSE BROS., INC., 2303 North Fairhill Street, Philadelphia, Pa., U. S. A.  
LUSSE BROS., LTD., Central House, 45 Kingsway, London W. C. 2, England.

WATER SKOOTER.

# BROCKTON LICKS BIG DEFICIT

## Loss of 1933 Turned to Profit With Adverse Factors at Work

Grand-stand attractions are given credit for big draw by Secretary Kingman—textile strike and threatening weather blamed for cheating fair of greater gross

BROCKTON, Mass., Dec. 29.—With two major factors keeping people away, Brockton Fair, September 9-15, turned the financial tables and rang up a profit for the 1934 event of \$6,671.18, Secretary Frank H. Kingman reported to the board at the annual meeting on December 15. This profit compares with a deficit last year of \$14,613.26. Had conditions been normally favorable, Secretary Kingman expressed confidence that a profit of at least \$20,000 would have been shown. Brockton Fair for many years maintained reduce its admission. "Our profit would have been much larger," declared the secretary, "but for the fact that we had a textile strike in Fall River and New Bedford, which are only 25 miles from us, and which we consider our two best individual city markets for attendance. September had more rainy days than any other month this year, and, altho we were fortunate in having practically no rain the entire week, it was cloudy every other day and the newspapers predicted rain. It rained in Boston and towns outside of Brockton, where practically all of our attendance originates.

"Otherwise, I think we probably would have had a profit of about \$20,000 or \$25,000. Our profit of \$6,671.18 compares with a deficit last year of \$14,613.26.

"There is no doubt in my mind that our competitive rodeo at the grand stand and our Guides' Tournament in a 225-foot tank which we constructed, with canoe racing, log rolling and wood chipping were the two features which drew in our public."

All officers were re-elected as follows: Perley G. Flint, president; Edward M. Thompson, treasurer; Harold S. Crocker, assistant; Frank H. Kingman, secretary; Fred Drew, Edward M. Thompson, Horace A. Keith, Herbert L. Tinkham, vice-presidents; Abbott W. Packard, Everett T. Packard, Frank C. Packard, Henry C. Briggs, honorary directors.

## C. of P. Buildings Soon To Be Razed

CHICAGO, Dec. 29.—Main structures of A Century of Progress will be razed, it was decided this week by Chicago park district board. Demolition is to start soon after January 1.

Whether there will be any sort of fair next summer has not been definitely decided, but Mayor Kelly is still hopeful of establishing an exposition that will furnish a fun spot for Chicago people and also prove a drawing card for out-of-town visitors.

The park commissioners had until the first of the year to decide what structures they wished to retain. They have indicated that the following are worth saving: Administration Building, which will in time become central headquarters of the consolidated park district; Fort Dearborn and the De Saible home; 13th and 23d street bridges across the lagoon to Northerly Island; overhead pedestrian ramps at 12th, 18th, 23d and 31st streets; most of the paved roadways, sewer and water systems and pumping station on the island, and mosaic entrance to Adler Planetarium.

Major structures to be razed include Travel and Transport, Hall of Science, Home Planning, General Exhibits, Electrical, Agricultural and Dairy buildings, Hall of States and Sky Ride.

## Building at Brussels Burns

BRUSSELS, Dec. 24.—Fire on December 15 gutted a building in the Vieux Bruxelles section of the World's Fair grounds. Prompt action prevented the blaze from spreading. Vieux Bruxelles is one of the amusement sections of the fair, slated to open in April.

THE GREAT CALVERT, aerial wire performer, returned to his home in Rochester, N. Y., reporting a successful season of fairs.

## Lines Up Workers

HUTCHINSON, Minn., Dec. 29.—McLeod County Agricultural Association has a novel method of creating and holding interest in its fair here. Usual officers and directors are elected each year and these, in turn, choose the personnel of an executive committee to work with them prior to and during the fair. The association has 69 regular and two honorary members on its executive committee, publicizes their names on its stationery and reaps results in loyal co-operation and support.

## Nebraska Bill Would Take Private Gain From Mutuels

LINCOLN, Dec. 29.—Nebraska will be the only State where horse racing cannot be conducted by private individuals for profit, under provisions of a bill to be presented to the Legislature here by the Omaha Ak-Sar-Ben. The bill calls for a commission of three, to serve without pay and to be appointed by the governor, to supervise licensing and regulation of pari-mutuel installations.

County fairs, however, which desire horses without betting, will be exempt. George Brandels, of Ak-Sar-Ben, says the Kentucky plan for setting aside a portion of funds for purchase of high-grade breeding animals will be followed.

## Smith Goes to San Benito

ENNIS, Tex., Dec. 29.—Pete H. Smith, secretary-manager of Ennis Chamber of Commerce and Ellis County Fair, tendered his resignation, effective on January 1, so that he may accept a similar post in San Benito, Tex. Mr. Smith, chairman of program committee of Texas Association of Fairs, came to Ennis from Longview.

## Good Managers Buy Press Space, Iowa Men Told by Editor White

DES MOINES, Dec. 29.—Closer co-operation between local newspapers and county and district fairs was urged by E. L. C. White, publisher of *The News-Herald*, Spencer, in an address before the Iowa Fair Managers' Association, convention here on December 11, read by Leo C. Dalley, Spencer, Mr. White being unable to be present.

"Go where you will, find a really, truly great fair and you'll find that four things have made it great," Editor White declared.

"First, the secretary has had a lot of co-operation—co-operation on the part of his executive board, on the part of his stockholders, on the part of business men and public and co-operation on the part of the press.

"Second, he has had a lot of publicity. He gets his publicity in several ways, but he gets it. Most of this publicity comes from the newspapers. Some of it he pays for; most of it is given him freely and graciously. He uses road signs, bills, banners, automobile stickers and every conceivable method of advertising there is, but he depends on the newspapers.



W. A. LINKLATER, president of Western Washington Fair, Puyallup, who stressed the good will and co-operation of superintendents and exhibitors built up there, when the personnel put on the soup and fish and celebrated the fair's 35th anniversary. From a one-horse display on a town lot it has developed into a plant valued at more than \$300,000. The fair serves Western Washington and the Northwest without a cent of State or county aid.

## Budgets Are Tilted For '35 Attractions

NEW YORK, Dec. 29.—Allentown (Pa.) Fair directors voted to increase the 1935 budget for the grand-stand show 15 per cent, the contract again going to George A. Hamid, Inc. Profit of \$25,000 from this year's event was announced, plus record attendance. Night grand-stand business increased 40 per cent, and Mr. Hamid was given carte blanche to work out what is described as a sensational daytime feature.

Western Fair, London, Ont., followed suit with a rise in the grand-stand show appropriation, reporting a 30 per cent pickup in receipts and determined to exploit its '35 show more than ever via high-powered amplification and hookups at all buildings and key points on the grounds.

Entire 1934 slate of officers of the Allentown Fair was re-elected for 1935. M. H. Beary was re-elected secretary, Ed Scholl president, and F. H. Hausman, treasurer.

"The newspapers write up his fair before the fair starts. They give him publicity while the fair is in progress and they shoot the works after it is all over, which is more than any road sign or window placard ever does, which isn't saying road signs and window placards don't have their place in the great scheme of advertising, but there are secretaries who think they can build a fair without newspaper co-operation, which is a good deal like trying to build a house without any carpenters.

"The secretary of the kind I am talking about not only uses the newspapers, but he makes them like it as well. Here is how he does it. He BUYS newspaper space; to some extent, at any rate, even if only a matter of what he would like to buy owing to the limitations of funds available for that purpose, and he gives to every editor within traveling distance of his fair an invitation to attend the fair as his personal guest.

"He not only dishes out those magic little ducats known as passes, but he adds a lot of flourishes when he deals them out. He reserves the best seats in (See GOOD MANAGERS on page 47)

## Lease Lower In Michigan

State Fair race plant let for 14 years—track men report losses in 1934

DETROIT, Dec. 29.—A 14-year lease on Michigan State Fairgrounds here has been signed by the State Administrative Board. Decided reductions in rental figures were made from the lease of the past year, which was the first complete season of pari-mutuel betting Michigan has ever had.

Annual rental has been reduced to \$12,000, payable semi-annually. A tax for each day of racing will be paid at \$2,500, instead of \$4,000, as under the 1934 contract. The usual 25-cent admission tax on each patron will be charged.

Detroit Racing Association now owes the State \$138,000 in back rental for the past year, which will be amortized over five years under agreement in the new lease. A further debt of \$16,000 on admission taxes will be paid by January 1, it is agreed.

The new lease covers the racing property only, instead of the entire fairgrounds, as covered in the past lease. Racing season will be cut, according to racing officials, from 120 to 80 days, with a minimum of 60 under the lease, as this year's 120 days proved too long.

The racing association claims a net loss of \$200,000 during 1934. It has paid the State an estimated \$550,000 in rentals and taxes, used largely for aid to county fairs and for education, and has, in addition, made ground improvements worth \$450,000, which will become State Fair property upon expiration of the lease.

## Carthage Returns To Earlier Dates

CINCINNATI, Dec. 29.—A compromise with tradition was made by Hamilton County Agricultural Society when 1935 dates for the Carthage Fair were set as August 14-17. For many years it was held the second week in August. Last year an experiment was tried by selecting the second week in September. While the fair was more successful financially than for several years, exhibitors and others declared for an earlier date.

D. L. Sampson has begun his 39th year as secretary and his 44th as a member of the board. Frank B. Roubush, Harrison, O., was re-elected president; Dr. C. R. Campbell, vice-president; George K. Foster, treasurer; Miss M. A. Hartke, assistant secretary; Myrcs Y. Cooper, Edward Hagen, Dr. C. C. Meade, D. R. Van Atta, W. Mack Johnson and John Mueller, directors.

## Fourth Dallas Term Is Given to Herold

DALLAS, Dec. 29.—Otto Herold was given his fourth term as president of the State Fair of Texas at the annual directors' meeting. He has just completed his third term, which he accepted on resignation of Rosser Coke shortly after his election last year.

Altho President Herold said there will be a 1935 State fair, considerable doubt exists because of probability that the fairgrounds next fall will be the site of construction for the 1936 Texas Centennial Exposition.

Other officers re-elected with Mr. Herold were Hugo Schoellkopf and T. M. Culum, vice-presidents; Fred Florence, treasurer, and Roy Rupard, secretary. The directors passed back to the 1935 stockholders' meeting two proposed amendments designed to bring "new blood" into the fair setup.



By Claude R. Ellis

ANY department of a fair that shows increasing returns naturally justifies expansion. Particularly true in recent years has this been regarding grand-stand shows. Whether enlargement of other departments that seem to be in a slump would be good or bad depends much upon local conditions. But when revenue directly traceable to attractions goes up by leaps and bounds, it is a good bet to maintain and elevate the standard of the shows which have so pleased the public. There is certain evidence that successful fairs will buy more acts this year than they did in 1934, altho the tendency has been upward in the attractions market for several seasons. It is already noted that Allentown (Pa.) Fair will increase its grand-stand budget 15 per cent. And why not? Night grand-stand business increased 40 per cent last year. Now they're going after the daytime trade. London (Ont.) Fair also is in the up column, with a 30 per cent pickup in 1934 and going strong after a new high in receipts this year. There is a moral here for fairs with poor grand-stand attendances, which generally can be attributed to weak or insufficient attractions.

FAIR boards that allow too much "heat" on their midways generally are afflicted with cold chills when their annual figures are reviewed.

SOMETIMES known as "The Count of Luzemburg," our friend, Julius Cahn, secretary of Kewaunee County (Wis.) Fair, seems to be doing well on his annual Florida sojourn. Merrill Brothers and Sister, widely known grand-stand act, info from their home in Lakeland, Fla., that their fruit trees withstood the recent cold snap and that the "Count" has enjoyed picking ripe oranges from the trees. However, citrus fruit can never hope to supplant alfalfa in the affections of Julius, who is the pioneer in raising that profitable crop in his fairgrounds infid.

IT WAS gratifying to receive the following from George H. Clements, veteran editor and publisher, and head of the publicity department of Florida Orange Festival, Winter Haven: "Management of Florida Orange Festival was pleased to learn from a paragraph in your column in *The Billboard* of December 15 that you believe in taking the 'long view'—to create patronage for future festivals, exhibitions, fairs or what have you, thru encouraging youngsters of the community to take an interest in what is offered in the way of amusement or entertainment. Florida Orange Festival has been doing that very thing for several years by sending to every boy or girl attending school, public or private, thruout the orange-growing belt of the State a 'student ticket,' good for free admission every day of the festival. While the ticket does not indicate it on its face, it is made good for more than one admission thru the expedient of having it handed back to the boy or girl presenting it with the suggestion that they come another day so as to be sure to see everything on the grounds. And do they take advantage of it and are they boosters for the festival? Let me tell you they are. Well, there's no excuse for this letter except to say how glad we were to find that we had indorsement in high places."

CALIFORNIA State Fair, Sacramento, starting an expansion survey, after all these years has developed growing pains!

A FOREWORD on faith in the year ahead marks the December Massachusetts "Fairs Letter" and one of the editors asks: "If our fair is worth having at all, why is it not our obligation, as an officer, to be so whole-heartedly enthusiastic, so buoyantly optimistic and so keenly conscious of its merits that every word, act or thought in connection with its welfare just naturally causes others to believe with us and thereby paves the way for the desired results?"

NO BETTER advertising in the profession can be given a fair than the word-of-mouth opinions of artists and performers in free acts and grand-stand shows. It pays to treat the acts well.

## Paul Denish Named Hamid's N. E. Chief

NEW YORK, Dec. 29.—As exclusively predicted by *The Billboard* a couple of months ago, Paul N. Denish has been appointed manager of the Boston branch of the George A. Hamid booking office, with headquarters at 260 Tremont street, and the business and good will of the Denish Amusement Company transferred to the Hamid firm.

Miss Jacy Collier is assisting Denish and is assigned to special bookings, indoor events and clubs. Miss Esther Lane, for many years secretary to the late Stuart Kollins, veteran manager of the office in the hub, is the assistant in the outdoor division.

Jeff Davis, long with the Keith organization, is located in the same office on the talent supply end.

Denish (not to be confused with Paul Denis, associate vaude editor of *The Billboard*, New York office) is popular in N. E. Under his management the Boston section is being equipped to handle talent in all branches of the business.

Mr. Hamid said that he personally will co-operate with Denish in N. E. activities, aided by Joe Hughes, who will spend much of his time in that territory. "We believe the cradle of our country, New England, will be among the very first to lead the way back to business recovery in general and outdoor amusements in particular," Mr. Hamid stated.

## New York Dates in Tangle

SYRACUSE, Dec. 29.—New York State Fair officials, striving to keep 1935 fair dates unchanged, are on the spot by loss of the most important stake races of the annual Grand Circuit meeting, a feature of the fair. Fred Terry notified Secretary J. Dan Ackerman that all five stakes of *The Horseman* have been assigned to Indiana State Fair, held at the same time as the New York exposition. Now there is a scramble to influence Commissioner Charles H. Baldwin to move the fair ahead to August 25-September 2, the week following the Goshen meet, and this would probably bring the reinsmen here. Agriculture is opposed to moving up the dates.

## Mutuel Bill Carries State Aid on Program in Indiana

INDIANAPOLIS, Dec. 29.—Legislation to legalize pari-mutuel betting on horse races in Indiana has been approved by the administration and is ready for presentation to the Legislature next month.

The bill is designed to relieve the State fair of debt and to provide aid for county fairs. The measure provides for a license fee of \$500 a day for syndicates which wish to operate tracks. It is understood the amount of the mutuel take cannot be more than 10 per cent.

It provides that racing shall be governed by the State board of agriculture, and it is estimated that the State would be able to contribute at least \$3,000 annually to premium lists of each county fair, balance to go to the school fund.

## Pageant Proposed in S. D.

RAPID CITY, S. D., Dec. 29.—Governor Tom Berry has invited governors of all States and other prominent men to become members of the national committee directing the proposed Pageant of America here next summer. All members of Mount Rushmore National Commission are patrons and a memorial is to benefit from the enterprise. Kenneth M. Ellis has been named pageant director.

## New Lease at Muncie

MUNCIE, Ind., Dec. 29.—Delaware County Agricultural and Mechanical Society, sponsor of Muncie Fair, has made a new lease with the county for the fairgrounds for the next 20 years. A beautification program will be started soon. Frank J. Claypool, secretary of the society, said most of the buildings need repairs. Improvement plan will include enlargement of the show ring in front of the grand stand.

MACON, Ga.—E. Ross Jordan, of this city, secretary of the newly organized Association of Agricultural and Industrial Fairs of the Southeast, announced that final dates for the annual meeting in Winter Haven, Fla., will be January 24 and 25, and January 25 and 26, as previously announced.



By EDWIN T. KELLER

TORONTO.—While harness racing in 1934 in the States closed the middle of October, it was still flourishing in Canada and continued one of the main sports until end of New Year's week. Canadians do not believe in short race seasons. They believe that race horses are bred for only one purpose, to demonstrate their abilities and merits out on the track, and it is much to their credit that they follow out this practice, for over here horses are raced from May 2 right thru to the first of a new year.

Dufferin Park, trim half-mile racing plant, in the heart of Toronto, is center of harness activities in this country. For years winter race meetings in Dufferin Park have been famous, always attracting leading stables of Canada and not a few from the States. Beginning on November 10 each year, racing is conducted each Saturday and Monday to the end of New Year's week. If races are not finished on schedule they are always carried over another day and, as they are hardly ever finished on time, horsemen and followers here have three days of racing each week for nearly two months.

## Angles in Canada

There are many angles here that American horsemen would not consider for a minute. Canadians do not hesitate to race even their good performers during late weeks of the season. A little cold, snow, slush, ice or rain does not stop them, for when race time rolls around the boys are all out on the track ready for the word. It is the only spot in North America, except Syracuse, N. Y., where the Grand Circuit meets each year and which is equipped with a wet-weather cinder track, on which inclement weather does not stop racing, a policy that could be followed at all meetings. Track conditions at times are such that a good many Grand Circuit reinsmen; in fact, all of them, probably would even hesitate to jog their horses over it.

But Canadians like their racing and they like to bet on horses and both can be done in Dufferin Park, which is the reason why it has been so successful, year in and year out, over a long stretch of time.

Conditions have been almost ideal for the meeting and on our visit last week one could almost imagine that it was a race meeting being conducted during mid-October. Winner of the feature event, Miss Belwin's Boy, 2:06 3/4, owned by C. W. Spicer, Belding, Mich., put in three heats in 2:11, 2:10 and 2:14 1/2, after dropping the first heat to Hoyle, 2:04 1/2, in 2:10, four heats, which rates as better than a fair performance for a half-mile track at this time of the year, especially as the Dufferin strip is not conducive to fast miles, being on the sandy order when not frozen. Two weeks ago Dominion Grattan, 2:02 1/4, champion four-year-old pacing colt of Canada for the year, defeated leaders at the track and put in a mile in 2:09 3/4, which stands as the track record.

## Betting Is Better

Each race is limited to five heats if that number are required, which is generally the case. If a horse can win three straight heats, the race is over. That, however, very seldom happens. Three of the four pacing stars of the year in Canada raced in Dufferin Park this year, Del Whitney, 2:00 1/2, fastest performer of the year; Dominion Grattan, 2:02 1/4, top four-year-old, and Grattanette, 4, 2:07 1/2, leading race winning performer of 1934, with 14 victories, being tied with two others, Billy Hugo, 2:01 3/4, and Doris Grattan, 2:08, both Canadian-owned.

American stables were represented this year by those of Eddie Jones, well-known one-legged driver; Al Colton, George Briggs, George Thayer and Whity Dennison, and they have been holding up their end pretty well.

Fitch brothers, George and Bill, have charge of auctions, while Ching O'Hara, one of the last of the old guard block men, holds sway at the books and is the power behind the meeting. Betting this season has been above that of the past few years.

SAN DIEGO.—K. L. Kwong, consul general for China, with headquarters in San Francisco, was a visitor to California Pacific International Exposition offices, making plans for an elaborate Chinese exhibit at the exposition next year.

## Mearns Again Heads Association in B. C.

VANCOUVER, B. C., Dec. 29.—British Columbia Fairs Association, in annual meeting last week, chose 1935 dates for the major fairs in the A and B divisions and some of the circuit dates for other fairs.

Victoria Fair will be on August 17-24, and Vancouver Exhibition on August 28-September 4. Chilliwack on September 10-12, and Kamloops on the same dates. The interior show in Armstrong is set for September 16-19.

W. H. Mearns, Victoria, was unanimously re-elected president. Vice-presidents, W. E. MacKenzie, New Westminster; Walter Leek, Vancouver; Matt Hassen, Armstrong. Secretary-treasurer, W. Bonavia, Victoria. Directors: W. Waldon, Duncan; Frank Hall, Burnaby; W. Mufford, Langley; W. Brennan, Kamloops; J. T. Brown, Surrey; E. H. Barton, Chilliwack.

Dr. K. C. McDonald, minister of agriculture for British Columbia, warned delegates that they could expect no increase in grants from the provincial government next year. He charged that "some fairs have been run on the strength of getting government grants." He explained that, altho the government is not desirous of refusing grants, fairs must justify expenditures.

## State Asked for \$3,000,000 for Celebrations in Texas

HOUSTON, Dec. 29.—Executive committee of Texas Centennial Commission met here and decided to recommend a State appropriation of \$3,000,000 to the incoming Legislature convening on January 8.

Recommendations provide for \$1,250,000 to be allotted the central exposition in Dallas, \$1,000,000 for celebrations at various historic locales and \$750,000 for a nation-wide advertising campaign in 1935 and 1936.

The Centennial bill introduced at the recent legislative session and which failed of passage will be considered as dead.

## Florida "Freeze" Reports Spur Officers of Festival

WINTER HAVEN, Dec. 29.—The recent more or less disastrous frost visitation will have no effect upon the Florida Orange Festival, except to prompt officers and directors to exert themselves to make the display bigger and better than ever, said President John F. May, regarding the annual citrus show to be held here the last week in January.

"In spite of damage done, and I have no disposition to minimize it," he said, "there is still much fine fruit from which to draw exhibits, as well as to ship to the markets of the country. The world-wide publicity given the 'freeze' and its effects has aroused keen interest in the State and its fruit crop."

## Floral Theme in San Diego

SAN DIEGO, Dec. 29.—Theme of California Pacific International Exposition will be symbolically expressed in flowers by the entry of an elaborate float in the Pasadena Tournament of Roses. Plans are for construction of an entry that will carry out the tournament theme of Golden Legends. The famous California Tower of Balboa Park will dominate the San Diego exhibit with floral miniatures at its base, representing the theme of international participation in the exposition. Europe, Latin America, Orient and South Pacific Islands will be represented in floral miniatures with costumed girls.

### RELIABLE

That's still another term fair secretaries have come to associate with the name "HAMID."

GEORGE A. HAMID Inc.

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1560 Broadway, New York

## Speakers' Array Is Set for Texas

DALLAS, Dec. 29.—A generous array of speakers has been drafted by Chairman P. H. Smith, Ennis, for the annual meeting of Texas Association of Fairs in the Baker Hotel here on January 25 and 26. There will be a banquet and dance Friday night.

On the program for January 25 are registration; call to order by President M. D. Abernathy, Longview; welcome address, J. Ben Critz, Roy Rupard, Dallas; response, W. H. Moore, Collin County Fair; presiding, Lee Caviness, president Lamar District Fair; *Making Agricultural Exhibits Educational*, E. A. Miller, agronomist, Extension Service; discussion, Ed C. Burris, association secretary-treasurer, Lufkin; *County Fair and Home Demonstration Department*, Lida Cooper, district agent; *Revising the Carnival and Concessions*, J. D. Motley, Runnels County Fair; discussion, B. N. Watts, Cooke County Fair; *Budgeting the County Fair*, Frank Thompson, Red River Valley Fair; secretary's report, Mr. Burris; appointment of committees and introduction, rotary style.

At a noon luncheon Secretary Burris will be toastmaster, and there will be an address by Victor Schoffemayer, agricultural editor *The Dallas News*.

At the afternoon session Richard W. Knight, Houston County Fair, will preside. *Free Fairs* is the subject of M. R. Martin, Central East Texas Fair; discussion, Claud Holley, Gonzales County Fair; *Getting Agricultural Exhibits, C. E. Bowles, Houston County agent; Racing Amarillo Tri-State Fair; Texas Centennial and County Fairs*, speaker to be selected; *Growing Importance of Vocational Agriculture Exhibits*, J. C. Dykes, director agricultural education; discussion, William J. Lawson, Walker County Fair.

President Abernathy will be toastmaster at the banquet, and speaker will be J. E. Stanford, director of rural habilitation.

At Saturday forenoon's session George D. Barber, Mineral Wells, will preside. There will be talks on *Chamber of Commerce and County Fairs* by J. C. Watson, Young County Fair; discussion, Manager William O. Harwell, Palestine Chamber of Commerce; *Fair Advertising and Publicity*, W. O. Cox, East Texas Fair; discussion, Joe L. Mock, Jasper County Fair, and committee reports and election of officers.

## Dairy Cattle Congress Best Since '29; Prospects Good

WATERLOO, Ia., Dec. 29.—In attendance and exhibits, the 1934 Dairy Cattle Congress, National Belgian Horse Show and Midwest Industrial Exposition here was the best since 1929. Secretary E. S. Estel reports. He says annual auditor's statement shows a very satisfactory business, which enabled reduction of bonded indebtedness by \$15,000.

The 26th show is scheduled for September 30-October 6, 1935. Mr. Estel believes the outlook for the 1935 exposition is good and says conditions in the territory are unusually promising.

Officers re-elected are A. W. Brown, president; L. D. Miller, vice-president; H. G. Northey, treasurer; Mr. Estel, secretary and manager; directors, H. B. Plumb, C. F. Altstadt, R. I. Crowell, H. B. Lichty, G. W. Huntley, S. D. Moore.

## Fete To Have Scented Air

WINTER HAVEN, Fla., Dec. 29.—Officials of Florida Orange Festival, to be held here the last week in January, say arrangements have been made for installation in the festival buildings of machines which will spray orange blossom perfume, similar to those used in the Florida exhibit at A Century of Progress, Chicago. The perfumed air proved a great attraction at the World's Fair.

AUSTIN, Minn.—The 1934 Mower County Fair here was a financial success, all bonded indebtedness being wiped out despite the fact that about \$1,000 more was paid in premiums than in 1933. The 4-H Club live-stock sale brought about \$5,000. County Agent F. L. Loebenstein said it will be necessary to offer special inducements to live-stock exhibitors next year as drought has wiped out good live stock in various sections of the Northwest.

## Fair Meetings

South Carolina Association of Fairs, January 7 and 8, Jefferson Hotel, Columbia. J. A. Mitchell, secretary, Anderson.

Indiana Association of County and District Fairs, January 8 and 9, Hotel Claypool, Indianapolis. Oren E. Felton, secretary, Fairmount. Indiana Board of Agriculture, January 9 and 10, Indianapolis.

State Association of Kansas Fairs, January 8 and 9, Jayhawk Hotel, Topeka. George Harman, secretary, Valley Falls.

Minnesota Federation of County Fairs and State Agricultural Society, January 9-11, Radisson Hotel, Minneapolis. R. F. Hall, secretary, Minneapolis.

North Carolina Association of Agricultural Fairs, January 11, Sir Walter Hotel, Raleigh. C. S. Parnell, president, Mebane.

Virginia Association of Fairs, January 14 and 15, John Marshall Hotel, Richmond. C. B. Ralston, secretary, Staunton.

Nebraska Association of County Fair Managers, January 14 and 15, Cornhusker Hotel, Lincoln. Chet G. Marshall, secretary, Arlington.

Ohio Fair Managers' Association, January 15-17, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, secretary, Bellefontaine.

North Dakota Association of Fairs, January 15-17, hotel to be selected, Fargo. H. L. Finke, secretary, Minot.

Louisiana State Association of Fairs, January 18 and 19, New State Capitol, Baton Rouge. R. S. Vickers, secretary, Donaldsonville.

South Texas Fair Association, January 21 and 22, Plaza Hotel, Gonzales. George J. Kempen, secretary, Sequin.

Western Canada Fairs Association, January 21-23, Fort Garry Hotel, Winnipeg, Man. Keith Stewart, secretary, Portage La Prairie, Man.

Western Canada Association of Exhibitions, January 21-23, Fort Garry Hotel, Winnipeg, Man. Sid W. Johns, secretary, Saskatoon, Sask.

Maine Association of Agricultural Fairs, January 22, Elks' Home, Waterville. J. S. Butler, secretary, Lewiston.

Illinois Association of Agricultural Fairs, January 23 and 24, St. Nicholas Hotel, Springfield. S. S. Vick, secretary, Marion.

Michigan Association of Fairs, January 23 and 24, Hotel Fort Shelby, Detroit. Chester M. Howell, secretary, Saginaw.

Massachusetts Agricultural Fairs Association, January 24 and 25, Hotel Northampton, Northampton. A. W. Lombard, secretary, 136 State House, Boston.

Texas Association of Fairs, January 25 and 26, Baker Hotel, Dallas. Ed C. Burris, secretary, Lufkin.

Association of Agricultural and Industrial Fairs of the Southeast, January 24 and 25, Winter Haven, Fla. E. Ross Jordan, secretary, Macon, Ga.

Western Fairs Association, January 25 and 26, Hotel Whitcomb, San Francisco. Charles W. Paine, secretary, Sacramento.

Pennsylvania State Association of County Fairs, January 29 and 30, Penn Harris Hotel, Harrisburg. Charles W. Swoyer, secretary, Reading.

Wisconsin Association of Fairs, January 30-February 1, Hotel Schroeder, Milwaukee. J. F. Malone, secretary, Beaver Dam.

Association of Tennessee Fairs, February 5, hotel not yet selected, Nashville. O. D. Massa, secretary, Cookeville.

New York State Association of County Agricultural Societies, February 19, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, Albany.

SECRETARIES of associations should send in their dates, as inquiries are being made.

## Germany Out at Brussels

BRUSSELS, Dec. 24.—The German government has notified management of the Brussels World's Fair that the German building for the fair will not be completed, as Germany will not take part in the fair. Work on the building was well advanced. Fair officials will complete the building and occupy the ground left vacant.

## New Racing Setup In Gopher Circuit

WADENA, Minn., Dec. 29.—Delegations from Aitkin County Fair, Aitkin; Beltrami County Fair, Bemidji; Itasca County Fair, Grand Rapids; and Wadena County Free Fair, Wadena, attended the annual convention here on December 12 of North Central Circuit of Minnesota Fairs.

William F. Murphy, Aitkin, was elected president; M. B. Taylor, Bemidji, vice-president, and Whitney Murray, Wadena, secretary-treasurer, re-elected. Dates were set as follows: Wadena, August 12-15; Grand Rapids, August 16-18; Aitkin, August 19-21; Bemidji, August 22-24.

Fink Bros., Pelican Rapids, who have played the circuit a number of years, were again awarded the contract for rides. E. C. Genereaux, secretary Northwest Harness Horse Owners' Association, spoke on a new setup of harness racing at fairs in this section. He said the association is trying to build up some good circuits that will revive racing. The loop will be represented by Secretary Murray and others at the Minneapolis meeting of Minnesota Federation of County Fairs in the Radisson Hotel on January 9-11.



Fair Grounds

ELKHORN, Wis.—At reorganization of the board in annual meeting, Walworth County Agricultural Society voted that the secretary and treasurer be allowed not more than \$500 each for assistants' hire, that police during fair week shall not exceed 25, that no beer or liquor be sold on the fairgrounds and that a committee of five counsel and advise with officers of the fair.

SUPERIOR, Wis.—Tri-State Fair showed profit of \$1,450 this year as against a loss of \$900 in 1933, with a net balance at present of \$612.85.

NEW ULM, Minn.—Profit of \$1,600 was shown by Brown County Agricultural Society at close of its season's activities, Secretary W. A. Lindemann announced.

NAPOLEON, O.—Henry County's 50th annual fair in August had good profit and was one of the best in years, reports Secretary D. C. Brown. More than \$3,000 has been spent on repairs and new work. Grounds are now occupied by a CCC camp with about 225 boys.

GRAND RAPIDS, Mich.—Property of South Ottawa and West Allegan Agricultural Association has been purchased by the city of Holland to be used as a cemetery, known as Fairlawn.

ELKHORN, Wis.—After postponing action on a resolution for a \$10,000 appropriation for Walworth County Fair, county supervisors passed a \$2,000 appropriation on December 18 for payment of horse entry fees and orders already drawn by the agricultural society.

WOOSTER, O.—Wayne County's 1934 fair was most profitable in the 80 years that fairs have been held here, the board revealed in its annual report. Net profit of \$7,054 was realized at the three-day exposition, receipts being \$23,820. Expenditures included \$6,643 for premiums, \$1,750 for permanent repairs and \$870 for interest charges. The board authorized payment of \$6,500 on indebtedness.

CANBY, Minn.—With ERA labor, Yellow Medicine County Agricultural Society painted all buildings, revamped and re-fenced the race track, built a hog pavilion, rebuilt the women's building, doubled capacity of grand stand, re-fenced grounds, drained the midway, re-seeded and made other improvements. Secretary J. L. Thiesen said about \$2,500 has been spent in material. The midway is to be expanded and horse racing will be featured with auto and motorcycle races.

CLINTON, N. C.—Sampson County Fair grounds were sold at auction to Sampson County on a bid of \$4,500. County held a deed of trust representing a \$6,000 loan. If the county's bid is not raised within 10 days the property will be deeded to it.

## Fair Elections

CUMMINGTON, Mass.—M. C. Phinney was elected president and Leon A. Stevens was re-elected secretary of Hillside Agricultural Society.

PRESTON, Minn.—Fillmore County Agricultural Society re-elected James O'Hara, president; H. A. Derenthal, Joe Christensen, vice-presidents; D. E. Broadwater, treasurer; Charles H. Utley, secretary.

NAPOLEON, O.—Henry County Fair elected R. C. Snyder, president; Joe Dietrick, vice-president; Joe V. Meyer, treasurer; D. C. Brown, secretary; R. L. Cody, H. H. Hoops, Chris Seedorf, Albert Kinstle, directors.

CANBY, Minn.—Yellow Medicine County Agricultural Society re-elected Charles Knutson, president; M. W. Richardson, Leo Hentges, vice-presidents; J. L. Thiesen, secretary; Lawrence Livingston, treasurer; directors, E. C. Edwards, Eugene Ott, H. W. Lund and A. J. Miller.

CHARDON, O.—C. H. Lamoreaux was elected president of Geauga County Fair; B. W. Crellin, vice-president; F. N. Griffith, treasurer; Paul H. Calvin, secretary.

ALTA, Ia.—Buena Vista County Agricultural Society elected E. J. Edwards, president; W. R. Coyle, vice-president; William Schreiber, treasurer; C. J. Bains, secretary. Seven new directors were named at an enthusiastic meeting.

NEW ULM, Minn.—Brown County Agricultural Society elected Fred Behnke, president; Armin Retzlaff, vice-president; F. H. Behnke, treasurer; W. A. Lindemann, secretary.

MONTEVIDEO, Minn.—Chippewa County Fair elected J. M. Thornton, president, succeeding Charles Wadeck; A. J. Larson, vice-president, succeeding Alfred M. Falkenhagen, who was elected secretary as successor to C. A. Gostz, and C. C. Elkjer was re-elected treasurer.

MAHNOMEN, Minn.—Norman County Fair Association, re-elected Sam Olson president and A. O. Peterson secretary.

SUPERIOR, Wis.—M. H. Lavine, assistant secretary of Tri-State Fair the past two years, was elected secretary succeeding Edward L. Hanton, resigned. Ford S. Campbell, president; Charles Armstead, vice-president, and A. J. Wentzel, treasurer, were re-elected.

AUSTIN, Minn.—Mower County Fair Association elected A. O. Starks, president; J. C. Schottler, vice-president; B. J. Huseby, secretary; H. E. Lerud, treasurer.

ELK RIVER, Minn.—Elk River Fair Association elected L. G. Nelson, president; O. E. Tischer, vice-president; C. E. Stower, secretary; M. C. Tesch, treasurer.

ST. CHARLES, Minn.—John Frisch is the new president of Winona County Agricultural and Industrial Fair Association; Ben Campbell, Walter Eusterman, vice-presidents; R. M. Dixon, secretary; F. Gerry, St. Charles, treasurer.

WARREN, Minn.—Marshall County Fair elected William Forsberg, president; Clayton Olson, vice-president; A. B. Nelson, treasurer; J. A. Grindeland, secretary.

GLENWOOD, Minn.—Pope County Fair elected W. H. Peacock, president; J. A. Lee, vice-president; W. J. Hammond, treasurer; W. E. Engbreton, secretary; C. T. Kirkwood, Henry Halvorson, Joe Bartos, C. H. Bennett, W. T. Cummins, directors.

ALBION, N. Y.—Orleans County Fair re-elected Howard Hill, president; Glenn Clark, vice-president; Wilbur W. Mull, secretary; James H. Ryan, treasurer.

GALESVILLE, Wis.—Trumpeau County Agricultural Association re-elected A. A. Gibson, president; Alfred Ravnum, vice-president; Alfred Sagon, secretary; Leonard Larson, treasurer; W. D. Young, W. F. Raichle, Thomas Mattson, Clarence Brauch, Willis Buttle, directors.



By CLAUDE R. ELLIS  
(Cincinnati Office)

ALFRED F. FLATH, manager of Brooklyn (N. Y.) Roller Skating Rink, conducted his annual *New York American* Christmas Fund carnival in the rink on night of December 19 and the event went over big. Amateur two-mile team race was won by Pete Nelson and Paul Elias, and three-mile pro race by Red Ringwald and Cloyd Cawthon.

Other amateur teams entered were Louis Dick and Ferdie Tomassie, Bennie Scarvina and Reggie Lucia and John Cooke and Charles Gregory. Pro teams besides the winners were Arthur Launay and Steve Donegan, Jack Gillespie and Artie Ryder and Ray Demestro and Red McGuire.

There were a one-eighth-mile exhibition by Master Arthur Launay; quarter-mile exhibition, Elizabeth Lyna, school-girl champion; Four Gyrois, vaude skating act; exhibition figure-skating, John Davidson, and two 10-minute periods of hockey between the Maple Leaf team, of Brooklyn Rink, and Wildcats, of Dreamland Park Rink, Newark, N. J., with George E. Phair, sports writer and poet of *The American*, tossing the puck.

Officials were: Referee, Al Flath; starter, Victor J. Brown; timers, Chris Dalton, James Lawlor, George Ringen; Judges, J. Wesley Hamer, William Grant Brown, Jack Morgan; checkers, George Speth, Frank Decanio; clerk of course, William Luff.

JORDAN TRIO, novelty skating act, has returned to the floor show in Shadowland Night Club, San Antonio, Tex.

ROLLER RINK in Mackinaw Dells Amusement Park, Congerville, Ill., is being conducted this winter, as the only open feature of the spot, by Reese H. Jones, who has succeeded his brother, Lawrence Jones, as manager of the park.

AFTER 10 years' retirement, Paul Pelley, East Liverpool, O., brought out his roller skates on December 16 in Windland Auditorium Rink there to win the fifth heat of the Tri-State speed classic from a crack field. Miles, New Castle, Pa., and Schultz, Chester, W. Va., finished second and third. Pelley had been in strenuous training for the race, working out nightly after the rink closed.

HEDY STENUP, 14-year-old Austrian girl skater, is appearing in exhibitions in Jeff Dickson's Palais des Sports Rink in Paris. The big open-air skating rink at Sainte-Catherine, near Lausanne, Switzerland, is open. Sonja Henie, who has been ill, reappears in exhibitions at Palais des Sports Rink in Paris.

AMATEUR roller-polo skaters of Indianapolis will meet soon to discuss formation of a league similar to that which successfully operated the last two seasons. Richmond and Indianapolis pro teams will meet soon in the final game of the season. After the game the Richmond team will split and several of the stars will sign with teams in the new Indiana-Kentucky-Ohio loop, which will start play soon after first of the year.

A FIVE-MILE team amateur relay race in Charles-Mt. Royal Rink, Baltimore, on December 21 was won by Boots De Baufre and Wilson Bull. Time was 20 minutes and 31 seconds, reports Manager Bill Henning. Calvin Shields and Elmer Berger were second. All entries were members of Mar-Del Skating Club. Race was on a 20-lap track, which required 100 times around to cover the distance. Henning will stage a one-hour race on January 11, first of its kind in Baltimore in more than five years. It will be open to all roller skaters in Maryland.

NIGHTLY program schedule has been prepared by General Manager Johnny Beckman for Fordham Skating Palace, Bronx, New York. There will be beginners' nights on Mondays with free instruction. Block-skate contests will be put on Tuesday nights, with awards to winners. Instruction in waltzing will be given Wednesday nights. Thursday nights will be featured by graceful skating contests, beginning on January 3, with prizes to winners. Fridays will be set aside as fun nights, with souvenires and noise makers distributed. Some special big-time events are being considered for Saturdays and Sundays, such as basket ball, skating and dancing and amateur races.

PATRONS of Olympia Roller Rink, first one in Lancaster, Pa., in 20 years, tendered a Christmas surprise when they gave presents to Manager Jack Dalton, Eise Dalton and Roy Thompson, assistant manager, presentation being thru Morris McGowan, floor manager, and Ruth Eshleman. Acknowledgment was made by Jack Dalton, who, with Mrs. Dalton, is giving nightly exhibitions and teaching dance numbers. On December 24 an apple race was won by Earl Sangrey. Harry Halloway is seen nightly in trick skating. There are matinees daily except Sunday. Saturday afternoon races are proving popular with kids. Recent visitors have been Fred (Bright Star) Murree, Hanover (Pa.) Rink; E. M. Moorar, Coatesville (Pa.) YWCA Rink, and Mr. and Mrs. Jake Morasco, Deemers Beach Rink, Wilmington, Del.

ALHAMBRA ROLLER RINK, Syracuse, one of the oldest in New York, is drawing good crowds, writes Jack Wythe, who is putting in his fifth season of operation there. There are special door prize nights, events and parties. Special sessions were given on Christmas and New Year's Eve. A bus trip will be made to the new Rochester rink this month. It is probable that a new roller hockey league will be launched soon.

NEWEST roller rink in Rochester, N. Y., at 727 East Main street, is newly decorated and has latest installations. Biz is reported good. There have been numerous special parties and 10 are already scheduled for January. Rink is operated by Nellie Mensing, with Jack Wythe as general manager; Lee (Curly) Hand, manager; Victor (Fritz) Rocco, floor manager; Joe Clovert, floor instructor, and Harold (Red) Cooper and Floyd Crosby, skates. Mrs. Brandon and daughters, Ruth and Dorothy, have the checkroom. A party will be made up to visit Alhambra Rink, Syracuse, in January. The skating team of Hand and Rocco played their first engagement in the new rink New Year's Eve.

MORASCO ROLLER RINK, Decmer's Beach Park, near New Castle, Del., has closed. The rink, comprising 10,000 square feet, was under management of J. V. Morasco.

WHITE ELEPHANTS

(Continued from page 39)  
his father, who was a great zoologist. But the meager budget allowed the king by his harassed government is not sufficient to maintain more than one of these amiable pets in the royal style to which it has become accustomed. So, in spite of his fondness for the beasts, Boris is eager to dispose of one or two of them to a circus—possibly an American one—at a bargain.

"But King Boris is not alone in finding himself with a proverbial white elephant on his hands. An entire circus is on the dole in Rutland, Vt. And not only is an elephant involved, but 35 men and women performers and 65 animals, including five lions.

"There is always something a little tragic when royalty finds it necessary to dispense with the trappings of royalty. It is no less pathetically incongruous when the Bearded Woman, the Tallest Mah, the lovely equestrienne and the clown in a silk hat are all crushed by the blows of economic circumstance. In the minds of children, and too few adults, royalty and circuses properly belong in the category of the Never-Never Land. It is distinctly a blow to illusions when a king must take into consideration anything as humdrum as a budget and when a circus becomes the victim of an attachment writ."

Elly Ardely Progressing

LONDON, Dec. 15.—Elly Ardely, European trapeze girl, who was seriously injured by a fall at the Apollo Theater, Dusseldorf, Germany, is reported to be progressing favorably and hopes to be able to leave hospital in about seven weeks' time.

GOOD MANAGERS

(Continued from page 44)  
the grand stand for his editor friends. He provides them with a special place to park their cars. He instructs his police to watch out for cars bearing the press label, and the police do their stuff as tho the man at the wheel were the President himself.

Fair Must Be Good

"But he BUYS some space. He doesn't have to buy much, but all the free passes in the world and all the handshakes and backslaps that were ever invented don't make an editor sit up, and boost as does that little slip of paper on which are inscribed the words, 'Pay to the Order Of.' Even if the order is only for a dollar there is magic in the words, and the spirit which promotes the transaction gets right to the heart of the boy who from a lifetime of sad experience expects to be chiseled on and is watching out for the chisel every breathing minute of his life.

"Third, he must have a good fair. All the publicity in the world won't stand up very long if the goods advertised are not up to public expectations.

"P. T. Barnum is credited with having said that the people like to be humbugged. Maybe he said it and maybe he didn't, but he did say in a chapter written on *How To Succeed in Business* that you must have a good article and

then you must advertise it. There is another worn-out saying to the effect that if you build the best mouse trap in the world the people will make a beaten path to your door to get it.

Tell All There Is

"We doubt that statement just as much as we do the other about people wanting to be humbugged. You try it some day—make a good mouse trap and see how far you get—without advertising. Try to humbug the people at your county fair and see how long you last doing that. If you do have a good fair see to it that the people know ALL THERE IS TO KNOW ABOUT IT. If you don't have a good fair cut out the advertising; more to the point, cut out the fair. You'll be money ahead if you do.

"Fourth, the secretary himself must be good. Give a bum secretary all the co-operation you can find in the world, give him all the money he wants to put on a good fair, and still you haven't made a success of the thing if the secretary himself is a weak sister.

"A good secretary must know his public; he must know what people want; he must be alert to new things; he must guide, direct and counsel his board of directors. After all, the secretary is the man who meets the public, who gets the blame if things go wrong and who gets the credit—some of it anyway—if things percolate as everyone hopes they will percolate."

SET UP PLANS

(Continued from page 42)

people have what amounts to absolute authority in the staging of the exhibits at annual conventions, whereas heretofore the parent association has had charge of this phase. Assumption of this work is in no way a comedown on the part of the NAAPPB, and has, in fact, its approval. Number 3 has been long under discussion, as it has to do with exhibits to which the public will be admitted at a fee. Number 4, tho it is somewhat vague at present, is believed to refer to co-operation with the NAAPPB, the International Association of Fairs and Exhibitions, the Showmen's League of America, the American Carnivals Association and other groups; at annual conventions, for example.

Number 5 (a) has been modeled after the present constitution, but embraces a wider field of member eligibles, and, of course, does not require that membership be based on membership in the NAAPPB, while the second portion (b) is similarly modeled. Number 6, concerned with management, is more liberal in scope, and more representative. The second portion (b), providing for directors (9), follows corporate law.

In the amendment under "Elections" it is provided that the board shall choose the officers at its first annual meeting, these to be selected from either company or individual classes, or both, and that election to the office of director shall be by ballot, and a majority of voting members present is made necessary to election.

The previously announced policy on the part of the new association, committing it to meeting annually in conjunction with other outdoor bodies, is provided for under the amendments to "Meetings."



RICHARDSON BALL BEARING SKATE CO.  
Established 1884.  
3312-3318 Ravenswood Avenue, Chicago, Ill.  
The Best Skate Today

FRIENDS AND FOES  
I WISH YOU ALL  
A PROSPEROUS 1935.  
Fibre Wheels Rewooded.  
FRANCIS J. BALDWIN,  
240 South Diamond Street, RAVENNA, O.

UNDISPUTED!  
"BILLY"  
CARPENTER  
The King of the Rollers.  
World's Most Accomplished Solo and Exhibition Skater. Available for Rinks and Stage Productions.  
Address Care Billboard, New York City.

\$1.75 MEN'S NEW WHITE BUCKSKIN SHOES.  
All Sizes. Special Price in Dozen Lots.  
WEIL'S CURIOSITY SHOP,  
20 South Second Street, Philadelphia, Pa.

Happy New Year

They are always Happy when they Roller Skate on

"CHICAGO"

The WORLD'S Greatest.  
Now Better Than Ever.

See our 1935 Catalog. The most complete line. A Roller Skate for every one. Rink, Racing and Private Skates. White High Top Calfskin Shoes. Special Durable Racing Shoes.

BUSHINGS REWOODED.

Chicago Roller Skate Co.  
4427 W. LAKE ST., CHICAGO, ILL.

Betty Lytle

# HOLIDAYS SPIRIT MANIFEST

## HASC Function Enjoyable Affair

Attendance is about 200—  
Harry Duncan toastmaster  
—Landes welcomes guests

KANSAS CITY, Mo., Dec. 29.—The 15th annual Banquet and Ball of the Heart of America Showmen's Club was held in the Persian Ballroom of the Coates House Hotel tonight, with approximately 200 in attendance. While the attendance records of previous years were not equaled, the spirit of the holiday season was pronounced far more extensively than ever before. Harry Duncan, former manager of Fairland Park, was toastmaster of the occasion and served in this capacity most capably. He opened the banquet with an address of welcome. This was followed by invocation by J. F. Rodabaugh, of Baker-Lockwood Company, who also said prayers for the deceased members.

J. L. Landes, newly elected president of the Heart of America Showmen's Club, made the opening address, welcoming the guests to the occasion and formally announcing his intentions for the new year. L. V. Riley, retiring president, followed with an address of thanks and reminisced over the past year. Numerous other guests offered brief salutations.

At the speakers' table were, besides the toastmaster and the president and retiring president, Ben Roodhouse, of Eli Bridge Company; J. F. Rodabaugh, of Baker-Lockwood; Mrs. R. E. Haney and Mrs. Mary Francis, president and retiring president of the Ladies' Auxiliary, respectively, and Gregg Wellinghoff, of *The Billboard*, all giving brief talks.

Possibly the largest reservation made for the occasion was that of the Chevrolet Motors Company, numbering 25. This group offered two speakers, namely, W. G. Lewellyn, national sales promotion manager from the main office of the company in Detroit, and C. E. Bradley, zone manager from this city.

The toastmaster read numerous telegrams received from people who were unable to attend, numbering 50 and from all parts of the country.

One of the most joyful incidents of the night was the appearance of Mrs. Lola Hart in a wheel chair. Mrs. Hart has been bedfast nearly two years. She gave her thanks and expressed her joy in being able to attend. Mrs. Charles Goss represented the St. Louis Showwomen's Club and spoke in her club's behalf.

The exhibitors' convention held in conjunction with the annual banquet and ball was somewhat of a motorized exhibition. Chevrolet, Ford, Meck, Springfield trailers, Eli Bridge Company trailers, Skelly oil and other products of the motor field were well represented.

At this writing the names of people attending the banquet and ball have not been collected for publication. These along with details of the various other events held by HASC during the holidays will be provided for next issue.

## Showgrounds Not Yet Taken by Terre Haute

TERRE HAUTE, Ind., Dec. 29.—Through an injunction issued by Circuit Judge John W. Gerdink, restraining the city from annexing Edgewood Grove, Edgewood Place and what is known as the Deming land, those localities will not be annexed to the city of Terre Haute at least until after the two-year limit provided by law.

For years the location known as Deming land, at 25th street and Wabash avenue, has been the exhibiting grounds for circuses and carnivals, exempt from paying city license. The injunction granted by Judge Gerdink replaced a temporary restraining order formerly issued by the court.



J. L. LANDES, of J. L. Landes Shows, who was recently elected president of Heart of America Showmen's Club for 1935.

## World of Mirth Gets Allentown

CINCINNATI, Dec. 29.—Max Lindermann, manager World of Mirth Shows, advised *The Billboard* from Buffalo Thursday that his amusement organization had again been awarded contract for the Great Allentown (Pa.) Fair in 1935.

This marks the fifth booking by Mr. Linderman at the prominent annual event at Allentown.

## Martha Lavine New Ladies' Auxiliary Pres.

LOS ANGELES, Dec. 29.—At the recent meeting of the Ladies' Auxiliary to the Pacific Coast Showmen's Association Mrs. Martha Lavine was elected president for the new year. The 1934 president, Mrs. O. N. Crafts, presided at the meeting.

Others elected were Florence Webber, first vice-president; Ethel Krug, second vice-president; Vera Downie, secretary-treasurer.

Installation of newly elected officers will be held January 7, at which a dinner will be given in their honor. Martha Lavine, altho of late retired from active connections with show business, formerly had affiliations in both the carnival and circus fields.

## Mrs. Ramish Recuperating; Harry Ramish With Gruberg

CINCINNATI, Dec. 29.—Mrs. Harry Ramish, after undergoing an operation, is recuperating at Windsor Hotel, Philadelphia. Will be confined to her room for several weeks.

Harry Ramish has signed with Gruberg's World's Exposition Shows for 1935 as assistant to Manager Max Gruberg back with the show. An erroneous report recently stated that Mr. Ramish would be in charge of the advance. Percy Martin will again be the show's general agent.

## W. H. Davis in Hospital

CINCINNATI, Dec. 29.—W. H. (Bill) Davis, of Vampire Show note, has had quite a siege in hospital since closing the season with Mighty Sheesley Midway. As recorded at various times in *The Billboard*, this veteran showman has been doctoring an injured leg the last 10 years in a number of hospitals. Lately he has undergone four operations at King County Hospital, Brooklyn, for kidney and other ailments. He was permitted to spend Christmas with Mrs. Davis at their home in Brooklyn, but was scheduled to return to the hospital in a few days so the surgeons could operate on a large carbuncle on the back of his neck.

## American Carnival Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Dec. 29.—Somehow we cannot help feeling a renewed optimism with the coming of the new year, a feeling that seems to say to our inner self that 1935 is going to be an outstanding year in the carnival world and that up-and-coming carnival owners and managers are going to achieve new heights in the presentation of one of the world's most popular forms of amusement.

Similarly we feel that ACA is going to do big things. While our program for 1935 has as yet not been formulated in full detail, it is evident from the conferences and discussions held at Toronto that leaders in the carnival world are behind the efforts of the association, and that with their full co-operation, ACA's obvious program will be broad enough to encompass the many items of real consequence to the industry.

While some of the carnival men found it impossible to attend the Toronto meeting, many have written in advising that they are interested in the activities of ACA and will join as members. Included in this list are: E. A. Reid, Reid's Greater Shows; Art Lewis, Art Lewis Shows, Inc.; Joe Galler, Buckeye State Shows; Raymond Nasser, Metropolitan Shows; Sam E. Spencer, Sam E. Spencer Exposition Shows; M. A. Strader, Anderson-Strader Shows, Inc.; Morris Miller, Miller Bros.' Shows; O. J. Bach, O. J. Bach Shows; Joseph A. Brown, C. J. Bremer Midway Attractions; Mrs. C. E. Pearson, manager, C. E. Pearson Shows; L. E. Roth, Gibson's Blue Ribbon Shows; J. Francis Smith, Smith Amusement Company, and Richard Palmatier, Wonderland Exposition Shows.

Within the next few days letters of explanation and member applications will go forward to the shows above mentioned.

We plan also to take up with each of the present ACA members the proposed change of plan in financing the association, particularly with reference to fighting obnoxious legislation and securing more favorable transportation advantages for the industry.

We are planning to attend the Albany (N. Y.) fair meeting on February 19 and would appreciate it very much if the carnival men who intend to be there will advise us accordingly.

## Cetlin-Wilson Again At Greensboro Fair

CINCINNATI, Dec. 29.—A telegraphic communication to *The Billboard* from Cetlin & Wilson Exposition yesterday advised that contract for the Greensboro (N. C.) Fair for 1935 had been awarded to that well-known amusement company, which is headed by Jack W. Wilson and I. Cetlin.

This booking makes the third year for Cetlin & Wilson to furnish midway attractions at the Greensboro Fair.

## Winchell in Advance of Miller Show in Cincinnati

CINCINNATI, Dec. 29.—Frank Winchell, this winter publicist for Cash Miller's Oddities, arrived here yesterday to complete details for the Miller show's engagement for two weeks here in a large store-room in the heart of the business district, on Vine street, starting tomorrow. While here a couple of weeks ago Miller and Winchell did some advance work in behalf of the Oddities' local date. The show has been in Portsmouth, O., this week.

MACON, Ga., Dec. 29.—A petition for permission to incorporate the Al C. Hansen Shows was filed in Bibb Superior Court here by Al C. Hansen and Harry L. Small. The corporation is to be capitalized at a minimum of \$500 and a maximum of \$2,000 and is an operating corporation. The petitioners are represented by Paul M. Conaway, local attorney and newspaper man, widely known in show circles.

## Joe Rogers Fooled 'Em

Joe Rogers (of Dufour & Rogers and other enterprises) has been known among his intimate acquaintances as a "rollicking jester" and his comedy "not to be taken seriously."

It so happened at a recent meeting of the Showmen's League that the president and first and second vice-presidents were absent. Hence it fell on Rogers, newly elected third vice-president, who was in attendance, to handle the gavel.

In his official capacity Joe transformed from the "club's jester" and demonstrated that when really serious he is a parliamentarian of unusual ability. Many present thought he could not lay aside his "rollicking" when among brother showmen, but he fooled 'em.

## Kemp's New Drome To Be Fine Outfit

TAMPA, Fla., Dec. 29.—The new and enlarged outfit for Kemp's Lion Drome with Royal American Shows is nearing completion and will be a masterpiece of ideas and construction. It is being built under the guidance of the show company's master mechanic, Ed Nelson. Walter and Marjorie Kemp are preparing a number of new features for the drome, among them some innovations in animal acts and more sensational motor-car rides with lions by Marjorie. Walter Kemp, who some weeks ago purchased an airplane, has been making numerous air trips and will use the plane ahead of the show the coming season.

## Joseph Kenslow Recovered

ST. JOHN, N. B., Dec. 29.—Joseph Kenslow, of the Bill Lynch Shows, has nearly recovered from a fractured hip he sustained at Charlottetown, P. E. I., when moving the Ferris Wheel from the lot to the railroad station. He fell into a truck and several pieces of equipment fell on him. He has been discharged from the hospital.

## Kempfs in Grand Rapids

GRAND RAPIDS, Mich., Dec. 29.—Kemp's Alpine Village and Model City, exhibited at A Century of Progress, Chicago, all last summer, were displayed at Herpolsheimer's department store here until December 24. With the displays are G. Bruce Kempf, Irving A. Kempf, Val Coogan, and Dolly Dot, mechanical girl.

## Joseph Hoy Recovering

RICHMOND, Va., Dec. 29.—Joseph Hoy, who had been in Johnson Willis Hospital for an operation on his leg, was recently removed to Gilbert's Hotel here. He expects to be able to walk within a week. While in hospital he was visited by a number of showmen and brother Elks.

## Los Angeles

LOS ANGELES, Dec. 29.—It is pleasing to record that the holidays season in this section was the most gladstone in years. A noticeable air of prosperity prevails.

Mr. and Mrs. Orville Crafts entertained at their Hollywood home, also provided a feed for the folks at the show's San Bernardino winter quarters. Archie Clark had, besides local folks, guests from the East. Harry Fink, at the San Fernando ranch, entertained friends. Mr. and Mrs. C. F. Zeiger had Glen Loomis and Mrs. Loomis, of the Loomis Players, and Rosemary Loomis as guests aside from the ones who just dropped in. Hugh Fowler and the missus entertained friends at a downtown hotel. Will Wright, moving to new apartments, was host to friends. Harry Bernard laid up his rides for a few days—opens for New Year's. Downie Bros. had open house on Christmas at the plant.

Bob Cavanaugh has rides and other equipment on movie location.

George Moffat and Bill Harvey, of United Tent, were among those who

(See LOS ANGELES on page 51)



### Showmen's League of America

CHICAGO, Dec. 29.—Plans for the annual Spring Benefit Show are already under way. At the regular meeting Thursday night a committee on arrangements was appointed. Sam J. Levy is chairman and Jack Nelson co-chairman. Appointed on the committee are the following: M. H. Barnes, Lew Dufour, E. W. Evans, C. R. Fisher, Ted Lewis, Solly Ward, George Raft, Tom Mix, Lew Keller, Joe Rogers, Tom Rankine, Will Wright, Sam Solomon, E. F. Carruthers, Charles H. Duffield, Edward A. Hock, Frank P. Duffield, Edgar I. Schooley, Harry Coddington, Walter F. Driver, J. A. Morrissey, Frank R. Conklin, Harry A. Illions, John L. Lorman, Morris I. Kaplan, Charles R. Hall, Frank E. Taylor, Dr. Max Thorek, Jack Benjamin, Charles Miller, Ernie A. Young, J. Alex Sloan, Earl Taylor, Nat S. Green, A. C. Hartmann, Maxie Herman, Harry Buswell, Dave Russell, Charles Sparks, M. J. Doolan, A. L. Rossman, Paul Lorenzo, Jack H. Beach, George Hamid, Samuel Bloom, William Kaplan, Frank D. Shean.

Memories of the Christmas dinner served for the boys at the League rooms will linger long. About 25 gathered to partake of the feast served thru the good graces of President J. W. (Paddy) Conklin and Brother Harry Thurston. In the midst of festivities came a wire of good wishes from President Conklin, also another announcing a gift of \$10 from Brother Ray Marsh Brydon, with a note stating that this goes to the "Bread Box," which is the fund donated by various members that the boys may have their lunches regularly.

Brother and Mrs. Nate Eagle in town for the holidays in company with Stanley Graham, Nate's business associate. Spent some of their time at the League rooms.

Frank Schneek and R. Radcliff were Chicago visitors and called at the rooms to visit with friends.

Brother Sam Bloom, chairman of the house committee, has been busy on plans for the New Year's party. Looks like this will be a real affair.

Many season's greeting cards were received at the League rooms and thanks are herewith extended for the senders' remembrances.

Brother Earl Burke, with a few moments' leisure, dropped in for a short visit.

Brother Lee Sloan was reported on the sick list. He is now said to be up and around but showing the effects of the confinement.

W. H. Havis, from down Texas way, made a visit to the League rooms while in Chicago.

Brother Nate Eagle says he may leave any day. The boys have been trying to persuade him to stay for the New Year's party—looks like he will weaken.

Brother C. D. Odom writes to advise of the death of Brother C. F. Dixon, who passed away at San Antonio, Tex., December 17. This news was received with deep regrets by the brothers. A moment's silent prayer was in order during the regular meeting.

Brother Tom Vollmer writes that his father passed away at Indianapolis recently.

Brother Courtemanche placed a beautiful poinsettia in the League rooms to brighten them during the holidays week.

Happy New Year to all. Also a message to call attention to the fact that dues for 1935 are payable. Better attend to this at once—let's start the new year with a clean slate.

### St. Louis

ST. LOUIS, Dec. 29.—Mr. and Mrs. J. C. Simpson are in the city visiting with relatives and friends for the holidays. They plan on returning to Birmingham, Ala., next week, where they will sojourn for the rest of the winter, until the opening of the Johnny J. Jones Exposition.

John T. Francis, of Southern Exposition Shows, was among other visitors to the local office of *The Billboard*, when he was en route from Decatur, Ill., where he spent Christmas with Mrs. Francis' parents, to Kansas City, to attend the Heart of America Showman's Club festivities.

Sam Solomon, owner Sol's Liberty Shows, was in the city this week, on which trip he purchased some additional trucks and motor equipment from Charles Goss, of the Standard Chevrolet

Company. Mr. Solomon plans on enlarging his show considerably for the coming season.

Among those who left this city to join in the Heart of America Showman's Club festivities in Kansas City were: L. S. (Larry) Hogan, Mr. and Mrs. Eddie Vaughan, Mr. and Mrs. Charles Goss, Mr. and Mrs. Tom W. Allen, Mrs. C. E. Pearson, Mrs. Mabel T. Pierson, Mrs. Catherine Oliver and Art H. Daily.

William (Bill) Snapp, owner Snapp's Greater Shows, visited the local office of *The Billboard* Monday, when he was en route from winter quarters in Joplin, Mo., to spend the holidays at his home in Danville, Ill.

### Philadelphia Pickups

PHILADELPHIA, Dec. 29.—Morris Michaels, who this year had the cook-house with Art Lewis Shows, and later with Benny Krause, came home for the holidays. Will return to Florida shortly. Phillip Rohmer and Lanny Bacon, of Wildwood, were visitors in the city before the holidays. Took in Joyland.

Jack T. Ryan arrived in the city from the West. Reports a good business with United Shows of America last season.

Tex Conroy and family visited here over Christmas. Still with Carl Lauther, who is laying off this week.

Carl J. Lauther was a visitor in the city while on a trip looking over spots for bookings for his traveling museum. Reports fairly good business since opening.

George E. Roberts returned from the West, where he had been showing solid bookings since last September. Is now booked up until spring. Had one of his most successful seasons.

Sam Millinger and Ben Krause, of Krause Greater Shows, arrived in from the South. Millinger spent six weeks in the department store where he has been for many years at the holiday season. Both will return to Florida shortly for the opening of the shows January 15.

### Hennies Bros.' Shows

HOUSTON, Dec. 29.—Work has started at winter quarters of Hennies Bros.' Shows. This includes the washing of trucks and trailers to make ready for repainting and the building of five new show fronts which will be modernistic, minus pictorial banners. Harry W. Hennies is supervising the repainting of trucks and trailers and building of new fronts, with L. McFarland and five assistants doing the actual work. Orville W. Hennies and General Agent Noble Fairly are still in the North booking dates. They were slated to be in Kansas City during the holidays, to be joined by their wives, Mrs. Fairly having been visiting in Wichita, Kan., and Mrs. Hennies in her apartment here in Houston. The writer, Joseph S. Scholbo, has finished his work of the past month in the parlours department at Epsom Downs and is devoting much of his time to handling the show's correspondence and attending to many details around quarters. Earl Stroud and his wife, Alice Melville, are back in Houston after playing a few dates in the Rio Grande Valley, and Earl is supervising the building of a combination house-car trailer for Mlle. Florence, one of the free acts with the show the past season. There is much work to be accomplished by this show before its opening early in March. Every front except the wagon fronts used by the girl and minstrel shows and the Circus Side Show will be new and different, and the two wagon fronts named will be changed greatly. Several of Earl Stroud's bandmen are playing local night clubs around the city, and Johnny Herron has first chair with one of the name bands here. Louis Eismann has some local promotions in the making. Eddie Clark has been nicknamed "politician" by the boys around the Auditorium lobby. Louis Margoles and the missus seem to be enjoying their stay again here. Mr. and Mrs. James Dunlavey are in an apartment near the downtown section to be near their daughter, Rose, now Mrs. Harry W. Hennies, who is making her home at the Auditorium Hotel.

PHILADELPHIA, Dec. 29.—The Joyland Show at 69th street had the best business in years. All of the entertainment features received praise. The Monkey Circus and Adam and Eve (well-known chimps) were the principal features. The kiddie rides also a great magnet for children. The entire production was under the direction of Rube Nixon.



SPILLMAN ENGINEERING CORPORATION,



### Pacific Coast Showmen's Assn.

LOS ANGELES, Dec. 29.—The club-rooms were handsomely decorated for the holiday season by Jack D. Reilly, club manager, and other members.

The report of the final details of the 13th annual Charity Banquet and Ball shows a handsome profit. It was a success in every detail and the club gave a vote of thanks to William Denny, S. L. Cronin and Theo Forstall. President S. L. Cronin appointed a committee to handle the profit money, with instructions to report and take care of needy showfolks. Baskets were sent—money in some cases—and the sick visited. President Cronin requested that the recipients of PCSA charity were not to be known except to those who handled the disposition of the charity fund. This was a very good idea, as embarrassment might be saved those who are at this time less fortunate than others. It can be stated that the money was expended in a judicious manner and many were made happy at Christmas time by the generosity of those who contributed to the success of the ball, which made this giving possible.

The election of officers for ensuing year came up at the first meeting. When nominations were in order a ticket was placed in nomination. At time for election Charles Hatch, candidate for first vice-president on original ticket, arose and made motion that the secretary be authorized to cast one ballot for the following ticket: Archie Clark, president; Frank Downie, first vice-president; Theo Forstall, second vice-president; Dr. Ralph E. Smith, third vice-president; Ross R. Davis, treasurer; John T. Backmann, secretary. The nominees were elected.

President-Elect Archie Clark, who will be installed January 7, when called upon for a few remarks thanked the club for the honor that had been conferred upon him. He paid high tribute to S. L. Cronin and the outstanding work he has done, which resulted in remarkable growth of PCSA. He said he realized he was being put in a tough spot, but remarked that with the support he expects he will assume the task without fear and at the end of his term he expects to leave the club's affairs in excellent condition. President Cronin said: "I pledge the same effort to have this club function as it has done under my administration. We of the Al G. Barnes Circus will be behind Archie Clark to a man. We pledge undivided support and the wish that PCSA under its new president will grow even to greater proportions."

The selection of Archie Clark is considered an excellent one. He is owner and manager of Clark's Greater Shows, has had years of show experience and is of keen perception and fine judgment, and with his likable, generous nature this club should have a highly successful year under his guidance.

Eddie Brown, in San Francisco, in a letter, expressed regret at not being present, that he had also rehearsed his tux and was ready for the big ball but found at the last moment that it was impossible to attend.

Bill Rice sent card cartoons from Tampa, Fla., which were objects of much attention at PCSA.

Well, trouper, another year at hand and all hope for a happy, prosperous one. So now, with the apparent opportunity to get more folding money, why don't you invest in a membership in PCSA? This club affords more than the money's worth.

### Rogers & Powell Shows

YAZOO CITY, Miss., Dec. 29.—The Rogers & Powell Shows recently closed their season at Lake Providence, La., and are now in winter quarters here. This

### KIDDIE-AUTO RIDE

1935 Improved Models Now Ready  
GET DETAILS QUICK.  
HEY-HEY — RIDE-O — LINDY LOOP — CAROUSELLES of All Sizes—MAGIO OARPET.  
Send Us Your Expectations for 1935. Get Our Quotations.  
BARGAINS IN RESULTS—MERRY GO-ROUNDS. Also Have a Rebuilt 8-Car Tilt-a-Whirl for Sale. Our Parts and Repair Department is the Finest in the Country.  
40 YEARS CONTINUED PRODUCTION FOR CARNIVAL AND PARK MEN.  
North Tonawanda, N. Y.

### 1500 KENO (LOTTO)

Made up in 15 Sets of 100 Cards each, Wood Markers. One Winner in the entire series. \$5.25 per Set of 100 Cards.

### BINGO CORN GAMES

FROM 21 TO 200-CARD SETS.  
21-Card Set.....\$1.00  
35-Card Set.....\$1.25  
75-Card Set.....\$1.50  
50 Cards, \$6.00; 100 Cards, \$10.00; 150 Cards, \$12.50; 200 Cards, \$15.00; 250 Cards, \$17.50; 300 Cards, \$20.00.  
All Sets complete with Wood Markers, Tally and Direction Sheet. Send for Free Sample, etc. Sent for Free Sample Cards and Price List. We pay postage except C. O. expense. Instant delivery. No checks accepted. Established 10 years.

### J. M. SIMMONS & CO.,

109 North Dearborn Street, CHICAGO, ILL.

### WANT TO BUY

No. 5 ELI FERRIS WHEEL OR 8-CAR WHIP. Must be cheap for cash.  
Address BOX 77, Care Billboard, St. Louis, Mo.

is Manager J. R. Powell's first winter-quarters stay since 1929 and he has yet to become accustomed to the layoff. He scarcely knows how to adjust himself to the no Saturday-night moves. However, he has already been busy on engagements for next season, which for this company will start in March. This is a motorized organization and will carry among other attractions five riding devices, the management advises.

### Gibson Blue Ribbon Shows

COLUMBUS, Ind., Dec. 29.—In the winter quarters of Gibson's Blue Ribbon Shows there was a real Christmas celebration. All the attaches of the show here were seated around a large table that was built for the occasion and enjoyed the big feast of roast goose and all the trimmings. Speeches were in order and very nice things were said of Manager and Mrs. L. E. Roth, who in turn thanked the folks for their faithfulness and co-operation in the past. All the ladies had a hand in the making of dinner. Special mention is due the delicious biscuits placed on the table by Mrs. Stevens, the pies by Mrs. May Kennedy, the candy by Mrs. Hicks, the dressing and other trimmings by Mrs. Roth and, by all means, the beverages by Mr. Roth.

The occasion was not only a Christmas celebration it also being the birthday of Jack Kennedy and the wedding anniversary of Mr. and Mrs. Stevens and the home-coming of the writer. The guest of honor was Mrs. Rudy, mother of Mrs. Kennedy, and she said some very nice things about showfolks. Incidentally, Mrs. Rudy is spending the holidays here with her daughter. Later the folks were guests of Jack Kennedy at the movies.

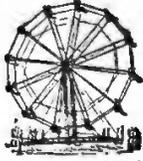
Those in attendance were Mr. and Mrs. Roth, Mr. and Mrs. Stevens, Mr. and Mrs. Jack Kennedy, Mr. and Mrs. William E. Hicks, Mrs. Nellie Rudy, Thure Peterson, Happy Sumrall and Cecil Gust—also Buddy, Patsy, Brownie, Jack, Dotie and Bess of the canine troupe.  
WILLIAM R. HICKS.

### West Bros.' Amusement Co.

SIKESTON, Mo., Dec. 29.—Manager and Mrs. J. W. Laughlin left the winter-quarters city, Morley, Mo., Wednesday to attend the banquet and ball of Heart of America Showman's Association at Kansas City. Mr. Laughlin has ordered four new tops, also covers for the Ferris wheel seats and a new canopy for the office truck, which is being remodeled. While at Osceola, Ark., recently Mr. Laughlin paid a visit to F. M. Sutton, owner Great Sutton Shows. Jake Moore's Athletic Show and Snake Show have been booked for next season, also a kiddie ride, which will give the lineup 9 rides, 12 shows and 18 concessions. The writer has signed as secretary for the show and has been overseeing work at quarters, also looking after some spots for the coming season.  
DOC DECKER.

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**NEW DEAL SHOWS**

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Fair Secretaries and Celebration Committees, if you want a clean Midway of merit and NO embarrassments, write at once. Exclusive Cook House, Corn Game, Photo Popcorn, Frozen Custard and "All Games" Open. Merchants' Spring Fair, March 14 to 23, Starkville, Miss. Jack Hozie, Mrs. Snodgrass, Geo. Kelly, Jones, W. H. GURDIT, Barry Harris and Charley Lewis, write me. Opening for sincere General Agent. Have outfits for capable showmen. All replies, THEODORE L. DEBRICK, Manager, Starkville, Miss.



**MIDWAY CONFAB**

By THE MIXER

AGAIN a new year! Everybody on your toes for the new season!

HAVE YOU really finished reading the Big Number (last issue)? Take another look!

LAST YEAR was "better"—the consensus. With spirited efforts 1935 should eventuate "much better."

A RECORD to be proud of: Secretary Frank S. Reed is entering his 20th year with Rubin & Cherry Shows.

BENJAMIN L. DIAMOND, scales operator, is spending the winter at his home in Philadelphia.

JOE TESKA, with his Model City, has pulled into Albany, Ga., having ended his season recently.

F. R. McHUGH, late of America's Model Shows, passed thru Cincinnati recently, motoring westward.

Uniquely, Mike T. Clark sent holiday greetings to acquaintances from a certain town in the Hoosier State. Postmark on the envelopes read "Santa Claus, Ind."

ARTHUR HAAS and wife (Lotta, mentalist) are wintering at their new home near Clear Lake, Ia.

and went home, Worcester, N. Y., for the holidays and much-needed rest.

BEN VOORHEIS recently arrived in Cincinnati to spend the holidays with homefolks prior to starting fulfillment of his indoor show contracts.

BUCK MAUGHIMAN has ended a tour south with his midget horse show (motorized) and returned to his winter-quarters farm near Canton, O.

HENRY J. POLLIE and son, John C., have been sojourning in Indiana. Will be in Chicago the remainder of the winter.

D. W. POWERS and some associates are preparing to launch a new-old attraction—which is a way of saying it will be a revival of an old-time kind of show.

ROY ANDERSON, wrestler, advises that he is in U. S. Veterans' Hospital, Muskogee, Okla., taking treatment for eye trouble and would appreciate letters from showfolk acquaintances.

J. J. (PUG) GRILLSON has been recuperating from injuries received in his accident at Montgomery, Ala., last November 6. Last week was leaving Tampa for Miami.



SOME OF PERSONNEL of World's Museum, San Francisco. Left to right: Lower row, Frank Lentini, three-legged man; Betty Broadbent, tattooed lady; Anato Hays, anatomical wonder; Flip, the frog boy; Dolly, singing and dancing doll; Anna John Budd; Hal Williams, armless man; Jean St. Elmo, accordionist. Top row, Eric Meyers, door man; Hal Compton, talker on front; Edith Hubell, Hindu mystery act; Alex Linton, sword swallower; Austin King, manager; Pearl Garvin, "shooting thru a woman"; Fay, mystery man; Tom Cassidy, door man; Jane Godfray, nurse; Charles Fort, talker on front; Edith Kelly, cashier.

POSTCARDED info from John Bincardi was that he had booked his cookhouse and his kiddie ride with Bright Light Shows for next season.

JOE CARR and W. R. Coley have a winter unit, titled Blue Eagle Shows, playing spots in Alabama.

LAST YEAR was recorded the banner season for Endy Shows, which information comes from no less an authority than David B. Endy.

E. H. RUCKER postcarded that he closed his colored minstrels show with Big Four Shows and was headed to Florida for the winter.

WILLIAM (BILLY) HARTZMAN was at Charlotte, N. C., last week, having closed as an executive with International Congress of Oddities.

LA-ZARA and Benito LaChappelle recently closed with a traveling museum

Jim Bonnell, well-known old-time showman (minstrels, showboats, circus; almost everything), walked into the editorial room of The Billboard (Cincinnati) last week and remarked: "I didn't know you folks published a 'big-city directory,'" and then displayed a copy of 40th Anniversary and Holiday Greetings Number of this publication.

W. H. (BILL) KENNEDY has returned to his home in Oklahoma City, Okla., from Wesley Hospital, where he underwent an operation. Bill had his side show with Selbrand Bros. last season.

There needs be an "Outdoor Showmen's Protective Association" in Florida. A cooperative, whole-hearted combination of circus, carnival, repertoire and other branches of traveling organizations. It's high time that the "pant" be rubbed off officious supports to would-be hog-it-alls—the public might appreciate seeing what kind of timber they're made of.

MR. AND MRS. L. C. McHENRY (wax exhibit) are leaving Charlotte, N. C., on a trip to several other cities in the South, with plans to be in Miami about the middle of January.

AMONG SHOWFOLKS on vacation at Hot Springs, Ark., have been Mr. and Mrs. Joe Tilley, of Tilley's Amusement Company. Joe recently purchased a new 10-car kiddie ride.

GERALDENE GERALD recently received a broken ankle. Shipped on icy pavement in leaving automobile at the home city, Glens Falls, N. Y. Was visited by Billy Dela and Jean Howard during the holidays.

JOE V. PALMER and wife, Margie, Canadian concessioners, some time ago left the Dominion for a trip to Florida. En route visited many shows and showfolks. Of late have been with Leo

Bistany's Mohawk Valley Shows in Florida.

ELIZABETH (MOTHER) CORNING was happy to realize that *The Billboard* had reached its 40th "birthday." By the way, this recalls that Mrs. Corning, who resides on Route 2, Elgin, Ill., will be twice that "young" (80 years) on her next birthday.

MR. AND MRS. HENRY T. CURTIN have been visiting relatives and acquaintances at Atlanta, Ga., since the season closing of Mighty Sheesley Midway. These widely popular concessioners have trouped under "Captain John's" (Sheesley) banner many years.

OSSIIFIED LLOYD and the missus, past season with Krause Greater Shows, while on their way home, near Maddensville, Pa., stopped at Raleigh, N. C., where they purchased a 16-foot horse trailer. Also have purchased a new Chevrolet truck.

MR. AND MRS. D. E. (Gabe) Fence info of having a pleasant and profitable season with Bill Hames Shows. Are at the home of their son, E. G. Fence, in Houston, D. E. will spend much of the winter building a new outfit for his Nora show.

JACK BRADLEY is a busy fellow at Selma, N. C. Besides repainting the Merry-Go-Round and some other equipment of the Southern unit of Endy Bros.' Shows, Jack is also operating a sign shop, with which he has had more work than he could handle.

JOHNNY WILLIAMS, colored entertainer, last season with World of Mirth Shows, has a coterie of entertainers, including a seven-piece band, three girls and two male dancers at Senonia Inn, Perth Amboy, N. J., this winter. Johnny has booked with a circus in New York State for next season.

STELLA ROYAL, Elinor Stubitz, John Leal and Victor Wetter, midgets, who appeared in Midget Village at a Century of Progress Exposition, Chicago, last summer, of late have been with Texas Quinan's Gang. When they appeared in Fort Wayne, Ind., recently, they entertained children in the toy department of a large department store.

An instance of juvenile troupership is recalled by D. W. (Crazy Horse) Powers: At Rockford, Ill., in 1909 an elderly man remarked to Annette Armstrong, then a small child and with her father, mother, sisters and brother, now Mrs. John M. Sheesley: "Well, my little lady, aren't you a little out of place among these show people?" Quickly replied Annette: "If it is good enough for my mother and father it surely is good enough for me!" "I-ah-ah, beg your pardon," stammered the local "nosey."

THE VETERAN talker, "Irish Jack" Lynch, was mingling with old-timer showfolks in San Antonio, Tex., last week, among them "Boobey" Obadal, Jack Dillon and Ned Lewis, at their Riverside Gardens; Kent Hoamer, Walter Leeman, "Ikey" Lewis, Walter Stanley, Noel West, "Gold Tooth" McCarthy and that grand showman Fred Beckmann.

L. (LEE) VITCH, well-known veteran palmit, who dates back to midway circles of the Frank Gaskill days, also at world's fairs, including St. Louis, arrived in Cincinnati for an indefinite stay last week. Was at a Century of Progress, Chicago, in 1933; last summer with Barney Lamb's Side Show and America's Model Shows, lately working in theaters in Northeastern Ohio.

THE FOLLOWING were royally entertained by Mr. and Mrs. Sam Solomon, of Sol's Liberty Shows, at a Christmas dinner at winter quarters: Mr. and Mrs. Tom Berry, Mr. and Mrs. H. H. McClellan, Mr. and Mrs. C. Meyers, Mr. and Mrs. Joe Pesano, Mr. and Mrs. Marshall Streeter, Earl and Aea Kalfsbeek, Hughie Vostine, George LaBrelle, Jeans Martin and A. R. Marshall.

BALTIMORE BRIEFS—At a recent weekly luncheon of Advertising Club John T. McCaslin furnished some side-show banners, also some attractions, on the entertainment program, including Baby Lillian, fat girl; Slim the Shadow, living skeleton, and Harry Tracy, dwarf sword swallower. . . . Charles Smith (West Coast Smithy) recently opened a museum on East Baltimore street. . . . Charles Tasky is wintering in Baltimore. . . . Harry Lewis, late of William Glick Shows, recently secured the candy con-

cession at Palace Theater. . . . George LaFollette left the city to open a museum in Norfolk, Va. . . . Harry Bowen, Tom Howard, Joe Deming, Harry Rose, Tom Sangor, Lew Meyers and many others entertained at department stores during the Christmas trade weeks.

**OFF THE ROAD** the last four years, William Alden, with his wife and two sons, Eddie and Frank, has been operating Alden's Lunch at Luzerne, Pa., in all, 11 people employed. This former midway eating emporium owner and operator is known to most carnival folks of the Eastern section of the country. Was years ago with the Keene & Shippy Shows and later with the Harry N. (Pop) Endy Shows for 18 years. Incidentally, Dave Endy recently visited Frank and his family.

**DIAMOND KITTIE** and her manager, E. V. McGarry, have already been on several fishing trips during their sojourn at Miami. On a deep-sea angling trip recently the party included a newly married couple, Mr. and Mrs. J. H. Clark, Mr. Clark, a former showman, now secretary of Mills & Lipton Super Service at Chattanooga. A pool was made as a prize for the one catching the largest fish. In this instance avoidrupois favored avoidrupois. The biggest individual of the party (Kittie) boasted the biggest specimen of the day, a "Mr. (or Mrs) Kingfish," and she also hauled in the prize pool.

**SOME "DO YOU REMEMBER?"** by Fred Webster, agent McMahon Shows: The old Brundage & Fisher Shows? . . . When Johnny West had a big snake? . . . Spot Hendricks, general agent? . . . When the writer had the sign on his back at Baxter Springs, "Going To Hang a Tramp"? . . . George Willard and the writer had the picture feature *The Whole Damm Family* and slides of San Francisco Disaster? . . . When Reckless Russell and John Owens had a carnival? . . . Dana Thompson's Dixie Carnival? . . . Faulkner and McHenry's Sampson, the big snake? . . . When Develo was a feature in the perpendicular cage? . . . When the Parker No. 1 Shows opened at 7 a.m. every day in the week at Boonville, Mo.? . . . When Jim Finnegan had a little horse exhibit with Great Cosmopolitan Shows? . . . When the old Norton Shows featured Capt. Church, high diver, and put on their own shows? . . . When Spot English introduced spot-the-spot over here? . . . When Brown & Cronin had novelty concessions at the big fairs? . . . When Benny Faust and Whitey Triplet had a dramatic show at Durant, Okla., and Benny was the leading man?

**Big State Shows**

**HOUSTON, Dec. 29.**—The Big State Shows closed their season here recently and moved equipment into winter quarters. Roy Gray, director general, remarked that the show opened in early February in sunshine and closed in a downpour of rain, but had the greatest season financially and from every other angle. The first three weeks delivered big returns, the last three practically nil. When it opens in February it will be completely motorized.

Where some of the personnel will winter: Mr. and Mrs. Roy Gray, Houston and in the Valley; Elizabeth (Mother) Johnson, Indianapolis; Louis Bright, Mt. Pleasant, N. C., and in the East; Jesse Wrigley, Chicago and Houston; William Garmin and his wife (Madame Odus) and J. J. Burke, Tampa, Fla.; Joe Smith and O. M. (Dad) Barlow, Fort Worth; Curly Webster and wife, Corpus Christi; . . . and Mrs. Opal, on their farm near Houston; Cookhouse George and crew, Joe Kemp and his brother and wife and Roy Hill, San Antonio; Blacky Macabee and M. (Red) Northington, Kilgore, Tex.; John Dodge, Orange, Tex.; Eugene Booker, Mercedes, Tex.; Hardy Boyet, Corsicana and Dallas; Earl (Slim) White, Beaumont, and will make a round trip on an ocean freighter to Europe and then return to winter quarters; Dutch Bowden, Paducah, Tex.; Garland Conrad, Tulsa, Okla.; Harry Seidler, Beaumont; Mr. and Mrs. Les Pinc, Iraan, Tex.; Major Dot, Center, Tex.; "Astute," Gallatin, Tex.; Shorty Easter, Hearn, Tex.; "Leo" and his father and mother, Ore City, Tex.; J. D. Bowman and wife, directing Texas tour of the Montana big steer belonging to W. B. Hurst; Lee Pontius, to the Valley; Capt. George Farnsworth and wife, Harry L. (Sheeny) Bush, Dolly the Doll Lady, John Zybyisko (will have charge of the eating department in quarters), Horace Pfaffler, Frank Garvin,

Harry Kessler, John Cleveland, Wesley Summers, George Cook, Frank Havens, Pat Ryan, Kelley Boyer, Red Rogers and family, Al Koch, W. H. Gambein and son, Bill Norman and wife, C. (Yellow) Winters and Tom Hill, Houston. The writer, Rev. Doc Waddell, will lecture and address clubs, schools and lodges thru-out Texas, Louisiana and Oklahoma. Mr. and Mrs. Paul Forsythe and party, Loop-o-Plane operators, have gone to Sulphur Springs, Fla., for the winter.

**Rubin & Cherry Exposition**

**MONTGOMERY, Ala., Dec. 29.**— Instead of waiting until after the holidays to start the work at winter quarters at the fairgrounds, General Superintendent Bert Minor and Trainmaster F. J. McLane started their crews at work the day after the season closed. It is President Rubin Gruber's orders that every bit of the paraphernalia be thoroughly gone over, and all necessary repairs be made and painting of everything. And when this show makes its opening stand it will show his orders were carried out.

Artist Eddie Marconi, with two assistants, is taking care of the painting and pictorial work. Josie Nagata, superintendent of rides, is having all these devices set up so they can be more thoroughly gone over for anything needed. All wagons will be on rubber the coming season. Realizing that it is the show back of the fronts that counts the most as drawing power, special attention will be given to secure "the best of everything" in the way of attractions, and a number of features new to the carnival world will be produced. There will also be some new rides.

After spending five weeks in St. Margaret's Hospital here, Mr. Gruber, accompanied by his wife, left for Hot Springs to take a course of baths, after which he contemplates going to Florida for a few weeks. The latest news is that he is much improved.

Florida is again a mecca for the show-folks. Joe Redding and wife are at their home in West Palm Beach. Max and Doris Kimerer, Bill and Gertie Cain, Chaplitskey's Russian Midgets and others of these shows are spending the winter in Miami. J. C. McCaffery, Peazic and Cleo Hoffman at Tampa. Bennie and Harry Weiss have an apartment at the Exchange Hotel here, which is the office and headquarters of the show again this winter and where Manager Wilson looks after the boys in a satisfactory way. The writer is starting his 20th year under the Rubin & Cherry banner and is looking after the office in winter quarters.

FRANK S. REED.

**Great Sutton Shows**

**OSCEOLA, Ark., Dec. 29.**—Great Sutton Shows, in winter quarters here, are making preparations for their 28th annual tour, with new fronts being built that will feature innovative lighting effects, and Owner-Manager F. M. Sutton is building new transformer trucks. The show will be much larger next season than ever, with plenty of new canvas—orange and black the dominating color, as has been the last several seasons. There will be special bally wagons with calliopes for uptown publicity, and the midway will have two bands, the white band playing concerts on a band stand in the center of the grounds. The show expects to carry seven or more rides. The writer, Jimmie Boyd, after acting as special agent the last 12 weeks of last season, has contracted as general agent for 1935 and will again use his specially built car and trailer, with calliope and p.-a. system, in advance.

**Johnny J. Jones Exposition**

**AUGUSTA, Ga., Dec. 29.**—Since putting the show away in quarters here there has been little activity other than the preparing of the commissary department and arranging the blacksmith, woodworking and paint departments for immediate action upon the return of Manager Walter A. White the first week of January. Winter quarters are in charge of Assistant Manager Tommy Allen, who is making the necessary arrangements for arrival of the crew of builders and painters, and from all indications and confirmed reports this mammoth amusement organization will present innovations in midway attractions and show fronts over its 1935 itinerary. E. Lawrence Phillips made a brief visit to quarters last week, and after wishing everybody here a Merry Christmas left to spend the holidays at home in Washington. Arthur Atherton,

secretary, left to enjoy the holiday spirit with homefolks in Montgomery, Ala. A 70-foot steel car has been converted into a comfortable dining room with a capacity of feeding 40 people at one sitting. This department is under direction of George (Wobbly) Henderson. General Agents Jack V. Lyles and J. C. Simpson made hurried trips to quarters and after a brief conference departed to spend Christmas with home folks. The management had a crate of large turkeys delivered to the commissary department and a hearty Christmas feast was provided the attaches at quarters. Everybody in quarters looking forward to Manager White's return and anxious to hear the music of the anvils, saws and hammers.

W. M. BREESE.

**Martin Bros.' Shows**

*Reidsville, Ga. No auspices. Weather, cold. Business, good. Location, around Courthouse.*

Manager Mickey Martin was ill during the week with the flu. Legal Adjuter Lowe entertained many officials. Congressman Dean, of Georgia, was a visitor on the lot, also Comptroller General William B. Harrison, of Georgia.

*Claxton, Ga. No auspices. Business, fair.*

Show didn't open until Thursday night on account cold weather. Mickey Martin improved in health. The writer the proud father of a girl, born Wednesday night. It was named by Legal Adjuter Hugh Lowe after the wife of the governor of Georgia, Mittie Talmadge. A big cake was baked by the comptroller general's daughter, Kate, and sent all the way to Claxton by a special messenger to deliver it to Mr. Lowe. Pearl Harris and Mrs. Dave Wilson on the sick list, both with the flu.

ROBERT FRAZIER.

**LOS ANGELES**

(Continued from page 48)

threw Christmas doings for friends. Harry Seber and R. E. Moyr have taken

over the exploitation of a feature. Moyer leaves for Missouri to get data and affidavits. They plan to go direct to Washington as the first stop.

Hal Ross secured permit to open a walkathon at Long Beach tonight. Harry Phillips associated with him.

Doc Hall leaves for Mojave, Calif., working on a promotion for Mojave Athletic Association.

James Schute, well known among carnival folks, in town for a short stay.

A letter advises that Stewart Tait is in Manila and that Eddie Tait has one of the shows in China.

Whitey Claire left for Northern points. Will return here and sail from San Pedro for the Orient. Plans being associated in a wild-animal film to be shot in and near Singapore.

Mrs. Roy E. Ludington purchased from Mr. and Mrs. Sam Dill their palatial housecar. She and Roy will add this to the O. N. Crafts caravan. Tommy Meyers is at Crafts' winter quarters. Only comes to town at long intervals.

Julius Griffel is in from New York. His first visit to the West Coast.

Clyde Gooding is working near-by spots.

Charley Hatch had a lot of placements for the holidays in lobbies and on movie locations.

Fritz Brunner is recovering, altho his arm had to be amputated. He was victim of a peculiar accident. After handling cat animals for years he was on a movie location and was placing a howdah on a camel. The camel grabbed his arm, reared on its hind legs and kept swinging him, almost tearing the arm from his body.

Harry Wallace left a trip to North Coast points.

George Silver had a fine season with novelties at downtown locations.

Cal Lipps had the Copenhagen flea circus as an attraction in a downtown department store.

Mr. and Mrs. Elmer Hanscom on trip to San Francisco.

Mert and Bill Rasmussen are back from a trip to Hamilton, Mont.

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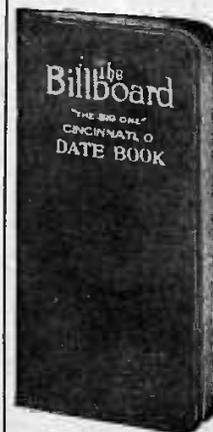
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By GASOLINE BILL BAKER (Cincinnati Office)

**MONTGOMERY E. (SKIP) DEAN** veteran med tent showman, is reported to be really "killing 'em" in the PERA community center shows in Lincoln, Neb. Skip was recently given a quarter-page feature story publicity write-up in *The Lincoln Sunday Journal and Star*, with regular pitchers 'n' everything. Skip has been wintering in Lincoln for the past 15 years. Quite a sendoff, Skip; keep up the good work.

permit my people to make cracks in the umpcha lingo about clients. I attend local churches and believe in them. I'm, in fact, pretty much of a chump to many J. C. I.s and some other types of pitchmen. But I'm never c. o. d. and would like to see pitchmen organize if they can. But I would want them classified and placed on the same sound business basis as other organizations. Such an organization can get Federal recognition. And right now things can be done in Washington. That would save thousands of dollars in readers to pitchmen. Any man knows that most high readers are unconstitutional. But it takes money and brains to do the work. Some members of the fraternity have both. Congressman Reynolds, of my home district, was once a medicine man. Ditto Attorney Williams, of Danville, Va., who was Cuban consul. I'm proud of my business and once made a fortune out of it—and a clean one. The banks got it all, but I'll be back. But I don't work in back alleys. I shout from the rooftops and sell it to the white collars and make 'em like it. I'll go a long way to really organize, especially the med men, especially men like Ferdon, Maxie, Haurer, Livingston, Speigel, Wilbur, Red Fox, Gilbert and others. What about it?"

**CLAUDE A. PHILLIPSON** pipes from Palmyra, Ind., where he has been with his Happy Phillipson Comedy Company for the past several weeks: "Our company has not shut down for the season yet, altho we are currently taking a week's rest. After the first of the year all hands will be on deck. We have been playing towns of very small population. Roster of show has, besides Mr. and Mrs. Phillipson and their two sons, Bozo Stiles, blackface; Teta Mae, song and dance; Jesse Stiles, general business manager; Mr. and Mrs. Kenneth Clear, straights, songs, dance and music; Jim Gaffin, boss canvasser; Ted Martin, stage manager; Charles Sharkey, mechanic, and Margaret Conner, concessions."

**FRANK HAITHCOX'S** Regan Brothers unit closed at South Boston, Va., the day before Christmas after 10 weeks of nice business. Frank writes: "The show made one North Carolina town (the 22d) on a free reader (by invitation of the mayor and a county official). Unusual, but true. Bob and Mike Regan and the family are at the camp near Roanoke. Sam Fridden and Ernest Freeman have gone home to see the folks. The missus and I will spend part of the holidays in Winston-Salem and then on to Orlando, Fla. The show will reopen in North Carolina or Virginia early in January and remain in those States thru 1935."

**CHIEF R. DEERFOOT** writes that someone must have mistakenly walked off with a brief case containing his book of press clippings and other personally cherished mementos. As these are of no value to other than the owner, Deerfoot earnestly requests that they be returned to him at Thomasville, Ga.

**"JUST GOT MY COPY** pipes of the 40th Anniversary Number." writes Doc George M. Reed, Indianapolis. "Surely is a wonderful book. One that we will all enjoy. I have not had time to read much of it yet. It will take me a week to read it. I have not missed a copy of *The Billboard* for 21 years. Glad to see Herbert Bull's pipe. I opened here the 26th in a chain store, on a two weeks' booking. My last pipe was in error in stating that I was to open in Columbus. One of the boys sent me a Christmas card from Arkansas, but forgot to sign his name. Have an idea it was Frank Libby. Wonder why the 'Only Maloney' and Jack Thomas don't shoot that pipe they promised. Earl B. Wilson, for the love of Mike shoot a pipe about High street."

**"I'VE PITCHED FROM** Broadway to Key West, Fla., and back again in the last 37 years, tells Frank Halthcox, South Boston, Va. "and know what I am talking about when I term as pure 'bunk' the statement in a recent issue that Northerners are not wanted in Alabama and Florida. I'm a Southerner and own a Florida home, have been mayor, councilman and president of the Chamber of Commerce of a Florida town that only had a dozen real Southern families in it. Florida is made up of one of the most cosmopolitan populations in the world. Blindfold a man and let him talk to anyone in Florida and he might think he was in Chicago, New York or New England. As for Georgia and Alabama, I know plenty of 'Yankee' pitchmen who are now making money in the South. I'll admit I'm a road man, BUT I don't treat natives like chumps. We have an eight-people show and live in comfortable quarters and mix with the business people of the towns we play. I don't

old-time wire worker, is dead. He is reported as found dead in his Kingston (N. C.) house on Christmas Day. Jimmie says that Tug was known to many pitchmen, including Jack Joyce, Tom Rogers, Joe Hall, Tom Barnette, etc., and that some of the boys might know of relatives somewhere. Tug was 82 and so far as known had no relatives.

**"SUNSHINE" ROGERS** scribes a short one from Charlotte, N. C., where he is busy breaking in a new unit, and infos that the weather "has been a little stiff, but it makes it feel like Christmas time."

**DOC ACE BUDIN-KAYE** writes the known as Count LeMoyné, writes the following from Wilkes-Barre, Pa.: "I am back in Plymouth, my home town, about four miles from Wilkes-Barre. Had a good season with the astrology and mental act, altho radio stations have been overworked with stuff of my caliber. However, stores and auspices are especially gratifying. During the cold weather I expect to work hotel ballrooms as I have always done in the past. I have met some of the boys working coils and static eliminators. Wonder where Prince Charles, the astrologer, is and also my bosom friend, Harry (Snozzil) Graves. In commemoration of the yuletide season I offer this Christmas toast to pitchdom: I pray the prayer that the Easterners do. May the peace of Allah abide with you:

**Pitchmen I Have Met**  
By SID SIDENBERG

Just about 37 years ago at Alva, Okla., when that State was still part of Indian Territory and med shows were at their zenith in popularity, the countryside for many, many miles around assumed a holiday spirit and all the inhabitants made arrangements to attend in their gala attire, and especially one night in particular when Doc George McDonald announced that the next night would be amateur night and the winner would be granted the privilege of appearing in a following performance along with the professionals on the show as the prize.

Little did Mrs. Frank C. Keith, mother of Frank C. Keith, one of the most successful and popular med opera owners known in Pitchdom, dream that her boy, whom she brought to the lot as a contestant, would some day own a bigger and better show than the one that was before her. She was proud of Frank. She knew that he could and would do his stuff and she wanted him to make good for she also had dreams of his success as a performer in the future. Frank was entered and he won first prize and the right to do his bit along with the regular actors. That was the start. He won a regular berth with the show and stayed with it until he attained manhood and went out on his own hook.

No need discussing how successful Frank has been as an owner and producer, for one look at his show and his way of putting over his med and health talks, his equipment and his ability to pick and fix spots is sufficient to convince the most skeptical in the game that "success" is a habit with Keith. His training with McDonald, Doc Henry Barnett, and the Original Quakers, along with his 28 years' experience at the head of his organization, has naturally assured him everything that spelled success.

Frank is a real fellow along with it. He is one of the boys that made good who hasn't suffered with the "swell-head," but tells you that he owes his success to his performers and missus and all who worked with him and helped him put over his medicine company and shows. Among Keith's personnel are Bob Chambers, Meryle Lee, Bud Arlington, Mel Walker, Harry Freeman, Charles Moore, Miss Tommy Thompson and Elwood Benton and Mae Clark. The latter team is well known and has been in big-time burlesque circles for the past 18 years.

Keith is a member of the I. O. O. F. and Masonic lodges. The Keiths when not on the road call Baraboo, Wis., home, and where Frank also maintains offices for his mail-order business.

**IT'S NEW PLUNGER FILLER VAC**  
ZIP! ONE PULL—IT'S FULL!

EVERYTHING IN FOUNTAIN PENS & SETS.  
**JOHN F. SULLIVAN**  
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**HEADQUARTERS FOR SPECTACLES AND GOGGLES**  
We carry a Complete Line of Goggles, Field Glasses, Microscopes and Optical Merchandise. Our Prices are the lowest anywhere.

**NEW ERA OPTICAL CO.**  
Write for Catalog #F43.  
Optical Specialties  
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**START THE NEW YEAR RIGHT—MAKE \$15.00 A Day!** It's all in the Pen Point. Western buyers order from Chicago Office. Send and get my new price list.

**JAS. KELLEY, The Fountain Pen King**  
487 B'way, N. Y. C.; CHICAGO, 180 W. Adams St.

**E. Z. WAY AUTOMATIC STROPPER**

**W. M. MFG. COMPANY,**  
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**AUTO JOKER**  
Also known as Whis Bang or Auto Buzzer Alarm, it is the greatest fun-making novelty created. "You laugh until you cry," it screams, smokes, whistles and shoots. We are also manufacturers and contractors of high-class display fireworks for fairs, parks and all outdoor celebrations. It might pay to get in touch with us.

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**AGENTS—GET RESULTS!**

3380.00 Monthly selling 10 improved patented Carter Window Washers daily. Cleans, dries, polishes. Eliminates all muss. Good Housekeeping approved. Restricted territory. Write today. **CARTER PRODUCTS CORPORATION, 992 Front Ave., Cleveland, O.**

**ELGIN—WALTHAM WRIST WATCHES**  
Brand-New Cases. Metal Bands. Send for Catalog. Biggest Bargains in Best Watches and Diamonds in the Country.  
**H. SPARBER & CO.,**  
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**SLUM JEWELRY \$1.00** 25% WITH gross orders.

Waldemar Chains, Assorted, Dozen ..... \$1.75  
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Full Line of Watches, Jewelry and Rings. Catalog.  
**FELDMAN BROS., 150 Canal St., New York, N. Y.**

**PAPER MEN**  
Who can Produce Quantity Subs. on NATIONAL MAGAZINE  
In All States, "Coast to Coast."  
Write Quick for Details.  
**F. A. PEARCE,**  
715 Shukert Bldg., Kansas City, Mo.

**"DOC OGDEN** and the missus were visitors recently," tells Richard Rickett, from Damascus, Ga. "Doc is now running pictures and vaudeville under canvas. Their show was at Boykin, Ga., 20 miles away. Had a nice turnout in spite of a Christmas play at the local high school. There are not so many shows in Southern Georgia at present."

**DOC W. R. KERR** Spartanburg, S. C., shoots: "It's been a long time since I shot in a pipe. Am still going. Have closed the show (Kerr Indian Remedy Company) and am pitching trade days and Saturdays. Biz not so good."

**AL ROSS** from Chicago that his show, consisting of Princess Carmelita, Marion Sturat and Bill Lawdy, is headed for the Ambassador Club in Terre Haute for New Years. Al states that things in general are looking up.

**"THE SOUTH IS** in better condition than ever in its history," cards Sid Sidenberg. He continues: "With cotton obtaining 12-cent loans business south of the Mason and Dixon Line has picked up in leaps and bounds and Old Sol was on the job and kept the cotton pickers busy thruout picking time. However, the cotton pickers, the spending element of the South, are either broke or are holding on tight to what they have earned and those contemplating going South, just don't."

**J. D. DRISKELL** cards from Marion, O.: "This town was open to doorways at one time, but not now. Formerly there were seven doorways in town for only 25 cents a year; now there are seven doorways that look like rubbish heaps. J. C. I.s and hometown boys who are too lazy to clean up are the cause. Not a solitary 'pitchman' was here for the holidays. How about some word from some of the real ones?"

**CHIC DENTON** shoots from Bowling Green, Ky.: "I found Elk City, Okla., open, but business slow. Came here for the Christmas rush and have found things very good."

**DOC AND MAE KELLEY** write from Gales Ferry, Conn., that they are home for the winter after a very pleasant and busy season. They have just completed their Christmas wreath and decoration business, which, incidentally, was almost three times as good as last year.

**JIMMIE WINSLOW** Washington, D. C., sends word that "Tug" Wilson (Happy Jack the Rover),

Wherever you stay, wherever you go, May the beautiful long green of Allah grow.

Thru days of pitching and nights of rest, May the love of good Allah make you blest;

So I touch my heart, as the Easterners do, May the PEACE OF ALLAH ABIDE WITH YOU!

"HAVE NOT WRITTEN"

For over two years," scribes Doc Harry Herbert, from Judson, Ind. "But have managed to get *Billyboy* most of the time from the newsdealer. Am fat and saucy and have made Old Man Depression run whenever I met him. Managed to make some money, spend some and save a little. For the past two months business has been a little on the up and up. Have been working almost continuously since May 14, 1930. Closed in Illinois October 7 and went home to St. Louis for a few days' vacation. Opened again at Commerce, Mo., December 9. Closed the camp season at Augsburg October 28 and went into halls the 29th without losing a night. This is a small-town med show, but not afraid of the big ones. Just myself and the Powell family. We generally stay two weeks or longer and make the natives like it. I am still doing magic, marionettes and banjo specialties. Earl Powell is doing blackface in acts with his wife, Dorothy, soubret, is working singles and sketches. Virginia Powell assists in magic, mindreading and acts. We change our program completely as long as we stay in a town. The 19th of next March I will be 81 years of age and still going strong. Wonder if I am not the oldest, med man still on the road. Would like to read pipes from the real oldtimers."

Old-Time Showmen

By CHARLES BERNARD

Arthur Borella, in the Christmas number of *The Billboard*, has made a timely and logical explanation of why the circus clown is no longer the featured specialty in advertising and performance that in earlier days placed him in the publicized list of named artists on the programs of leading circuses. From the introduction of the circus in America, up to the beginning of the Twentieth Century combinations of big shows, the clown, along with the equestrian, the leaps and imposing parades, was encouraged to excel in his specialty. Whether it was a singing, talking or acrobatic specialty, his name in the advertising and on the program had a magnetic influence on the public, and drew its share of patrons to the ticket wagon.

As early as 1788 Mr. Pool for an exhibition of equestrian feats in New York in September of that year announced in the advertising in large type "A clown will entertain the ladies and gentlemen between the feats." A few years later, when John Bill Ricketts started the circus on its climb to popularity in Philadelphia, he gave the English clown, William Sully, deserved prominence in the advertising during 1794 and later. In the interesting volume, "From Sawdust to Windsor Castle," by Whimsical Walker, there is much to confirm the important part played by the notable clowns of his day, both in England and America. He cited the importance of clowning as viewed by the royalty, and particularly that of William Frederick Wallcut, who was honored by appointment as the "Queen's Jester," rose to prominence in the profession, came to the United States with James M. June & Company's Circus in 1850, and was identified with some of the outstanding circus organizations of this country during later years, and was given special prominence in both newspaper and poster advertising.

It is only necessary to follow thru the available literature and programs of circus organizations that toured the United States prior to 1900 to realize the importance attached to the value of engaging a popular clown whose name on the circus bills meant patronage from the thousands who had enjoyed his songs, comedy and acrobatic stunts. In the New England States the names of William F. Wallcut, Joe Pentland, Dr. Thayer, Dan Rice, Archie Madden, Dan Gardner, Jack Holloway, Johnny Patterson, James Cooke, Charles Seeley, Tom McIntyre and a lengthy list of others were so well known to circus patrons that any show whose advertising included the name of one or more of these funmakers added much to its drawing

From Old Files of The Billboard

(The following was crowded out of the 40th Anniversary Number)

Frank B. Anselme

(The following is part of an item headed "His Last Pitch," appearing in the issue dated July 8, 1916)

One of the most loved and best known veterans, Frank B. Anselme, died at Quincy, Ill., after a short illness.

Let us pause a moment out of respect for the passing of one of the noblest, biggest hearted, truest knights of the torch that ever lived. He was all that God intended in man—a lover of nature, a lover of principles and of his fellow men. His pen sparkled with purity, sincerity and prose poetry, and his home was the rendezvous of the helpless. And tho he has passed from view, every turn of the road will remind his countless friends of his lovable nature. Truly we can hold him up as one of the noblest specimens the pitch game has produced. He had been on the road for over 30 years, and had always been connected with the business only in its highest phase. His friends were numberless. Until this season he had been active, touring in "Betsy," his little car, with his wife, stopping in their "little white-winged home." This season he made several stands, but his stomach would allow him no peace. Finally, to gain relief, he consented to an operation at St. Elizabeth Hospital, Quincy, Ill., from which he never recovered. He was buried July 2, in St. Louis.

The Pitch Profession

Only a thief should be ashamed of his business. If you are in business that supports you and enables you to live like a human being, and if you are selling anything that is produced by human labor, don't be ashamed of it. There are more clever crooks and swindlers in any of the so-called legitimate businesses than in all of the pitch profession combined, barring the jam artist. Most everything sold by pitchmen is worth what is paid for it. A man is a man, no matter what his business is, as long as it is honest.—Issue of Oct. 4, 1913.

power. During a 60-year period from 1840 to 1900 the advertising and the official programs of reliable and well-known circus owners will show that clowns with established reputations were given prominence along with equestrian and other featured performers. This fact is aptly shown in the rosters of the John Robinson Circus thru 50 years of operation by members of the Robinson family. In 1857 Archie Campbell's name was given publicity as a featured clown; in 1859 John Lowlow and Campbell were both advertised along with Agnes Lake, William O'Dell, Sam Rinehart and Frank Stark, the star riders and leapers; in 1870 the Robinson program had Lowlow and Campbell as featured clowns, and the male riders were John Wilson and Frank Robbins. Ten years later, in 1880, Archie Campbell was changed to steward because of age and health, but John Lowlow was still a popular favorite with the Robinson patrons.

The program of Montgomery Queen during the successful 1875 engagement

Noted Forepaugh Acts in 1907

By EDWARD L. CONROY

CORTLAND, N. Y., Dec. 29.—The five Ringling brothers, John, Charles, Otto, Al and Alf T. were the greatest showmen of the time back in 1907. They had the Barnum & Bailey Circus, the Adam Forepaugh & Sells Brothers' Circus and the Ringling Brothers' Circus.

The last road tour of the Forepaugh Circus, a memorable one in point of returns, unique displays and sumptuous array of talent, was in 1907. The season opened in April at Columbus, then the winter home of the circus, and closed in Pine Bluff, Ark., early in November. Except for a brief revival of this show in 1911, the Forepaugh-Sells title has since lain dormant.

In the roster of names, representing stellar acts of the period, are disclosed a number of brilliant troupes, companies and individuals, many of whom are still active. The band was headed by Prof. John Gill with 30 musicians.

United Railroads Kept Busy by Gila Monster

Department of Lost and Found Treats Reptile More Differentially Than Directorate.

One very large and poisonous gila monster has caused the United Railroads as much worry and fear in the last few days as a municipal bond issue.

Torpidly reposing in a brown handbag, he was picked up in a McAllister street car Saturday morning to receive much larger quarters in the lost and found department of the company in the Wells-Fargo Building.

The United Railroads officials perused the lost and found columns of the Sunday papers till they came to a notice reading:

LOST—One gila monster, 15 inches long. Absolutely dangerous; of the poisonous variety. Feed him raw eggs once a week and water twice. Finder please notify C. W. McKeough.

Needless to say that company sent out a tracer. McKeough found a force of employees outside of the door of the lost department warning people away from a 15-inch reptile, which was treated with more deference for the time being than the whole board of directors. C. W. received his gila and departed for the Sacramento Fair.—Issue of Nov. 29, 1913.

Still Going at 91

One of the boys writes that he met an old fellow recently that would make us young wise guys ashamed of ourselves. A pitchman 91 years old, the oldest in the business. It was old man Fox, known as the Paper King. He was born in 1822 at Bethel, Conn., a few miles from where P. T. Barnum was born, and for a long time his paper act was a feature with the latter's show. The old man carries Barnum's Wonder Book to prove it and still uses the act for a ballyhoo. The old man is well off. When asked why he doesn't give up the game, he smiled and said that he likes the crowds around him so long as he is able to get around. Maybe the boys wouldn't like to hear one of his pipes. I just guess, yes.—Issue of Oct. 4, 1913.

in San Francisco, the famous equestrians, Mollie Brown, Charles W. Fish and James Robinson, had as their respective clowns in the ring Nat Austin, Tom Miac and Billy Burke. P. T. Barnum's Circus when it opened the 1879 season at the American Institute, New York City, named specifically in the official program its four featured clowns, James Holloway, Charles Seeley, John Robinson and W. H. Stowe. When the 1880 season opened at the American Institute John Robinson, acrobatic clown; Charles McCarthy, grotesque clown, and Will H. Stowe, Shakespearean clown, were the names that graced the program. The 1880 season of Adam Forepaugh had Charles Seeley clowning the riding acts of Woody Cooke and Romeo Sebastian; Billy Burke clowning for the lady equestrians. The Irish songs from the ring bank of John B. Doris' Great Inter-Ocean Circus by Johnny Patterson season of 1883 is sweet melody in the memory of the writer, who believes in revival of the old school clown.

Nevaro Troupe of high-wire experts. A bear act, the usual menage numbers, stellar displays of trained horses, ponies and animals made up the program of features.

No fewer than 60 funsters appeared with the show, among them Arthur Borella, George King, Billy Jamison, the two Kellys, three Corellis, Lew Nichols and D. W. Winslow with his clown mule.

Madison Square Garden was advertised as the metropolitan home of the circus, and the official business address was 140 Monroe street, Chicago.

The late Gus Ringling acted as general agent and had capable lieutenants, among them the noted opposition agent, W. C. St. Claire, and Charles Snowhill, both of whom are still under the Ringling banner. Bert Loveridge and Fred Morgan were the local contracting agents for the show in 1907. Jake Newman piloted the show in 1911, the last season it was on the road.

The show, in 1907, encountered opposition with the Wallace-Hagenbeck Circus thru New York State, in Michigan and in Indiana. In the Hoosier State it also clashed with the John Robinson 10 Big Shows, and in Southern Missouri with Martin Down's Cole Brothers' World Toured Circus, of which the late George Moyer was the opposition agent.

John Robinson Parade, 1893

CINCINNATI, Dec. 29. — Forepaugh White submits the following parade lineup of the John Robinson Circus, season 1893: John Robinson III and his \$3,000 tandem of Arabian horses; first big band chariot drawn by eight coal-black horses, Henry Becker, bandmaster, and 16 singers; eight English traps occupied by women performers; miniature cages drawn by Shetland ponies; open cage with African pellicans, drawn by four camels; open den of Russian wild bears; open cage and Continental drum corps; open cage of white polar and black sea bears; tableau car with clown band; open cage of wart hogs; Robinson herd of elephants; water buffalo and sacred cattle; carved Roman lion den containing the lion Sultan and family; Queen Anne chariot cage with large groups of Bengal tigers; mirror car of leopards; tableau van with African antelopes; big band chariot drawn by 16 Dun horses; cage containing 57 varieties of monkeys; chariot cage with pair of hornet horses; cage with ostriches and kangaroos; callope drawn by 24 Shetland ponies.

Paris Pickups

PARIS, Dec. 17.—Principally "flash" acts on the new bill at the Cirque Medrano. The Three Spurgatis score in their neat posing and contortion number and the Seven Ida May "Midship" Girls offer a pleasing aerial act. The Trio Lopez (Fratellini, Max and Lopez) offer an excellent flying trapeze act and the Four Kraddockts (all sons of the clown Francois Fratellini) present a good comedy-acrobatic number. Other good numbers on the bill are Kanichka, "human ostrich"; the Two Albertinis, perch act; Four Leyhtons, equibristis; Schumann's horses and all the clowns.

Joe Jackson, the comedy cyclist, and the Four Hazel Mangan Girls, American acro dancers, are featured at the ABC Theater in Paris. The Flying Concellos leave for London to open at the Olympia Circus. The Fratellini trio of clowns are at the Nouveau Casino in Nice.

Manning and Class, American wire walkers, and Howard Nichols, hoop juggler, are at the Politeama in Genoa. The Six Flying Dolls are at the Circo Price in Madrid. Cirque Antonio, tent circus, playing Bastia, Corsica.

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HERE'S YOUR CHANCE with the CARTER FOUNTAIN BRUSH

A Sign Writing Fountain Pen for use on Windows, Show Cases, Blackboards or any surface. In demand at Stores, Schools, Auto Dealers and Gas Stations. Restricted territory. Sample, 25c. CARTER PRODUCTS CORPORATION, 1008 Front Ave., Cleveland, O.

MEDICINE MEN

PRIVATE LABEL TONICS. Immediate Shipment. New Price List. WRITE OR WIRE.

NUTRO MEDICINE CO.

16 South Elyria Street, Chicago.

5 BIG MONEY 2 VETERANS. GUY BUSY. Fast Selling Veterans Memorabilia, Joke Books, Wit Humor, Tramp Poems, Patriotic Calendars in Season. 15 Fast Sellers VETS. SERVICE MAG., 187 Leonard St., New York.



By LEONARD TRAUBE  
(New York Office)

**The Public Prints, Etc.**

EDITOR R. TOOLE SCOTT and his colleagues should be congratulated on their Christmas edition of *The Sawdust Ring*, organ of the Circus Fans' Association of Great Britain. The stories are excellent and well chosen, the illustrations are superb and the cover is swell—a whiteface joey holding a tray kingdomed by lions in confused and congested state, and below that a girl just about to complete a somersault from horse to horse—tandem is what I believe the kinkers call it. England's cousins on this side of the water are well represented in the issue. There's a picture of Marie Concellos, of the Ringling-Barnum Flying Concellos. Courtney Ryley Cooper writes about American circuses. Karl K. Knecht, of the American CFA and former editor of *The White Tops*, pens an article in which he observes that the American sawdust industry has weathered the storm. The number celebrates the first anniversary of the organization.

The Christmas gift to your correspondent from the Westchester County Publishers' newspapers is a news story in which is reprinted in full our answer here recently to the attack on the alleged drunkenness existing in Playland, Rye, made by a religious society, namely, the Westchester Women's Christian Temperance Union. The quotation was preceded by "The charge by the Westchester WCTU that children had become drunk on beer at Playland, an accusation vehemently denied by the County Park Commission (operator of the park), had an echo today in *The Billboard*, the trade magazine of the theatrical and amusement field." The headline was genuinely Santa Claus—"Trade Magazine Hits Drys, Defends Playland Sobriety."

Thanks to that lively chain of newspapers for printing our views, among which we said that Herbert F. O'Malley, director of the Paradise on the Sound, is opposed to the sale of intoxicating beverages in amusement parks, an attitude which in itself would make for a well-behaved park. All interested parties would also be pleased (or displeased, as the case may be) to learn that Director O'Malley stated his official position on the subject in a great address delivered at the Boston convention of the New England branch of the National Association of Amusement Parks early last year and published in *The Billboard*.

I have no reason to believe that Mr. O'Malley was under attack personally on the liquor question, but it does seem to me that the society's charge should have made it clear beyond a doubt that the director himself is opposed to the sale of intoxicants at parks in general and at Playland in particular.

In leaping to the defense of Playland's temperance strictly on the facts, I was also tempted to defend Director O'Malley even though I think his type of high-mindedness needs no defense at all.

**PLAYHOUSE**, Boston's amusement weekly, says that the flesh outlook in many parts of New England appears to get better.—*The World's Fair*, Great Britain's outdoor amusement journal, quotes a circus man as saying that the term "big top" is Americanese pure and simple and observes that it certainly has a romantic flavor to it. The subject seems to have been discussed considerably in *The Glasgow Citizen*. . . . *The Coney Island Times* reports that Dr. Philip I. Nash, president emeritus of the Coney Chamber of Commerce and consulting physician to many hospitals, has been elected president of the newly formed Coney Island Medical Society. From its columns I note that Joseph Goldberg, counsel to the Ocean Front Civic Council and one who has done much to improve Coney standards, is to be feted on January 12.—*The Rockaway Beach Wave*, reviewing the season, recalls that 1934 was fine in at least one respect, anyway—very few serious fires at beach-amusement property.

I like to pore thru the holiday mementos for a key to the attitudes of senders, among other reasons. Here are some of them as I dash thru the stuff: . . . Henry (Carnival) Meyerhoff's card has camels. . . . Bert Navins, press agent, got up a cartoon type card

referring to his trade. . . . Mr. and Mrs. Billy (Coin Machine) Rabkin show the candle burning. . . . Fog Horn (Rodeo) Clancy, carol singers. . . . George H. (CFA) Barlow III, circus in miniature. . . . Earl Chapin ("Romio to Ringling") May wants to make it clear that he had nothing to do with making the picture, "The Mighty Barnum." . . . W. J. (Promoter) O'Brien, steeds of ancient times. . . . Mr. and Mrs. Frank C. (Custard) Miller, dogs. . . . Betty Jerome, Xmas tree. . . . L. C. "Ted" (Carnival) Miller, ditto. . . . Mr. and Mrs. Jack M. (Billy Rose) Lewis, holly berry. . . . Boris (Circus Painter) Aronson, original pencil sketch. . . . Mr. and Mrs. L. G. "Andy" (Billboard) Anderson, birds, but not the Bronx cheer variety. . . . Mr. and Mrs. Chalmers Lowell (CSSCA) Pancoast, a ship, vintage of the 15th century, if I remember my Columbus. . . . Mr. and Mrs. Marshall (Amusement Park) Danforth, cats. . . . John H. (CFA) Yost, candles afloat a checkerboard.

**P**LUS . . . Tom (Circus) Killilea, a Guy Lombardo panorama. . . . Dorothy G. (Singer) White, candles. . . . Fred C. (Fireworks) Murray, riding coach. . . . A. Morton, Louise, Dan and Jerry (Circus?) Smith, old-time "Ladeez and Gen-tel-men!" salker, which reminds me of Charlie (Chevrolet) Goss at the outdoor conventions in Toronto recently! . . . F. Beverly (C. A.) Kelley, telegram—prepaid. . . . Claire (Pin Game) Grant, silhouette of her highness. . . . Harry C. (Park) Baker, leaf. . . . Art and Myrtle (Carnival) Courtney, the good old candles. . . . Bench (Diving Sensations) Bentum, country scene. . . . Henny (Emsee) Cogert, ditto. . . . W. A. (Concessioner) Thomas, stagecoach. . . . Beckmann & Gerety's Shows, famous San Jose Mission, San Antonio. . . . William (Carnival) Glick, cathedral. . . . Mr. and Mrs. Ralph (American Federation Ac-

tors), houses on ye hill. . . . Billy (Water Show) Ritchey, reindeer. . . . Dexter W. (Circus) Fellows, Santa and clown in ring, former on rplader. . . . Bobby (Museum) Kork, rusticity. . . . David B. and Ralph N. (Carnival) Eady, personal photos and tents in background. . . . Mr. and Mrs. Arch E. (Park) Clair, sleighs. . . . Volney (Animal Trainer) Pfifer, rhinoceros. . . . William (P. A.) Fields, theater marquee. . . . And next week we'll give you the readers who say it with elephants and other vegetables.

**Frank Hatch in Chi**

CHICAGO, Dec. 29.—J. Frank Hatch, former well-known outdoor showman and now a New York business man, stopped over in Chicago yesterday on his way from California to New York.

**The Mud Show**

By DR. B. R. NICHOLS

The day was warm and sultry,  
The sun was beating down,  
Some troupers, hot and tired and sore,  
Came tramping into town;  
Their faces burned and blistered,  
Perspiration crowned their brows,  
But with all, they seemed so friendly—  
"Just good troupers," I allow.

Their car was old and squeaked and groaned,  
The motor crooned a tune,  
That sounded more like a xylophone—  
Than a humming bird in June;  
The house-car, all the tires were flat—  
"Cept where there's none at all,  
That spoke of many bloomers  
They had taken for a fall.

I told them that long years ago,  
I tramped the weary lanes—  
On the road with an old-time wagon show  
"Knew all the aches and pains;  
And thus I got to know them,  
These martyrs of the mire,  
Who braved the fates and elements—  
Whose efforts never tire.

There's Ted who did the blackface,  
And packed the candy box;  
And Jack who did the vent act  
And cared for all the props.  
And Doll, the leading lady,  
Who also read the mitts,  
And kept the bunch all jumpy  
With her temperamental fits.

And there was Bobby, bless his heart,  
An ordinary kid,  
Who took the bumps and ups and downs  
Like other troupers did.  
And Buster, just an Alredale pooch—  
A loyal sort of hound,  
Kept watch when they were sleeping,  
and—  
Licked all the dogs in town.

They stayed with us a few short hours  
And then went on their way,  
To battle dust and mud and showers—  
To hook another day;  
But where this dawn has found them,  
No matter where they're at,  
I'll bet they're out of gasoline  
Or fixing up a flat.

And when they make that last, long jump  
Up to the great white way,  
Saint Peter will adjust his specs,  
And then to them he'll say—  
"Come in and have a seat, folks,  
"Tho your record's not so swell,  
But you've used to run a mud show—  
And you've had your share of hell."  
(With compliments to THE DELMAINES)

**A Circus That Washington Saw**

By BILLY S. GARVIE

The following advertisement of a circus that George Washington saw is in the collection of Billy S. Garvie, representative *The Billboard* at Hartford, Conn. It was an early circus in this country and presumably the first in Hartford:

**RICKETTS EQUESTRIAN CIRCUS**

Will Exhibit at Hartford  
August 18-24, 1795.

South of the Ferry.

Feats of horsemanship on 1, 2, 3 horses by Mr. J. R., Mr. F. B. Ricketts, Master Long, Mr. Sully the clown.

1—F. Ricketts will ride a single horse at full speed and will perform pleasing feats and attitudes.

2—Mr. Sully the clown will go thru his laughable feats and leaps on a single horse.

3—F. B. Ricketts will show a variety of modes of mounting and dismounting with and without a bridle.

4—J. R. Ricketts will ride a single horse and exhibit a number of astonishing feats.

5—F. B. Ricketts will ride two horses at full gallop. He will leap over a cane backward and forward; over a garter 10 feet high.

6—Still Vaulting—By F. Ricketts and Mr. Sully.

7—F. B. Ricketts will ride a single horse, standing with his face toward horse's tail, and play with two oranges in the air; turns around, keeping the oranges alternately in the air. He will throw up an orange and catch on the point of a fork.

8—Mr. Sully will perform a string of flip-flops across the circus.

9—The clowns' frolic between two horses.

10—The Two Flying Mercuries—By Master Long, five years old, on F. B. Ricketts' shoulders; on two horses at full speed.

11—Mr. Sully, F. B. Ricketts and Master Long will perform a great variety of feats of agility on the ground, in the circus.

12—J. Ricketts will ride on horseback, standing on his head, in full speed.

13—The performance will conclude with Taylor riding to Brentwood, on Hunter and Road Horse.

Tickets may be had at the office of the circus and Goodwin's Printing Office.  
Boxes, \$1; pit, 50 cents.  
Program changed each afternoon.



**MUSEUMS**

**Cash Miller's Oddities**

CINCINNATI, Dec. 29.—After closing a mediocre pre-Christmas week at Huntington, W. Va., Cash Miller moved his troupe into a beautiful location in Portsmouth, O., where business to date has been the best since starting the winter "barnstorming" tour six weeks ago. The invasion into Portsmouth marked the first for any traveling museum to appear there, and the natives were quick to take advantage of the "new-type" entertainment offered them. Christmas was a real day for the Oddities, with old Santa Claus leaving a beautiful tree laden with gifts to be distributed to each member of the troupe, and an elaborate dinner prepared by the Miller chefs for the occasion was served. Before starting the day's showing the gifts were given out in full view of the people that crowded the spacious windows, and the majority rushed in to see the show as soon as the doors were opened. At 4 o'clock showings were suspended for one hour and the entire troupe sat down together to enjoy a wonderful holiday feast.

Among showfolks that have visited the museum recently were Capt. and Mrs. John M. Sheesley, Capt. David Latlip, Harry Turner, Stanley Wesson, Pete Jones and numerous others. During the absence of Prof. Frank McHugh and Noma Estelle, Cash Miller and wife took over the mental act, and their financial results to date have been gratifying. The personnel remains the same on the show, with several new faces booked to open.

FRANK WINCHELL.

**Philadelphia Houses**

PHILADELPHIA, Dec. 29.—Business at all museums the week before Christmas was big, weather ideal for shopping to bring out the crowds.

Palace of Wonders continues along at a good pace with the same line of attractions.

South Street Museum has a new bill, with Adam and Eve, trained chimps under the direction of Capt. Smith; King Family, novelty musical entertainers; Clive, Seal Boy; Valley Latour, juggling; Capt. Siegfried, tattooed man, and Mme. Verona, mentalist. Dancing girls still hold the center in the annex.

Eighth Street Museum, under direction of Jack Clifford, is holding up to excellent business. "Circus Week" has been held over with the following attractions: Chief White Eagle and Princess Iona, impalement act; Thes Dells, club juggling; lion act, and Prince Oshwa, South African pygmy. In the annex dancing girls still feature.

**World's, Pittsburgh**

PITTSBURGH, Dec. 29.—Well into its second month and doing favorable business at its new Liberty avenue location, the World's Museum, managed by Walter L. Main Jr., is growing into a popular downtown entertainment feature. There have been some near-capacity days. Of the new attractions are Prof. Nello, sword swallower; Capt. Paul Herald, giant; Bert Otto, doing a novelty musical act, and Lonnie Fisher's Pepper Pot Revue, which includes Johnny Woods' Band, Laurence Reed, Bill Lee, George Shafer, Clara E. Fisher, Violet Williams, George Anna Wilson, Lucille Hayden, William A. Brown and Mozell Smith. Madama Wilson, snake charmer, is the featured window attraction this week. Eddis (Peanuts) Roberts has paraded thru the downtown section with his devil ballyhoo and created quite a stir among the shoppers.

**Miller's, Traveling**

JACKSON, Miss., Dec. 29.—Miller's Traveling Museum, after making a 285-mile move from Mobile, Ala., early last week, started its two weeks' engagement here two hours after arrival and to good business. General Agent Fred Meyers had everything arranged for the coming of the show, with plenty of billing, and General Manager Morris Miller was all smiles. The engagement here is under auspices of American Legion. Star DaBelle is here daily and has a private desk where he busily writes "Ballyhoo Brothers." Leo and Leona left for home for the holidays. Mondu is now the main attraction in the pit, making a jump from Tampa, Fla., to join. The next spot is in Louisiana, so the writer, Frank Zorda, is informed.

**Dime, Newark, N. J.**

NEWARK, N. J., Dec. 29.—Dime Museum here has been open since October 6. Up to December 15 acts were changed every two weeks, but lately a different policy has been the rule, changing every week, and business has increased. The staff includes: Namy Salih, general manager; Jack Lucadema, assistant manager; Frank Broudeck, handling front; Robert C. Clark, tickets; Ben Bailey, inside lecturer. Attractions last week included Miss Vera, cloud swing; Oklahoma Duo, fancy roping; Zoola Boha, immune man; Omar Sami, "shooting thru a woman"; Johnny Cummings, clown juggler. Oriental dancers in the annex.

JACK R. HART.



IT WAS very gratifying to receive the many telegraphic and mail messages of congratulation on our 40th Anniversary Number which appear elsewhere in this issue.

It was also pleasing to note from the published messages that the issue gave unexcelled satisfaction, and that many if not all of the senders were completely startled by the size of the edition in these times when general conditions are yet more or less in an unsettled state.

That the 40th Anniversary Number was such a complete success should be real encouragement to those engaged in the amusement business.

In less than 20 words, Philip K. Wrigley, president William Wrigley Jr. Company, one of the largest advertising firms in the world, in Editor and Publisher of December 15, expressed his opinion of the prospects for 1935.

MIKE HAT, of 487 Broadway, New York City, says he has been interested in that which has been written about "gyp" promoters in these columns, and that the only solution is to have all the money for expenses on hand before starting an event.

"After a somewhat busy life in general show business I have settled down to promoting four events a year. No more than four. When I started I decided to make it a rule with myself to be absolutely sure that each event that I conducted would be on an absolutely secure and sound financial basis or no event.

"The first event that I conducted turned out to be a loser. We ran about \$300 behind on account of bad weather. Fortunately all the money for expenses was on hand before we started and everyone was paid. That made it possible to go back the next year and we made up the loss and a small profit.

"And that, Mr. Hartmann, is the answer to all questions as far as promoting goes. References are good, names are good, everything is good, but money is best.

"Your efforts to hold down the 'gyps' will be appreciated, but as long as there are human beings who like to take a chance there will be bloomer affairs. Hope springs eternal; take a chance, maybe it will go over. If it does not, too bad. Too bad for performers, too bad for all creditors.

"Even all the reputed 'gyps' are not dishonest, but many of them are very hopeful, too saguine, too unbusinesslike. What good does it do to tell you this? You know it already. But in all that I have read on the subject the point has not been emphasized. Have all the money for expenses on hand and then start your event."

The question of unscrupulous show managers tampering with telegrams addressed to individuals with shows has been submitted to the Federal Communications Commission at Washington, D. C., which will go into session beginning January 3.

YE GODS, what propositions press agents receive from some show! For instance, take the one made by a museum manager to two publicity men who were located several hundred miles from the city in which the museum was operating. It read:

"Name what will you accept weekly if you get the publicity, and nothing if you don't? Are you fixed so that you can pay your own bus expenses to and from — and hotels here for one week? If you don't land the papers, you get nothing. My folks don't want any press agent."

What one of these publicity men wrote

the museum manager wouldn't be fit to print.

It is interesting to note that Leonard B. Schloss became engaged in amusement management just two years before The Billboard was founded. In other words, 42 years ago. Next year will mark his 25th at Glen Echo Park, Washington, D. C. (or Glen Echo, Md., if you prefer), where he is general manager, and his 31st in the amusement park business.

When Will the Order Of Showmen Be Dead?

- When the cricket eats grass like an ox
And doodle-bugs swim like a whale;
When lizards will make us silken sox
And cat birds will run us the scale.
When all showfolks will be like logs
And fish on bicycles ride;
When red lights will be found on hogs
And street fakers in dress take no pride.
When frogs thru the air will swim
And limburger smells like perfume;
When rabbits jump from limb to limb
And gold dollars are made on a loom.
When bartenders draw beer with no foam
And horses lay eggs in the sand;
When showmen's hearts are made of stone
And whisky flows free o'er the land.
When ideas originate in a fishworm's head
And tin horns are found on the ram,
Then will the Order of Showmen be dead
And the country won't amount to a damn.

-R. J. I., in The Billboard of March 24, 1917.

concessions longer than most folks can remember, was in town for a rest.

Fred Beckmann, of Beckmann & Gerety's Shows, spent some time here.

Phil Little, of eating-house note, was also in town.

COMMENTS—

(Continued from page 30)

1935 success, but that of your advertisers as well.—GRAFF F. WOLFE, president Hamilton Manufacturing Company, Minneapolis.

"The most wonderful book of its kind ever published. My arms got tired holding it while reading." —FRANK WINCHELL, press representative Rubin & Cherry Shows and, this winter, Cash Miller's Oddities.

"Stupendous, colossal, gigantic and marvelous are the only adjectives that I, with my very meager vocabulary, can use to describe your latest effort, and those who are out are more conspicuous than ever since Billyboy lit the 40 candles. Today our personnel of 57, while munching Christmas goodies, is devouring this masterpiece page by page. It is unanimous that this is the issue of issues."—RAY MARSH BRYDON, museum manager, Memphis.

"Congratulations on your very fine Anniversary edition. The printing is fine and the contents excellent. Press work was splendid."—ROBERT B. HARBISON, Western manager International Paper Company, Chicago.

"Not being close enough to the office, I cannot be one of the first to congratulate you on the great 40th Anniversary Number, yet I want to go on record in writing you as soon as I read all of the circus department and glanced over the contents as a whole. The edition was placed on sale here today (December 26), and on being so informed

ALBERT C. FULLER, director of publicity and advertising, Palmer House, Chicago.

"Congratulations. The Fourth Estate reaches the utmost pinnacle of artistry in the production of the 40th Anniversary Number of The Billboard."—WALTER B. FOX, carnival general agent, Paducah, Ky.

"Congratulations and then some. It's the finest I've seen—this Anniversary Number—during my 51 years in show business." —BARRY GRAY, Lansing, Mich.

"Looking over the 40th Anniversary Number, I can't help wondering where they get all this talk of depression in the amusement business. I venture to say this is the biggest trade or class paper published. Congratulations."—EARL BULLOCK, Indianapolis.

"The 40th Anniversary Number of The Billboard is beyond expectations. It's a wonderful number and well you may be proud of it. Some of us oldtimers who remember the first number issued can hardly figure a relationship."—FRANK S. REED, secretary Rubin & Cherry Exposition.

"Copy of the 40th Anniversary Number received, and as a reader and a subscriber of The Billboard since it first entered the amusement publication field I can honestly and truthfully say the Anniversary Number is the best ever. Heartiest congratulations. Long live The Billboard. Ten hours after the Anniversary Number was placed on sale here the news stands were entirely sold out."—FRANK B. HUBIN, Atlantic City booster and amusement promoter.

"The Billboard's 40th Anniversary and Holiday Greetings Number was the greatest edition of any paper or magazine devoted to the show and other amusement world. I have been a subscriber to your valuable paper for more than 25 years and I always have enjoyed reading it much more than the daily and weekly papers and other magazines. I congratulate you on this fine issue."—CHARLES A. JOHNSON, Hickman, Ky.

"Wish to compliment you on your 40th Anniversary Edition. We think it is the finest piece of work of this nature we have seen."—LEON LEVIN, Levin Bros., Terre Haute, Ind.

"Congratulations on your 40th Anniversary Number. I wish to take this opportunity to express my appreciation to the editors and managers for their assistance and service, and assure you that my association with The Billboard during the last four years has been a distinct pleasure."—K. E. RIMMONS, Crawfordsville, Ind.

"Congratulations on your 40th Anniversary Number. It's truly a splendid issue, full of interesting data. Enjoyed reading of past events, etc."—LOUIS HEATH, New Deal Shows.

"Congratulations on the 40th Anniversary Number. It is really a knock-out."—ABIE L. MORRIS, Louisiana, Mo.

"Your 40th Anniversary Number is the grandest number that I have ever seen or read. I am sure glad to have my copy and hope to have it for a long time to come. I have seen a lot of fine issues of good old Billboard but the 40th Anniversary Number is the best and a real credit to your organization."—OWEN A. BRADY, Elks' Home, Bedford, Va.

Our Thanks --- and a Greeting
The Billboard and its various staff members, including New York, Chicago and other offices, gratefully acknowledge receipt of hundreds of holiday greeting cards, telegrams and letters from readers and friends.
To the senders of these messages of cheer, as well as all other readers, we say: May the new year be one of real happiness for you.

Isler Greater Shows

Gillett, Ark. Engagement ended December 14 (winter unit). Auspices, Parent-Teacher Association. Weather, bad. Business, bad.

Bad weather all the 10 days. Otherwise might have been a good spot, as this was the first carnival this season to play Gillett. Earl Tauber joined with two shows and one concession, also Able's Miniature Auto Ride, making four rides carried by the show. The orchestra from Emerson's Minstrel Show played four dances at Gillett and surrounding towns. Jim Lingo recently left (at Gould) for winter quarters to start work on repairing the wagons there, also Al Davis on canvas. Aloc the Alligator Boy left to play indoor shows. Mrs. Isler went to Wamega, Kan., to spend Christmas with her daughter, Mrs. Everet Fillingham, and to play Mrs. Santa Claus for little Jerry Isler, who is attending school there. J. P. MALONE.

Dallas "Pickups"

DALLAS, Dec. 29.—This city was a mecca for well-known showmen last week. Several were here on business and others just dropped in while on winter vacations.

John R. Castle, of United Shows of America, was a State fair office visitor early in the week.

Nat D. Rodgers, late of A Century of Progress, Chicago, was back in his old home town looking up friends and getting in some good hunting trips. Paul Hunter, who has held State fair

by Fred Beckmann I bought a copy and dived in. As I own practically a complete file of The Billboard, and have only lately completely reviewed it for my notes, I believe that I am in a position to state that this number is the greatest in the history of the amusement business and will forever stand as a monument to you as its editor. Perhaps on your 50th anniversary there may be a larger one, but that will in no way detract from the credit that is due you for this one."—COL. C. G. STURTEVANT, national historian Circus Fans' Association, San Antonio, Tex.

"Congratulations! It is without doubt the finest issue of a theatrical magazine I have seen in all my experience — a monument to the power and prestige of The Billboard. It should serve as an inspiration to all of us."

L. J. HETH SHOWS Now Booking for Season of 1935

Will furnish complete Outfits for Shows of merit. WANT the following: Eight-Car Whip, Small Auto Dome, Kiddie Rides, experienced Help for Cook House and Swooper Rides. Sensational Free Acts, legitimate Concessions. No strong joints. Happy Jack Photo Gallery writes: Show will open on or about March 15, in Birmingham, Ala.

L. J. HETH SHOWS Winter Quarters, North Birmingham, Ala.

FOR SAN DIEGO EXPOSITION

Will Sell All or Part of the Following Exclusive Privileges: PALMISTRY, SHEET WRITERS, IAM AUCTIONS, NOVELTY BALLOONS. For Full Particulars Write, Wire or Call

NATE T. EAGLE 237 West 45th Street, (Phone: CHickering 4-7100), NEW YORK CITY.

STANLEY R. GRAHAM Administration Building, Balboa Park, SAN DIEGO, CALIF.

## Auslet's 40 Years In Show Business

NEW YORK, Dec. 29.—With *The Billboard* observing its 40th Anniversary, I, too, am celebrating my 40th anniversary in show business. I owe my entry and a great part of my success to *The Billboard*.

In 1894, when the first number of *The Billboard* was published, I was 17, posting bills and acting as property man for the Opera House at Thibodaux, La. The house was owned by the fire department. H. J. Coulon, president of the company, received a sample copy of No. 1 of *The Billboard*. He gave it to me and I read it from cover to cover. I learned much from it regarding the billposting business as *The Billboard* started as the official organ of the International Billposting Association. Week after week *The Billboard* grew until it covered the entire amusement field.

It helped me to build a billposting business in my home town, Thibodaux, and taught me facts of show business. I remained at Opera House as billposter, property man, stage carpenter and then manager for eight years.

From 1894 to 1901 I had the pleasure of advertising, working and playing a number of old attractions.

From my contact with advance men and managers I contracted "the road fever." My first road engagement was in the summer of 1901 with Trone Bros. Circus as agent. This show traveled by boat on "Old Man Mississippi" and its tributaries. At the close of this engagement I joined Lloyd & Loraine's Troubadours as agent, opening in Houma, La. This was one of the first tent reps in the South. Latter part of the season I was connected with George W. Scott rep show as agent.

I then went to Alexandria, La., and became associated with Edwin H. Flagg in management of Rapids Theater. We built a billposting plant in that city, which kept me occupied until December, 1904. I then joined W. I. Swain's, the famous tent rep show in the South. I had a long and pleasant engagement with the show as agent and manager up to the year 1916.

My desire for something new caused me to sever my connections with the Swain Show and I entered the motion picture field. In 1916 I joined Pathe Exchange in New Orleans as salesman, then was manager and later special representative. Was connected with Pathe until the merger with RKO.

Then I went to New York and joined Morgan Litho Company with Elmer Pierson, former president of Pathe. In 1932 I took charge of the Amusement Poster Department of the Plampin Litho Company, Inc., of New York and Chicago.

During my 40 years of activity in show business I have read every issue of *The Billboard* and used its columns for advertising. I hope to continue doing this for the remainder of my life.

I wish to thank *Billyboy* not only for positions I obtained thru its columns, but for the many sales I have made the last few years in lithograph business.

Continued success to *The Billboard*, its editors, staff and all connected with the most interesting amusement paper in the world. JACK AUSLET.

## FOX CHARLOTTE

(Continued from page 27)  
straight and Johnny presents the black-outs, skits and productions.

Recent visitors include Jack Freeman, of the Alvis show, and Moon Mullins, Jackie Leonard and Eddie Leonard.

At the 350-hour mark the following 28 couples and 11 solos were still going. Al Cool and Eleanor Martin, Whitey Helm and Margaret Gowdy, Eddie Lensky and Anna Brown, Bob Donovan and Toni Pinlon, Joe Riccio and Catherine Potter, Billy Conrad and Nelly Van Dree, Melvin Mason and Margaret Noble, Roy and Millie Meyers, Sam and Ann Cldot, Jerry Allen and Lou Tomer, Kenny and Virginia Laux, Jimmie Richie and Leona Michel, Duke DelRey and Honey DeBruin, Toots and Solly Hayden, Ray Burg and Toots Grummond, Sammy Lebnan and Alice Barker, Joe Trendel and Eula Rogers, L. D. McGahey and Ann Speakes, Everett Boneete and Marie Grugin, Chic Brady and Eleanor Whitmer, Ed Tremaine and Mildred Robb, Val Ryals and Joanne LaBeau, Dick Miller and Donna Giant, Jerry Whalen and Dee Woods, Billy Lynch and Irene Charter, Dick Van and Julia Santeck, Duke McBride and Mabel Coffey, Paddy Welch and Ethel

Cldot. The solos are Eddie Nichols, Pop Miller, Art Baya, Jack Moriarty, Melvin Bekenhoff, Harry Scott, Benny Roth, Abe Shapiro, Willie Wilson, Pat Flannigan and Lee Rutledge.

Lew Caskey and his Walkathonians are playing. Johnny Shea and his wife are the dietitians. Admission prices are 25c and 40c.

## LINCOLN HAS

(Continued from page 27)  
a.m. to midnight without a stop of any kind for medical attention or otherwise. Five sprints a half hour long come off thru the day. Contestants are allowed to sleep from about 1 to 7 a.m.

Couples entered include Tony Berthecot and Virginia McDonald, Ted Ryan and Vivian Green, Tubby O'Reilly and Babe McKay, Joe Blake and Esther Blake, Bob Adams and Mickey Muhne, Harry Hamby and Gene Moon, Buddy Kaye and Helen Rhodes, Harry Saunders and Katherine Janeczek, Johnny Allen and Coral Currier, Clem Turner and Tiny Barton, Myron Hayden and Irene Hayden, Pat Kelley and Mabel Brooks, Mel Nelson and Doris Manchester. Solos are Ken Murneeks, Roy Gatewood, Eddie Wright, Art Smith and Bob Woods.

Publicity is handled by Jimmie Wilson. Masters of ceremony are Al Lyman, Joe O'Neill and Smitty Smythe. Floor judges are Kenny Kilinger, Tommy Thompson, with Harry Simon head trainer. Johnnie Johnson and Hester Sherman are nurses.

## CHI SHOWS

(Continued from page 27)  
Douglas Wilson and Marion Kelly, Joe Raya and Edna Gowake, Frank Cressler and Ruth Keiper, James Gregory and Lillian Norman, Jack Stanley and Bobbie Schmidt, Case Miller and Johnnie Hammond, Ralph Trimarco and Lynn Ward, Jack Reid and Florence Reed, Basil Steinhoff and Billie White, Pat O'Reilly and Alice Kamp, Ralph Lloyd and Babe Harlan, Al Lipper and Tiny McDowell, Max Rovick and Blanche Getz, Fred Sansone and Lillums Sitrick, Joe Christie and Margaret Tulder, Albert Marneill and Esther Mayer, Tommie Williams and Cookie Ross, Sam Lipari and Rene Casper, Rocco Libertone and Ann Toklich, and Leo Kirby, Al Ostrow and Jack Walsh, solos.

The emcee staff has been strengthened by the addition of "Red" Skelton and Jack Hayes, both oldtimers in this end of the business. Skelton is one of the funniest men in the entertainment branch of the field. He has a wealth of material and is a big drawing card.

The contest at the Coliseum still endures with plenty of heat being applied, in spite of which only one couple has dropped out since last report, the present standing being seven couples and one solo. The emcee staff has been augmented by Dick Buckley, who is pleasing the matinee crowds with his clever ad libbing.

Sam Gore signals "All's well!" from Birmingham.

## ALVIS N. C.

(Continued from page 27)  
folks of this section of the Carolinas their first taste of derbies.

The staff setup on the fast-growing Alvis octopus includes Ray C. Alvis, general manager; Harry Fitzpatrick, secretary-treasurer; Howard Ingram, boss canvassman; Jack Freeman, chief emcee; Johnny Cahill and Harry Jarkey, assistant emcees; Harry G. Newman, publicity; Marvin Ellison, chief floor judge; Jerry McDermott, floor judge; Mary Jones, E. N. head nurse; Ann Brocatti and Vivian Webb, assistant nurses; Jackie Fields, head trainer; Eddie Davis and Billy King, trainers; Louise Langford, dietitian; Buddy Vermillion, Bob Bennett, Ted Grace and John Robinson, assistant dietitians; Dot Townsely, concessioner; Felix Daperalla, Eddie Sheets and Jimmy Webb, assistants; E. O. Barnes, night manager; Kenny Workman, dope sheets; Bob McCann, doorman; John Thorn, assistant; Crystal Alvis, head cashier; Laska Ingram and Alton Thorn, assistants; Earl Ketring, sound technician; Frank Yarber, sign painter; Dick Mathis, head usher; J. Birmingham, assistant. Johnny Marm and his orchestra are furnishing the music. Ingram has a personal staff of 10 men, doing general maintenance work about the top and grounds.

The location is nine miles from Greensboro and eight miles from High Point. The only available transportation is by private motor cars, other than by taxis, and the problem of keeping the 40-acre auto park from becoming

sharled is one of no mean moment. Eight men are used in the auto park nightly to eliminate confusion.

## WATERBURY OVER

(Continued from page 27)  
on the floor. Those remaining include Billy Smith and Fuzzy Thoms, Arthur Harmon and Margie Allen, Teddy Hayes and Midge Deane, Harry Malms and Margie Smith, John Perginni and Frances McDonald, Johnny Hartman and Anle Rymut, Tony Taleri and Sylvia Doria; Bill Hoff, John Schmidt and Jerry Garra, solos.

Several changes have been made in the personnel, the staff now being as follows: Freddie Hall, handling the platform with the aid of Mac McGreevy and Red Oleski; George Watson, auditor; Howard Evans, promotion; Al Morgan and Ralph Evans, judges; Al Ross and Lew Ayres, trainers; Beulah Ross and Peggy Evans, nurses; Warren Jefford and Larry Dwyer, doormen, and Billy Banks, maintenance.

The show is running sprints afternoon and night and had an excellent Christmas week, the SRO sign being out several nights. Broadcasting three times a day over WATR and WIXBS. From all indications this will be another Crockett success.

## CODE PLAN

(Continued from page 27)  
are being submitted merely in order to speed the preparation of a document that will be acceptable to all types of endurance shows, large and small. Needless to say, each clause in the proposed code will be thoroughly discussed at the meeting in Chicago January 28.

The letter follows:

"My Dear Mr. King:

"I have read with considerable interest the letters published in *The Forum of The Billboard* during the last three weeks pertaining to the subject of organizing the endurance shows field. But the letter of Sam Fox, published in your December 22 issue, prompts this letter addressed to every promoter, emcee and contestant.

"I have been greatly pleased with the attitude as shown by those letters and especially so with the letter of Mr. Fox. I know Mr. Fox—know him to be a capable business man and promoter—and in his letter he presents some facts that are important.

No one can deny the truth of his assertions, namely, that the promoters have been their own worst enemy and that unless a code is drawn the efforts of the legitimate promoters will be in vain. Whether or not a national code, drawn in such a manner as to be sanctioned by the government, can be put thru remains to be seen. I believe Washington will accept it. But if the opposite is true a code can still be drawn, signed by every legitimate promoter, and binding every man in the industry who so signs.

"Let me make this further suggestion in order to bring this question to a focus.

"In line with statements made by those already submitting letters (which have been published), plus those of Charlie Hayden and Leo Seltzer, to whom I have talked about this subject, I will be glad to prepare a code of fair practice for submission to the proposed organization meeting in Chicago January 28. But in order to successfully consummate this plan, which will save considerable time at the meeting by having a framework all ready for the discussion sessions, it is necessary to receive the absolute co-operation of the promoters. With this end in view, the following will be necessary:

"1—I must have material suggestions from promoters, emcees, judges, trainers, nurses and contestants as to what the code should embody.

"2—Send all material and suggestions to Don King, care of *The Billboard*, Cincinnati. It is important that these should be sent in as soon as possible, as the time element is a necessary consideration.

"3—I will then do my best to have a complete code ready for presentation at the January 28 meeting.

"My idea is to divide the organization into three or perhaps four groups, consisting of an executive group (promoters), a sub-executive group (the emcees), employees' group (floor judges, trainers, nurses, etc.) and a contestants' group. The latter would receive a membership for a purely nominal fee, say \$1 a year, and only those who are strictly on the up and up would be permitted to retain their memberships.

"But, as Mr. Fox points out, the attitude of dog-eat-dog MUST forever be eliminated. It is up to the promoters to think first of the business they are in and to determine now and for all time to either kill the endurance business without any further suffering or give it a shot of REAL ORGANIZATION so that your business may prosper and live and thrive.

"Hugh Talbott, Charlie Hayden, Leo Seltzer, Sam Fox, Harry Cowl, Ray Alvis, Ward Keith, Eddie Gilmartin and Stew Allen are all for it. I honestly believe that all the other legitimate promoters and emcees are for it. Now is the time to stop talking and AOT. Let us not waste time.

"As before stated I shall be happy to give you the benefit of my experience as an attorney specializing in the walkathon industry. But write in at once. Give Don King your ideas. He will forward communications to me after being duly recorded in the files of *The Billboard*, and I will start at once in the preparation of the code to be presented January 28.

(Signed) "RICHARD S. KAPLAN."

## BURLY BRIEFS

(Continued from page 25)  
board's 40th Anniversary Special, now on all news stands. . . . Did you get your copy? . . . Delores Weeks came into New York from the Midwest after being away for about a year. . . . She's due to open soon at one of the New York houses. . . . Chat Gorman is out of the hospital and now recuperating at her home in New York. . . . The Henry Frather Show just closed a six-week run at the Princess, Youngstown. . . . Cast included Frather, Elizabeth Wiley, Ray McClelland, Rae Brownell, Jimmie Parish and Johanna Slade. . . . New show at the house includes Billie Emerson, George and Beulah Hill, Bert Morton, Gene Carter, Pat McCarthy and Fred Neely.

JACK MONTAGUE was held over at the Hudson, Union City, Christmas week as extra attraction comic. . . . Gene Schuler and Frank Penny opened for the Wilners the day before Christmas. . . . Joe Devlin went into the Lyric, Philly, stock. . . . I. J. Irving has gone to Miami. . . . Agnes Nichols spent the holidays at her home in Philly.

MAYME RECKO is in her third year as number producer at the Garrick Theater, St. Louis.

## U-NOTES

(Continued from page 25)  
as Santa, with no physical props to interpret the character.

RUTH CONLEY, formerly Vic Gesicle, soon to be heard from in an entirely new exotic act called *Chlo-e*, copyrighted and handled and exploited by Carl P. Lothrop, New York attorney.

MARIE VERNON is now retired and living in Wilkinsburg, Pa. Ditto Blanche Rose and Johnny Jess in Seattle, Wash. Also Frances Valentine in Islip, L. I. All former burlesquers.

MAE BELLE and Bebe Tobin vacationing in Tallahassee, Fla. Snookie Woods in Atlanta, Ga., and Helen Wright in Orlando, Fla.

NADJA opened December 30 in the Wilner houses, New York, for two weeks as extra attraction.

ANN CORIO visited by Santa via husband, Emmett Callahan, who left a \$2,800 mink coat gift to commemorate a double event—Christmas and their first wedding anniversary.

HARRY NEWARK MARKS, in Miami for the winter, finds Frank Naldi and Irene Cassin featured at one of the large night clubs. Jimmie Cherry and Frank Hanscom also in a Miami night club.

WALTER M. LESLIE, former burlesque show manager, now general representative for the big whale in Atlanta, Ga. Associates: Harold L. Anfenger, general manager, and Mike Dolan, captain.

ROY, BOB and Alice Butler are in Tampa, Fla.

BESSIE CURLS MASON, who received her first dramatic tuition from Kirk Brown, husband of Dolores Leland, in legit stock, returns to burlesque next week in New York stock.

# Why Circuses and Service Clubs Should Co-Operate

By FRED HIGH

The question of circuses losing thousands of dollars every year by not understanding the various service clubs should be a point of focus for circuses, Circus Fans and the various service clubs themselves during the winter months when there is time to think and plan for the approaching season.

In this plea for a closer union of forces of the circus management and the various service club officials, of Circus Fans and service club members, I speak in the first person because I have had a very unusual experience in this endeavor to get the circus to see the service club's problem and to get the service clubs to see the circus' side.

I have been the cause of having at least 50,000 children and indirectly that many more youngsters to visit the big white tops, and as a recognition of this service to the Kiwanis clubs I have won the distinction of being called the "Father of Kiwanis Day at the Circus."

I sport a beautiful well-engraved watch presented to me before a vast audience at the Palace Theater, Chicago, at a special Kiwanis party, at which time the Chicago Kiwanis clubs, 20 in all, bought out the entire house and made whoopee in their own way.

Out of 10 years' experience culminating in the presentation of that splendid gift, I am writing to make this plea for a better understanding and a more workable and more profitable understanding for both.

As it now is the various clubs look upon the circus as an institution traveling around primarily for the amusement of the public and the entertainment of UNDERPRIVILEGED CHILDREN, mostly institutional children.

A service club merchant who would feel highly insulted if asked to give something out of his store to an underprivileged child would boldly walk up to a circus box office or approach a circus official and ask for 100 passes for the children that the club wants to send to the circus as ITS guests.

On the other hand the circus thinks nothing of handing out tickets to every Tom, Dick and Harry for the privilege of hanging one-sheets in stores, offices or sheds, where they may be seen by a few when as a matter of fact they might have by a little co-operative effort had this done for them by the various service clubs.

On one occasion I asked the Sells-Floto Circus for 4,000 tickets, saying we expected to do more for the circus than it was doing for us. Jake Newman, the contracting agent, looked at me and asked: "How?" I asked him how much it cost the management to have 5,000 one-sheets hung in Chicago. He figured a minute and then told me. I said we Kiwanians will hang 5,000 sheets for nothing if you will furnish the paper at the Kiwanis headquarters in Chicago.

Five thousand special one-sheets giving the highest indorsement to the work that the Sells-Floto Circus was doing were printed, delivered, and a special meeting of representatives of Kiwanis clubs within a radius of 75 miles of Chicago was had; the 5,000 bills were parceled out and

soon hung in many offices where no circus representatives on earth could get them in exchange for complimentary tickets.

It is just such deals as this that two men of vision could get together and work out a plan whereby both circus and service club could benefit. Both need each other.

Neither circuses nor service clubs can work to anything like their own advantage as long as the service clubs and circuses are both afraid to trust each other with even the names of their officers, their routes or places of receiving mail. They both work in the dark and should be ashamed to be caught practicing such unbusinesslike methods.

A circus press agent carries a few lines printed in a newspaper as evidence that he has done something. I am not a circus press agent but a Kiwanian, but I did one little Kiwanis stunt that got an entire page of *The Literary Digest*, and as a result of all the attention my stunt received the Deaf and Mute Band, of Jacksonville, Ill., was hired for an entire season on the chautauqua platform and traveled as a paid attraction.

The chautauqua management was so utterly lacking in showmanship that even after I made arrangements for the band to appear on the White House lawn for President and Mrs. Coolidge, to be directed in special numbers by such well-known leaders as those who direct the Marine, the Army and Navy and three other nationally known bands, the management thought so little of the stunt that it never got the band to Washington until a month later.

This was a blow that almost killed father. But the worst is yet to come. The chautauqua advertised the band as "The Jacksonville Boys' Band." Even the local Kiwanians who had heard them at the international convention at Montreal, Can., did not realize that this was the same organization that they had raved about on their return from the convention at Montreal.

But that is not much worse than some of the inefficient stunts that the circus pulls off. For instance: The circus has had two sets of long-necked people in America on exhibition. In one nearby town I know of one person who wrote to India and received a long letter describing the habits and fashions of these freakish people, to us freaks, but when the circus exhibited within 30 miles of that town even that friend of a missionary in India who had received this informing letter did not know that this was the circus that carried the long-necked people that she especially wanted to see.

But such things should be worked out at business sessions, not in the pages of the press.

All the circus seems to see in the service clubs is a chance to sell them a few tickets for underprivileged children. If the average service club buys 100 tickets at a great reduction the chances are that it will be broke for the rest of the year, and two years or so of such



G. FRANCIS DENSLAW, of Grand Junction, Colo., who received his first inspiration to try to educate himself from looking over a copy of *The Billboard*. He used *Old Billyboy* as a primer. One of the first words he learned to formulate with his blocks was *Vaudeville*.

stunts and the club will go out of existence.

The Circus Fans have a rare chance, as I see it, not to get a couple hundred thousand business men to work for the circus, but to join in with the circus and work for millions of Americans who need both the circus and the service clubs.

It is universally known that a great part of all of our recovery from ills and diseases of all kind is mental. No institution on earth is capable of stimulating the mind more than the White Tops, but its worth is not recognized as it should be nor as it could be.

Whether you believe in President Roosevelt or not, there is one thing that all students will have to agree on. He knows how to grip the heartstrings of humanity and he can do more with a crippled child than most men can do with an army of business men, manufacturers, bankers and others who know that they are somebody. Supermen, if you please.

My plea is to take this effort out of the hands of "sob-sister" men and women and place it where it will be worked out on a 50-50 basis and make it a business proposition in the highest sense of the term.

I worked the Chicago Kiwanis Circus stunt up bigger and bigger each year, got more Kiwanis interest in the event, but started in December to get ready for the Big Event in April. As a sample of the interest created I will cite one incident that has never been published, and if the one most concerned knew about it now it would not be published.

Ellis A. Gimble, that prince of humanitarians and business man who has made the world recognize the fact that he lives in the great City of Brotherly Love, was going to pull off one of his annual circus stunts and take a tent full of children to the big show.

Al Mathews, one of the best known merchant tailors of America, said: "Fred, why don't you go down to Philadelphia and see how Gimble conducts his party?"

I said: "I haven't the money."

He asked if it could be done for \$100, and I figured a bit and replied: "Yes."

He said: "It will be worth \$100 to the Kiwanis Club, so come over to my office this afternoon and I will give you a check for \$100. You go and learn all you can."

In a few hours I was in Philadelphia and hobnobbing with such well-known men as Edwin Bok, Mayor Mackey and a hundred more prominent business and professional men of that city. I sat right up at the head of the table near Mr. Gimble himself. I came away with a head full of ideas and a will set on doing greater things than ever for the circus, for Kiwanis and for the underprivileged children. Chief of which was this that I felt was fundamental: Mr. Gimble with all his millions and great big heart would need to change his plans and shift this from a charity to a co-operative basis or eventually go broke; Kiwanis with all its enthusiasm and 100,000 members would need to develop a co-operative spirit to keep up the interest that we had developed.

How could this be done? How can it be done?

One year we took a young armless boy to the circus. We encouraged him to try to learn to paint. He developed his technique so that he could soon paint by holding the brush in his mouth. He painted the four-color picture reproduced on this page. Study it.

Now it is my claim that that picture would make better front page of *The International Kiwanis Magazine* than any similar front cover that has yet appeared on any service club cover page. Artists are paid good prices for far less worthy pictures, when as a matter of justice and good sense we should have slipped the armless artist the fee.

*The International Rotary Magazine* recently had a number dedicated to that prince of big men, Jess Adkins, but that number was not in it with the picture made by the armless boy, Henry Wiegman. Compare the two. *The Rotary Magazine* article pointed out the fact that Mr. Adkins was both guest and host in that Rotary Circus stunt. That is not fair. Any man who has helped as many thousands crippled and underprivileged children as Manager Jess Adkins should not be asked to buy his own ticket at a banquet given in his honor.

Young Francis Denslow, who lives at Grand Junction, Colo., and who cannot walk, talk, dress or feed himself, motored in a little party to A Century of Progress. He probably is the most heroic soul who made the trip to the fair. Welfare workers, teachers and doctors are taking credit for what he has been able to do under such handicaps, but I think the chief credit should go to *The Billboard*, as it was *Old Billyboy* that first inspired him to try to be somebody and to do something for himself. My idea of mutual helpfulness would be for some organization to pay this young man for a story of how he was inspired by seeing a copy of this publication sticking from the pocket of a roustabout on a circus lot, and how he saved his money and subscribed for "The Showman's Bible," which became his text book from which he learned to convert his ideas into things.

In conclusion I cannot help feeling that the last two years have been very profitable, if disastrous, for many showmen. The Pageant of Progress has certainly given us much to think over and has taught us that millions more people are interested in humanity, machinery, clean business than in gyp joints, bare legs and cheap ballyhoo.

My plea is for a better understanding and co-operation between the ideal and the practical.

I would suggest that the Circus World offer a series of prizes to be won in 1935 by persons who overcome the greatest handicap and do the best work, either in painting, sculpture, literature or manual art.

It would pay! How can it be done? Is this worth investigating?



DRAWN BY HENRY WEIGMAN, armless boy, and presented to Kiwanis Club, of Berwyn, Ill. It was painted in four colors, the artist holding the brush between his teeth.

## Equipment and Supplies

Manufacturers — Distributors — Jobbers

By BILL BOARDER

THE MIDWEST Novelty Company will occupy a four-story fireproof building on Central street, Kansas City, Mo., immediately after January 1, adding additional departments to its already large line. The firm's activity in the carnival merchandise field has forced it into larger spaces. The retail store will continue on Main street. The owners of the Midwest Novelty Company are Edward (Slim) Johnson and C. I. (Swede) Levin.

THE HOME ART NOVELTY Company, in the revival of punch-needle work, has a needle that is going over big. It is claimed that this needle does beau-

tiful work and that one can do expert work immediately. Punch-needle work is interesting and profitable.

## ROYAL PALM SHOWS

Can Place for Lake County Poultry Association and Agricultural Fair, Eustis, Fla., week January 7th. This is the first fair in seven years. Few more high-class Grind Shows. Must have neat frame up and something inside. Want strictly Legitimate Concessions all kinds. Positively no grift.

Write or wire BERNEY SMUCKLER, Winter Quarters, De Land, Fla.

ENDURANCE NOTES

(Continued from page 27)

Eleanor Johnson, contestants in the same event, are resting in West Haven, Conn.

THE EDITOR appreciates the many interesting communications received from the N. M. S. and the M. M. X.

MRS. FLORENCE WHITE, who claims she is just "a Walkathon Fan," writes from Paterson, N. J., that it is a shame no shows have operated in that vicinity recently. "The people around here are hungry for one," says Mrs. White.

CHARLIE KING, who is resting between shows in Roanoke, Va., would like to see a note from Alyce Mercy.

CLORIS WEARS, in Chicago, inquires as to the whereabouts of Eddie Robertson.

DUKE HALL, chief emcee at Charlotte, would like to read notes from Ted Milton, Dick Buckley, Henry Polk, Pat Webster, Red Norton, Mr. and Mrs. Guy Swartz, Nick Redding, Wiggles Royce and Charlie Loeb.

LOUISE DUBOIS and Irene Charter are awaiting a note from Gypsy Shannon, formerly of the Erie, Pa., show.

H. A. MCCOY and Ruth Sturnbaugh, contestants in the Marion, Ind., show, were married December 11. After a short visit in Aurora, Ill., the couple went to New York City. McCoy is leaving en-

durance shows to resume his former life on the sea.

WARREN JEWELL, contestant in Fred Sheldon's Marion, Ind., show would like to see notes from Mrs. Moon Mullins, Ted Mullen and Doris Hartpence.

ETHEL DUNHAM, Attleboro Falls, Mass., would like to see something in the column from Niels Abildgaard.

MICKEY RAY, Asheville, wants news from Wiggles Royce, Pauline Boyd, Tom Strickel, Joey Solar, Billy Cavanaugh, Paulie Anna, Luman J. Beede and Bert Ray.

EDDIE HOWSE, endurance field veteran now in Kansas City, spent the holidays at his home in Kansas City, Mo.

KING SCHABER, St. Louis, would like to read notes from Stew Allen, Frankie Rizzo and Hugh Talbott.

CAL DE VILLIERS, contestant in the Lowell Show, would like to read one from Bob Lee.

RUSS FREEMAN, Seattle, Wash., would like to see items from Orrie Balliss and Doris Hartpence.

RALPH KENNEY, New York, wants to see a contribution from Peggy Richards.

A NEW ORGANIZATION in the endurance field has been formed in Chicago under the name of the E. Leinen Amusement Enterprise, Inc., with E. Leinen as president; G. Gorgan, secretary-treasurer; E. Don-Lery, general

manager; Col. J. R. Dickerson, assistant manager, and L. R. Rees, publicity director.

NEW PLAYS

(Continued from page 20)

neither when it will fall nor whither. Understanding, of course, is the quality that will dissolve the hates and fears. Understanding is represented in the play by Lady Violet Wyngate, whose home is refuge for the outcasts of the nations, and who loves and is loved by an American explorer, a national idol. The explorer is a direct and simple soul, and it is Lady Wyngate's tragedy that, when she is accused of having an affair with a German refugee, the explorer proves himself simple in mind as well as manner, reverting to all the horrific mental cliches of the American peasantry. Meanwhile the lady has really fallen in love with the German, but the latter, despite a love for her, leaves to fight and perhaps to die upon the intellectual front that is being built up around the crazed Waterland.

That, in all truth, is weak enough as a plot, but it is not upon the plot that the interest of Mr. Behrman's play rests. It is in the interplay of minds, and the examination of general madness. The early discussions between principal characters are vital, absorbing and exciting, despite a complete lack of dramatic action, and in them Mr. Behrman has poured out the best writing that he has yet done. It is wise, witty and profound, and only upon infrequent occasion does it descend to obvious humor or obvious propaganda. The former occurs in the weak scenes dominated by the explorer's sister-in-law, who also chases the German; the latter occurs in discussion of Hitler's anti-Semitic policies. These discussions are for the most part fair and almost superhuman in their determined efforts to be impartial and to avoid special pleading. In general they succeed admirably, tho on occasion there occur lines that we have come to expect in every play in which the name of the horrible satyr of Berlin is mentioned.

Other points of view are brought out by other characters, notably by the explorer's financier brother, who represents the forces of reaction fighting to retain the money and power that have become their lives and their entire reason for being. Mr. Behrman represents even this viewpoint sympathetically and well, in his unusual and excellent efforts to see all sides of the question.

But the play never ends, it merely stops, and therein lies its weakness. When Mr. Behrman has tumbled the hollow pedestal of our society he is unable to rebuild or even to contemplate the ruin he has created. And that may be because, as he fails to suggest, the hate that he finds at the core of all human institutions is a hate that has always been and always will be. It is not confined to the modern world or the modern mind. So long as human beings in mass remain essentially unthinking, blind and mentally sterile, hate and fear will remain. So long as the human animal knows little and refuses to learn or to understand, they will remain, for hate and fear are born of a sense of the astounding unknown. Understanding comes of knowledge, and humanity has never possessed that, and in mass never will. Thus the play can not end; it can merely stop.

The cast is excellent, with Jane Cowl bringing charm and clarity to the difficult part of Lady Wyngate, John Halliday playing with zestful humor and deep understanding as the German, Ben Smith devastatingly denoting the simple explorer, and Thurston Hall contributing an acid portrait as the financier. Lily Cahill overplays badly in the badly over-written part of the financier's wife, Jose Ruben does an excellent piece of characterization as a Russian expatriate, Lee Simonson's set is unobtrusively excellent, and Phillip Moeller's direction is suave and effective.

EUGENE BURR.

MARRIAGES

(Continued from page 34)

Anderson, singer, both of Chicago, were married in Memphis December 22.

SHERRY-DAVIS—Jack Sherry, film actor, and Betty Davis, screen player, were married in Savannah, Ga., December 18.

SMALL-SWANK — The marriage of Dick Small, manager and director of Small's Orchestra, and Helen Swank, of Moline, Ill., was solemnized December

5 in Moline. The attendants were Mr. and Mrs. Harold Ruff, of Moline.

STEPPE-WARSAWSKA—Alta Warsawska, operatic dancer, and Norman Steppe, manager of the Dallas office of Music Corporation of America, were married at Waukegan, Ill., December 21. Miss Warsawska is directing the ballet at the Edgewater Beach Hotel, Chicago.

STRECKFUS-WELLNITZ—Capt. John M. Streckfus, of the Streckfus steamboat lines, St. Louis, and Shirley Wellnitz, of St. Paul, former purser on one of the pleasure craft of the corporation, were married December 1 in New Orleans.

VON REICHENBERG-TREAT — Baron Frederick von Reichenberg, lecturer and writer, was married in Tucson, Ariz., December 21 to Marcia C. Treat.

WRIGHT-GEISE — J. George Wright and Tanya Geise, stage and screen actress, were married December 22 at San Francisco.

COMING MARRIAGES

R. L. Kenny, known professionally as Kenny the Magician, and Helen Commerford, of Stamford, Conn., recently announced their engagement. The wedding is to take place some time this month.

Emily Lowry, formerly with the Henry Duffy Players in Seattle, Wash., has announced her engagement to John Sykes Mason, of Philadelphia. The wedding will take place in February in California. They will live in Philadelphia.

Robert Lewis, of the Lynn, Lewis and Hale knockabout team, and Sylvia Dall, former Ziegfeld beauty, will be married in New York next month. Both appear in Arthur Williams' Chuckles of 1935 unit.

Ruth Dexter Louis, dramatic producer and dancer, announced her engagement to Dr. Theodore Crete Burnett, professor at the University of California, Berkeley, Calif., December 21.

Claudia Dell, stage and screen actress, and Eddie Siltou, theatrical agent, announced their engagement at Los Angeles December 19.

Carmen Rio, dancer and screen actress, will be married this month to Eddie Kay.

BIRTHS

A son was born recently to Mr. and Mrs. Fred Kohlreiter, of Arverne, L. I., N. Y. Father is the son of Nathan Kohlreiter, owner of considerable amusement properties in the Long Island territory, which he manages. Mother is the daughter of Charles Wilahin, well-known vaude agent of Far Rockaway.

A six-pound boy was born to Mr. and Mrs. George M. (Jack) Knight December 22 in Cleveland. Named George M. Knight Jr. Father is well known in Middle West and Eastern rodeo circles.

Mr. and Mrs. Milton Krasna are the parents of a son born December 20 at the Cedars of Lebanon Hospital, Hollywood. Father is a film cameraman.

DIVORCES

Irene Havlak Bloom, dancer, known professionally as Rene Havel, received an uncontested divorce in Common Pleas Court, Cleveland, December 24 from Harry I. Bloom, sales manager for Irving Berlin, Inc., in Cleveland.

Carmen Bouche Hurst filed suit for divorce in Chicago December 24 against Tex Dewey Hurst, orchestra leader.

William B. Dixon, vaudevillian, is asking for a divorce from Eva Lee Dixon, stage actress known as Sugar Nelson, in a suit filed at Los Angeles December 21. Dorothy Grier, screen player, received a divorce from Arthur Grier, musician with Jimmy Grier and his orchestra, in Los Angeles December 18.

Bonnie Bellamy Hickey, radio entertainer, was awarded a divorce from Joseph Hickey, stage dancer, December 17 at Los Angeles.

Susan Winifred McCurdy Forst is asking for a divorce from Walter Archer Forst, playwright, novelist and short story author, in a suit filed December 19 at Reno.

Imogene B. Dennstedt, mother of Shirley Dennstedt, Warner Brothers' contract actress, recently filed a suit for divorce from Chester A. Dennstedt at San Diego. Mr. Dennstedt filed a cross complaint for divorce.

Betty Boyd, screen actress, was awarded a final decree of divorce from

LETTER LIST

(Continued from page 33)

Wilson, Mrs. Billy Winters, Mrs. Ann Winters, Alice J. Wood, Mrs. Susie

Gentlemen's List

Alfredo, Alfred
Alford, James, A. D.
Amundsen, K. A.
Anderson, Canby
Anderson, Parley
Anderson, Whitely
Anderson, Ralph
Andrews, Edw. C.
Applegate, Joe
Atkinson, Tom
Axtell, Lester
Baldwin, J. R.
Baldwin, Richard R.
Barrett, Clarence
Bean, Roy C.
Bedner, O. J.
Bell, C. Foster
Belmont, Harold
Biggers, Larry
Bills, Chuck
Bireley, Eddie
Black, Ben
Boddie, Davis
Brandt, Joe
Brassill, John J.
Breedon, Tom
Bremer, Stanley
Briggs, Bert
Brown, Elmer
Brown, T. H.
Brunk, Fred
Bryer, Bill
Burlingame, Dennis
Burns, Harry
Byers, A. A. (Doc)
Byers, Carl & Jim
Calkins, Fred
Cannon, Ots
Carr, Blomze
Carson, Andy
Carter, Wray
Chaikins, W. N.
Christ, Fred
Chvala, Frank
Clack, Al
Clark, Eddie
Clevenger, M. A.
Collicott, Maxwell
Conley, E. O.
Copp, J.
Cotton, Don
Crall, Rodney
Cramer, Joe
Cropper, Dras H.
Criswell, L. W.
Crossen, Gene
Daniels, Osa
Darling, Dick
Davis, William L.
Dean, J. M.
DeRossignol, Louis
Dempsy, Wm. Bill
Denton, Edw.
DePallaton, Walton
Dicke, V. L.
Dochter, Harry
Domer, Ray
Dorance, Delbert
Draper, Roy
Dugas, John H.
Durant, Bill
Edington, Eddie
Edwards, Dick
Ezer, Eddie
Eisman, Louis
Elder, F. W.
Elliott, J. B.
Elliott, John A.
Ellis, Robt. Chas.
Ernatta, Tommy
Evans, Bob Gypsy
Evans, Claude
Evans, Frank W. H.
Evans, George
Evans, Dudley
Farras, Ralph
Farris, Hank
Ferguson, Joe
Ferguson, Merle
Fleming, R. E.
Flanagan, Robt.
Floyd, Bishop

Miller, James H.
Milton, Howard
Molgaard, S.
Moore, Roy
Moser, Jack
Murnell, Thas.
Mullens, Joe
Murphy, Jas. Kid
Nation, Al
Niad, Rajah
Nichols, Ralph
Nys, A. Bernie
Nolan, Ray W.
O'Brien, Jimmy
O'Hearn, Jimmy
Oren, Wm.
Owens, Jimmy
Oxford, Buddy
Park, Robt.
Paterson, Thas.
Patterson, Charles
Pauli, L. W.
Peary, L. W.
Peever, Bud
Penland, Grover
Perkins, Fred
Perry, J. N.
Petit, Raymond
Percy, Howard
Poik, Ollie
Pross, S. V.
Proctor, Tom
Queno, Tom
Ramsfield, Lon
Ratloff, Vern
Reed, Wm. E.
Reed, Bennie
Reed, Phil A.
Reid, Leon
Reinington, Clarence M.
Reser, Jimmy
Reynolds, Mickey
Rhodes, Renie
Richardson, Dick
Riley, Mrs. Paul
Robert, Waco
Rodgers, Al
Roma, Rajah
Rose, Jack
Runion, Roy
Santorel, Max
Scattener, R. O.
Scott, Charles E.
Sears, Freddie
Selfer, Edward L.
Seymour, W. O.
Shannon, Spike
Sharpe, R. W.
Shin, L. W.
Siebrand, P. W.
Simmons, K. E.
Smith, Webb E.
Snow, Jack
Sperry, Bob
Starr, Jack
Spring, Tony
Sprungin, Doc
Stanley, Clipper
Stanton, Goldrick
Stanley, Jack
Stewart, Dewey
Stavick, H. G.
Start, Bill
Strode, W. A.
Stuanku, Chas.
Steis, A. E.
Steinbeck, Floyd
Stennett, Bill
Stevens, Robt.
Stewart, Richard
Stines, Charles
Stones, Harry
Streets, Dr. Leon
Strode, W. A.
Sullivan, J. D.
Surtess, Geo.
Taylor, Alfred
Teece, Geo. G.
Tharr, Bristol
Thomas, Dick
Thomas, Jack H.
Thompson, Gene
Troy, R. C.
Turner, Joe
Twohouse, Chief
Tyne, Jax
Tyree, O. H.
Tyree, Wm. E.

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg., Eighth and Olive Sts.

Parcel Post

Beaver, Little, 3c Bruce, Hilda, 32c

Ladies' List

Bassett, Mrs. Dixie
Beal, Mrs. Laura
Blahly, Mrs. Ben
Burd, Ruth
Calvert, Mrs. Elsie
Cutter, Miss Lennie
Daniels, Mrs.
Dearo, Mrs. Bert
Dearo, Mrs. Corinne
Espy, Dot & Jackie
Festa, Dorothy
Forsyth, Mrs. Paul
Hill, Jean
Hodgini, Corinne
Hogue, Mrs. Bobbie
Hooper, Juanita
Howard, Mrs. Pearl
Jenkins, Mrs. Susie
Koubury, Mrs.
Lennon, George E.
LaPage, Mrs. Ira
Lennon, Pauline
Lilly, Mrs. Ethel
Madison, Ethel
Parker, Beverly
Silvers, Skippy
Stewart, Mrs. Bessie
Wallace, Mrs. Al
Wallace, Patsy
Wallace, Geraldine
Wood, Florence
Woods, Miss Babe
Vermillion, Alma

Gentlemen's List

Aarons, James
Adams, Lloyd L.
Aldrich, Sam
Allen, Eduan
Anthony, W. R.
Baldwin, J. O.
Beatty, J. O.
Benton, Archie
Berry, Bert
Betts, Charles
Block, Ben
Bohl, Duke
Bryan, Mark
Byrner, Harvey
Buchen, Ralph
Calcott, Wm. Marshall
Carter, William L.
Cattini, George
Clarkson, Al
Cobb, (Boney Gal)
Collins, Doc
Cousins, Roy J.
Cramer, Roy
Daniels, Johnnie P.
Darlington, Geo.
DeWitt, J. E.
Dyer, Bill
Eldridge, Wm.
Farias, Hank
Fertell, Shorty
Fuller, Jack
Gaither, Woodie
Grant, Sol
Green, J. H.
Hannab, Ed N.
Hawkins, Skip & Jerry
Heath, Bill
Hicks, Hampton
Hoffman, Arthur
Holders, K. M.
Hubbard, Paul
Hunt, Geo.
Hunter, Eddie M.
James, Curley
Jerome, Paul
Jones, T. Allan
Joyce, Jack
Kling, Pete

Charles Henry Over Jr. at Los Angeles December 20. Leroy Stoeterau, orchestra leader of Davenport, Ia., was divorced by Olive Norine Stoeterau in Scott County District Court recently.

ROUTES

(Continued from page 37)

Paul, Jack: (King Cotton) Greensboro, N. C. 1. Pedro, Don: (Oriental Gardens) Chicago, c. Pellegrino, Nick: (Casino) Chicago, c. Plover, Franz: (St Clair) Chicago, c. Pithroun, Geo.: (Hi-Hat Club) Chicago, nc. Platt, Earl: (Rifle) Erieburg, Pa., h.

Raeburn, Boyd: (Peabody) Memphis, Tenn., h. Reed, Jim: (Chicago Inn) Tremont, Michigan City, Ind., nc. Reigo: (El Dorado) New York, nc. Reichman, Joe: (Statler) Boston, h. Resh, Benny: (Club Bohemia) Detroit, nc. Richards, Barney: (Limehouse) Chicago, c. Rivas, Jose: (Club Trivoli) Chicago, nc. Rosen, Tommy: (Wisteria Gardens) Atlanta, Ga., c. Roth, Eddie: (Club Alabama) Chicago, nc. Russo, Dan: (Canton Tea Gardens) Chicago, c. Ryshanok, Will: (Schenley) Pittsburgh, h.

Sanders, George: (Club Carlioca) Chicago, c. Seeger, Chic: (Jefferson) St. Louis, h. Selzer, Irving: (Dixie) New York, h. Shal, Lou: (Lamb's) Chicago, c. Simons, Eddie: (77 Club) Chicago, c. Simons, Seymour: (Schroeder) Milwaukee, h. Singer, Harry: (Bowery) Chicago, c. Singer, Irving: (Club Ballroom) Chicago, c. Slaughter, Johnny: (Willard) Washington, D. C., h. Snyder, Frank: (Subway) Chicago, c. Stanley, Stan: (Gibson) Cincinnati, h. Stanton, Maurice: (Club Misset) Chicago, nc. Stone, Jesse: (Club Orceco) Chicago, nc. Stramiello, Don: (Patio) Hartford, Conn., nc. Strauss, Johann: (French Casino) Chicago, nc. Swanson, Warrnie: (Whitehall) Chicago, c.

Tate, Erskine: (Arcadia Gardens) Chicago, c. Thurn, Otto, Bavarians: (Pittsford Inn) Pittsford, N. Y., nc. Tinsley, Bob: (Ciolestinus) Chicago, nc. Todd, Mitch: (Subway) Chicago, c. Trini, Anthony: (Governor Clinton) New York, h. Tropper, Harry: (Midway Masonic Temple) Chicago, c. Tyler, Ted: (Jockey Club) Charleston, S. C., nc.

Valles, Rudy: (Hollywood) New York, ch. Valentino, Arturo: (Maison Voyante) New York, re. Varzas, Eddie: (Red Lion Inn) Chicago, c. Wagner, Buddy: (Stork) New York, nc. Wallace, Roy: (Miller's Tavern) Indianapolis, Ind., nc. Wardlaw, Jack: (Washington Duke) Durham, N. C., h. Watkins, Sammy: (Webster Hall) Detroit, h. Webb, Chick: (Savoy) New York, h. Weems, Ted: (Palmer House) Chicago, b. Weitz, Eddie: (Richmond) Richmond, Va., b. Wilson, Ray: (Shady Lawn) Cambridge Springs, Pa., h. Wintz, Julie: (Village Barn) New York, nc. Wirth, Dick: (Chateau Des Plaines) Chicago, c. Woods, Howard: (Four Towers) Cedar Grove, N. C., nc. Worthington, Duke: (Lone Tree Tavern) Chicago, c.

Zarin, Michael: (Anna Held's) New York, re.

DRAMATIC AND MUSICAL

Abbey Theater Players: (Garrick) Philadelphia 31-Jan. 5. Ah, Wilderness, with George M. Cohan: (Krieger) Chicago 31-Jan. 5. As Thousands Cheer: (Grand O. H.) Chicago 31-Jan. 5; (Shubert) Kansas City 7-12. Bait, Russ: (Auditorium) Chicago 31-Jan. 3. Carte, D'Oyly Opera Co.: (Forrest) Philadelphia 31-Jan. 12. Fly Away Home: (Plymouth) Boston 31-Jan. 5. Green Pastures: (Ehrine) Oklahoma City, Okla., 4; (Majestic) Wichita Falls, Tex., 4. (Aud.) Amarillo 5. Her Master's Voice: (Hollis St.) Boston 31-Jan. 5. Leburnum Grove: (National) Washington 31-Jan. 5. Leiber, Fritz: (Columbia) San Francisco 31-Jan. 5; (Biltmore) Los Angeles 7-19. Living Dangerously: (Chestnut St.) Philadelphia 31-Jan. 5. Old Maid: (Maryland) Baltimore 31-Jan. 5. One Sunday Afternoon: (Broad) Philadelphia 31-Jan. 5. Petrified Forest: (Shubert) Boston 31-Jan. 5. Petticoat Fever: (Harris) Chicago. Robert: (American) St. Louis 31-Jan. 5; (Er-longer) Chicago 7-12. Romance: (Blackstone) Chicago 31-Jan. 5. Scottish Musical Players: (Empress) Vancouver, B. C., Can., 1. Stevedore: (Belwyn) Chicago. Venities: (Cass) Detroit 31-Jan. 5. Whiteside, Walker: (Coliseum) Sioux Falls, S. D., 3; (Aud.) Sioux City, Ia., 4; (Tech High School) Omaha, Neb., 6. Ziegfeld Follies: (Broadway) Denver 3-5.

REPERTOIRE

Billyroy Comedians, Billy Wehle's: Ft. Pierce Fla., 1; Stuart 2; Lake Worth 3; Delray Beach 4; Pompano 5; Homestead 7; Dania 8; Pahokee 9. Elshop Tent Show: Ludowici, Ga., 31-Jan. 5. Elythe Players: Middletown, Pa., 31-Jan. 5.

Princess Stock Co.: Lewisville, Ark., 31-Jan. 5. Sadler, Harley, Show: Beaumont, Tex., 31-Jan. 5. Stone, Hal, Show: Abbeville, La., 31-Jan. 6.

INDEPENDENT BURLESK

Boston Belles: (Capitol) Lowell, Mass., 31-Jan. 5; (Howard) Boston 7-12. Dashing Debs: (Worcester) Worcester, Mass., 31-Jan. 5; (Orph.) Paterson, N. J., 7-12. Flirting Females: (Howard) Boston 31-Jan. 5; (Capitol) Lowell 7-12. Girls From the Follies: (State) Springfield, Mass., 31-Jan. 5. Ha Cha Cha: (Hudson) Union City, N. J., 31-Jan. 5; (Modern) Providence 7-12. Honky Tonk: (Trocadero) Philadelphia 31-Jan. 5; (Hudson) Union City, N. J., 7-12. Hot Pepper: (Modern) Providence 31-Jan. 5; (Worcester) Worcester, Mass., 7-12. Midnight Capers: (Gayety) Washington 31-Jan. 5; (Trocadero) Philadelphia 7-12. Peek-a-Boo: (Gayety) Baltimore 31-Jan. 5; (Gayety) Washington 7-12. Speed Girls: (Orph.) Paterson, N. J., 31-Jan. 5. Sunkist Peaches: (Gayety) Baltimore 7-12.

SUPREME BURLESK

Fads and Fashions: (Variety) Pittsburgh 30-Jan. 5. High Hatters: (Shubert) Philadelphia 30-Jan. 5. Let's Ring Belles: (Park) Boston 31-Jan. 5. Models and Music: (New Empire) Newark, N. J., 30-Jan. 5. Monte Carlo Nights: (Pal) Baltimore 30-Jan. 5. Parisian Dolls: (Minsky's Republic) New York 30-Jan. 5. Trollop Follies: (Capitol) Albany, N. Y., 30-Jan. 5. Times Square Follies: (Minsky's) Brooklyn 30-Jan. 5.

MISCELLANEOUS

Alexander Players: Medford, Minn., 31-Jan. 5. Arizona Minstrels: Hendersonville, N. C., 2; Forest City 3; Spindale 4; Tryon 5; Anderson 5. C. 7-8. Birch Magician & Co.: W. Frankfort, Ill., 7; Murphorsboro 8; Charleston, Mo., 8; Sikeston 10. By-Gosh Minstrels: (Essex) Newark, N. J., 3-5. Carolina Fun Show: Ridgeland, S. C., 1-5. Chaud, Miracle Man: Peru, Ind., 3-8; Anderson 6-9; Marion 10-12. Connie & Dolly Show: Elba, Ala., 31-Jan. 5. Cook Show: Rochelle, Ga., 31-Jan. 5. Craig Bros. Show: Irvington, Va., 1-5. Daniel, 2-10. Magician: Paris, Ill., 1-5. Dressen's Stage Circus: New Orleans, La., 2-10. Fee, W. J. Shows: Valley City, N. D., 2-5. George, Doc, Ventriloquist: Waterloo, Ia., 31-Jan. 5. Grant, Jack, Variety Show: Warner, Okla., 1-5; Cecotah 7-12. King, Nellie M. H., Show: Carrollton, O., 1-5. Levitch, L., Mentalist: Akron, O., 2-3; East Liverpool 7-14. Long, Leon, Magician: Palatka, Fla., 2-3; Pomona 4; Crescent City 5; Seville 8; Altoona 7; Umatilla 8; Eustis 9. Lucy, Thos. Elmore: Sturgis, S. D., 3-6; Pierre 10. Lyette, Great, Co.: Waterloo, Ia., 31-Jan. 5. Marquis, Magician: Greer, S. C., 3; York 4; Winnboro 5; Williston 7; Millen, Ga., 8; Swainsboro 9; Statesboro 10. Miller, Cash, Oddities: Cincinnati, O., 31-Jan. 12. Pharo, Magician: Fredericksburg, Va., 3; Hopewell 4; Lawrenceville 5-7; Weidon, N. C., 8-9; Roanoke Rapids 10. Phillipson Comedy Co.: Martinsburg, Ind., 31-Jan. 5. Powers, Hypnotist: Orlando, Fla., 1-5. Royalists Concert Co.: Indianapolis, Ind., 31-Jan. 5. Rixon Show: Attapulgus, Ga., 1-2; Climax 3-5. Ruppel, Jack Splash: (Paramount) Geneva, Ala., 1-5; (Ritz) Enterprise 7-12. Schneider's, Doc, Yodeling Cowboys: (Station WEB) Atlanta, Ga., 31-Jan. 5. Sunnyland Picture Show: Norman Park, Ga., 31-Jan. 5. Thomson & LaMonte Show: Eutawville, S. C., 31-Jan. 5. Wistarde Novelty Circus: (Dickinson) Great Bend, Kan., 3-5.

CARNIVAL COMPANIES

Babe's United: Springfield, S. C., 1-5. Bar-Brown: Melbourne, Fla., 1-5; Cocoa 7-12. Blue Eagle: Cuba, Ala., 1-5. Blue Ridge Am. Co.: Gretna, La., 1-5. Bullock Midway: Langley, S. C., 1-5. Clarke & Hunter: Donaldsonville, Ga., 1-5. Dixieland, Jeanerette, La., 1-5; Franklin 7-12. Great Southern: Bahra, Ga., 1-5. Her, Hszen, Ark., 1-5; Des Arc 7-12. Mohawk Valley Expo.: St. Augustine, Fla., 31-Jan. 5. Palmetto: Holly Hill, S. C., 1-5. Royal Amusement Co.: Kennar, La., 1-5. Spencer, C. L.: Buras, La., 2-9.

CIRCUS AND WILD WEST

Fisher Bros., Indoor: Francesville, Ind., 7; Beaver Dam 8; N. Webster 9; Albion 10. Polack Bros., Indoor: Beaumont, Tex., 31-Jan. 5; Pine Bluff, Ark., 7-12.

Animals in Wreck

KINMUNDY, Ill., Dec. 31.—Ten passenger and baggage cars of the Illinois Central's crack Louisiana flyer, one of them carrying a lion and two leopards, plunged from the rails and slid down a 25-foot embankment into a pond here early yesterday. No one was hurt. The

SERPENTINE, CONFETTI, Noise Makers, Hats—ORDER FROM THIS AD. USE AIR MAIL. No. 8752—Shaker Horns—14", 100... \$2.00. No. 8476—Big Value Hat Asst. 100... 2.00. No. 7777-P—Party Balloons, 100... 1.00. No. 8490—Uncle Sam Hats, 100... 2.00. No. 8551—Midwest Special Hat Asst., Asst Colors and Shapes, 100... 3.50. All Orders Shipped Same Day. 1/2 Cash with Order. The Latest Items for Stripsmen, Walkathon Contests, Bazaars, Ballrooms and Nite Clubs.

MIDWEST NOVELTY CO. KANSAS CITY MISSOURI

WANT TO BOOK AT ONCE WITH SOUTHERN CARNIVAL To sell HOLLAND WAFFLES and APPLE DOUGHNUTS made with special imported apparatus—the only one in this country! ASTOUNDING SUCCESS ON FIRST AMERICAN APPEARANCE AT WORLD'S FAIR, CHICAGO. Write proposition—percentage or what? JOHN FOGARROTT, 249 West 113th St., Chicago

wrecking crew built a raft and floated the animals, cages and all to solid ground, where they were put aboard another train, to continue their trip to a circus winter quarters in Indiana.

Ladies' Auxiliary, SLA CHICAGO, Dec. 29.—The Ladies' Auxiliary of Showmen's League of America held its regular meeting at its rooms in the Hotel Sherman Thursday. Meetings are well attended and President Francis Keller is in hope of a banner year for the organization. Cleora Helmer was on the sick list, hence could not attend the meeting. A number of the ladies have been planning attending the New Year's party at the Showmen's League. The committees are all functioning under the new regime and many new members are expected. Lunch was served at the close of the Thursday meeting. Next week will be the regular social affair, which comes every other week.

Concessionaires... NOVELTY SUPPLY FOR FAIRS, CARNIVALS, CIRCUSES, GRAND STORES, WHEELS, PARKS, COIN GAMES, ETC. Catalog with Low Low Prices THE TIPP NOVELTY COMPANY TIPPICANOE CITY, OHIO

BOOKING SHOWS AND CONCESSIONS FOR 1935. CROWLEY'S UNITED SHOWS, Richmond, Mo. SOL'S LIBERTY SHOWS, Inc. NOW BOOKING FOR SEASON 1935. Address P. O. BOX 223, Caruthersville, Mo.

WANTED Will book, buy or lease RIDES, SHOWS, with or without own outfits. Will finance Shows of merit. WANT legitimate Concessions only. Sensational Free Acts that can draw. CAN USE Help in all departments that are shown. WANT fast-stepping Banerman. Opening in MERIDIAN ON THE STREETS, UNDER THE AUSPICES MERIDIAN COTTON FESTIVAL, with HITS BERTS, CLARE'S DUAL AND VICKSBERG TO FOLLOW. FURTHER TROUPE GIVEN TO INTERESTED PARTIES. WRITE TO Banard & Blake Shows 2612 19th Street, MERIDIAN, MISS.

Hazel Cotter Breaks Leg CHICAGO, Dec. 29.—Hazel Cotter, aerialist, of the team of Cotter and Schrader, fell on the icy sidewalk in front of her home here Thursday and broke her right leg above the ankle. Fortunately the break was not in the joint, but Miss Cotter will be laid up for some weeks.

WANTED CONCESSIONS—ALL TYPES—FREE ACTS. WEEK OF JAN. 21 Answer—TOMMY CARSON—Mgr. Concessions.

Clyde Cunningham Injured CINCINNATI, Dec. 29.—Report reached The Billboard that Clyde V. Cunningham, of the O. Henry Tent and Awning Company, Chicago, was injured in an automobile accident and is in Rutherford Hospital in Murfreesboro, Tenn. Would appreciate receiving cheery letters from showfolk acquaintances.

AMERICAN LEGION INDOOR CIRCUS SPRING HOPE, N. C.

WANTED Phone Men, Ticket Carriers, Banerman, Complete Minstrel Show with Band, Musical Revue with Orchestra, Scenery, Photos, Partner for No. 2 Unit, Complete Circus with Paper and Cuts. Also want Wax Show, Oriental Show, Penny Arcade Machines, Oriental Dancers, Flagpole Player for Museum, Concessions, Pitchmen, Novelities on P. C. CHARLES KYLE, 637 Liberty Avenue, Pittsburgh, Pa.

FOR SALE One 4-Track Monkey Speedway, stored in South Carolina; one 3-Track, stored in Georgia; one Monkey Motordrome with 5 Cars, stored in North Carolina. Will sell any cheap. I. J. WATKINS, 26 E. Harvard St., Orlando, Fla. Ector Gaboury write.

GOOD LOCATION for SCOOTER 809 Surf Avenue, Coney Island. Formerly Scrambler. Will accept percentage or flat rental. Good proposition. Inquire 209 Park Row, Venice Theatre, New York. Phone, Worth 2-2380.

WANTED MILLER'S TRAVELING MUSEUM Best of accommodations. CAN USE Attractions. CAN PLACE good Half-Half or any good Freak. Martha Morris, Jennie Weiss writes MORRIS MILLER. Address week of January 1-7, Monroe, La.; New Orleans to follow, P. S.—Our route to the Coast.

WORLD'S MUSEUM, 637 Liberty Ave., Pittsburgh, Pa., indefinitely WANTED—Outstanding Features. Will sub-let rooms, also stage to other museums and shows. WALTER L. MAIN, Jr., Manager.

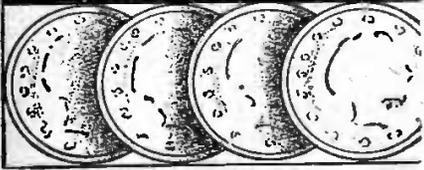
WANTED—SHOWS FOR 1935. BRODBECK BROS. SHOW Kinsley, Kan.

E. B. BRADEN, WRITE Box 101, Philadelphia, Pa.

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

Corrections in Buyers' Guide of Anniversary No. GEO. A. SCHMIDT & CO. (page 250) should have been listed in the Pitchmen's classification under Soap. LOUIS SCHWARTZ CORP. (page 248) should have been listed in the Pitchmen's classification under Razor Blades. ROHDE-SPENCER CO. (page 295) should have been listed in the Pitchmen's classification under Jewelry. EXCEL MFG. CO. (page 266) should have been listed under Pop Corn Machines and Supplies. WATERBURY RAZOR BLADE CO. (page 262) should have been listed in the Pitchmen's classification under Razor Blades.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



# AMUSEMENT MACHINES

*A Department for Operators, Jobbers, Distributors and Manufacturers*

Conducted by WALTER W. HURD—Communications to Woods Bldg., Randolph and Dearborn Streets, Chicago.

## Let's Play Pinball

**T**HERE is no better tonic for the new year than to survey the most optimistic trend of the coin machine industry and make that the rallying cry for a vigorous and aggressive program. The modern pinball games have stood the test of popular approval thru another year and enter 1935 on a better footing than ever.

One of the approved methods of doing business is to seize on those trends which are popular, sell while the selling is good and make the most of opportunities here and now. There are other good ways of doing business, but this way of riding with the tide has proved its worth down thru time. The only caution is that a man should know how to quit when the proper signals have been given.

The modern amusement machine industry has found in pinball games a device that appeals to basic human nature, and so genuine is this appeal that the principle of the game promises to endure. The new year's opportunity is to develop the appeal of pinball in more novel and enduring forms. Inventive genius must be kept busy in supplying new and original ideas that can be built into concrete games that will work and meet popular approval when displayed in public. Design engineers must be called in to give to pinball games that atmosphere of beauty and good taste that enhances every basic appeal in the game itself. Manufacturers should adhere even more closely to those principles of workmanship and quality that have kept the games on a high plane for two years.

To the men on the firing line—the operators who place modern games on locations—there are two distinct jobs to be done if pinball is to become the popular pastime that it should be. The operating profession must conduct itself so that the reputation of the trade will be such as to win the respect of business men, of the public at large and of all fair-minded public officials. The operators and distributors must also carry the advance of all those approved methods which may be tried to promote a wider use of pinball games as a form of popular amusement. It is a good promotional job that needs to be done.

A catchy word, a name, a slogan, is needed—something that will "take" with the public—to continue the popularization of the modern amusement games. "Marble boards" and "bagatelle" continue to be used widely in the daily press, but these expressions do not promise to become favorites in the popular mind. They do not stir the imagination and are not suggestive enough of a real game. A few daily newspapers in the past few months have been using the term pinball to refer to our modern games; a large chain of drug stores used this term in its advertising of the home type of games during the holiday season; in the coin machine news columns we have deliberately been using a coined word pinball to refer to the pin games, marble boards, bagatelle or whatever you want to call them.

Pinball appears to be the most descriptive term that has yet appeared and its promises to become popular once it is introduced to the public. I have noticed that in talking with the average person he is still at a loss to know what to call these modern table games seen so often in the stores. It is often necessary to describe what you mean when referring to marble boards or bagatelle. The job of the amusement machine industry is to find a word that will catch with the public and use it so often during 1935 that everybody will know what we mean when the name is used. There has been a long and hard fight to eliminate the word "slot," but it still persists among the masses and in the daily press because we have not found a better word to take its place.

But pinball appears to be a word that will become more

popular than all the other expressions used to refer to our modern forms of table games. It should readily fall into public use just as baseball and football have become common, everyday words. Once a popular name is found, then it is the business of the amusement machine industry to set about popularizing it.

"Learn To Play Pinball" may well become the slogan to advance the most popular types of modern amusement games with the public. All the approved methods of modern publicity and advertising should be used to impress upon the public mind that slogan which is commonly agreed upon to best promote the games. If every manufacturer, jobber and operator of the games devoted some money, time and ideas to the promotion of the games with the public the final returns should mean a greatly increased business for all. A promotional program to increase the popularity of pinball need not be expensive, but it must be intensive and everybody in the trade must work at it. The more popular forms of publicity, such as stickers, labels, slogans and other phrases, are admirably adapted to letting the public know there is a new and modern game known as pinball.

If the word pinball can be so popularized and publicized during 1935 that everybody will know what you mean when you say "Let's Play Pinball," then the trade can rest assured that the future of the modern table games has become stabilized.

Two jobbers have used newspaper advertising space during 1934 that should set an example for local coinmen in every city in the country. In small paid advertising space these jobbers have tried to tell the public something about the industry and about the games. During 1935 some good advertising talent should be put to work to tell the public what pinball is. The manufacturers have enough advertising talent to design advertising cuts and copy for use by local jobbers' and operators' associations in the local newspapers. This advertising should not be to sell games, but to create popular interest in pinball—to popularize a word and a game.

Two jobbers in Minneapolis combined to pay the cost of an advertisement once a week in a local newspaper. The ad is published over the name of the operators' association. A Louisville jobber gets good publicity in a local newspaper at the rate of \$7 per week. These plans are merely suggestive of what may be done to popularize pinball during 1935.

Pinball games are a major part of the skill games movement and as the trade will continue thru 1935 that aggressive skill games crusade which began early in 1934 all that is done to advance pinball will aid all other types of skill devices. The spirit and vigor with which manufacturers, jobbers and operators of pinball games join in the movement to popularize pinball will determine to a great extent the success of the skill games cause in 1935.

The waging of a national campaign to popularize pinball during 1935 need not cause the neglect of other types of coin-operated devices. It is always possible for any manufacturer, jobber or operator to profit by the making or use of types of machines that are not in the limelight if he has the ability to specialize and to promote his own particular line of business. But there is an advantage in massing the forces of the industry back of the most popular type of amusement games to increase its general use and popularity. The pinball market has not been saturated; in fact, the public needs to be made better acquainted with its appeal in order to prevent some of those discriminating attacks made on the games. Pinball has already proved its popular appeal, so "Let's Play Pinball."

SILVER SAM.

# GALLOPING GHOST

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Grab This  
Pass From  
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For **BIG GAINS**

You Can't  
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To Miss  
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Get on the receiving end of Galloping Ghost No. 77 you Operators who are out to WIN! Designed by Red Grange, the smartest football player of all time! There's a Kick-Off at mid-field—the ball weaving in and out—up and down—Ten—Twenty—Thirty—Forty—Fifty Yards at a time! A TOUCHDOWN right at the start — the ball streaking along the entire length of the gridiron, with Red Grange SPEED—ACTION—and Phantom-Like running, driving players wild with excitement!

Test Locations now being crowded to capacity with players clamoring to get at this Great Red Grange Football Creation—GALLOPING GHOST NO 77. Get all the Facts—It's a BIG MONEY WINNER!

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FOR  
EARLY  
JANUARY  
DELIVERIES

## Steps Toward Appeal Case Speeded at Skill Meeting

*Organizations assure full financial support to cause—Shooting Star game is selected as type of modern skill device for test—attorneys complete all plans*

NEW YORK, Dec. 29.—Preparations for the crucial test case on pinball games have been going forward at a rapid pace. Defendants in the case are a merchant and his wife, and attorneys Benjamin H. Haskell and Theodore Blatt, for the defense, will ask for conviction in the Court of Special Sessions. An appeal will then be taken on the case. At a recent meeting of the Metropolitan Skill Game Board of Trade, Inc., a full report of the plans and aims was made. The question of funds was fully discussed and it was reported that all coin-machine trade groups in the New York area were ready and willing to bear a proportionate share of the expense. Lee Rubinton presided. Saul Kelson, chairman of the committee on legal affairs, later took the chair to preside during discussion of legal steps to be taken.

The attorneys explained that the merchant and his wife were conducting separate defenses and that Haskell would defend one, while Attorney Blatt would defend the second. Since a conviction is being asked in both cases by the defendants, the legal staff for the defense is planning to obtain the most complete records possible of the proceedings, arguments and opinion of the court. These records will be used for preparing the case for the Appellate Division of the State Supreme Court.

The question of what type of pinball game to use was a subject of interesting discussion at the Skill Games Board meeting. Operators present were requested to make suggestions. Marvin Liebowitz, president of the Amalgamated Vending Machine Operators' Association, proposed that from all the suggestions made it appears the new Shooting Star pinball game seemed most appropriate for use in a test case. This game was said to be one of the newest types with progressive scoring features and also to have the automatic "kicking" feature which had been objected to in certain boros. It was brought out that the recent campaign against pinball games in the Bronx had been based largely on the

charge that the automatic "kickers" in the most modern machines made them largely games of chance. Unanimous approval was given to the

Shooting Star to be used in the test case. A number of the distributing firms volunteered to furnish the necessary number of games to be used for test purposes and also to be brought into court for demonstration. Operators volunteered to have expert players ready for any demonstration play in court that might be called for. One operator said he knew of players so expert they made their living by playing the pinball games about town.

It was announced that appeal would be defended by Judge Proskauer, who has already been retained by the organization for this work.

## Code Authority Plans Meeting

CHICAGO, Dec. 29.—An industry meeting for the election of the Code Authority of the coin-operated machine manufacturing industry to serve after the expiration of the present Code Authority's term in February, 1935, has been called for February 18, at 10 a.m., at the Sher-

man Hotel here, according to announcement by C. S. Darling, secretary to the Code Authority.

In accordance with provisions of amendment No. 1 of the code, "only members of the industry complying with the code and contributing to the expenses of its administration as provided above shall be entitled to participate in the selection of the members of the Code Authority," it is stated.

It was also announced that a budget and method of assessment for the Code Authority of the coin-operated machine manufacturing industry for the period February 1 to June 18, 1935, has been submitted to NRA for approval. This budget amounts to \$5,625, which is at the same rate as the current budget. The proposed rate of assessment has been reduced to .15 per cent of net sales.

The Code Authority has also authorized a 50 per cent credit refund of the November code assessment to all members of the industry whose code assessments on sales for February to November, 1934, inclusive, are paid in full by December 31, 1934.

## Bally Appoints New Distrib

ROCHESTER, N. Y., Dec. 29.—Bally Manufacturing Company, Chicago, has appointed the American Coin Machine Company, 114 Lowell street, this city, as exclusive Western New York distributor on all Bally products. The American Coin Machine firm is opening a branch office in Buffalo January 2 to better enable it to handle the trade in that territory. Walter Holtz, member of the Buffalo Coin Operated Association, and well known among the operators of that city, will have charge of the new branch.

## Daniels Visits Coast

MINNEAPOLIS, Dec. 29. — Benny Daniels, after a summer of successful operating of pinball games in this territory, is now taking a trip with Mrs. Daniels to the Pacific Coast. He expects to see the football game in the Rose Bowl on New Year's Day, and after resting a few days at Palm Springs they will take a trip along the Coast to see what is new in pinball out West. His route here has been taken over by his assistant, Harry Hankey. Hankey is a new but successful local operator.



A GLASSY OFFICE OUT WEST. Harry Williams, president of Automatic Amusements Company, seated at his desk. Office is a replica of a mountain cabin.

# COIN MACHINE OPTIMISM

Fred A. Mann, president of Organized Operators of Chicago and of Automatic Merchandisers' Association of America, Chicago:

"The work that you have been doing in the field of Public Relations is indeed very commendable. Your efforts and earnest application to understand the operator's problem in relation to jobber, manufacturer and the public merit the support of everyone in the industry. The wide publicity given by your publication to the modern skill games has accomplished unusual and beneficial results over the entire nation. "Accept my good wishes for a continued and abundant growth."

Samuel Wolberg, secretary and treasurer, Chicago Coin Machine Company, Chicago:

"Forty years in the life of a publication is not considered a long time, yet we must admit that the 40th anniversary of *The Billboard* is a milestone worth celebrating both from the standpoint of the show business and the coin-operated games business.

"The show business has indicated its appreciation of *The Billboard* by its continued and ever-increasing patronage of this publication. There are in this 40th Anniversary Number numerous readers and subscribers (many of whom must have commenced reading *The Billboard* while still in their swaddling clothes) who are joining in the celebration of this happy and momentous occasion by giving praise to the owners and editors of *The Billboard* for the part they have played in making it the 'The World's Foremost Amusement Weekly'.

"By a trick of fate, only a few years back when the editors of *The Billboard* had probably already commenced to lay plans for their 40th anniversary celebration the amusement-machine business was born and at once *The Billboard* opened its pages for this lusty infant, which is growing by leaps and bounds. It is hardly conceivable that an industry so young as the amusement-machine business should have made the tremendous progress which it has. Born in the worst depression in history, this industry not only gives employment to thousands of men and women who would otherwise be unemployed, but has given an additional income to thousands of storekeepers and operators and furnished clean, wholesome amusement to many, many thousands.

"Insofar as our industry and *The Billboard* are concerned, 'Life Begins at 40' and we of the coin-machine industry wish to join with the legions of others in the amusement field in congratulating *The Billboard* on its 40th anniversary and to express our keen appreciation of its editorial staff for its timely articles, which have been instrumental in creating good will and business fellowship in the amusement-game business."

Fred C. McClellan, president Pacific Amusement Manufacturing Company, Los Angeles and Chicago:

"We of the Pacific Amusement Manufacturing Company look forward to a much brighter and greater era of prosperity for operators of amusement games. And especially so for those who operate machines of the more advanced types.

"Extensive tests and surveys show that the vast majority of people who make up the game-playing public seek out those games embodying cleverly devised methods for progressive scoring. They want plenty of action from one point to another above the board. They stay with games that provide maximum tests of skill.

"Pacific has pioneered these types of games — with successful results for operators everywhere — and will continue to do so."

Dave Gottlieb, president D. Gottlieb & Company, Chicago:

"As one of the pioneers of the amusement-machine business, I would like to

take this opportunity to thank *The Billboard* and the other publications for their splendid co-operation in the advancement of the coin-machine industry. This business has progressed every year and has become a fixture among our national industries and should endure forever.

"With this in mind, I have made it my life work, with a sincere desire to give our industry the best. I would also like to take this opportunity to thank the trade as a whole for its favorable reactions to our products and confidence in our methods of doing business."

Leo J. Kelly, sales manager Standard Ticket Games Corporation, Chicago:

"The year 1934 has witnessed the coin-machine business complete its greatest forward step. Skill games that have proved the most successful—that obtained the longest play and made the most money—have been games of quality. Operators have learned that 'price is the cheapest thing about a game' and are now convinced that good games are worth the price asked.

"Cheap games hurt the business, kill the location and prove so costly in lost profit that operators no longer demand low prices. 'Give us quality,' they demand, and manufacturers have been wise in promoting only the sale of quality games. Year 1935 will see games of even higher quality prevail and, accordingly, another banner coin-machine year can be predicted.

"Standard ticket games will be ready for delivery early in January. After six months' testing and changing in locations in New York, Texas and Chicago these games are at last perfected. We promise you great prosperity in 1935 with ticket games. We have licensed under our United States Patent 1,973,815 two other responsible manufacturers who will use our ticket mechanism, proving that ticket games will play an important part in successful 1935 skill-game operators."

Lee S. Jones, American Sales Corporation, Chicago:

"Speaking as a distributor of pin games, it is evident that each month which goes by sees the business on a more secure basis. Manufacturers are making better games, spending more money on experiments and making conscientious efforts to please the public. Distributors, after having attempted cut-price tactics and foolish merchandising, such as giving unusual prices for trades and used games, also cutting each other's throats up and down the street in the hopes of getting the customer to buy, are realizing that a one-price basis as established by the manufacturer is the only fair way to do business. The manufacturer, being familiar with the first cost of his product, is the one to price it for the operator, and the distributor should hold to that figure.

"Only the good operator can survive. There are two ways to be a good operator: First, to buy and run good merchandise; second, to study and learn the business the same as one would if starting a merchandising venture of any sort. The trouble is it is a little too easy for some operators, as there is less work and more money connected with the business than that of any local merchant who puts in long hours. I challenge any industry to produce a business which requires less work to be successful than operating. Nevertheless, the good operator must work, and if he will he will be successful. The time continually grows more favorable for success, but the day is gone when anyone can get into this business and make money without studying how it gets into the games."

Ray T. Moloney, president Bally Manufacturing Company, Chicago:

"On the happy occasion of your 40th anniversary, let me congratulate you and extend our appreciation for the part you have played in bringing Bally products before operators throughout the world—and

for your unceasing efforts on behalf of the entire coin-machine industry.

"We believe that both Bally and *The Billboard* are justified in feeling a certain pride in the fact that we have brought to thousands of people throughout the world an opportunity to earn a good living at a time when other fields had little to offer.

"When the final record of the depression is written I know *The Billboard* will shine forth on the darkest pages as a steadfast source of courage and hope to thousands!"

Dave Robbins, D. Robbins & Company, Brooklyn:

"My opinion is that pin games will be popular just as long as manufacturers continue to turn out new games. I have noticed that slot-machine manufacturers who formerly thought that pin games would lose their popularity are now turning over the major parts of their factories to the manufacturing of pin games. This proves beyond a doubt that these manufacturers who have carefully studied the pin-game situation have come to the conclusion that they made a big mistake in not previously entering this field. It seems that the public has not tired of pin games, but that, on the contrary, more and more people are beginning to play these games due to the clever new ideas which are incorporated in the latest games. Such clever electrically controlled new pin games as Esquire and Live Power have had a great deal to do with increasing the popularity of pin games.

"I believe that any operator who devotes his full time and attention to the pin-game business will receive a greater return for his time spent and his small investment than if he invested in any other line of business. It is important, however, that the operator be in touch with a good jobber who can intelligently advise him as to the best games and the best system of operating. We are always glad to advise our pin-game customers how to make money in this business. Out-of-town operators who write to me will receive a personal letter of advice and I will be glad to answer any questions regarding the successful operation of a pin-game route."

W. W. Woolen, the Ad-Lee Company, Chicago:

"Congratulations, *Billboard*!! Forty years old and getting younger, bigger and better every day.

"Your faith in the coin-operated machine business has elevated the industry to a higher plane and has been of material assistance to legitimate manufacturers and distributors in expanding their business in an ethical and more efficient manner.

"It's our hope that you will continue this good work. Again our congratulations on your birthday anniversary and our best wishes for all the years to follow."

J. Kenfield Morley, advertising manager O. D. Jennings & Company, Chicago:

"The coin-machine industry has done itself proud with its contribution during 1934 to business recovery.

"The industry went away from the 1934 Coin Machine Show last February inspired and determined to make it a big year . . . and, oh, how it put it over!

"I don't know of any other single industry which during 1934 employed as great a percentage of its usual quota of men as did the coin-machine industry.

"Nearly every manufacturer scored at least one national hit during the year. Profits in each instance were not like the old days, but they were good—and, besides, look at all the men it put back to work.

"With the approach of the new year, the coin-machine industry has a right to fly its flag high and wave its hat for its decisive victory in the 1934 battle against hard times."

Paul Gerber, Gerber-Glass Distributing Company, Chicago:

"When I first started operating amusement games some years ago I paid as high as \$150 per machine and netted as much as \$150 per week from my operations. I can easily foresee these same good times coming back for operators, with machines of the more advanced type bringing in much greater earnings.

"The fact that machines of today involve more animation and fascination to the public at a lesser cost to the opera-

tor than several years ago gives the present-day operator much better values in money-making equipment.

"Therefore the opportunity is his to retire his initial investment in no time at all and to wind up with some very rich returns, providing, of course, that he acts wisely and chooses only those games that possess progressive play-impelling qualities."

Sanford Ruttenberg, Dudley-Clark Company, Chicago:

"Pin games provide recreation and a form of amusement with an opportunity to develop and demonstrate skill. They have taken their place in the modern setup of life as a permanent necessity. Millions of men and women who formerly enjoyed expensive means of enjoyment now receive perfect relaxation and pleasure from the playing of pin games.

"The idea that the pin games were merely a fad has been proved a fallacy. The permanency and the need for pin games has been proved conclusively.

"Therefore the future of the pin game is not up to those who play them—it is up to those who engage in the manufacture of pin games and those who distribute and operate them.

"Upon the shoulders of the manufacturer rests the responsibility of producing quality games that will capture and hold the interest of the playing public. They must devise and produce games that will challenge the sporting blood of the nation. They must learn to anticipate and fill the desires of those people who play pin tables.

"The distributors, jobbers and operators who are in contact with the public as a whole must be the good-will emissaries of the entire coin-machine industry. They must conduct their end of the business along the highest plane of ethics. Every earmark of racketeering must stay permanently erased. The selling and operating men must stand squarely upon both feet and establish themselves as representatives of a highly respected, honorable business.

"Yes, the future of the pin game is and will be exactly what we ourselves make it. So let's all put our shoulders behind the wheel and push—push—push."

E. V. Ross, Oriole Coin Machine Corporation, Baltimore, Md.:

"The most popular saying today is, 'Life begins at 40.' This makes 40 years for *The Billboard*, for which congratulations! And it has been running along in full stride all the time, today more strongly than ever. So for *The Billboard* life begins at 40 also. But for Oriole life began January 12, 1932, and today is gaining with constantly greater strides. Forty years from today I expect Oriole to be stronger than ever. I say this with all due modesty, for I am fully confident that the position enjoyed by Oriole today is but an indication of the assured progress that it will continue to make.

"The many troubles that have beset the coin-machine industry from time to time are today coming to probable solution in many sections of the country. This is, frankly, most gratifying to me and must be as pleasing to the thousands of men who find in this industry their means of livelihood.

"It is my sincere belief that much can be done to better the conditions existing in many sections of the country. And it should be done! I shall do all I possibly can to be of aid in solving these various problems. Today more than ever I think we should make a concerted effort to present a uniform front in meeting the many problems before us. We are of no especial strength by comparison, but we are in a position to be so. We need only to realize the necessity of overcoming the problems before us. This entails the creation of a cohesive organization and the maintenance of constant strength in its ranks. This can best be accomplished by realizing the fact that it is patently the difference between our undisturbed continuation and our being completely squeezed out of the play. When all of us in the coin-machine business realize this and make definite efforts to ameliorate such conditions, we shall have accomplished our original purpose.

"Today we are in a position to say

<b>COUPONS AND TICKETS</b> FOR Merchandise Premiums Used With Pin Games, Marble Games and Other Machines	<b>100 5th AVE SPORTLAND 100</b> <small>COUPON</small> <small>THIS IS NOT A COUPON POINT</small> <small>SEE THESE PRICES FOR FAVORABLE FREIGHT</small> <small>COUPON</small>	WRITE FOR PRICE LIST ALSO RESERVED SEAT TICKETS PAD STRIP TICKETS-COUPON BOOKS-RESTAURANT CHECKS ROLL AND MACHINE TICKETS
	<b>100 8th AVE SPORTLAND 100</b> <small>COUPON</small> <small>THIS IS NOT A COUPON POINT</small> <small>SEE THESE PRICES FOR FAVORABLE FREIGHT</small> <small>COUPON</small>	<b>12 VESTRY ST., N. Y. C.</b> <b>127 N. DEARBORN, CHICAGO</b> <b>615 CHESTNUT ST., PHILA.</b>

hat 'life begins before 40' for the coin-machine business."

H. A. Klenck, advertising manager Gardner & Company, Chicago, Ill.:

"Salesboard business has been extremely good this fall. Money boards of the type we have been putting out this fall have met an active demand for such a type of board from operators, and we find that coin-machine operators are now using salesboards in conjunction with coin machines. Salesboards will bring the coin-machine operator an added income inasmuch as he calls on salesboard locations in the context of his coin-machine business.

The fact that salesboards have been receiving a big play this fall is ample evidence of more employment and more money in circulation. Thousands of operators are making more money and hundreds of factory employees connected with the salesboard industry are receiving more work and better pay than they did a year ago.

## Goal for 1935

By KEN MORLEY

Let us momentarily forget about the Jugoslavia-Hungary disorder, the trouble at the region of the Saar . . . all sorts of local political disputes and personal recriminations . . . of charges and countercharges, and all those things that make up the muddled agenda of our own American politics.

Let us turn away for a while to think and talk of something else. For in this muddle the most of us have lost sight of the main issue, and we shall have need of lots of thinking to bring it back into view.

We have lost sight of the issue that is paramount over all others; that actually holds the right solutions of all those to which we give so much tongue and ear, and to which so many of us react with evidence of undue excitement.

A weakening of faith and too much of the taint of what is colloquially called "bad faith" are at the root of all the troubles of our country and the rest of the world. The war that was waged to end war did not turn out to be the final climax to a long course of prodigious disregard for the rights of others. On the contrary, the close of that war has been trailed by misdoings, international, national and individual; and from over the far-flung fields of error, injustice and evil, the vapors of suspicion spread to the four corners of the earth.

Here in our own country we are led to be suspicious of all others. There may be grounds for some of this, but surely not for all. And the unfortunate thing for us is that we can apply no centrifugal force to drive suspicion in an outward direction. It rounds back upon us; we cannot shake ourselves free of anything we have made so intimate. It pervades discussion of public affairs; it distorts appraisal of private business; it is poisonously present in our dealings one with another, so

that inevitably we become suspicious of ourselves.

Unmindful of our own neglects and short-comings we fill the air with complaint of what somebody else has done to us and to the country, so that if there still be citizens who would act without prejudice they are left bewildered. Such a quarrel as that in which we now indulge—itsself the outgrowth of a quarrelsome era—invites world ridicule of our pretense of national unity. For a while, at least, we shall have to withhold our gibes at Europe's brawls.

All this because we have lost faith; or if we have not lost it altogether, because we have let it sink from sight in the flood of our materialistic contentions.

What this country needs is to cultivate a fine disregard for the "lesser facts" so that they do not obscure clear vision of the greater.

What it needs in 1935 above all else is a renewal of this FAITH . . . a renewal of confidence in Uncle Sam, in the American Flag, in these great United States; in the same heroic spirit and devotion which has brought us through peril, a dozen depressions, four foreign wars, famine, a civil war, difficulty and untold hardships, so far upon our way.

Faith . . . may it be the Nation's Goal in 1935.

## Newspapers Treat Games Fairly When True Facts Are Presented

By SILVER SAM

Two communications reached my desk this week which indicate anew the importance that news and editorials in local newspapers over the country are having on operating conditions. In *The Billboard* of December 9 an editorial that is being widely published in local newspapers over the country was reprinted for the information of the trade. The editorial had appeared in a Kentucky newspaper.

A jobber in another Southern State writes that "the same editorial appeared in our daily paper. I immediately ran with your comment on this editorial to one of the editors that I knew and invited his honest and sincere opinion on it. I think he saw the light, which may be of some help to us some time."

IT WOULD APPEAR TO BE WISE FOR OPERATORS IN ALL CITIES TO DEVISE SOME INTELLIGENT AND TACTFUL PLAN OF PERSONAL CONTACT WITH NEWSPAPERMEN, JUST AS HAS BEEN DONE IN MANY CITIES TO BESEECH A MORE REASONABLE ATTITUDE FROM PUBLIC OFFICIALS.

Obviously, the attitude of some newspapers in various cities has been biased and damaging to the cause of legal amusement devices. In practically every case this is due to the fact that newspapermen are unacquainted with the actual facts concerning the industry. Some of the most damaging newspaper articles have been due to the desire to build up an interesting story.

BUT NEWSPAPERMEN AS A GROUP ARE VERY CONSCIENTIOUS, WILL RESPOND TO INTELLIGENT APPROACH AND WILL BE QUICK TO RECOGNIZE ABUSES WHEN POINTED OUT TO THEM. An intelligent program of co-operation with public officials has meant much for the industry during 1934; perhaps a similar program of co-operation with the newspapers would be a good objective during 1935.

Attention of editors should be invited to the fact that many of them who lambast pinball games as a petty means of gambling at the same time carry displayed news of racing and what the horses paid as a regular part of their news service. Any man with intelligence to edit a newspaper can readily see the inconsistency of lambasting petty gambling, while at the same time encouraging such universal forms of gambling as betting on the races. When it comes to social consequences betting on the races will take its place among the leaders.

We have in Chicago a newspaper which rakes petty gambling at intervals, but each day gives most prominent display on its front page to what the horses paid on the various tracks. I may be dumb, but I have never been able to see the consistency in such a policy. I recognize, of course, that pinball games will never contribute anything to increasing the circulation or the advertising of a newspaper, but that is not sufficient reason to boost gam-

## Tense Situation Awaits New York Court Test

SYRACUSE, N. Y., Dec. 29.—The cities in up-State New York face a tense situation concerning the operation of pinball and other skill games. Both operators and public officials are said to be anxiously awaiting the decision of the State Supreme Court on an appealed case which is scheduled for some time in January.

Benjamin H. Haskell, attorney for coin-machine organizations in New York City, visited coinmen here and in Rochester, Canandaigua, Geneva, Utica and other cities recently. He called together leading operators and jobbers and explained to them the experiences in New York and also the present possibilities. Wherever possible he interviewed public officials. Officials, he said, in most cities were awaiting the Supreme Court decision so that there would be definite and authoritative opinion concerning the status of modern pinball games.

Haskell also stated that tense conditions in many cities had been brought about by the unscrupulous methods of certain operators, and that if coinmen would proceed carefully for the next few weeks, until the appeal case is heard, the skill games situation would be clarified to everyone's satisfaction.

## bling on the races and condemn popular amusements like pinball because there are occasional social bets on these games.

This is one example of unfair treatment by newspapers of the coin-machine industry. Let's look at the syndicated editorial now making the rounds in the papers and note an inconsistency in it:

"Salt Lake City recently passed an ordinance licensing amusement devices operated by insertion of coins in slots. The annual fee is \$10. Vendors of the machine pay \$50 a year. Detroit also has a new license ordinance on mechanical amusement devices. The Seattle council license committee, acting upon recommendation of the police department, has drafted an ordinance for licensing of all the estimated 1,000 'games of skill' in the city, imposing an annual fee on each machine.

"Madison, Wis., has been regulating the 'pin and ball' games since July of this year by a carefully worded ordinance that rules out every machine directly or indirectly delivering tokens as the result of an operation over which the player has no control. Pin boards, involving some element of skill, are declared legal and a registration fee of \$50 a year is levied on them."

It is interesting to note in this editorial that the license fee is not mentioned in those cities which have adopted a low rate. But where the rate is exceptionally high the exact sum is given. The influence of such discrimination is obvious; it encourages excessive tax fees. Whoever originated the syndicated editorial probably intended that it have that effect. But I feel that most of the papers over the country that have reproduced the editorial have not even noticed the discrimination.

In the editorial the \$50 annual fee in Madison, Wis., is given considerable attention, while the \$3 to \$5 fees adopted by the larger cities of the country are not mentioned.

IT IS SIGNIFICANT THAT IN THE LARGER CITIES WHERE MOST EXPERIENCE HAS BEEN GAINED WITH AMUSEMENT GAMES, SUCH AS NEW YORK, DETROIT AND LOS ANGELES, THE LICENSE FEE ON PINBALL GAMES RANGES FROM \$2 TO \$5 PER YEAR. OTHER CITIES ADOPTING HIGHER FEES HAVE REDUCED THEM.

Newspapers over the country cannot be expected, of course, to know the details back of the \$50 tax in Madison and such instances as the famous "\$1,000 per year" fee in Virginia. But when reminded of it all newspapermen are acquainted with such tactics as moves by the "big fellow" to squeeze the "little fellow" out, and moves by certain "interests" to kill a business that they feel may be taking some of their nickels.

A second communication on newspaper influence came from a well-known jobber in Indiana who inclosed a story with a three-column heading and sug-

gested that I "would be interested in seeing it and perhaps in publishing portions of the article. We consider it a very favorable article." The news story is apparently an attempt by a reporter to give both sides of a situation and may be carefully considered. There is a lot to say on both sides, and when it is said with reason final good may result.

"Slot machines and other gambling devices operated on the sly in — have been elbowed aside by the legs and highly mechanical 'pin' and 'marble' games, according to the police chief.

"These new games are found in large numbers in hotels, restaurants, bars, billiard rooms, night clubs, drug stores and other places.

"While the fact that several men are actively and financially interested in installing the machines prevents an accurate estimate of their number, the chief believes there must be about 500.

"By far the smaller number are bought outright by the owner of the establishment where they are found. The majority are installed by the operators on a 50-50 basis.

"Each of these innocent machines, on which considerable sums are gambled and lost by devotees, bears the sign 'Skill Game,' and as far as the chief can determine they are within the law which prohibits games of chance.

"We can't help it if a couple of fellows want to put up a little money on the outcome of the game," he says. "They do serve a good purpose—they have nearly eliminated the back-room slot machine, which is a downright gyp."

"One operator who has installed a number of the machines with the galloping marbles claims they are as legal as pool, billiards or golf.

"Instead of paying the cashier you put your money in the slot," he said. "The game itself is based on the skill of the player."

"It's surprising," he insisted, "what a small 'take' these machines offer for the operators. In a reasonably 'hot' location the total take usually doesn't exceed \$10 a week, which splits two ways. Quite often they pay off in free games for high scores more than is taken out of the cash box.

"The operator quoted above went on to explain that the pin game started with penny machines that cost between \$12 and \$20. They were very simple, the only mechanism being the spring that sent the marble on its uncertain way.

"Liquidating the original investment took so much time, however, that the manufacturers thought of putting out the same machines with a nickel slot. The machines got so numerous the public 'soured,' then they were turned out with attractive mechanical jiggers as complicated as an adding machine.

"Now a modern 5-cent device costs from \$38 up," the operator said, "and it takes a lot of nickels to get your money back. A machine must do a good business, for the playing public will abandon it in a few weeks in favor of a newer or different game."

"He explained that the most durable of all the recent machines so far as popularity is concerned was the World Fair Jigsaw. It lasted nearly three months. A new machine recently out is the Signal, which contains batteries, automatic tally shots and other devices to make the customer grin."



KEN MORLEY, advertising manager, O. D. Jennings & Company.

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**Live Power**  
TO-DAY FROM  
YOUR JOBBER!

ORDER  
SENIOR MODEL  
**REBOUND**  
For Your High-Class Locations.  
Operators' Price, \$55.00, F. O. B. New York.  
**D. ROBINS & CO.**  
1141-B Do Kalb Ave., Brooklyn, N. Y.  
Ex. Distributors for N. V., N. J. & Conn.

## Finds Canadian Sales Improved

DETROIT, Dec. 29.—Coin machine operation in Canada is picking up in a notable manner, according to Henry C. Lemke, of Marshall-Lemke, Inc., who has recently been selling a lot of machines to the Maple Leaf operators.

Amusement machines are coming into demand now, with the pin games universally predominating. The amusement type of coin machine has hitherto been practically unknown in many parts of Canada, Lemke finds, and the operators who are now active there report this is entirely virgin territory. As a result the returns from the machines are very good, and the field is almost unlimited at present.

Within the last three weeks Lemke has sold more than 50 machines to operators in Canada. These are mostly in smaller lots, indicating that the smaller operator is in control there. While exact locations have not been specified, many of the men are placing machines in Western Ontario, as far east as London. They are largely making their headquarters in Windsor, across the river from Detroit.

Efforts to form a coin machine association for Canada or Ontario were discussed by Canadian operators with Detroit members of the Automatic Merchandisers' Association several months ago, but no further report has been made.

The import duty on coin machines—40 per cent in Canada—has operated as a big handicap on sales in this territory. Because the field is not accustomed to any types of the machines, the use of slightly used models has made it possible to place them in operation at a price to compete with American machines. The price of a used machine is at an approximate 40 per cent discount. Its condition is practically new, but the machine may have had its best period of return here. The Canadian operator, paying the used price and the customs duty, is able to install it at an equal price, and so do a fair business, Lemke reports.

The used machines offer an outlet for the American machines at a good price, when they are taken off their own locations, and provide a constant market; in addition, they help to create the public demand and habit for coin machines in Canada, and will ultimately develop a first-class market for manufacturers.

## Exhibit Supply Company Incorporated in Illinois

CHICAGO, Dec. 29.—Articles of incorporation were recently issued by the secretary of state of Illinois to the Exhibit Supply Company, pioneer firm making diggers, arcade machines and modern pinball table games. Firm lists 2,000 shares p. v. common.

Incorporators are J. Frank Meyer, Charles E. Cleveland and Claude R. Kirk. Business is stated to be to "manufacture, sell, lease, rent, operate and deal in vending machines."

## "A CHALLENGE"

We Guarantee We Are Never Undersold or Will Sell for Less Compare our Prices with All Competitors. If even One of the Thousands of Items we carry are Not Priced LOWER, Tell Us, and "PRONTO" our Prices are Changed Accordingly.

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\$1.00 Dozen Pairs, Men's Fancy and Plain Pure Silk Hosiery, 75c Dozen Pairs, Fancy Men's Merc. Rayon Hose, Ladies' Silk Fashioned Hosiery, \$2.00 Dozen, Postage Extra.  
E. LEWIS HENDLEY, 416 E. 17th St., Reading, Pa.

## Comments on The Billboard's 40th Anniversary Number

"Congratulations to the entire staff on *The Billboard's* 40th Anniversary issue. For the past 10 or 12 years we have never even considered getting along without *The Billboard* and we are certainly glad to be with you in this greatest of all issues—and proud to be on the cover of what I understand is the biggest single issue of any trade paper published in 1934. We splurged in this issue, partly for business reasons and partly as a tribute to *The Billboard*. Orders already pouring in as a result of this advertising prove that our splurge was justified."—R. T. MOLONEY, president Bally Manufacturing Company, Chicago.

"Great issue, kid! Glad we were able to announce our new Roi-a-Tor machine in such an important number."—JOHN WATLING, Watling Manufacturing Company, Chicago.

"I've worked on special issues myself, so I know the thrill you and the rest of *The Billboard* organization must feel when you page thru your great 40th Anniversary issue. As a feat of publishing, as a broad yet detailed survey of a great industry, there has been nothing like this issue in all trade-paper history. Believe me, I'm proud to have played a part in this monumental achievement."—H. B. JONES, advertising manager Bally Manufacturing Company, Chicago.

## 'Time' Carries Pin Game Story With Bill Rabkin as the Hero

NEW YORK, Dec. 29.—*Time's*, chatty style weekly news magazine, published a two-column story headed *Pin Game* in the business news section of the December 24 issue. Bill Rabkin, of the International Mutoscope Reel Company, is made the hero of the story. Breezy and cheerful tho the story runs, there were some frowns from those who said it had "insinuations."

Says *Time*: "In the penny arcades of upper Broadway, in the gaudy Sixth Avenue Sportland of Schork & Schaffer, in all the dark and smoky dens where New Yorkers drop hundreds of millions of nickels into coin machines and peep shows, the name of William Rabkin is great indeed. A fast-talking Jew of 40 with a passion for invention, William Rabkin gave the world the coin-operated electric digger. This glass-encased device has nervous metal claws on the end of a shaft which is manipulated by a row of dials outside. The shaft hangs over a pile of hard candies. With a little money and a lot of skill a player can so jiggle the dials that the claws will fish out of the candy a lady's compact or a silver ash tray.

"Mr. Rabkin is president and owner of International Mutoscope Reel Company, Inc. The company was founded in 1896 to make peep shows of girls going to bed, the cook kissing the policeman and little Johnny getting a spanking. One of the firm's early artists was Mary Pickford, hired to pose at \$5 per day when the weather was good. Photographs were taken on the roof of the company's building on 14th street, under the direction of David Wark Griffith, whose salary was \$25 per week. Soon the little company, then called American Mutoscope & Biograph Company, split, Biograph going on to cinema fame and fortune, American Mutoscope Company to the manufacture of strength testographs, all manner of penny arcade devices.

"In his Manhattan office last week Mr. Rabkin rubbed his hands with ill-concealed delight. Business was on the boom. This year the makers of penny arcade machines had hoped to gross \$7,500,000. Already their income was above that figure. "Why, the industry's going to take in \$12,000,000," chuckled Mr. Rabkin. His colleagues knew that the principal reason for their joyous prosperity was that glass-encased gadget which is currently the most popular and the most profitable of all penny arcade devices—the pin game.

"The pin game is bagatelle (also

"It's a masterpiece. Congratulations on turning out such a fine issue. Never saw anything like it."—NATE GOTTLIEB, D. Gottlieb & Company, Chicago.

"There was a genuine thrill in receiving the 40th Anniversary Number. Your 'Members of the Fourth Estate' made this issue of *The Billboard* an interesting and fascinating history that will not be discarded, but retained as a permanent record and an authentic reference. The advertising content is truly characteristic of the high regard advertisers have for your splendid publication. Yes, it is a fine testimonial to a proved advertising medium. Allow us to extend our sincere congratulations to the entire staff. Apparently your next anniversary edition will be delivered to us on a truck... we hope so."—BERTLAM B. DAVIDSON, Morris & Davidson, advertising, Chicago.

"My heartiest congratulations on your splendid achievement. When the mailman brought the Anniversary Number the package was so bulky I thought it must be a Sears-Roebuck catalog. The writer particularly appreciates the hard work and effort necessary to produce an issue of this kind, as he fondly recalls his own experience in the publishing field. Believe me, I am sincere when I say that you have established a mark for other publishers to shoot at."—J. M. BUCKLEY, general sales manager Bally Manufacturing Company, Chicago.

## License Report Makes Big News

NEW YORK, Dec. 29.—All the newspapers in the city carried the statement issued by License Commissioner Paul Moss to the effect that there are in the great city at the present time 10,000 licensed pin games bringing the city a revenue of \$50,000 per year.

The commissioner's statement was elaborated upon in *The New York Times* and other papers here to some extent. It is believed that the games are not only benefiting the city by the revenue gained but also in the economical amusement they offer the public in general. The license department also reported that each licensee was carefully checked and that the men operating the games were found to be honest business men.

The statement was issued thru a syndicated news system and will probably appear in many other cities in the country. It is believed here that this statement will tend to promote the operators' welfare, coming as it does after the discouraging articles concerning the games which have appeared in *The Bronx Home News*.

Operators and jobbers in this city were displaying the clippings taken from *The New York Times*, *New York Journal*, *New York American*, *New York Daily News*, *New York Evening Sun*, *New York Herald-Tribune* and other papers in their showrooms and to many of their customers. The ops here feel proud that they are helping the city by rising revenue in these times, and many stated it was one of the best Christmas presents Commissioner Moss could present to the operators at this time.

## Faber Opens Sportland, Making Fifth in Chain

NEW YORK, Dec. 29.—Nat Faber, fast becoming known as the "sportland king of New York," opened another amusement center on Broadway, between 52d and 53d streets, just in time to catch the holiday rush. This is the fifth sportland which the nine Faber brothers have opened during the year. They also operated sportlands in resort territory at Rockaway and Coney Island during the resort season.

A high neon sign vies with the bright lights in inviting patrons to the place. A loud-speaker system has been installed to attract passersby. A competent force is present to ballyhoo the games, make change and issue tickets to players. Big crowds have been attracted from the opening day.

Adler Shoe Stores co-operated in installing a big display case featuring Adler shoes, gloves, hosiery and haberdashery. Other stores have also furnished distinctive signs to advertise merchandise offered as premiums, including women's shoes, lingerie, etc. The games are arranged in the conventional rows which have become accepted in New York sportlands, but it is the unique display of prizes that has attracted attention. Special display of Christmas merchandise was made before the holiday. A new system of points ranging in multiples of 5 and 10 is being used instead of the fractional points.

## Look Out for This Man!

Reliable Amusement Machine Company, New York distributing firm, sends a warning to the trade that a "Mr. Edwards" is reported to be passing himself off as a representative of the firm and to have taken an order in Hollywood, Fla.

The management states that the Reliable firm does not have traveling representatives on the road anywhere, and that operators should beware of such men claiming to be agents of the firm.

game—baseball, football, trains, games that ring bells or make pellets jump.

"Big manufacturers like Rabkin and Chicago's D. Gottlieb & Company, Bally Manufacturing Company; Genco, Inc., and Rock-Ola Manufacturing Company are never at a loss for new ideas. Last week Mr. Rabkin's staff of artists and engineers was busy on a pin game checkerboard in red, gold and black with bulbous gold clouds from which issue silver thunderbolts. Before it is released this week or next the final drawings will be submitted to a commercial artist for advice. The firm's own designers, says Mr. Rabkin, get so wrought up over each new creation that they are totally unable to see the simplest flaws."

# Manufacturers' Group Welcomes Suggestions for 1935 Program

By C. S. DARLING  
Secretary, National Association of Coin-Operated Machine Manufacturers

As we approach the new year two things are uppermost in my mind.

In general 1934 has been a prosperous year for the coin-operated machine industry — manufacturers, distributors, jobbers and operators. We should look toward 1935 with constructive thoughts not only for making next year more profitable and more satisfactory for all elements in our industry, but to so conduct our operations that they contribute to the continued general improvement of business throughout the country as well. That is my first thought.

Let's consider just one element in a program to bring about this improvement.

Continued and increased co-operation within the industry in building up favorable public attitude and in meeting local situations as they arise to threaten uninformed or prejudiced regulation or taxation, will go far toward bringing about better conditions in the industry. And better profit in this industry will contribute toward improvement of business in other industries.

Thousands of families located in every State and almost every county in the country depend on this industry for their entire support, as a result of the part the heads of those families have in the manufacture, sale or operation of coin-operated machines. Shopkeepers and location owners supporting other thousands of families depend on the income from coin-operated machines as a substantial contribution to their continued existence and well-being.

Any oppressive regulation or taxation aimed at this industry or any branch of it will put people out of work and retard general progress toward recovery.

Attempts to regulate or tax in a harmful way, whether this or some other industry, usually result because local authorities, local newspapers, local influential groups, have not been fully and accurately informed as to the industry.

Here is where all groups in this industry—manufacturers, distributors, jobbers, operators and even locations—can co-operate to their mutual advantage. A public relations program for the industry, to include the distribution of accurate and favorable information regarding the industry and plans for meeting special situations as they arise locally, can be developed that will do much to promote the welfare of this industry and to assist general recovery as well.

Such plans and programs require time and careful thought and planning. Manufacturers are giving time and thought to these requirements, in a desire to co-operate with others in the industry to improve industry conditions. Suggestions from everyone interested will be welcome and will be given careful consideration in working out this program.

It is my hope that these plans may develop rapidly into a program that will get results and make 1935 a better year for everyone in the industry.

The second thought to which I referred is perhaps not so very different from the first one, except that it relates specifically to the code.

The Code of Fair Competition for the manufacturers of this industry was approved in January, 1934. We have now completed practically a year of experience under that code. Of the seven fair-trade practice rufts of the code only one has been the subject of complaint. This is the design copying or so-called "piracy" clause. It appears that the copying of entire machines which had so frequently occurred before the code has practically stopped.

Opinions differ as to how much of the business improvement during the last 18 months is due to the National Industrial Recovery Act and the codes under that act. It seems likely, however, that the co-operation of this industry in applying for and supporting a code in accordance with the administration program has been definitely helpful as a factor in bringing about this improvement.

Now we look forward to a second industry meeting and code authority election. This meeting will be held at the time of the annual show and conven-

tion in Chicago February 18. Every manufacturer should give careful thought to this election and plan to participate in it if possible.

Manufacturers likewise should give thought to the advantages and disadvantages of the code based on the first year's experience so that any changes which may be helpful to the industry may be discussed and acted upon at the second annual industry meeting. Further elimination of wasteful, harmful practices will contribute to a more profitable and prosperous industry. Progress is always desired, and the continued co-operation of the industry can make the second year under the code more helpful and more profitable than the first.

## Oldest Group Has Election

CHICAGO, Dec. 29.—The annual meeting of the Vending Machine Operators' Association of Chicago was held Monday evening, December 17, at the Great Northern Hotel with appropriate refreshments and celebration after completion of business. A beautiful Christmas tree was in the center of the meeting room to add holiday spirit to the occasion. The VMOA is said to be the oldest organization of operators in the world and has been in continuous existence for more than 10 years. Its meetings have been held regularly thru all the years and the organization was one of the original sponsors of a national exposition for displaying coin-operated devices.

The Chicago group has held together continuously since organization and its membership is made up of a number of pioneers in the merchandising machine industry. Many of them hold memories of good years and bad years, and other experiences that would make thrillers in the annals of coin-machine history. A bond of fellowship exists among these

men that cannot be duplicated in any other organization in the country.

The nominating committee recommended the following candidates to fill offices during 1935: C. W. Hoffman, president; N. Siegel, William A. Fischer and R. Stanley Allison, vice-presidents; H. D. Hudson, treasurer; W. P. (Pat) Conside, secretary, and John Gerst-mayer, assistant secretary. Appropriate to the fellowship among the members the secretary was instructed to cast a unanimous vote for the candidates.

The business session was interrupted frequently, it was reported, to enjoy the Christmas tree and some items that had been placed at the base of the tree. Members E. H. Funke and M. J. Weber were presented with tokens of esteem by the group.

## Indiana Police Ignore Complaints on Machines

INDIANAPOLIS, Dec. 29.—Published complaints against the operations of coin machines in Indiana finds the State police department inclined to pay little heed. According to Al G. Feeney, head of the State Department of Public Safety, the question of permitting or stopping coin-machine operation is entirely one of local government and is not one in which State police properly can meddle unless ordered to do so.

A weekly farm paper recently blasted coin machines, charging they were permitted, particularly in rural districts near schools. When the matter was called to the attention of Governor Paul V. McNutt, he said: "It all goes back to the question of local enforcement. Enforcement of the criminal laws still is the function of officials within cities and counties and the question arises as to whether the State is to take over the whole enforcement procedure."

Philip Lutz Jr., attorney-general, also declared his office has no authority to take over the enforcement of any gambling laws or alleged violations unless specifically requested to do so by county officials.

## Schlesinger Opens Sportland

POUGHKEEPSIE, N. Y., Dec. 29.—Al Schlesinger, head of the Square Amusement Company, has opened a Sportland on the corner of Main and Market streets here. He is using nearly 50 of the latest pin games and diggers. He states that business was good until the holiday season started.

## Pittsburgh a Common Problem

By J. D. LAZAR,  
Of B. D. Lazar Company

Many will recall that last year the local authorities seized a quantity of various types of machines—some legal and some illegal—from our warehouse.

On December 5, this year, our case was tried and the court directed a verdict of guilty because of a ruling by Judge Elder Marshall that it is unlawful to possess or exhibit any gaming tables. In charging the jury, the judge directed it to bring in a verdict of guilty and did not even permit us to enter any evidence as to why these games were in our warehouse or being placed on trucks.

The claim was that, according to law, if you admit possession of any illegal gaming device, you are guilty of violating this act. The circumstance under which you have possession, why you have them, or what you intend to do with them has no bearing as far as the law is concerned. It does not make any difference whether you have them on display, for sale or for the purpose of operating them or transporting them. If they are in your possession, you are guilty.

Up to the present time we do not know what the penalty for this offense is. However, it is a very serious situation and every jobber, operator and location owner in our State of Pennsylvania is exactly in the same predicament as we are insofar as the law is concerned.

Unless an organized effort is made to fight this it will be absolutely impossible for any distributor, jobber, operator or merchant to keep from violating the law even if he only has this equipment in his possession.

Another point I wish to make clear is the fact that the law does not specify any particular type of machine. The term "gaming device" or "device" is used. The local authorities in any city could interpret a pinball table or a

This side of the fence is painted in the same manner and with the same feeling of a youngster chalking an obscenity on the back of the barn. It is one of the "Don't! It is wrong," etc. ad nauseam. They unequivocally advocate the removal of every machine in the land. And so it is, in the city where the "Tax 'em for all their worth" element is in the majority, that is the way the public officials blow their conference cigar smoke. And where the direct antithesis of those is preponderant, public officials perform a pious handclasp and begin to do a great deal of kicking. Their aim may be not too sharp, but in a group booting a number of shins are positive of being skinned. And the operator suffers thru this action.

That is the condition today in Pittsburgh. The city council has a bill before it which, if passed, is directed at every coin-operated machine in the city. It prohibits the use, sale or possession of any coin-controlled equipment. This is all-inclusive and heartbreakingly drastic. It means a foothold by those who want this type of regulation in force. The actual question of constitutionality is not greatly considered. After all, in the minds of some people a question is already settled when they think it has a tinge of something contrary to their general conception of morality.

While in Pittsburgh there is some question as to the legality of this bill, it has created a furor among the distributors, operators and all those connected in one way or another with the coin-machine industry. Business has come to a standstill while all interested parties stand around with bated breath. And if the bill goes thru, the operator, distributor and all the rest interested in coin machines in Pittsburgh may as well stop breathing.

This fetches us over to another phase and need of the coin-machine industry. Considering its unusually high competitive angle, it is puzzling as to why the manufacturing element could not declare a truce for a period sufficiently long to find a man or men to serve as public relations counsel. This proves itself all the more puzzling in view of the fact that such a counsel would prove itself the very hypodermic needed. After all, the preferable thing is to prevent rather than cure. And contrary to the medical profession's contention to that effect, they don't want it. But in the coin-machine industry it should prove itself the very life saver needed.

The problem resolves itself into whether the man interested is to work until public officials decide to tax or take his means of livelihood, or if he is going to work with the public officials to the extent of having coin machines accepted as one of the basic industries. There is no suggestion that this should be gone about in such a nefarious manner as in the story by Charles Francois Coe, *Ward Heeler*. But rather in the same manner that any of our large corporations proceed in currying public favor. There is no doubt that the machines are accepted by the general public. But because some people are not amused in playing them it should not therefore be assumed that such a machine is best prohibited. Specious as the comparison may be, it can be termed comparable to the man who will not take a flight in an airplane. Does that mean because a number of people do not like or are afraid of airplanes that airplanes should be prohibited? You have your own answer. And so it is with coin machines. There is always the group that presumes on regulating every detail of another person's life. The contracting of this situation would be the grand job of the public relations counsel. It would be a part of his job to go into various cities and introduce measures in an effort to place the coin machines in a favorable light before the public eye and the business world. This would tend to create uniformity thruout the country, too.

Definite plans should be made to create a favorable attitude in the minds of newspaper editors and owners. Whether one thinks so or not, the daily newspapers sway public opinion very definitely and to have them on the coin machine side of the fence should be of distinct advantage to us. But regardless as to the methods adopted for swinging the public over toward coin machines, that must be done. And done in such a manner as to leave no doubt or question in any minds. This will practically eliminate the use of a General Johnson in the coin-machine industry, for if the public is taught and made to take a favorable attitude toward coin machines there will be such a beneficial reaction as has never heretofore been seen. Today, not tomorrow, is the time to act.

counter machine of any description as a gambling device and, therefore, the possessor would be liable under this act.

I think that this information should be given plenty of publicity and proper steps taken so that the various people connected with the industry should not walk into danger in the same manner as we did. We have 30 days in which to take an appeal and since we have already expended several thousand dollars trying to keep out of trouble we do not feel as tho we ourselves should stand the expense of fighting this appeal, since the business in the entire State will be affected anyway.

S. Larrabe Franks, advertising manager of the Oriole Coin Machine Corporation, Baltimore and Pittsburgh, also contributes a suggestion on the present difficulties in Pittsburgh.—Ed.

Every operator in Pittsburgh is today confronted by a problem that is slowly developing into one of the most pernicious in the coin machine industry. Every civic, urban and metropolitan center is today looking for additional means of obtaining increased public funds. Industries or businesses are taxed almost to the extent of the well-known "last straw." Public officials are harassed by the need of funds and an accusatory finger pointed toward their problems. This has produced an almost absurdly ambiguous situation. There are those who say, "Tax the coin machines, regardless." They're nothing but gambling instruments." Of course, they fall to take cognizance of the various classifications under which a given machine may come. That is because the public officials and the general public are not sufficiently familiar with the various shadings of difference between one type of machine and another.

The other side of the fence finds those who are so positive of the moral angle involved and so are definitely inclined to remove all chance of contamination.

# Financing the Operator

By PAUL W. BLACKFORD

Every jobbing firm entering the coin-machine business is sooner or later confronted with the problem of extending credit to operators or refusing to sell on credit. Arguments can be presented for and against the sale of games on time, but one fact must always be borne in mind—the coin-machine business is different than any other line of business. Its products are not of the type to be used for months and years to come, such as automobiles, radios, washing machines, electric refrigerators, furniture and a million other things sold on credit. Marble games vary in their length of service. Some are old and dead within a few weeks, while others will prove to be profit makers for months and months.

It is true a jobber cannot establish a credit policy based on the life expectancy of the various types of games, nor can he afford to defer payments over a period of months hoping against hope that the games sold on such a contract will be paid for eventually by the operator.

On the West Coast the jobbers have had an excellent dose of credit diabolic. Leaping from a purely cash basis almost overnight into a credit business, 90 per cent of the jobbers are sick of the change in sales policies, and while the temporary plunge into credit sales has resulted in boosting their total sales, still they find it has not resulted in a like boosting of their bank balances. In other words, the West Coast operators, that is to say a majority of them, are operating on borrowed money or using jobbers' finances to keep themselves in business.

A purely competitive condition forced the Los Angeles jobbers into credit selling. The first heavy extension of credit was made by a jobber who received his games from an Eastern factory on credit. Loaded down with a heavy number of games every time the factory brought out a new number, he saw an opportunity to get these games out of his warehouse and into use by passing them to operators also on a credit basis. So, to start with, this jobber did not have any money tied up in credit sales but instead was using the credit extended him by the factory and allowing the games out on time payments. The plan resulted in his selling hundreds of games he otherwise would not have been able to sell.

His movements and methods were closely studied and watched by jobbers throughout the West, and as a result the industry soon found every jobber of any consequence extending liberal credit to operators on all types of games and equipment.

The plunge was made, business flourished, sales mounted sky high and the word went out that the West Coast was truly the second greatest sales center for coin machines in the United States.

But the modern Utopia was not destined to last long. The jobbers gave credit selling a thoro try. Some of them are continuing to sell on credit, while others are reducing the number of accounts carried, some refusing a new credit account and some clearing their books preparatory to going back on a cash sales basis.

A survey of these various jobbers who



PAUL W. BLACKFORD is a native of Wisconsin. Graduated from State grade and high school and then took up business administration in college. First position with Franklin Gardens Auditorium, Jamesville, Wis., later becoming assistant manager. Then joined Saxe Theatrical Enterprises, which operated three theaters. Went to California in 1930 as vocational counselor for Woodbury College, traveled most of State speaking to high-school seniors. He resigned to accept similar position with the San Joaquin College system at Fresno, Calif. Joined The Billboard staff in 1932. Founded The Pacific Coin Machine Review in 1933 and is editor and publisher of same. He resides in Los Angeles.

flourished for a spell on credit brings forth some interesting stories of credit experience. For the main part operators are good credit risks. As in all lines of credit selling, there are a few whose main purpose is to defraud, but the larger portion are honest and upright men who see in credit buying an opportunity to enlarge their routes and stay in business. However, others will tell you that operators are good risks but that payments are invariably never made on due dates and sometimes run two, three and four weeks behind. Another jobber who had a sour dose will tell you he has worn out his new car and used up hundreds of gallons of gasoline in an effort to keep operators' payments to date.

Here are some instances of what has happened on the sale of games thru credit. An operator who owed jobber A in Los Angeles a considerable sum of money traded in some of the games he had purchased on credit to jobber B before they had been paid for. In trading in the games to B he did so as a down payment on the purchase of more games on credit from jobber B. Because of the large amount he owed jobber A he would not give this additional business to jobber A in fear he would not be allowed additional credit, and so to keep his spots he traded in mortgaged games as a down payment to get new games from a competitive jobber. Thru

this credit sale jobber A lost this operator's future business. Jobber B traced the games he received on the trade and now, with the matter straightened out, the operator buys from neither of the two jobbers.

Both jobbers console themselves with the thought that this fellow's shady business methods and heavy credit buying will result in his sinking in the quagmire soon and leaving his credit jobber holding the bag.

Another example of how credit boosts the sale of games is to be found in a present order for 85 new games a Coast jobber now has with a Coast factory. Questioned on the matter, the jobber stated that only 30 of these 85 games will be sold for cash. The balance will be sold on time payments. He claims that if he did not extend credit the 55 games would probably not be sold at all and hence the manufacturer loses the sale as well as the jobber. Yet on the other hand, if this operator takes these games, places them on location, collects regularly and pays the jobber in full he will find, in most cases, at the end of 10 weeks the game has died on location and hence his only chance of realizing a profit on its operation will be to turn it in as a down payment on another batch of credit stuff. There are jobbers on the Coast who would no doubt allow him half of his original costs on the games as down payment on more expensive equipment. Thus the operator finds himself being paid for his work and efforts with credit on additional purchases that throw him right back in debt again.

Selling on credit is a hindrance rather than a help. The Coast's largest credit jobber will state that to stabilize the business it will have to revert back to a cash basis. The extending of credit encourages people with limited finances to take a try at the business of operating. It intensifies the local fields and makes conditions so competitive that all operators suffer. Those not making anything on their games become disgruntled and quit. The industry loses them sooner or later. The question then resolves itself into whether or not it is wise, for the sake of the sale of a few games, to extend credit to newcomers, multiply the competition of your own credit customers and lessen their chances of making payments regularly or discourage the newcomers who seek games on credit and keep the condition as rosy as possible.

In gathering thoughts and ideas for this article I was cited an instance where an operator took 10 games out on credit without paying a dime down payment and promised the jobber he would have \$150 ready for him within 24 hours. The operator went across town to another jobber and sold two of his 10 games, at a discount, to get the \$150 to take back to the first jobber as an evidence of good faith and fool him into believing he was making the down payment out of his own capital.

On the other hand, those proponents of credit will present favorable arguments but they are few in number. One Los Angeles jobber who specializes in the sale of games on liberal terms says it is a dandy way to get 10 per cent on your money in 10 weeks. He will give an operator 20 games upon a cash payment for five. The balance, plus 10 per cent, is deferred over a period of 10 weeks, which is the most liberal on the Coast. Most sales are made on a five-week contract. Ask him why he does this and here's what he'll say: "These operators are my friends. If I did not extend them credit and allow them 10 weeks to pay they would lose their locations. They must have new equipment constantly to keep their spots, and I am befriending them and at the same time realizing a fair interest on my investment."

Another jobber goes on record as definitely opposing the sale of games on credit, yet in the same breath he will tell you that he has operators on his books who owe him as high as \$1,400. He also states he positively will not open any more credit accounts, but those he already has he will, of necessity, continue to sell on time. In his year of selling on credit he claims he has had only two accounts wherein he was unable to collect in full.

The problem today on the Coast revolves itself into the question of whether

or not credit sales should be completely discouraged and eliminated as far as possible and place the sale of games on a strictly cash basis or continue on a credit policy with certain reforms made. If credit selling is to continue, jobbers will have to find some way to identify their games in a better manner and prevent the sale of mortgaged goods. It is safe to say that the majority of the jobbers are in favor of calling it a day and going on as complete a cash sale basis as possible. But with 60 per cent of the 600 operators in metropolitan Los Angeles buying their games on credit it is a question and a problem that demands careful consideration and united effort to decide either pro or con.

## Operators Ask Quick Action

NEW YORK, Dec. 29.—A committee representing operators' associations in this city called upon the MJA at its regular weekly meeting and presented the first cases needing the co-operation of the jobbers' group. The operators' committee was composed of Joseph Fishman, Lee Rubinow, Marvin Liebowitz, for the Amalgamated Vending Machine Operators' Association; Saul Kalsion, for the Brooklyn ops, and Jack Gardino, who represented the Queens, Nassau and Suffolk county operators.

Joe Fishman made an impassioned speech for aid from the members of the MJA in co-operation with the operators' groups. He reminded the jobbers that he had never before brought charges against their members before them, but that, after the last meeting wherein the jobbers had agreed to co-operate to the fullest extent, he believed it was now necessary to bring matters into the open and to name offenders. He further stated that the operators in the city were not asking for anything that the MJA was incapable of returning to them. All that he wanted to be assured of was that the MJA would work with the ops now that the first case of offense had been reported.

He was followed by other members of the committee and each presented a specific instance of violation of the agreement made with the ops' association. They believed that the MJA was capable of co-operating with them and asked that some resolution be immediately adopted that would assure the ops of this necessary co-operation.

The MJA will vote at its next meeting for the adoption of rules which will tend to eliminate such violations of the operators' code as the jobbers feel they can possibly control thru their organization. It was also brought out on the floor that independent operators cannot be overlooked. After all, the jobbers stated, there are independent operators who will not join any association, and as long as the jobbers know these men to be operators they feel that they should sell them machines and co-operate with them in every manner possible.

The question of sales to "new blood" was also raised. Saul Kalsion suggested that new men entering the business should first be sent to an operators' association where they will be accepted into membership. This will prevent merchants from using the "beginner's story" as a ruse to buy machines, Kalsion said. This question aroused argument pro and con, with the indication that something definite will be worked out on the subject.

## Free Tickets on Zephyr To Buyers of Ten Games

MINNEAPOLIS, Dec. 22.—As a novel plan to stimulate business and to boost the attendance of operators at the 1935 Coin Machine Exposition in Chicago, the Hy-G Games Company has announced that it will furnish free tickets, including meals, entertainment, etc., on the new streamlined Zephyr train to and from Chicago for the convention. The offer is made to all customers who purchase 10 new machines on or before February 15.

Reservations will be made on the Zephyr for about 30 to 50 operators to attend the Chicago convention, and the train for that trip will be christened the Hy-G Games Special. H. H. Greenstein, head of the firm, says he expects the special offer by his firm to swell the crowd of operators on the Zephyr considerably. Reservations on the train by any operator in this territory may be arranged with the Hy-G Games Company.

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# Louisville Ordinance Reducing Fee Published for Reference Purposes

The Louisville, Ky., city license ordinance, as recently approved by the board of aldermen, is published herewith for reference purposes. In the revision of the ordinance the annual fee on pin-ball games was reduced from \$10 to \$7.50.

An Ordinance providing for the licensing of any person, firm, corporation or association, owner or lessee, who or which operates within the City of Louisville any "pin and ball" game, machine or device, or any mechanical machine of skill or amusement, the fees therefor to be paid by the owner or lessee into the sinking fund of the City of Louisville, and providing penalties for the violation of this ordinance.

Be It Ordained by the Board of Aldermen of the City of Louisville:

Section 1. Any person, firm, corporation or association, owner or lessee, who shall operate within the corporate boundaries of the City of Louisville, whether for profit or not, any "Pin and Ball" game, machine or device or any mechanical game of skill or amusement, shall pay into the sinking fund of the City of Louisville, annually, a license fee of Seven Dollars and Fifty Cents (\$7.50) for each "Pin and Ball" game, machine or device or mechanical game of skill or amusement so operated or placed where it can be operated; and upon paying of such fee shall receive a license for the year for which said payment is made. Every such license shall show the name and address of the licensee. Upon the paying of such license the owner or lessee shall also be furnished with a certificate or tag bearing the same number as the license, and which said certificate or tag shall be prominently affixed to said machine or device in such a manner as to be visible from the outside; provided, however, that such license may be transferred from one machine to another substituted in place of the machine upon which the original license was granted, provided, that the machine upon which the original license was granted, by reason of obsolescence, damage, defect or wear removed from the location for which it was licensed, and the substituted machine is used and operated in same place, but that all machines or devices actually upon any premises, whether used or not, shall be subject to the license, and a failure to provide and display a license upon each and every machine so placed and located, or in the premises, shall make both the owner of said machine, the proprietor or agent of said machine, and the person in whose premises it is located liable for the penalties herein imposed for any violation of this ordinance.

Section 2. Nothing in this ordinance shall be construed as conflicting with Section 42 of an ordinance entitled, "An Ordinance providing for certain licenses, the fees therefor to be paid into the sinking fund of the City of Louisville," approved April 19, 1933.

Section 3. Any person, firm, corporation or association, owner or lessee, who shall operate a "Pin and Ball" game, machine, or device, or any other mechanical game of skill or amusement, within the City of Louisville without having a license therefor as prescribed by this ordinance, shall be deemed guilty of a misdemeanor and upon conviction shall be fined not less than Twenty-Five Dollars (\$25.00), nor more than One Hundred (\$100.00) Dollars, or imprisoned in the county jail or city workhouse for not less than ten (10) nor more than thirty (30) days, or both so fined and imprisoned, at the discretion of the court. Each day during which any "Pin or Ball" game of skill or amusement is maintained or operated shall constitute a separate offense.

Section 4. The agent or agents of non-resident proprietors shall be civilly responsible for carrying on the business in like manner as if they were proprietors.

Section 5. Nothing contained or provided for in this ordinance is intended to or shall be construed to sanction or allow the operation or maintaining of any game of chance or any gambling game, or the operation or possession of any machine, game or device which is or may be used for gambling, and if any machine, game or device which shall be licensed under this ordinance is used or permitted to be used for gambling or as a game of chance and in violation of any statute or ordinance, for which there is a conviction of the owner of said machine, game or device, the person on whose premises such machine, game or device was so operated, or of the person or persons playing game, then and in that event the license therefor issued by reason of this ordinance shall automatically be null and void and canceled, and the licensee shall not be entitled to receive or recover any part of the license fee or tax for the unexpired term.

Section 6. In all cases where there has been a failure to take out the license required by this ordinance the secretary and treasurer of the sinking fund shall, in writing, notify the police department, and such department shall immediately dispatch a sufficient number of police officers to the place, or places, where any such machine or device described herein is being operated without there having first been secured the license therefor as herein required, and such police officers to forbid or otherwise prevent the operation of such machine or device as herein described until said license therefor shall be procured as herein required.

Section 7. All licenses issued hereunder shall expire upon the first day of October next succeeding the date of the issuance thereof, and all license granted after said date, and after the first day of October of the next succeeding year, and upon all license dated after the date, the license fee shall be prorated according to the time or fraction of a year which said license is to run.

Section 8. The commissioners of the sinking fund, or their successors, or any other authorized to issue the licenses herein provided for, shall cause said license to be printed upon different colored paper for each year, and with the year for which they are issued, printed or overprinted in large numerals or letters on the face of said license.

Section 9. All ordinances or parts of ordinances in conflict with this ordinance, and especially an ordinance entitled "An ordinance providing for the licensing of any person, firm, corporation or association, owner or lessee, who or which operated within the City of Louisville any 'Pin or Ball' game, machine or device or any mechanical machine of skill or amusement, the fees therefor to be paid by the owner or lessee into the sinking fund of the City of Louisville, and providing penalties for the violation of this ordinance," approved September 5, 1934, are hereby repealed, but nothing in this ordinance shall be deemed to amend, alter or repeal an ordinance entitled "An ordinance providing for certain licenses, the fees therefor to be paid into the sinking fund of the City of Louisville," approved April 19, 1933, and as now printed in the Supplement of the General Ordinance of the City of Louisville, 1933, on pages 185 to 204, both inclusive.

Section 10. This ordinance shall take effect from and after its passage and approval.

Approved December 12, 1934.

# LITE-A-LINE . . .



**A Brilliant Scoring Idea— Originated and Offered to Operators First Hand By PACIFIC!**

Assuredly—the greatest money-getter ever to gain easy entrance into better locations for Operators! With Flashing Lights illuminating Lines of Numbers on Three Award Boards—A Score-Drome that whirls with exciting action—Three Coin Chutes for "Group Playing" and TRIPLE PROFITS—LITE-A-LINE is recognized everywhere as the FIRST CHOICE—the Smartest Investment for Operators who want those RICH EARNINGS that only LITE-A-LINE affords.

Plugs Into Any Electrical Outlet  
Always in Perfect Order

ACCEPT NO SUBSTITUTE  
ORDER YOUR LITE-A-LINE TODAY

**PACIFIC AMUSEMENT MFG. CO.**  
4223 W. Lake St., 1320 S. Hope St.  
Chicago, Ill. Los Angeles, Calif.

# GALLOPING GHOST NO. 77

Another Sure Winner. Genuine Football Action. A "Natural" Profit Producer. Ready for Delivery January 1.

**JOBBER—OPERATORS**

Place your orders with **PAMCO'S EXCLUSIVE EASTERN DISTRIBUTORS** for MAJOR LEAGUE, LITE-A-LINE and GALLOPING GHOST.



**INTERNATIONAL MUTOSCOPE REEL CO. INC. NEW YORK CITY**

# BABE'S 1935 SPECIALS!

**USED**

Pin Buys! World Series, Silver Cup, Always, Pennants, Pontiacs & 42d St. 35.00  
GOLDEN GATE... 17.90  
ELECTRO... 22.50  
SUPER "S"... 19.90  
BIG BERTHA... 19.90  
FLEET... 19.90

**NEW**

REBOUND, JR.; REBOUND, SR.; SAFETY ZONE, SKYSCRAPER, ACTION, CRISS CROSS, GRIDIRON, SHOOTING STAR, ESQUIRE, LIVE POWER, ETC.

**KAUFMAN INC. 455 West 42nd St. NEW YORK CITY** Tel. Medallion 3-0488

**GREATER DEMAND THAN EVER!**

DOUBLE-EDGE BLUE STEEL RAZOR BLADES, 5 to Package. Cellulose Wrapped. From 100 to 1,000,000. Per 100. . . .

**40c**

**GOLF BLADES NOW CARDED**

20 pgs. of 5's to display card. Sells 5 for 10c or 5 for 15c. Per Card. . . . **60c**

**LEAD PENCILS—Hexagon. Red Erasers. Per Gross. . . . \$1.00**

SEND FOR CATALOG.

**BENGOR PRODUCTS CO.**  
10 E. 17th St., Dept. K. New York City

**The New Tark ELECTRIC RAZOR**

**NEW! LATEST RAZOR**

No. H316—Electric Razor which shaves off the beard like magic. It does not irritate the skin—but leaves it smooth & refreshed. The latest in Razors—A SENSATIONAL SELLER. Comes complete with Card and one blade ready for use.

Guaranteed against any mechanical or electrical imperfections. Suggested selling price, \$1.50 to \$2.00.

**SAMPLE 89c DOZ. \$9.60**

Wholesale Catalogs of 3,000 Fast Sellers. Send for a copy today.

**Free** SPORS CO. 1284 Erie St., Le Center, Minn.

**Attention Operators**

DOUBLE THE EARNING POWER OF YOUR OLDER MODEL MACHINES. "VAN METER'S" NEW ESCALATOR TOP WITH GOLD AWARD FRONT. FOR MILLS SIDE VENDOR AND BELL'S—From 130,000 to the Silent.

**Triple Action—Triple Earning Power**

"VAN METER'S" NEW TRIPLE-JAX JACK POT ATTACHMENT. FOR ALL TYPES Mills and Jennings Machines. Easy to install.

WRITE US FOR PRICES ON PRACTICALLY NEW AND REBUILT MACHINES.

**Van Meter Bros. Co.**  
Mrs. and Jobbers Coin-Operated Machines, 2205 Leonard DALLAS, TEX.

**MILLS SIDE-VENDOR OR BELL.** New Escalator Top with Gold Award Front for This Type Machine. . . . \$17.50

**MILLS FRONT VENDOR.** New Triple-Jax Attachment for This Type Machine. . . . \$8.00

**WE MANUFACTURE BLADES ONLY NOTHING ELSE**

**FLASH!—WHY PAY MORE?—FLASH!**

Sensational Drastic Reductions On All Our Quality Blades. For This Issue Only. This Cut Is Made in Order to Create Thousands of New Customers.

**Give These Prices the Once Over Start the New Year With a Bang**

**TIRA** DOUBLE-EDGE, BLUE STEEL, Etched and Gellophaned, 5 to a Package, 20 Pkg. to Carton. Per Thousand. **\$4.00**

**LUCKY BOY** DOUBLE-EDGE BLUE STEEL, Etched and Gellophaned, 5 to a Package, 20 Packages to a Carton. Per Thousand. **\$4.25**

**HOWARD** "THE NATION'S BLADE." Double-Edge, Blue Steel, Etched and Gellophaned, 5 to a Pkg., 20 Pkg. to a Carton. Per Thousand. **\$5.00**

**INGERSOLL** "The Master Blade." Superior to Nationally Advertised Brands. Double-Edge, Blue Steel, Etched and Gellophaned, 5 to a Package, 20 Packages to a Carton. Per Thousand. **\$7.00**

In Last Week's Issue of The Billboard the Prices of "Lucky Boy" and "Howard" Blades Were Reversed Thru Error. The Prices Quoted Above Are Correct.

**THIS AD MAY NOT APPEAR AGAIN. So Rush in Your Orders and Get in On It While It's Hot.**

At the Above Prices We Ship in Large Quantities Only. We Will Furnish Flashy Display Cards for HOWARD, LUCKY BOY & INGERSOLL Blades at 6c Each to Blade Buyers Only. 40% With All Orders, Balance C. O. D., F. O. B. New York

**WATERBURY RAZOR BLADE CO.**  
152 WEST 42<sup>ND</sup> STREET . . . . . NEW YORK, N.Y.

**SLOTS SLOTS SLOTS**

MILLS, 5c, 25c Escalator Double Jack Pot, Front Vendor. . . . .	\$38.50
MILLS, 25c Goose-neck, Lion Head, Single Jack Pot. . . . .	22.50
MILLS, 5c, 10c, 25c Single Jack Pot Bell. . . . .	14.50
JENNINGS 25c Victoria Double Jack Pot Bell. . . . .	22.50
JENNINGS 5c-10c Single Jack Pot. . . . .	14.50

**USED PIN GAMES — ORDER IMMEDIATELY**

GOLDEN GATE, \$19.50; ELECTRO, \$21.00; MERRY-GO-ROUND, \$19.50; PUSH OVER, \$12.50; RELAY, \$10.00; FORWARD PASS, \$18.00; MAJOR LEAGUE, \$25.00; MAJOR LEAGUE SR., \$36.00; AMERICAN BEAUTY, \$5.50; WORLD'S SERIES, \$5.00; JIG SAW, \$4.00; WINGS, \$3.00; REGISTER, \$25.00.

ALL LATEST NEW PIN GAMES IN STOCK—SEND FOR LATEST FREE CATALOG!  
Terms: 1/3 Cash, Balance C. O. D.

**NEW YORK VENDING MACHINE COMPANY • INC •**  
32 LA SALLE ST., NEW YORK CITY  
(NEAR AMSTERDAM AVE. AT 125<sup>TH</sup> ST.)  
TELEPHONE: MONUMENT 2-5625

**OPERATORS! OPERATORS!**

**USED**

JIG SAWS (With Iron Stands), \$4.00.  
Mills Official, 42d Street, Brokers' Tip, Play Mor. **\$5.00**  
Pleasure Island, Keen Ball **\$12.50**  
Fleet **\$17.50** Super 5 **\$22.50**  
Golden Gate. 17.50 Electro 22.50  
1/3 Deposit, Balance C. O. D.

**IRVING MFG. & VENDING CO., Inc.**  
922 Eighth Ave., (Bet. 54th & 55th St.) Phone: Columbus 5-4959, NEW YORK CITY

**SLOTS**

MILLS Silent Esc, Double J. P. Fr. Vndr., 5c, 10c, 25c Play. **\$37.50**  
MILLS Single J. P. Vendors, 25c Play **17.50**  
MILLS Counter Single J. P. to Play 29.50  
IRON STANDS, \$1.00.  
MINTS—Case of 1,000, \$7.50.  
All New Games Now Ready for Delivery.  
C. O. D.

**NEW MACHINES CHICAGO'S LARGEST JOBBERS USED MACHINES**

Sportsman . . . \$80.00	Rocket, \$39.50; Cham-
Rebound . . . 39.50	plion, \$57.50; Golden
Flying Trapeze, Jr. . . 39.50	Gate, \$21.00; Streamline,
Flying Trapeze, Sr. . . 52.50	Autobank, \$49.50; Light-
Drop Kick . . . 39.50	ning, \$19.50; Register, \$22.50;
Crisis Cross . . . 39.50	Fleet, \$19.00; Blue Ribbon, \$13.00;
Live Power . . . 39.50	Contact, Jr., \$24.00; Scoreboard,
Signal, Jr. . . 39.50	\$7.00; World Series, \$9.50; Broad-
Action . . . 39.50	cast, Jr., \$4.50; Jig Saw, \$6.00;
Red Arrow . . . 34.50	Silver Cup, \$6.50.
Sky-Scraper . . . Write	

**NATIONAL COIN MACHINE EXCHANGE**  
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**Used ROCKETTS \$39.50**  
All New Tilts — Excellent Condition

**MARKKEP**  
3902-4-6-8 CARNEGIE AVE., CLEVELAND, OHIO  
1410-12 Central Parkway, Cincinnati, O.

**BUY YOUR NEW AND USED MACHINES FROM**  
KENTUCKY'S OLDEST DISTRIBUTOR. ESTABLISHED IN 1918.  
**USED MACHINE SPECIAL**  
BABY CONTACT, \$10.00; MASTER CONTACT, \$17.50; LIGHTNING, \$17.00.  
Price List of Other Used Machines Mailed on Request.  
**KENTUCKY SPRINGLESS SCALE CO., Inc.**  
547-551 South Second Street, LOUISVILLE, KY.

Thank You for Mentioning The Billboard.

**Coinographies**

Words and Music About People According to

**The COINOGRAPHER**

He claims that he must have one of the strongest hearts in the world, for tho he is recognized for his four years of war service he was frightened so many times that unless he were the possessor of this very strong heart he wouldn't be here to tell the story.

He is the type of English gentleman that Americans like. The Major admits to something of an Oxfordian accent, but that if he has it, it is entirely unintentional and, in his estimation, rather cockney, to say the least. He is slim and pleasant. Very congenial and anxious to please. Medium in height with fair, tho rather sparse hair.

His brother was Air Commander Charles R. Samson, R. F. C., who became so great a plague to the enemies of Britain that in the second week of the war the offer of 1,000 pounds was placed on his head. And being of such close blood relation to so brave a gentleman, the Major greatly prides himself to this day.

He never knew that such a business as the coin-machine industry existed until one day he visited in his little club and saw a crowd of his cronies gathered about a bagatelle game in which one of his friends had attempted to interest him some days before. And then he sensed, he says, that perhaps his friend might have been right concerning the possibilities of the game, which was the first hit pin game to reach the British Isles, the Rainbo, and he immediately started in search of further games. And so he met his present associate, that daring devil, as the Major calls him, Tony Gasparro.

Tony built the games which the Major sold over there in merrie, merrie England. But as the coin industry grew the Major greatly interested himself in it and has come over to this country, away from his radio and automobile business, to see more of it. He represents one of the leading American manufacturers of radios in the British Isles. He now comes seeking for the unusual and the best in pin games and with him is the ever-present Tony. Tony was the manufacturer of a game called Soccer, over there, which is still considered one of the best games which the British market has had.

The Major has proven himself one of the greatest sports which this country has had the pleasure of meeting. He imbibes a bit of this and that, but in moderation, as is the English custom. He affects tan collars and loose coats and dresses in the Bond street fashion. He likes informality and enjoys the company of Americans, he claims. He has a little home in Surrey, some 20 miles from London, where he really enjoys his day of rest with his wife and his daughter, two dogs and a cat. He believes we Americans are a bit of all right; in fact, he says, we are the go-getters he expected to see, and generally compliments our business men for their immediate grasp of a new situation and their means of developing a new market.

He believes that the coin-machine industry is really in its infancy, at least as far as he is concerned, and that its possibilities are unlimited. To say the least. And tho he appears and talks like the movie Britisher, the New Yorkers who met him claim he is one of the greatest and best of the "all-right" guys. He loves to use American slang, even tho he twists it a bit, here and there. And after seeing all of New York's fair creatures he still claims that the British women are the most beautiful on earth.

And so meet Major Felix Samson, formerly of the R.F.C. Great sport, congenial companion and competent business man. Major Samson is the associate of Tony Gasparro in the Weston Novelty Company, Ltd., of London, with offices also in New York.

**Definition of Skill Proposed by Operator**

FRANKFORT, Ky., Dec. 29.—"I've read a lot of court decisions as to whether certain games come under the classification of skill games, but none of them have seemed to me to define or draw an exact line of demarcation which would serve, without fall or without question,

to place a game immediately in its proper channel. And tho I'm not an authority upon legal matters I do believe I can lay down a definition of what composes a game of skill that will forever settle the question."

The speaker was one of the oldest pin-ball and skill-game operators in Frankfort and if years of experience can be considered a criterion he should know whereof he speaks.

"Here's my idea as to the question," he continued. "If, theoretically, it is possible for the player of a game to win every time he plays a game, then that game, without a doubt, is a skill game. A game may be constructed so difficult that the player may win only once in a million times, but if it is possible, and that word should be underscored, for the player to win on the machine each and every time he plays it, the intricacy of the machine does not enter into the picture at all. The fact remains that he has a chance to win each time he plays, regardless of how small that chance might be. Some machines are so constructed that the payoff is controlled by the number of times the machine is played and the skill of the player does not enter into the matter. That machine is, just as clearly, not a skill game."

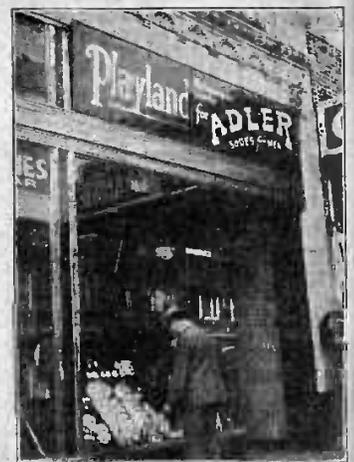
"Of course some manufacturers err in constructing their machines by making them too difficult, and figuratively the machines become merely slot machines in effect, but literally they are skill games just the same. If the test of whether it is possible for a player to win each time he plays a machine is applied to each game it should settle once and for all the question of 'when is a game a skill game.'"

He concluded by urging manufacturers not to make the mistake of making their games too difficult. "Don't make the games too hard. The player likes to feel that he has accomplished something when he wins, but he doesn't want to wait forever to get that feeling."

**Pliassner Makes Move to New Quarters in Hotel**

BALTIMORE, Dec. 23.—October is reputed to be "moving time" when every newspaper carries cartoons illustrating the joys and sorrows of "movin'." But Harry Pliassner, of the Charles Sales Company, has chosen the middle of December to move his offices from the Rannert Hotel to exquisitely decorated quarters in the Arundel Hotel.

Pliassner is known to every coinman in Baltimore, and every one of them wishes him success in his new location. While the offices are most too pleasant to do anything in but loaf, he is noted for his ability to keep busy in spite of surroundings.



THE ADLER SHOE STORES, with more than 20 stores in the New York area, have contributed to the popular appeal of sportlands by providing these amusement centers with big outdoor signs which announce that Adler shoes are offered as merchandise prizes with the games of skill. Herbert Adler, manager of the shoe firm, declares that the advertising has helped his shoe business immensely, while the sportland owners say they also have profited immensely from the advertising. Useful merchandise items have proved to be a real incentive to players, it is reported.

# Ops Start Drive for \$50 Occupational Tax in 1935

**Proposed to prevent sale of machines to locations—would furnish identification cards to all operators—supporters claim it will aid jobber in recognizing operators**

NEW YORK, Dec. 29.—The new year will start with a drive by leading operators here to have the license department make good the statement of some months ago wherein an occupational tax of \$50 per year was promised to register all bona fide operators and to thereby keep the sales of machines confined to operators only. The plan, which it is intended to bring to the fore with the coming of the new year, is to make possible this occupational tax under the jurisdiction of the license department of the city. The department has shown every effort to co-operate with the operators here. The operator will be required to obtain his registration card just as do other licensed individuals in the city. It will be necessary to have a photo of the operator on the identification card and jobbers will not be allowed to sell machines to anyone but the bearer of such a card. This will strictly confine the sale of machines to operators and at the same time storekeepers and city authorities will be fully protected, since the operator's registration number will appear on every one of his machines. Those storekeepers who pay the \$50 per year registration fee for one machine, plus the yearly tax for the machine itself, will be welcomed as operators, it is stated. Ops are firmly convinced that no storekeeper will spend the \$50 for the occupational tax, extra dollars for the photographs required by the city, the small registration fee that is necessary, plus the yearly machine license to carry one machine in his place of business. Further, these men stated, they will ask the license department to check whether the registrant has only one machine, and if he is found to be a storekeeper not to issue a license to him. They believe that the license department will co-operate with them in this move to protect the men who are making their livelihood from the leasing of machines and paying the city taxes to do so.

They also point out that with this registration the city will be in a position to know every individual operator here. This will bring about a means of control which will clearly show that the ops intend to co-operate 100 per cent with the city in maintaining the peace and to eliminate every symptom of any wrong which may be charged against the games. At the same time there will be no such confusion as exists at the present time, whereby the license is taken out in the storekeeper's name, the operator's name remaining in the background. Proponents claim that the ops must be protected in return for the money which they are giving the city. Since the license department believed that such an occupational tax bill could be passed by the board of aldermen, this should be immediately presented to the aldermen and action be taken for the benefit of all the ops.

The entire plan is now a subject of lively discussion in New York coin-machine circles. Suggestion of a committee, with a prominent coin-machine leader at the head, is being made for the controlling body provided the plan is finally accepted by the city. Some jobbers are reported to have fears that buyers might go to near-by cities to purchase machines if they did not qualify for license. Proponents of the plan hope for an early and favorable decision on the appeal case before the State Supreme Court, and then the completed plan will be presented to the board of aldermen.

## Sees Mayor

NEW YORK, Dec. 29.—Henry Cooper, of Rex Novelty Company, was recently called in by Mayor F. H. La Guardia to discuss the 2 per cent sales tax which the city has recently placed on sales. Cooper had indicated he could offer a suggestion for improving the tax plan. After considerable discussion, Cooper reports that the mayor questioned him regarding his business of jobbing coin machines and that he seemed pleased to hear the business was doing well. Cooper affirms that the mayor is "one regular guy" and that he is the friend of all business men in the city, whether they sell coin machines or cabbages.

operating cranes, diggers and other equipment. For some unknown reason these types of machines have been slightly neglected in Texas, but it appears that these machines are now due for a real run.

Public opinion seems to be swinging a little more in favor of the coin-machine business daily. With all members of the industry doing their daily good turn there is no doubt that we will be able to create a better public opinion as time goes on. Public opinion will make or break any industry.

The Texas delegation to the big show at the Sherman Hotel, Chicago, February 18, 19, 20 and 21, has decided to discard the 10-gallon hat idea. So many of the boys object to wearing the big hats that it was officially decided not to sponsor

## Surprises Help With Week's Pay

ST. LOUIS, Dec. 29.—Carl Trippe, owner and manager of the Ideal Novelty Company, surprised each of the 11 employees in his firm by presenting them with a full week's salary as a Christmas gift.

All had worked so hard during the year, he said, and the firm had such a splendid business as a result, the gift was simply an appreciation. Sales had increased from month to month, he said.

# CORRECTION!

In the index in the coin machine section of the 40th Anniversary Issue, dated December 29, errors were made in classifications given to several advertisers. We are publishing herewith correct listings under proper classifications.

AMUSEMENT MACHINE MANUFACTURERS	Page	PREMIUMS & PRIZES FOR COIN-OPERATED MACHINES	Page
Century Mfg. Co.	301	Brody, M. K. & Co.	287
Eckhart, C. F. & Co.	303	Fishlove, H. & Co.	303
Daval Mfg. Co., The C. B.	304	Harris Co., The	306
Rock-Ola Mfg. Corp.	270-271	<b>TRADE MACHINE MANUFACTURERS</b>	
Western Equipment & Supply Co.	291	Bells-Venders, Etc.	Page
		Watling Mfg. Co.	305

## Texas Trade Twinkles

The tax situation in Texas is moving along in fine shape. It now appears that there will soon be a reasonable tax, both for amusement and merchandise machine operators. This will clear up all operating doubts and much expansion will be in evidence. Already distributors, jobbers and operators are entrenching themselves for a banner year in 1935. With a visit to the big show in February the craft is expected to return to Texas and start the fireworks going.

Building activities in the State are increasing and a steady return of prosperity is looming at every turn. No one hears any talk of the depression any more. Thousands of men have gone back to work, farmers are moving along nicely and altogether things look favorable for the coin-operated machine industry in these parts.

Distributors are expanding their activities to some extent already. Many are arranging large advertising schedules for 1935 and it looks like Mr. Operator in the Lone Star State is going to enjoy some real machine service.

The operators of Texas are beginning to open their eyes to the advantage of

the hat idea. The delegation is growing every day and it appears that there will be a sufficient number for a special train.

Harold W. Dally, manager South Coast Amusement Company, Houston, states that business on the Bally line, since taking over the State distribution, is good. Dally expects to have one of the finest associate jobbing connections working thruout 1935 that has ever been known. His firm now has about 18 associate jobbers working with them on the Bally line.

H. Sher, representing Atlantic & Pacific Merchandise Company, New York, made a business tour thru Texas recently, contacting operators and jobbers. Mr. Sher expressed himself well pleased with the business he was receiving and advanced the thought that Texas was almost wide open for the operation of digger and crane machines.

The Oeals Novelty Company is another live-wire West Texas firm and is doing a nice operating job in its territory.

Mr. and Mrs. H. Bogart, wide-awake operators of Abilene, are visiting Mr. Bogart's mother in New York. They made the trip by automobile.

# ROL-A-TOR BELL



The above machine is the first and only Bell type machine on the market with a coin top showing the last 9 coins, the best protection against slugs.

Built in 3 Models, Bell, Front Vender and Gold Award Built for 1c-5c-10c-25c Play Made Only By

**WATLING MFG. CO.**  
4640-4660 W. FULTON ST. CHICAGO, ILL.  
Est. 1889—Tel.: COLUMBUS 2770.  
Cable address "WATLINGITE" Chicago

## BLANKETS

B11—Blankets, 80x 80", Indian Des. Each, \$1.45.  
B12—Robes, Auto, 54x72", Ea., \$1.35  
B13—72x84 Floral Pattern Comfort. Plain Edge. Astc. Colors. Each, \$2.95.

## LIGHTER SETS \$6.00 DOZEN

BEAUTIFUL ENAMEL FINISH.

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Sample, Postpaid, 75c.  
B15—Combination Cigarette Case and Lighter, in beautiful enamel colors. Special, each... 85c  
25% Deposit on All G. O. D. Orders. Catalog Free on Request. State Your Business.

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"The World's Bargain House," Dept. BB.  
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## AMERICAN POCKET WATCH WHILE STOCK LASTS

Mirror Polished Case.  
QUANTITY PRICE EACH 65c  
Sample, Postpaid, E. a. ch. 80c.  
Send for New Catalog.  
AMERICAN MADE WRIST WATCH With Link Band Each in Box... \$1.65  
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10-Oz. Pitcher Style Bottle, 18 Lbs. to Doz., Not Less Than Doz. Sold. Doz., 80c.  
Blu-Blades Cellulose, Per 1000, \$5.00  
On above, cash with order plus postage. Carded Goods, Perfume, Chocolate Lingerie, Sundries, Sales Boards, Turkey Cards, Household Needs. Free List. Write CHAMPION SPECIALTY CO., 214-A Central St., Kansas City, Mo.

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WORLD SERIES, \$5.50; BLUE RIBBONS, \$10.00; JIG SAW, \$4.75; STREAMLINE, \$9.00; LIGHTNING, \$18.00; HOCKEY (Brand New), \$35.00.  
Every Machine guaranteed to be in good condition and look like new. Deposit with order, bal. C. O. D.  
**THE OHIO SPECIALTY CO.**  
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## RECONSTRUCTED MACHINES

Guaranteed Like New.

GOLDEN GATE	\$15.00
ELECTRO LIGHTNING	17.50
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FLEET	15.00
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We Give You No Competition!  
**WE DO NOT OPERATE!**

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# PERFECT RECORDS

Famous American

Give You EVERYTHING in Entertainment

**25c Retail**

(Each Record two selections)

Save Money—And Make Money—On Your Operating Cost by Using PERFECT 25c RECORDS

PERFECT RECORDS IN DEMAND HOT DANCE

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No! No! A Thousand Times No!  
WRITE FOR WHOLESALE PRICE AND COMPLETE LIST OF PERFECT RECORDS.

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We Will Accept Used Equipment as Part Payment on Following New Machines:

REBOUND.	SIGNAL, JR.	MERRY-GO-ROUND.	SELECT 'EM.
LIVE POWER.	DROP KICK.	JACK RABBIT.	And All Other Late Games.
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SLIGHTLY USED GUARANTEED RECONDITIONED

WORLD'S SERIES \$ 8.00	SEEBURGHOCKEY \$39.00	SELECT 'EM. .... \$ 8.00
AUTO BANK 52.50	RELAY 12.50	SWEEPSTAKES 6.50
AMER'N BEAUTY 21.50	JACK RABBIT 27.50	21 VENDORS 9.00
FLEET 19.50	MERRY-GO-ROUND 25.50	SWEET SALLY 6.50
GOLDEN GATE 22.50	PRESIDENT 4.00	

One-Third Deposit Must Accompany All Orders. Balance Sight Draft. Freight Prepaid by Us on All Orders. If You Want Shipment by Express You Must Pay Express.

EAST SIDE COIN MACHINE CO., 106 N. Main St., East St. Louis, Ill.

## Testimonial For Fishman

Big dinner on January 12 to honor his record of service

NEW YORK, Dec. 29.—One of the biggest testimonial dinners ever given in honor of a member of the coin-machine trade is being planned for Joseph Fishman, executive director of the Amalgamated Vending Machine Operators' Association and the Greater New York Digger Operators' Association. Full cooperation has been assured from the various organizations within this area and most of them will plan to attend in a body.

The testimonial dinner will be in recognition of the accomplishments of Mr. Fishman for operators in the New York area. It will be given at the Congress Club, January 12, at 9:30 p.m. The subscription will be \$3.50 per person. Invitations have been sent to organizations in other cities inviting representatives to be present. The program will offer a seven-course dinner, the complete show of the new Congress Club, dancing and other entertainment.

Committee on arrangements includes Marvin Liebowitz, president of the Amalgamated operators; Attorney Benjamin H. Haskell, 305 Broadway, and Bill Gersh, Byrde, Richard & Pound advertising agency, 450 Fourth avenue. Tickets may be secured from members of the committee or from distributors and jobbers in New York.

### Hijacking Bobs Up Again

DECATUR, Ind., Dec. 29.—Herman Omlor, of the coin-machine distributing firm of Omlor & Durkin, was elected president of the local Phi Delta Kappa Fraternity at the annual election last week.

Hijacking of coin machines of all kinds, including cigaret vending machines and pin games, has again started in Northeastern Indiana. For a while hijacking of machines was put to an end with the roundup of several gangs of racketeers in this district last spring and summer. Machines were hijacked recently at Bryant, Portland, Auburn and Huntington. At Auburn, however, the perpetrators of the crimes were caught.

Ray Wertzberger, one of the foremost operators of vending machines in Northeastern Indiana, is ill with diphtheria but is improving steadily. Wertzberger also has a retail confectionery business and has about six or seven pin games in his establishment.

### Pinball Still Popular Despite Ban on Prizes

DETROIT, Dec. 29.—Pinball is still popular in Detroit despite the ruling against prizes. F. B. Clark, operating as the Better Games Company, reports. Clark has headquarters uptown at the Seward Hotel and is known as one of the active operators of the city. Strict adherence to the rules laid down by the police department is the policy of legitimate operators, he reports, but it has cut down business somewhat to follow the rules. However, the present patronage of pinball proves that the games have a strong attraction for the public, even without prizes.

The keynote for a campaign to ask high commissions to locations on merchandise machines has been made by Al Uglow, of the executive committee of the Detroit Retail Druggists' Association. Present rate is about 25 per cent, Uglow states, when it should be 33 to 40 per cent. Average store overhead is about 27 per cent, he said, and the druggist also furnishes an expensive location for the machines. He did not refer to amusement machines.

Clayton O. Purdy, Detroit attorney in the National Bank Building, has been appointed representative for the Mills Automatic Merchandising Corporation.

Business is reported fair in Bay City, Mich., by operators who came to Detroit this week to buy machines. Pinball is considered very popular in the former lumber center. A wide variety of locations are being utilized by operators.



**"DUSKY MAID"**  
ONLY RIVAL OF OUR BLONDE FAN DANCER

Now! Sensational Flash! Like our BLONDE Fan Dancer, these figures are 12" HIGH, cast solid of strongly reinforced plastic composition. They are artistically painted in "High Brown" color—beauty spots—Gold Hairings and everything REAL. Natural Feathers in a variety of flashy colors.

Concessionaires, Carnivals, Premium and Pin Game Operators, Night Clubs, Cafes, Taverns, Cigar Stores, etc., can't miss with this great number.

**SALESBOARD SALES- MEN, ROUTEMEN AND DISTRIBUTORS**—Write quick for complete details of our Fascinating Sales Board Plans for Night Clubs, Taverns, Cafes, Cigar Stores, Private Clubs, etc. Be first in your territory. Easy Sales. REPEATS. Liberal Commissions and Discounts. Or Save Time by Sending \$5.70 for Sample Doser, Assorted Colors, Express Collect, or \$1.00 for Single Sample, Prepaid.

GAIR MFG. CO., Dept. 021, 1916 Sunnyside Ave., Chicago, Ill.

## PREMIUM LEADERS FOR 1935

- ### Digger & Claw Specialties
- |  |             |     |
|--|-------------|-----|
| CAMEL TABLE LIGHTERS—  | Doz. Lots.  | 11c |
| Each   |             |     |
| COMP. OTS.   |             | 25c |
| Each   | 7c, 15c and |     |
| POCKET LIGHTERS—   |             | 12c |
| Each   |             |     |
| CIGARETTE CASE AND MATCH SAFE SET. Set complete, Each.                       |             | 7c  |
| COMPACT & CIGARETTE CASE SET (Cellophane). Set complete, Each.               |             | 15c |
| EVERREADY RAZOR SET—Gold Plated with 2 E. R. Blades. Set complete, Each.     |             | 14c |
| 2 SLICE POCKET KNIVES—   |             | 14c |
| Each   | 8c and      |     |
| BARREL OF BULLET—Spice Cup Set. Imported, Nickel Plated. Set complete, Each. |             | 19c |
| CHROME MILITARY BRUSH—   |             | 30c |
| PEN AND PENCIL SET—  |             | 23c |
| Set complete, Each.  |             |     |
| COMPLETE LINE OF RONSON EVANS SMOKERS' ARTICLES.                             |             | a   |

We Also Carry 1001 Other Items, Prices Ranging From 1c and Up.

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REVISED AND UP-TO-DATE MACHINE List mailed you each Wednesday, showing Lowest Prices on Used Machines. Drop us a card and receive this List weekly.

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555 W. Douglas Ave., Wichita, Kan.  
"Largest Stock of New and Used Machines in the Middle West."

WATLING Co. Se TWIN JACKPOT BELLS AND VENDOR, \$35.00; 1c JENNINGS Little Duke Jackpot Bella or Vendor, Let's Get Outta Here \$27.50; Mills 5c Double Visible Lion's Head Jackpot Bella, \$37.50. 1/3 Deposit. Get our prices on New and Used Latest Model Machines. KINZEE NOVELTY CO., 1519 E. 60th St., Chicago.

Thank You for Mentioning The Billboard.



**Set a Sale 5c**

Send for Brand New PRICE LIST CATALOGUE  
NEW BOARDS • NEW IDEAS • NEW PROFITS  
CHAS. A. BREWER & SONS  
The Largest Board and Card House in the World  
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Each Cigar Contains a Spring and After-Burning One Inch Will Explode.  
**50 TO BOX. \$3.50 PER 100**

Special Discount to Jobbers.

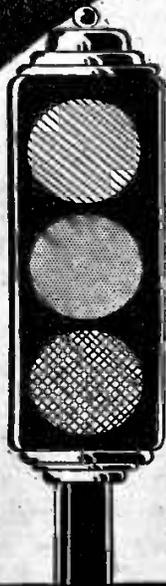
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## THE GREATEST SUCCESS

IS ASSURED ONLY WITH THE BEST MACHINES. WE ENDORSE NO OTHERS.  
Jackpot Bells—Vendors—Counter Size Machines—Amusement Table Games—All Sizes.  
ALWAYS FIRST WITH LARGE STOCK OF THE LATEST CREATIONS.

**BANNER SPECIALTY COMPANY, 1530-32 Parrish St., Philadelphia, Pa.**

# SAFETY ZONE



1935" NEW  
PIN GAME SUCCESS!  
play safe with-  
SAFETY ZONE

A SAFE SLOGAN FOR EVERY OPERATOR  
Your locations need  
Safety Zone  
IN 1935, SAY IT WITH SAFETY ZONE



①+②+③  
EQUALS A HIT!

- ① A GREAT NEW IDEA IN PROGRESSIVE SCORING
- ② THE FLASHING GREEN LIGHT
- ③ THE NU-ACTION SAFETY GATE

OPERATORS  
PRICE  
**\$32.50**  
F.O.B.  
FACTORY

19" x 39" two-toned cabinet. Beautifully decorated natural finish playing board with super-chrome fittings.

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### ★ Exclusive Distributors ★

Immediate Delivery Same Day Order Received

**SENSATION \$37.50**

THE ONLY GAME THAT ACTUALLY MADE AN INSTANT SENSATION

— AND —

**SAFETY ZONE \$32.50**

The first game to recognize the value of Flashing Lights

#### USED MACHINE BUYS

ROCKETS .....	\$25.00	LIGHTNINGS .....	\$21.00
CONTACT (Master) .....	9.60	PUSH OVERS .....	12.00
FLEETS .....	15.00	RELAYS .....	7.20
GOLDEN GATES .....	18.00	STREAMLINES .....	6.00

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557 ROGER AVE. • BROOKLYN, N.Y.

### We Lead With 1935 Feature Values



B22D111  
per Gross  
**8.00**

SEWING KIT, Vacuum Bottle Shape, Nickel-Plated Cap and Colored Enamel Body. Contains 8 Spools of Thread, assorted white and black; 1 Thimble, 2 Sewing Needles, 2 Pins and 1 Safety Pin. 1 Dozen, assorted colors, in Box.



6-Piece MANICURE SET, in Leatherette Roll. A good flash. 1 Dozen Sets in Box. B25D132.  
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IMMEDIATE DELIVERY SAME DAY ORDER RECEIVED

**SAFETY ZONE ONLY \$32.50**

The Flashing Light Game Sensation. 1/3 Deposit, Balance C. O. D.

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LARGEST DISPLAY OF PIN GAMES IN THE U. S. A.

#### Leading Distributors for Leading Manufacturers

Exclusive Kentucky Distributors for Pacific Amusement Mfg. Co., Showing MAJOR LEAGUE, LITE-A-LINE, GALLOPING GHOST and CONTACT. This Line is Too Well Known for Further Comment.  
Exclusive Kentucky, Ohio, Indiana, Tennessee Distributors for California Games Co., Los Angeles, Calif., Showing MARBLE PARADE and REBOUND. Two Outstanding Games of 1934-35.  
Kentucky Distributors for Automatic Amusements Co., Los Angeles, Calif., Showing ACTION, Another One of the Greatest Sensations yet Devised.  
ORACK SHOT, JACK RABBIT, CRISS CROSS, SIGNAL, RED ARROW, SKY SCRAPER, DABBY, SENSATION, LIVE POWER, SAFETY ZONE and Others Too Numerous to Mention.  
Hundreds of Used Machines in Wonderful Condition. Also New and Used ELECTRO HOISTS, the World's Finest Digger. You Save \$100.00 When You Buy This Machine.  
DON'T FAIL TO VISIT OUR MODERN SHOWROOM.

#### OPERATORS... ATTENTION!

We Positively Guarantee Every Used Machine We Sell To Be in A-1 Condition.

THIS WEEK'S SPECIALS:

GOLDEN GATE, \$17.50; FLEET, \$15.00; ELECTROB, \$22.50.

Completely Overhauled and Reconditioned.

1/3 Deposit, Balance C. O. D.

Write for Complete List of Other Bargains.

WE HAVE IT NOW—REBOUND—IMMEDIATE DELIVERY.

**OCEANCREST NOVELTY COMPANY,** 1489 Coney Island Ave., BROOKLYN, N. Y.

**HERE... THERE...  
and EVERYWHERE—  
ESQUIRE**

**THE BIGGEST MONEY-  
MAKER OF THEM ALL!**

**A POSITIVE SENSATION  
ON ALL LOCATIONS**

Never in the history of pin games has a more dynamic money-maker ever been offered! The consistency of its BIG PROFITS is most amazing.

**ESQUIRE has DAZZLING ACTION** — the kind of action that fascinates the players and compels long continuous play. Order **ESQUIRE** now!

**IF YOUR LOCAL DEALER CANNOT SUPPLY YOU—WRITE OR WIRE US DIRECT**

**DE LUXE SIZE: 41"x21"**

**\$39.50**

**STONER**

**THE ARISTOCRATIC JUDGE**

**STONER MFG. CORP.** 528 GALE ST. AURORA ILL.

**Detroit Skill Group Elects**

DETROIT, Dec. 29.—Annual election of officers was held recently by the Detroit Skill Game Operators' Association, new organization of amusement machine owners, which is a local division of the Automatic Merchandisers of Michigan. The association has been holding weekly meetings for several months, and is one of the most active groups ever seen in the industry locally. The new officers are the first to be re-elected for a full year, as the association was formed during the past season.

E. C. Bourden, of the S. B. Novelty Company, was elected president of the association, succeeding Maurice Smith. H. V. Barber is new vice-president and W. M. Zerbig was re-elected secretary and treasurer. New directors are Frank Healy, J. Estes, Frederick E. Turner, Maurice Feldman, F. B. Clark and C. C. Dunn.

Turner has been made an honorary life member of the association, in tribute to his work as president of the Michigan AMA, and national secretary and treasurer.

The new officers will be formally installed January 3 with a banquet and meeting. The principal activity of the association, according to Zerbig, is being directed toward the circulation of petitions to be signed by location owners asking for the legalization of prizes.

**Braves Superstition To Make Pin Game in East**

BROOKLYN, Dec. 29.—Breaking thru the ice of superstition as to the manufacture of pinball games in the East, Max D. Levine and Fred Hallparn, of the Scientific Machine Corporation, have found since the announcement of their new pinball game that orders have come from the Middle West and Far Western States, they report. For some time the superstition has prevailed that pinball games could only be made in Chicago, but they have determined to dispel this superstition for all time. Mr. Levine stated that he was inwardly doubtful about getting orders from territory other than the immediate field of the Eastern market. But since the announcement of the game he reports that more than a dozen telephone calls, in addition to telegrams, have come from distant States as well as orders from Europe.

Safety Zone is the name of the new table game which the firm has introduced to the trade. It has been complimented by operators here as equal to the best ideas coming from the manufacturing center in Chicago. It has a flashing green light to indicate progressive scoring features, and from which the machine gets its name. A "safety gate" is also provided in the arrangement.

The response to the announcement of the game has led the firm to add another floor to the present space. More men have been put to work to increase production. Levine said the firm had been experimenting many months to develop new ideas and that a series of games is being planned. It was also stated that facilities were available for doubling present production on short notice.

**when it's coin operated AMUSEMENT MACHINES**

—write to the MANUFACTURER of the most popular proven PROFIT MAKERS in the Coin Machine Industry —whether it's PIN GAMES, COUNTER GAMES or DICGER Machines.



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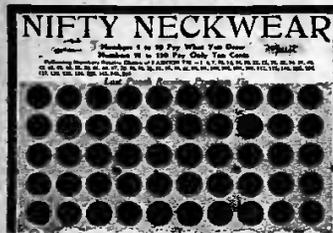
**SMALL NEAT PEANUT VENDOR FOR BOOTHS and MODERN FOUNTAINS**



**Our Guarantee!**  
The Vendor Peanut Vendor Will Bring in More Revenue Than Any Other Merchandise Machine Now on the Market. If It Does NOT WILL REFUND YOUR MONEY!

Ask About Our 30-Day No Risk Trial Offer!  
**THE VENOEX CO.** Dept. B 1129 Tremont St. Boston.

**Crash Into The Big Money By Starting 1935 With The One and Only JUMBO TIE BOARD**



A Veritable Gold Mine For Salesboard Operators, Salesmen and Jobbers.

**THINK OF IT! 51 BEAUTIFUL FULL-OUT TAILOR-MADE NECKTIES IN ASSORTED SEASONABLE PATTERNS AND A JUMBO BOARD.**

150 Neckties. No Numbers Over 15c. **BRINGS \$21.45**

PRICE—Sample, \$7.50; Lots of 6 or More, \$6.50 Each.

TERMS—Remittance with Order, or 50% Deposit on C. O. D's.

First Board Usually Sells Out Complete in 3 Hours.

Suggested Resale Price to Storekeepers, \$12.50 per Board.

Be First With the Newest, Latest and Best of All Money Getters.

**EXCLUSIVE GRANTED TO LIVE WIRES.**

**ARTHUR WOOD & CO., 219 Market St., St. Louis, Mo.**

**READY FOR IMMEDIATE DELIVERY SAFETY ZONE, \$32.50**

1/3 Deposit, Balance C. O. D. All the Latest Games.  
**SUPREME VENDING CO. OF N. E.** 1254-56 Washington Street (Han. 7298) Boston, Mass.



**SALESBOARD OPERATOR**

**Here's a Gold Mine—Brand New and Red Hot!**

Our 2000 TICKER penny assortment, 40 package payout, average location will sell one a day. Sells to retailer at \$6.00 each.

Price—Sample \$4.00, lots of 10, \$3.75

Order from this ad and be convinced that this is the biggest hit of the year.

**H. G. PAYNE COMPANY** 203 Church Street NASHVILLE, TENN.

**Court Refuses To Admit News**

BRONX, N. Y., Dec. 29.—Favorable decisions in digger and crane cases which had been reported in *The Billboard* would not be admitted in a trial here recently of a merchant who had a crane in his store. Abraham E. Kurtzman, Brooklyn attorney, represented the defense. *The Bronx Home News*, local newspaper, which has waged an intensive campaign against all types of amusement games, had the following to say of the incident:

"Kurtzman tried to get a copy of *The Billboard*, an amusement weekly, which contained a summary of decisions in other States on the crane device introduced into the records, but the court objected. He also lost a motion to introduce a partial summary of a case before Queens Special Sessions last May in which the court... held that the device was not a gambling instrument."

A suspended sentence was given the location owner.

**\$3.85 Starts You**

In the much-talked-of Serjes Board business. This is the total cost of SLIM JIM, a beautiful little series of five boards. Divide this series among three average locations and you get over TEN DOLLARS THE first week. Locate an additional series each week and watch your profits grow. You can operate twenty sets of Slim Jim each week and still have time to spare.

Lay the cornerstone of your business today! Send one dollar deposit and the complete set of five boards will be rushed to you C. O. D. GET STARTED NOW! Ask about LITTLE BANKER.

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**PUSH Articles Requiring Less! SALES PRESSURE!**

Pitchmen, Demonstrators, Window Workers and Canvasers make a big money easily selling Levin's Specials at Bargain Prices.

**Get the "DOUGH" Quickly**

- With These Splendid Items.
- No. B1—Geneva Straight Razors \$45.00
  - Oozon, 68.85; Gross.
  - No. B2—Gold Plated Pocket Watches. Each 98c
  - No. B3—Engraved Band Rings. Gross 65c
  - No. B4—Waldemar Chains. Doz. 80c
  - No. B5—Whitcomb Scarf Pins (on Tissue Pad). Gro. \$3.25
  - No. B6—Parachute Shot Water Flowers. Gross \$1.00
  - No. B7—"A. & W." Needle Books. Gross \$1.75

Don't Wait. Rush Your Order Today

**LEVIN BROTHERS** Terre Haute, » » Indiana

**THE MOST Exciting GAME EVER BUILT!**

*Evans'*  
**DARBY**

**AUTOMATIC PAY-OUT HORSE RACE GAME**

It's sensational—yes, SENSATIONAL! Evans brings you a thrilling, beautiful automatic pay-out horse race game that's guaranteed mechanically perfect! Evans' DARBY will set a swift pace for big profits—so order yours at once! Don't be without this powerful money-maker a single day!

**WINS ON EVERY POINT!**

**5 DAY MONEY BACK GUARANTEE**

**35.00**

**NO BUGS**

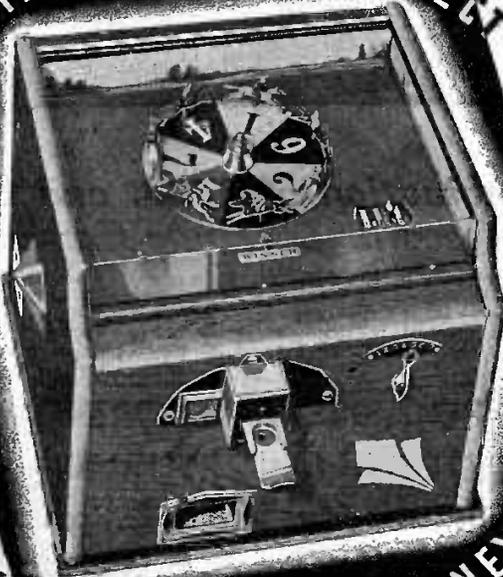
**GUARANTEED MECHANICALLY PERFECT**

**AUTOMATIC PAY-OUT**

**MONEY BACK GUARANTEE**

**F. O. B. Chicago Tax Paid**

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**JUMPING FUR DOG! THE BIGGEST-SELLING ITEM EVER OFFERED. IMMEDIATE DELIVERY.**

**\$8.00 per Gross**

**3-Blade Tooth Pick Knives, Per Gro. \$1.65**

**5-Blade Tooth Pick Knives, Per Gro. \$1.90**

**Black Running Mice, with Red Glass Eyes, Gross..... \$3.75**

**Large Size Pon Pon Balls, Gross \$8.00**

**Genuine Hurst Gyroscope Tops, Gross \$15.00**

**Imported Japanese Large Size Gyroscope Tops, Gross \$6.75**

**Tricky Mouse Toss-Ups, in Envelopes, Per Gross \$4.50**

25¢ Deposit Required With All Orders. SEND FOR A FREE COPY OF OUR LATEST GENERAL CATALOG.

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**Large Variety of Designs PILLOWS Beautifully Colored**

On High Luster \$6.00 On Quality \$3.75  
Satin, Dozen.. Satete. Dozen..

(Size 20x20, Including FRINGE.)  
With Extra Filling, \$2.00 Dozen Additional.

**FREE CATALOG—LARGE VARIETY DESIGNS—MOTTOES—COMICS—PATRIOTICS, "ROOSEVELT," Etc.**

25% Money Order Deposit Required, Balance C. O. D. For Quick Action, Wire Money With Order.

**WESTERN ART LEATHER CO.**  
1646 Arapahoe St. (Manufacturers), DENVER, COL. P. O. Box 484.




**THE HOUSE THAT CONFIDENCE BUILT**

Est. 1923 **SOUTHERN AUTOMATIC SALES CO.** Phone Wabash 5464  
540-542 So. 2nd Street LOUISVILLE, KY.

**BUY THESE BARGAINS IN LIKE NEW MACHINES:**  
FLEET, \$17.00; SUPER "8", \$20.00; LIGHTNING, \$17.00.

Write at Once for Complete List of Used Bargains.  
**WE CAN GIVE YOU IMMEDIATE DELIVERY ON ANY NEW MACHINE.**

**ONLY \$12.50 BUYS**

One Brand-New OFFICIAL SWEEPSTAKES BALL GUM VENDOR, including 1,000 Balls of Gum FREE. This is the MOST PROFITABLE COUNTER GAME ON THE MARKET. Only limited quantity for sale, ACT QUICKLY!

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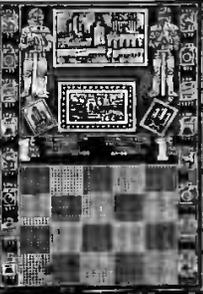
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BALLY'S GREATEST HIT!



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Smashing All Records for Huge Earning Power!**

THE dream of every operator comes true in ACTION! Here is a game with super SKILL APPEAL—yet the "safety valve" of LUCK gives the operator a break and ALSO MAKES IT POSSIBLE FOR THE AVERAGE PLAYER TO RUN UP A SUBSTANTIAL SCORE! This feature acts as a powerful magnet for competitive play—and is destined to create thousands of new pin-game fans! ACTION is truly an operator's machine! The "sharks" can't resist it—they'll play till the cows come home—but they can't clean you out!

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HARRY WILLIAMS—inventor of Contact and Signal—has dared to give you in ACTION a combination of features that could have been used in the manufacture and sale of at least 5 different games! The result is GREATER SUSPENSE . . . MORE STARTLING ACTION . . . MORE PLAY FOR THE MONEY . . . plus superb beauty of board and cabinet and mechanical refinements which put an end to operating troubles! No wonder ACTION machines already on location are smashing all records for steady play and stupendous earning power! Get started in your territory at once! Hold your locations and get new ones with ACTION!

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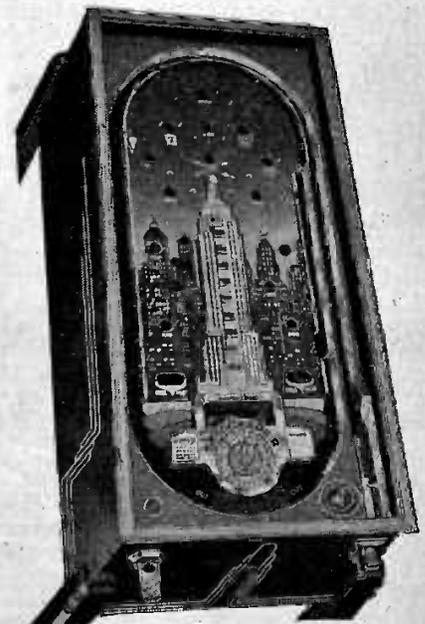
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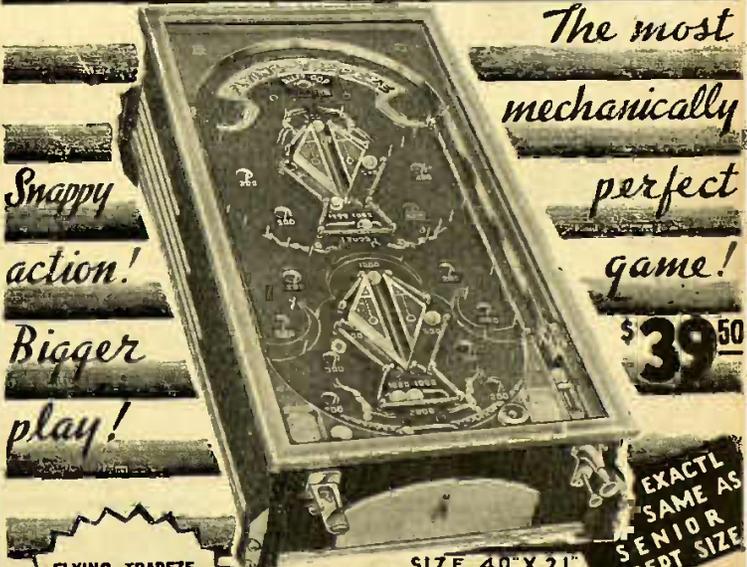
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