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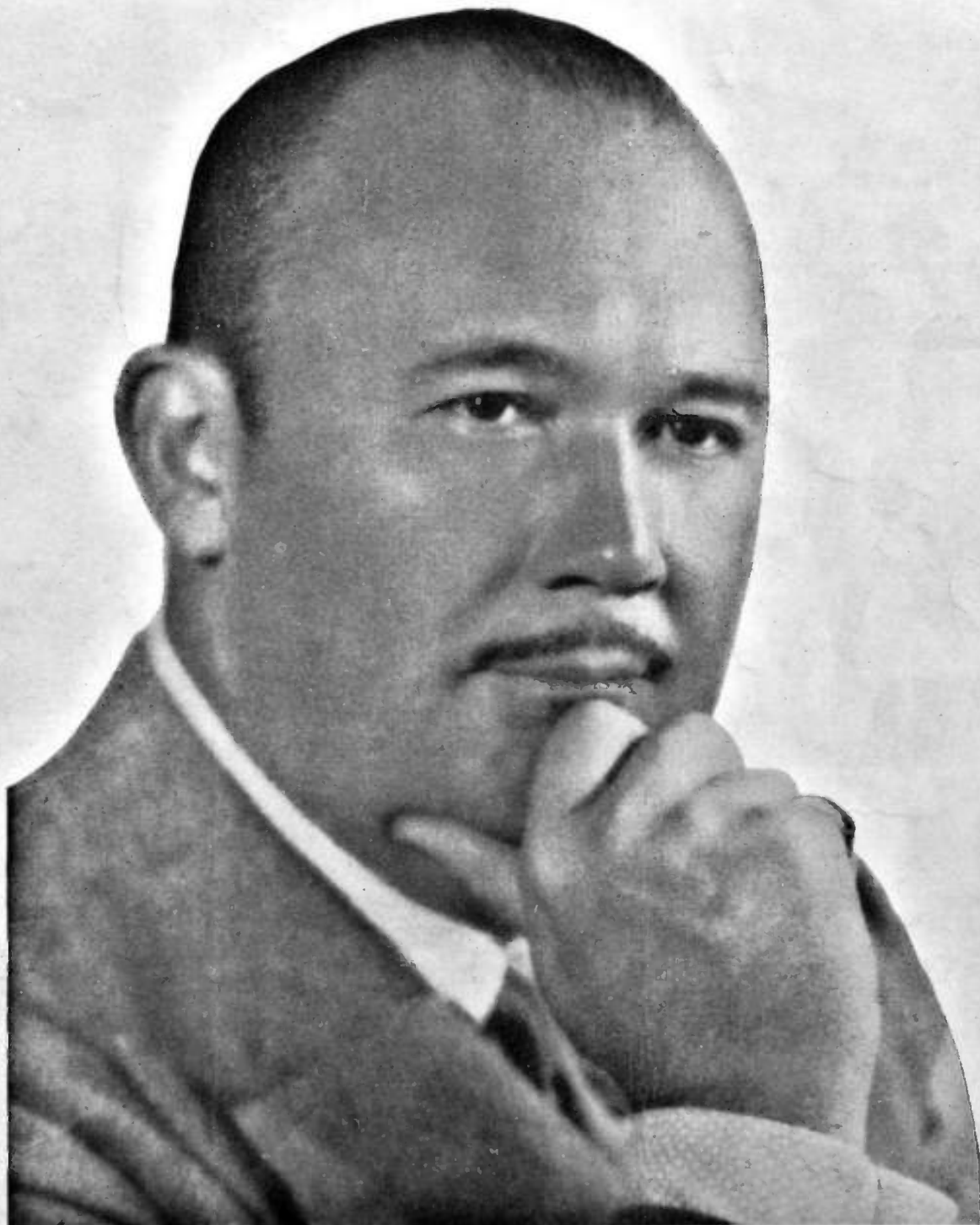
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JANUARY 20, 1934

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# The Billboard

The World's Foremost Amusement Weekly



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# The Billboard

Vol. XLVI  
No. 3

The World's Foremost Amusement Weekly

January 20,  
1934

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## WHITE RATS CHARTER TO ABA

### Minnesotans Declare They Prefer County Fairs Instead of District Fairs

ST. PAUL, Jan. 13.—Minnesota Federation of County Fairs, in annual session here this week, went on record as definitely opposed to any move to do away with county fairs and substitute a dozen or more district fairs for them.

This and the possibilities offered county fairs thru the CWA were chief topics at sessions of the State and county fair bodies in the Lowry Hotel on January 10, 11 and 12. The fair men also went on record as wholeheartedly supporting the "new deal" inaugurated by President Roosevelt and expressing confidence in its ultimate success.

This year's convention was well attended, only a few fairs having no representatives present, and there was greater optimism than has been manifested in several years. Most of the fairs did surprisingly well in 1933. It was brought out, and 1934 promises still further recovery. Delegates were one in belief that all signs point to greatly improved conditions.

The Federation re-elected all officers: President, Les Emery, Hibbing; vice-president, Ed Zimmerhall, Caledonia; treasurer, R. S. Thornton, Alexandria; secretary, R. F. Hall, Minneapolis.

There was a meeting of officers and delegates Wednesday morning for appointment of committees, introduction of attractions, people and announcements. Wednesday afternoon was devoted to a session of the State Agricultural Society in which delegates to the federation convention participated. F. W. Murphy, regional director of Public Works Administration, Wheaton, spoke on *Our New Responsibilities*.

"The whole system of government and living has been changed by the 'new deal,'" Mr. Murphy said, "and it is up to us to co-operate with the administration if we ever expect to get back on our feet. I am a soldier in this great peace-time revolution, just as you are. We should not be obstructionists. If we criticize our criticism should be constructive. The government's program will win unless industry resorts to sabotage. There is no question but what we are going to get out of this great agricultural depression. You cannot

solve the farm problem independently and co-operation with the government and industry in bringing prices for farm products back to a parity with the industrial products is the fundamental factor in recovery."

#### Bailey Reviews Year

Mr. Murphy declared that the government is undertaking what industry itself should have done. "The new order," he said, "is being built on the ashes of the old."

William Mahoney, mayor of St. Paul. (See *Minnesotans Declare* on page 56)

### Unemployed Musicians Given Promise of Aid by the NRA

*Charlton speaks at mass meeting—threatened strike in favor of Sunday shows simmers down—other groups in theater take up Sunday question, radio competition*

NEW YORK, Jan. 15.—The unemployed musicians of this city, estimated as more than 10,000, will have been promised definite aid by the NRA. Henry F. Wolf, local NRA administrator, has just called a meeting of the officials of Local 802 and the AFM and a committee representing the unemployed musicians to meet at his office. Wolf wants to smooth out the factional fight within Local 802, while at the same time working out plans to re-

### Drops Burlesque in Favor of BAA; AFL Now Covers All Actors

*Action of Four A's climax of sensational rise of ABA—burly actors' first union—Chorus Equity retains chorus in all fields—new unions' membership drives*

NEW YORK, Jan. 15.—The Actors' Betterment Association was granted the old White Rats' AFL charter Saturday. However, it voluntarily relinquished jurisdiction over burlesque, and a special burlesque charter was then issued to the Burlesque Artists' Association. This came after a meeting Friday between representatives of the ABA and BAA and the executive board of the Four A's (the Associated Actors and Artists of America). This action by the Four A's climaxes the sensational rise of the ABA and also marks the first time in show business that burlesque has its own AFL actor union. This brings into the entertainment field two more actor unions and completes the AFL coverage of actors in every branch of show business.

The ABA is granted jurisdiction over vaudeville, clubs, restaurants, cafes and all outdoor fields. It has already moved to assert its jurisdiction over outdoors by arranging to have a spokesman at the coming circus code hearing in Washington. Its position in the vaude field already established thru the recognition it won in the vaude code hearings, it is now planning also to show its hand in the cafe field.

Chorus Equity will have jurisdiction over the chorus in all the fields covered by the ABA.

With Equity exercising a closed shop in legit and also trying to entrench itself in radio and pictures, as well as anticipating covering television, there does not remain a single actor field not already covered—at least on paper—by the AFL thru the Four A's.

The ABA committee appointed to consult on the charter consisted of Ralph Whitehead, Fred Keating, Joe Laurio Jr., Sophie Tucker and William J. Rapp, counsel. They met with the Four A's. The ABA agreed to take over the old White Rats' charter (the American Artists' Federation charter), but balked on giving up burlesque.

However, when the committee retired, it went into a confab and immediately notified Frank Gilmore, president of the (See *WHITE RATS* on page 64)

### Fight on Against Kentucky Tax Threatening Amusement Industry

FRANKFORT, Ky., Jan. 15.—Amusement and sport interests of Kentucky are aroused over a bill introduced in the lower House of the Legislature the latter part of last week, to tax admissions at the rate of 5 cents per 25 cents or fraction thereof already opposition has been voiced, and those in back of this opposition urge others interested and who have not yet taken any steps in that direction to get busy at once. The bill comes up before the Legislature this week. It has already passed the committee. Among those opposing the bill to date are F. H. Bee Jr., of the F. H.

Bee Shows, and Bob Sikkels, another outdoor show owner.

This tax would be in addition to the State and county licenses, and applies to every form of amusement where an admission charge is made. The bill if passed would close Kentucky to all outdoor amusements and motion picture shows charging 25 cents or less, because they could not absorb this tax and it would have to be passed on to the public. It also threatens to wipe out many forms of amusement where the admission price is above that amount. For (See *Fight on Against* on page 64)

### World's Fair Midway Change

*Northerly Island new site—former location of Jantzen Beach—to move rides*

CHICAGO, Jan. 13.—It was announced today that the midway of A Century of Progress is to be located on Northerly Island instead of on the mainland as it was in 1933. All of the amusement devices, even the two "high" rides, the Flying Turns and Giant Coaster, will be moved to the new location, which is just south of the Adler Planetarium and occupies the space which last season was Jantzen Beach, a concession that was unsuccessful.

The space occupied by the midway last year will be largely taken up by a colony of foreign villages.

Major Lenox R. Lohr, general manager of the fair, has been in Arizona recuperating from a severe attack of influenza, but is expected back today to take active charge of the work of organizing the new fair.

### NRA Talent Aid Is Nearing

*Considering ABA's and Levy's plans for unemployment relief*

NEW YORK, Jan. 15.—The efforts of various actor and managerial groups to get aid from the NRA moved a bit closer to their goal last week, but nothing definite has been set yet. The local NRA Board is still struggling with plans to aid about 23,000 unemployed local musicians, while at the same time it is weighing recommending adoption of the ABA's plan to reopen vaude theaters and Bernard Levy's plan to borrow money from the Reconstruction Finance Corporation for loans to producers.

William H. Charlton, head of the radio and editorial division of the local NRA, will confer again with Ralph Whitehead, secretary of the ABA, today. He is very much interested in the ABA's proposal to reopen about 600 theaters and supply (See *AID FROM NRA* on page 56)

### In This Issue

	Pages		Pages
Bands	15	Little Theaters	24
Broadway Beat, The	26	Magic	24
Burlesque-Tabloid	22	Minstrelsy	25
Carnivals	38-42	Motion Pictures	18-21
Chicago Chat	26	Music	15
Chorus Equity	17	Night Spots-Gardens	11
Circus and Corral	28-31	Out in the Open	43
Classified Advertisements	47-48	Parks-Pools	32-33
Coin Machines	58-66	Pipes	44-46
Fairs-Events	34-36	Possibilities	26
Feature News	3-5	Radio-Orchestras	12-15
Final Curtain	52	Repertoire-Stock	23
Forum, The	27	Rinks-Skaters	37
General Indoor News	24-25	Routes	49 and 54
General Outdoor News	56-57	Song Tips	15
Hartmann's Broadcast	43	Thru Sugar's Domino	25
Legitimate	16-17	Vaudeville	6-10
Letter List	50-51		

## Legit Ranking Snarl; Up to Authority for Wage Status

**Question up to classify junior and senior members this week—committee formed to make report—two ticket firms feel teeth of committee and Rosenblatt in violations**

NEW YORK, Jan. 13.—Schedule of the Legit Code Authority, while usually announced ahead of time, generally varies with the importance placed upon the issues. Consequently, a variety of issues may take precedence to the scheduled matter of discussion, which is a definite ruling concerning Actors' Equity, that being a definition of what constitutes a senior member and of what constitutes a junior member. While seemingly a small matter, a wage snarl is entangled in this decision. Junior members are entitled to \$25 and senior members to \$40. An actor with less than two years' experience is considered a junior member, but the big point is what is two years? Is it two years fiscally, or is it two years actual time while engaged in productions? Committee is expected to decide this point this week.

It has been charged in one case that a manager chose to employ junior members entirely because of the lower wage (See LEGIT RANKING on page 55)

### OUT-OF-TOWN OPENINGS

#### "Among Those Sailing"

(PHILADELPHIA)

A play by Laura Walker, directed by Lee Elmore (with supervision by Clarence Derwent), and presented by Lyme Players, Inc. Sets designed by Louis Kennel. Opened January 8 for scheduled run of a week, which was later changed to two. Cast includes Constance Binney, Faire Binney, Guido Madze, Leon Waycoff, Harold DeBecker and W. Messenger Bellis.

Sybil Marsh, attractive widow, is on the verge of surrendering to Calvin Hunter, gay philanthropist, on the last day of a voyage from Paris to New York, when Hunter discovers she is a sister to Marie Curtis, his one-time flame and the woman who done him wrong and made him a heartless Don Juan. Scene shifts to Long Island home of Marie, where she is living with her doting and jealous young husband. Sybil and Calvin turn up, old sores are reopened and a potential farce goes badly philosophical.

Generally condemnatory criticisms, with leanings toward the derisive. Situations unconvincing, lines banal, direction weak and play not too well rehearsed.

#### "Student Prince" For Chi Theater

CHICAGO, Jan. 13.—Balaban & Katz started the new year off with smash attractions for their Loop ace house, the Chicago Theater. Mary Pickford played a week's engagement to tremendous business. Will Mahoney opened on January 12; Harry Richman and Vincent Lopez follow on January 19, and on January 26 a tab version of *The Student Prince*.

Other possibilities are Eddie Cantor in person and the Morton Downey unit show.

#### "Pastures" Unit in Lincoln

LINCOLN, Neb., Jan. 15.—Joy Sutphen, one time manager of the Liberty Theater, has gone brave and is piloting the *Green Pastures* unit over several spots in and around this State. The show is scheduled for the Liberty today, matinee and night. Price ranges run from 75 cents to \$2 for the 1,800-seater and that's packing 'em to the roof. Long years without good road shows or any number to keep the patronage road show-conscious may prove disastrous.

Sutphen is ahead of the show in Sioux City, Ia., and Omaha, Neb., and maybe several other spots later. Town is peeped to capacity, but advance sales were not heavy. Liberty up to this time has been shuttered.

#### Shows Playing Martin Time

ATLANTA, Jan. 13.—The Martin Theaters Booking Office, thru F. D. Adams, announces that *Ohis in Cellophone* has just completed a return tour over its circuit and that shows now working its time include *Heading for the Last Roundup*, *Purcell's Revue*, *Harry Clark's Revue* and *Clifford's Manhattan Revue*.

#### Keating's New Stogie

NEW YORK, Jan. 15.—Fred Keating has trained his toy peke to do straight for him. The peke listens to his gags and then walks to the footlights to check up on the response. Keating did a complete eight-minute routine with the peke at the Palais Royal last week and plans to use him in his act. Claims the peech saves him the salary of a stogie.

#### New R. C. Officers; Thompson Acting GM

NEW YORK, Jan. 13.—The officers and directors of the Radio City Theaters were announced yesterday by M. H. Aylesworth, chairman of the board. Officers, in addition to Aylesworth, are J. R. McDonough, president; W. G. Van Schmus, vice-president and controller; L. E. Thompson, vice-president and acting general manager; Herman Zohbel, treasurer, and William Mallard, secretary. In addition to these officers the board of directors also includes Webster B. Todd, Joseph O. Brown and Francis T. Christy.

The labeling of Thompson as acting general manager leaves room for the belief that there will still be a successor to S. L. (Roxy) Rothafel, altho it is still denied that such is contemplated.

#### Pix Houses Use Radio

WATERBURY, Vt., Jan. 13.—Managers of Vermont film theaters are rapidly turning to radio as an advertising medium. Theaters in 10 small cities and towns are now giving their programs daily over Station WDEV, this city. These are Lyric, Waterbury, Playhouse, Montpelier, State, Burlington; Strand, Randolph; Bijou, Morrisville; Opera House, Barre; Burns Newport; Idle Hour, Hardwick; Premier, Littleton, N. H., and Opera House, Woodsville, N. H. The Star, St. Johnsbury, also frequently makes announcements over the local station.

The Majestic and Flynn are steady users of time on WOAX, Burlington.

## West Coast Extra Squawk

**Rosenblatt Hollywood bound in interests of complaints by extras**

NEW YORK, Jan. 13.—Sol A. Rosenblatt's trip to Hollywood is for the express purpose of settling the "extra" controversy, it was learned here today. As has been alleged by extras working the lots, many are not receiving salaries as high as the minimum set by the code, and Rosenblatt is expected to investigate these violations and to render a decision. Rosenblatt already has appointed a board of arbitration, including producers and labor, and he will meet with them this week.

Eddie Cantor is keeping informed on the Hollywood situation thru secretary of the Screen Actors' Guild, Ken Thompson. It was stated today from Cantor's local headquarters that the Screen Actors' Guild was not beckoning any alliance with Actors' Equity.

## N. Y. House Workers in Open; Ushers Win Detroit Strike

NEW YORK, Jan. 13.—The Theater and Amusement Employees' Union, Local 118, came out into the open this week for the first time by holding a dual mass meeting at which recognition of the union was demanded, as well as a 40-hour six-day week, closed shop, elimination of the stagger system and split shifts, and driving out of business of racketeering employment agencies. The meeting then decided to have each theater send a delegation of three—a janitor, a doorman and an usher—to a meeting next Tuesday in which a wage scale will be drawn up for presentation to employers.

The union claims more than 2,000 members. It has set a quota of 20,000 for itself in this city. More than 1,000 attended the two meetings Tuesday night. Working conditions for the lesser-

paid theater employees were discussed. Loew, Skouras and Springer-Cocalis circuits were accused of cutting wages \$2 to \$3 a week thru using the trick \$10-a-week clause in the film code. Springer-Cocalis Circuit was also accused of calling a meeting of employees the same night as the union meeting, and a motion was made to make this action the basis for a complaint to the NRA.

Among those who addressed the meetings were Charles O. Levey, secretary-treasurer; Louis Schwarz, business manager, and Sid Silvers, president of Local 118; also Charles E. Sinnegen, representing the NRA and the Union Labels' Trade Department of the AFL; John McCarron, representing Theodore Mitchell, of the Association of Theatrical Agents and Managers; Tom Murphy, of the In-

(See N. Y. HOUSE on page 54)

## Interstate Seeks a Theatrical Rate From Railroads for Units

NEW YORK, Jan. 13.—Railroad lines may soon institute lower rates for performers or else observe a theatrical rate, this to apply to companies of 20 people or more, if Charles J. Freeman, Interstate booker, is successful in present negotiations. He has been contacting the Southern lines with this in mind, and the officials have stated that if he can swing over the Eastern trunk lines they will be glad to co-operate.

Freeman had word this week from Eastern railroad officials that they will be able to do something definitely after February 15. Whether the lines decide to reduce the rates or introduce a special theatrical rate, there will be a saving on individual tickets of from \$7 to \$8. Of course, the reduction will only pertain to tickets bought in lots of 20 or more.

The Interstate Circuit's unit route has plans for about one show a week traveling from here to Texas, and Freeman informed the railroad people that the future holds the possibility of five or six such shows making the trip each week. Freeman, in booking the units, allows about \$500 a week as the cost for transporting, which he deems to be too high a figure. If the railroads co-operate, he figures that there will be a saving to his circuit of about \$250 a week on each unit.

Railroad baggage accommodations are no hardship, inasmuch as all lines, with the exception of one section, grant a free baggage car with 20 or more tickets. The exception is the New England railroads, which demand 25 tickets for a baggage car. Until this year, however, these lines insisted on 50 tickets.

## "Try-Out" Up For Violation

**Question of minimum wage and costumes — decision reserved for week**

NEW YORK, Jan. 13.—The Music Box Theater in Hollywood, classed either as a "try-out" or "professional" theater, as yet undetermined by the Legit Code Authority, was to have been shut down today by Actors' Equity, but after a long-distance telephone call from William P. Farnsworth, legit NRA administrator, to Frank Gillmore, president of Equity, it was decided that the theater be permitted to operate one week pending an investigation of its standing in terms of the NRA.

The theater has been operating on a percentage arrangement with its actors. (See "TRY-OUT" UP on page 55)

#### Fox, St. Louis, Drops Flesh

ST. LOUIS, Jan. 13.—Stage shows will be eliminated at the Fox Theater here, beginning this week, as this ace house ekers upon a new policy of straight pictures. Policy calls for the exhibition of double-film programs, with no orchestra or flesh entertainment of any kind.

Negotiations are being conducted with Fanchon & Marco and Harry Arthur, the group now operating the St. Louis Theater, looking to a merger of the St. Louis and Fox under a single operating control. Fox receivers and Manager Harry Greenman of the Fox are in New York in connection with the deal.

Dual control of the two houses will give them the product of three major film producing companies—Fox, Universal and RKO. If and when the merger is completed it is planned, according to reports, to present stage shows and one feature picture at the St. Louis and two features weekly at the Fox.

Elimination of the stage shows at the Fox has resulted in the departure of Al Lyons after three years and nine months as musical director and master of ceremonies. This is a record for St. Louis in length of time for one emcee at one theater. The new policy also means the loss of positions for 21 musicians and several stagehands. Stage shows have been presented at the Fox since the house was opened on January 29, 1929.

#### Legal Test for Code

BUYRUS, O., Jan. 13.—Constitutionality of the NRA will be given a test in common pleas court here when the case of Wallace Beck, resigned manager of the State Theater here, against John Settos, Marion, owner of the theater, comes to trial. Beck filed suit for \$240, assertedly due on his salary under provisions of the NRA. He stated in his petition that he should have received \$560 for a specified period, but that he was given only \$320. He also charges that he worked longer hours than those approved by the NRA.

#### "Curtain Rises" at Cort, Chi

CHICAGO, Jan. 13.—Wee & Leventhal presented their second show here this season with the production of *The Curtain Rises*, which opened at the Cort last Sunday evening. The cast is headed by Louise Groody and Donald Foster and includes Fay Courteney, Doris Dalton, G. Albert Smith, Bertram Thorn and Foster Williams, who was leading man at the National Theater here in dramatic stock several years ago. Show received nice notices from the critics and is doing a fairly good business on two-for-ones.

#### "Convict's Daughter" New "Meller" Unit

CHICAGO, Jan. 13.—Jack Sexton Sr., formerly with the Cotton Blossom Showboat at A Century of Progress, in conjunction with Tommy Sacco, has organized a company to present *The Convict's Daughter*, old-time melodrama, in tab form.

The show, which will be played in motion picture houses, runs 65 minutes. Between acts old-time variety acts will be presented.

# Asks Arrest of Major Ward

### Major testifies in Rappaport trial—Assistant D. A. then asks arrest warrant

NEW YORK, Jan. 13.—Assistant District Attorney John J. Sullivan asked for a warrant for the arrest of Major Edith Ward Thursday at the conclusion of the third hearing of Herman Rappaport, who is on trial for the alleged unlicensed solicitation of funds for the Actors' Memorial Foundation. The hearing was held at 300 Mulberry street and was presided over by Magistrate August Dreyer.

Miss Ward had taken the stand at the request of Sullivan, who is prosecuting the Rappaport case. He questioned her at length concerning her connection with the Actors' Memorial Foundation from November 28 to December 18, Sullivan probed into the financial operations of the Foundation, asking how much was spent on unemployed actors, how the records were kept, etc.

Miss Ward testified that eight years ago she founded the Pilgrims' Memorial Foundation under the name of Mary Virginia Dare, which she said was her real name. Later, she testified that the Actors' Memorial Foundation was founded to perpetuate the memory of the great of the American theater. She added: (See ASKS ARREST on page 63)

# "After Such Pleasures" at Barbizon-Plaza in New York

NEW YORK, Jan. 15.—The Barbizon-Plaza Hotel, which has been running its successful Sunday Nights at 9 in its concert hall, has added a special two-hour show week days. The new entertainment is Edward F. Gardner's dramatic staging of Dorothy Parker's short stories, *After Such Pleasures*.

Gardner's production is a distinct novelty and should enjoy a profitable run. It consists of eight sketches, none using more than four performers. One of them is a solo sketch. In a sense they are high-class blackouts, altho the comedy comes thru the brilliant dialog rather than the situations.

The titles are: *A Young Lady From Paris*, with Shirley Booth and Don Shelton; *Dusk Before Fireworks*, with Enid Markey and Don Shelton; *The Waits*, with Mary Farrell; *Here We are*, with Shirley Booth and Ackland Powell; *You Were Perfectly Fine*, with Enid Markey and Ackland Powell; *Glory in the Daytime*, with Lea Penman, Kathleen Chase, Shirley Booth and Mary Farrell; *Black and White*, with Enid Markey, Don Shelton and Ellwell Cobb; and *The Mantle of Whistler*, with Shirley Booth and Ackland Powell.

The sketches are sharp and devastatingly caustic. Etched along the famous Parker lines, their humor is vicious and at times cruel. The last two are the cruelest of the lot.

Of the performers, Enid Markey is outstanding, while Shirley Booth, pretty blonde, does consistently fine work. Mary Farrell's solo sketch is clever, but not very subtle. Ackland Powell and Don Shelton are both first-rate.

The price scale is \$1.10 and \$1.65 matinees and \$1.10 and \$2.20 evenings. The hall seats about 500. If Gardner can get the show established here he may eventually be able to move it to a larger house. PAUL DENIS.

# New Orleans Loew's and MPMO May Bury Hatchet

NEW ORLEANS, Jan. 15.—W. P. Raoul, Southern representative of MPMO Union, says there is a possibility of definite settlement of Loew's-State labor troubles. Raoul was in communication with the New York office and says a satisfactory agreement may result without forcing the issue before the Washington labor board Tuesday.

Father Wynhoven, chairman of the local board, wired Washington to hold up proceedings.

# Joe Penner in Cleveland

CLEVELAND, O., Jan. 15.—Joe Penner and Aaronson's Commanders were featured Saturday at the opening of the Cleveland Automobile Show, which was attended by a huge crowd that broke all previous opening-day records.

FRANKFORT, Ky., Jan. 13.—James W. Christian, formerly manager of the Kentucky and Hippodrome at Corbin, Ky., has been transferred to this city as assistant manager of the Grand and Capitol.

# \$28,000 Appropriated by CWA To Give Work to Many Actors

NEW YORK, Jan. 15.—More than 150 actors will get work immediately thru an appropriation of \$28,000 just granted by the Civil Works Administration. At least 12 plays will go into rehearsal, the first to open January 30. They will play schools, hospitals, auditoriums and museums of this city without admission charge.

Actors will rehearse two weeks with pay and get two weeks' work guaranteed. Equity is now registering unemployed actors at its office. Margaret Smith, in charge of the project, which is under the administration of the Board of Education, is interviewing applicants and is assisted by George Burton and Minnette Barrett.

Emily Holt, Equity counsel, collaborated with Mrs. Charles H. Sabin in working out the plan, which was oked by Equity later and then submitted to William Barber, of the Civil Works Service Department. The CWA granted the appropriation for the plan Friday.

NEW YORK, Jan. 15.—The State Department of Adult Education is extend-

# ABA Working on Circus Artist "Voice" for D. C. Code Hearing

NEW YORK, Jan. 15.—With preparatory details and briefs being marshaled principally by ownership sources in connection with the hearing on a code for the circus industry, scheduled in Washington this Friday, performers are being heard from with more vigor following *The Billboard's* statement last week calling attention to the fact that the proposals codified in printed form make no mention of maximum hours and minimum wages for artists—the latter being of greater moment owing to the nature of the industry.

Leaping to the fore for the sawdust actors, as it has been doing for the indoor fraternity, the Actors' Betterment Association, led by Executive Secretary Ralph Whitehead, plans to have representation in Washington during the hearing. A committee of circus artists has been formed and is drafting objections and suggestions. Group, assembled under the direction of Whitehead, contains the names of Max Gruber, member of the ABA executive council; Frank Work, Alt LaRue, Gustav Ateno and William K. Schulz. The last named is expected to appear in the Capital City personally to present the views of performers. At the same time the committee has approved the ABA's tentative position on the code.

There is a possibility that performers

will be further aided during the hearing thru a resident "voice" in Washington who has been active for months and who has been one of the leading lay sources of information on the NRA side. Whether his services will be available was to be made known a few days before the hearing.

Secretary Whitehead issued a statement in which he said that the ABA, or whoever is empowered to act for the organization, will preface its presentation of provisions "with a vehement protest against omission of any protective stipulations for the performer." He said that "it is extremely inconsiderate not to have given circus artists a voice in the making or formulation of the proposed code."

NEW YORK, Jan. 15.—From an authoritative source it is learned that Deputy Administrator William F. Farnsworth is in possession of a selected list of well-known circus performers, one of whom, it is believed, will be asked to sit in with him in an advisory capacity during the hearing. This is taken to indicate that the NRA hasn't lost sight of the performer end of the proposed code.

# Biz Up After Usual Slump

### Legit shows respond to healthy rise — "Follies" taking lead—others exit

NEW YORK, Jan. 13.—The natural pickup after the holidays has begun, and those shows that are clicking at all have an appreciable increase in biz for the past week. *The Follies* is the biggest smash in town with a \$32,000 take for its first week, and the same take at capacity for these six days. As *Thousands Cheer* is still in the big money, taking capacity of \$28,500. *Men in White* is on the up this week with \$14,200, six on the up this week. *Days Without End* grabs \$14,000. *Mary of Scotland* gets \$24,000. *Al, Wilderness*, at \$17,000, while *School for Husbands* took a slump to \$9,000.

*Let 'Em Eat Cake* takes to the road and others are taking the exit. One of the surprise swan songs is *Oliver Oliver*, which received pleasant notices on the whole. *Dark Tower* also takes a halt sooner than anyone expected.

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# PRODUCER GROUP FORMED

## To Seek Many Code Reforms; Washington Meeting Scheduled

**Organization grows out of preliminary talks on code—Maddock chairman—permanent setup soon—28 sign petition—Rosenblatt to give a second hearing this week**

NEW YORK, Jan. 13.—Vaude producers set out this week to attempt to have certain revisions made in the vaude and presentation section of the motion picture code and out of their several meetings arose an organization temporarily named United Producers and Directors' Association. First meeting was held Tuesday, when 28 producers signed a petition to be presented to NRA Division Administrator Sol A. Rosenblatt, the petition seeking modification. Late Wednesday afternoon three designated producers conferred with Rosenblatt, making an appointment for next week in Washington, and this afternoon the group met again as a whole and formed the organization.

The first meeting Tuesday found a large number of producers present. The speakers included Charles J. Freeman, Henry Chesterfield, C. B. Maddock, Alex Gerber, Marty Forkins and others. The petition was signed at this meeting, the petitioners being Maddock, Gerber, John Hickey, Tom Kennedy, Harry Delmar, Al K. Knight, Roger Murrel, Carleton Hoagland, Raymond B. Perez, Lewis Hooper, Billy Jackson, E. K. Nadel, Anatole Friedland, Charles Mosconi, Irving Yates, Harry Krivit, Gus Edwards, Maurice Oolden, Dot Duval, Harry L. Normand, Marty Forkins, George Bennett (representing Nick Agneta), Kay Dana, Cunningham, Sam Shannon, George Choos, Earl Lindsay, Lester Lee and Bobby Connolly.

At this meeting the group stated that the vaude code, Sections 1 to 8, inclusive, contains many clauses that will undoubtedly work a very great hardship to their business and to those employed therein. They appeal for modification and regard the code board of 10 as unfamiliar with their business. They further seek modification of chorus minimum salary and desire three salary classifications. Also, they seek cancellation of the \$3 a day to chorus girls during layoffs. Desire relief from the clause on break in and try out, believing two weeks at half salary a fair demand. Seek lowered transportation rates for theatrical troupes and many other items.

They also pointed out that the producers were without representation at the drafting of the code, defining the meaning of a vaude producer and also what constitutes a break-in and showing date. Brought out that during normal times the producers give employment to approximately 3,500 performers a year, averaging from 25 to 35 weeks per person on the year. Average amount of salaries per week paid by a producer, they say, has been approximately \$8,000, covering the group. State also that due to conditions their business has suffered.

(See PRODUCER GROUP on page 9)

### Dorothy Bryant III

NEW YORK, Jan. 13.—Mrs. Dorothy Bryant, exec secretary of Chorus Equity, has been away from her office all week. She has been suffering from a bronchial ailment brought on by the strain of working intensely on the various codes.

PAUL RENARD AND GIRLS, and not the Herbert Renard Trio, filed a complaint with the ABA last month against extra border charges when going into Canada.

### 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 inner packet will be dated, attested to, and filed away under the name of the claimant.

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

### Manager Arrested for Doing Too Much Biz

TUCSON, Ariz., Jan. 13.—Having played to packed houses in four Arizona cities, the Georgia Minstrels, F. & M. unit, today headed for the home office in Los Angeles, where they expect to be rerouted on another national tour.

The SRO sign when the colored aggregation played Phoenix caused the arrest of Willard Osborne, Fox manager, on charges of "overcrowding a theater." He was cited to appear in City Court January 18.

Success of the minstrels has prompted Thomas D. Soriero, Arizona Fox manager, to attempt the booking of other F. & M. companies.

## Cirks Claim Code Observance; Loew-RKO To Seek a Revision

**Loew, RKO and Warner say they are paying code money—first two, however, find it tough on break-in and showing spots—plan to seek such revision**

NEW YORK, Jan. 13.—While the major circuits claim to be observing the minimum salary requirements for performers of vaude acts as specified in the code, they are planning to protest and seek a revision regarding acts breaking in or trying out. This information comes from an RKO exec, who requested that his name be not used and concerns RKO and Loew only. They are the only major circuits with many break-in and showing houses. Warner has but one, the Ritz, Elizabeth, while Paramount-Publix hasn't any. Loew and RKO have not made any definite steps as yet, but expect to get started shortly.

The circuits say they are insisting that the code requirements be watched by their booking offices. Loew this week had its booking office call in some old contracts, which did not cover the code salary requirements, and issue new contracts. RKO stated that it is paying code salaries and the Warner office says it is doing the same for its Elizabeth house.

When the bookers realized that the code provision prohibiting any special salaries meant raises of from \$50 upward, they reported it to the theater execs. Loew and RKO therefore decided to join forces and get up arguments and present them to Division Administrator Sol A. Rosenblatt so that revision might be attempted. The exec giving the information stated that they were going to seek "an interpretation of break in and try out."

The clause objected to, covering both principals and chorus, reads: "It shall be an unfair trade practice for any exhibitor or independent contractor under the guise of public audition to break in, try out or to require a performer to render service for less than the minimum salary established by this code."

Minimum salaries for principals are \$40 weekly net for performers with more than two years' experience, \$25 net for performers with less than two years' experience and \$7.50 per day net for performers working on a per diem basis. Chorus salaries are \$30 per week in de luxe houses, \$35 in traveling companies and \$25 in other than de luxe theaters.

### Another All-Girl Revue

NEW YORK, Jan. 13.—Another revue set for the Interstate tour is an all-girl contingent, including Olyn Lyndick, the fem impersonator. Troupe is headlined by Rae Samuels, with Kitty Donar and a girl band rounding out the show. Harry Norwood is producing it.

### Murrel Books Whole Show

NEW YORK, Jan. 13.—Roger Murrel, RKO agent-producer, claims he holds some kind of a record or something for booking the whole five-act bill at Proctor's Palace, Newark, N. J., the week starting this Friday. The show is Irene Vermillion, Reynolds and White, Sybil Bowan, Bert Walton and Russian Revels.

## RKO Managers Still On Merry-Go-Round

NEW YORK, Jan. 13.—Changes of managers are still being made in wholesale order in RKO houses. Chief among them this week was the resignation of Charles Griswold as manager of the Music Hall as well as two of his assistants, Charles Dow and Lloyd Evans. Herman Whitman moved over from the Palace as his successor.

Taking Whitman's berth is Ray Connors, moving down from the Fordham, Bronx, where Herb Jennings has been placed. Letouts this week were John Patterson, manager of the Greenpoint, Brooklyn; Allan O'Campo, managing the Shore Road, Brooklyn, and Nat Rubin, assistant manager of the Orpheum in that borough. Patterson, however, landed already with the Meserole Theater, Frisch & Rinzler's opposition to the Greenpoint.

Patterson, O'Campo and Rubin are more of the managerial force brought into RKO by Herschel Stuart to get the gate.

## Chas. E. Mack Killed In Ariz. Motor Crash

MESA, Ariz., Jan. 13.—Charles E. Mack, of the noted vaudeville black-face team of Moran and Mack, the "Two Black Crows," was fatally injured near here Thursday when an automobile driven by Mrs. Mack overturned while traveling at a rapid rate of speed.

The Macks were accompanied by their daughter, Mary Jane; Mack's partner, George Moran, and Mack Bennett, film producer. George Moran and Mack Bennett escaped injury, but Mrs. Mack and her daughter were slightly injured and were treated at the Southside Hospital, where Mack, crushed as the car turned over several times as the result of a blowout, died.

The party was en route to Hollywood, where the black-face comedians were scheduled to start work in a new picture.

### Aldine, A. C., Goes Dark

ATLANTIC CITY, Jan. 13.—The Aldine Theater, one of the city's oldest and last stand of "flesh" on Atlantic avenue, suddenly went dark Tuesday after final show of *The Bowery* by order of the building department. According to Manager Milton Russell, who took charge of the house when it was re-modeled and reopened Christmas of 1932 by the late Harry Savage, inspectors for the building department found several flaws in the walls, which, it is alleged, would have in time become dangerous to patrons if not attended to.

An estimate was made on the repairs, the same coming to nearly \$8,000. The estate of Savage, now operating theater under a receivership agreement, declared it could not make immediate repairs to this extent. The closing order came as a surprise to Russell and whole staff, as pictures were booked for two weeks in advance. Just what further action will be taken, if any, is not decided at this time.

### Armstrong Time Canceled

LONDON, Jan. 2.—Three weeks of playing time over the GTO theaters has been canceled for Louis Armstrong, the colored "hot" trumpeter and "scat" singer. Armstrong and his band fared none too well on their opening at Holborn Empire last week, where they headlined a strong bill. Act came off after the first night, with Armstrong claiming that he had a split lip and was unable to do his best. Billy Cotton and his band, English ork, pinch hit for the rest of the week.

### Preston Out of Academy

NEW YORK, Jan. 13.—Lew Preston, manager of the Academy here, resigned this week. Illness is attributed as the reason and he left for a sea trip today. Prior to going into the house last fall Preston was district manager for Skouras in Wisconsin. His berth at the Academy has been taken over by Al Kay.

SINGIN' SAM has landed a string of vaude dates thru Nick Agneta. He opens February 2 in Cincinnati, with Detroit, Dayton, Cleveland and Washington following.

## RKO Vaude Books Crowded With One-Two-Three and Four-Dayers

NEW YORK, Jan. 13.—The RKO Circuit, home of split-week and full-week vaude, is now getting to the stage where its vaude hooks are crowded with one, two, three and four-day stands. Most of the houses in this category are former split-week vaudehouses which for the last several seasons have been in straight six policies. A number of the houses play occasional flesh, using one name for either one or two days.

The Prospect, Brooklyn, long a split-week stand, has fallen into this lineup, and starting this Friday goes into a four-day vaude policy. Madison, Brooklyn, a split-weeker of the old days, is to get

two days of vaude as a consistent diet, starting January 27.

Other two-day vaude bookings are the Tilyou, Coney Island; Strand, Far Rockaway; Broad, Trenton, and State, New Brunswick. A three-day stand is the Audubon here.

Houses which have been getting one name act on occasion for either one or two days are Proctor's, White Plains; Proctor's, New Rochelle; Dyker, Greenpoint, and Bushwick, Brooklyn; Fordham, Bronx; Coliseum, Manhattan, and the Empire, Bronx. Latter gets its first dose of vaude when Uncle Don opens there next Saturday for two days.

Danny Freundlich is assigned the booking of these houses.

# Roxy May Get The N. Y. Hipp

**Denies rumor—owners to talk later—also nixes radio and Capitol yarns**

NEW YORK, Jan. 13.—S. L. (Roxy) Rothafel, who bowed out of Radio City a week ago yesterday, may take over the Hippodrome Theater, according to information received this week. In a phone interview yesterday Roxy denied the report, but other sources gave it some assurance. Roxy was due to leave for his trip to Florida a week ago, but instead leaves today. He intends to be away for about six weeks, and on his return, he said, he would have a statement to make.

Roxy's retort to the Hippodrome rumor was, "Not interested in the Hippodrome and never will be." However, a checkup with the Farmers' Loan & Trust Company, handling the property, brought neither a confirmation nor a denial. An official of the company asked that he be contacted Tuesday, at which time he will have a statement to make.

The earlier reports were to the effect that Roxy had approached the Hipp owners with a proposition to take over the house, figuring that it would cost about \$100,000 to remodel the property. House is dark at present and is only several blocks away from the Radio City development. Recently housed a circus and prior to that opera. Carroll & Mayberry are the present lessees of the theater.

The phone conversation with Roxy yesterday dealt with several other rumors. He was asked about the report as to his probable connection with a radio chain. To this he responded with his usual expression, "Applesauce." A like denial was tendered to the rumor that he may reassociate with the Capitol Theater.

## Marty Whyte Turns Agent

NEW YORK, Jan. 13.—Marty Whyte was let out of the Arthur Fisher booking office last Saturday after being there eight years as reviewer and booker. He has turned agent, joining Solly Turek in the Palace Building.

## Birkenhead Hippodrome Sold

LONDON, Jan. 2.—The Hippodrome, Birkenhead, one of the oldest and most famous of provincial music halls, which began its career in 1883 and was operated by D. J. (Danny) Clarke, has been sold to a department store and will be pulled down in March of this year.

## Vaude to Portland, Me.

PORTLAND, Me., Jan. 13.—Keith's Theater, now being operated by Abraham Goodside, local independent, has gone into a new policy of seven acts and pictures on a split-week basis. Programs change Saturday and Wednesday. Booking is being done thru Arthur Fisher, of the Pantages office. Initial response to vaudeville has been good after sloping up on a policy of three and four big acts and pictures.

## Loew Takes Vaude Out Of Canton and Akron

NEW YORK, Jan. 13.—Another week of vaude drops off the Loew books when its houses in Canton and Akron, O., go into straight pix policies January 28. Both houses have been playing vaude for only a couple of months.

## No Roxy Here!

NEW YORK, Jan. 13.—A staff man of The Billboard, phoning S. L. (Roxy) Rothafel yesterday, dialed Endicott 2-3600, supposedly his private home number. The voice on the other end, however, said: "This is the Park West Memorial Chapel—we've no Mr. Rothafel here."

A checkup with the telephone company revealed that the number was Roxy's at one time, but recently had been disconnected and passed on to the funeral parlor.

## Prediction

From a story in The Billboard of July 1, 1933:

"All indications point to a vital change in the legal status of the actor under the Industrial Recovery Act. In the past the actor has had a peculiar status, being recognized neither as 'labor' nor 'professional,' and being unable to prosecute criminally employers who did not pay off, except in California. Now it appears that the actor—in all branches—will be considered 'labor' under the Recovery Act and will be granted the privilege of representation on all conferences on trade codes.

"This will undoubtedly be the most revolutionary event affecting the performer's legal status in this country, and may mean the complete reversal of all court precedents affecting actor-employer relations."

"This was more than a half year ago, when the NRA had not even begun to function. Since then, of course, the actor has been recognized as 'labor' and has been permitted to have spokesmen at code hearings, in addition to being encouraged by the NRA to organize on union lines.

# Pan Office To Continue

**Eastern meeting brings decision—Pan notified—all to gain, lose nothing**

NEW YORK, Jan. 13.—The Pantages Booking Office has survived what looked to be certain death. At a meeting here Monday three associates of Alexander Pantages, George A. Hamid, Arthur Fisher and Billy Diamond, decided to play along under the company name. Notification of this was air-mailed to Pantages after the meeting.

Prior to the meeting it appeared likely that the trio would decide to pull out of the firm, with Fisher and Hamid staying together as a vaude booking outfit and Diamond continuing to be on his own as a Chicago booker. Ever since Pantages closed up his houses on the Coast the other members of the firm contacted him to learn of his plans. The answers were indefinite, and it looked as though there would be a break.

The change of heart at the meeting is said to be the result of the feeling that they had all to gain and nothing to lose. They decided that the Eastern and Midwestern books could continue to be built up and whatever Pantages brought in would be gravy. Pan has been very optimistic in his letters to his associates, stating that he felt sure he would shortly get his houses reopened with vaude. Also, Fisher stated that numerous inquiries from indie operations in the West have been flowing in.

Officers of the company are Hamid, president; Fisher, secretary and booking manager; Pantages, general manager, and his son, Rodney, vice-president. Diamond is the firm's Chicago representative.

## Local Talent in South

FRANKFORT, Ky., Jan. 13.—After a lapse of three years, local talent musical production came back to Frankfort in the form of Hardin Shaw's 1933 *Musicals and Minstrel Revue*, and played to a capacity audience. The show was staged at the Capitol.

## Yank Acts' Palladium Time

LONDON, Jan. 2.—Rosette and Lutmann, futuristic novelty dancers; the Chevalier Brothers, novel acrobatic humorists, and the Great Yacopis, sensational teeter-board acrobats, all hailing from America, have had their engagements in the current London Palladium "crazy month" prolonged for a further two weeks. They close at the Palladium January 20, and this will give Rosette and Lutmann the record of having played at the house for 15 consecutive weeks.

# New ABA President Starts in With Spirit and Enthusiasm

**Bobby Clark holds seven-hour council meeting as first act as union head—suffers collapse from overwork—"I hope the boys don't think I'm laying down on them"**

NEW YORK, Jan. 13.—When Bobby Clark regained consciousness after a collapse that followed a seven-hour ABA council meeting, his first thought was: "I hope the boys don't think I'm laying down on them." That's how the new president of the Actors' Betterment Association swung into the first week of his administration. He didn't want the office at first. He said he would show he was for the actor 100 per cent "by actions and not by words," but, he added, he was terribly busy and could not give any time to the organization. However, at that



**BOBBY CLARK**, newly elected president of the Actors' Betterment Association. Clark, with his partner, Paul McCullough, is well known in many branches of the amusement field. His last New York appearance was in Courtney Burr's revue, "Walk a Little Faster," at the St. James Theater. More recently he has been making picture shorts on the Coast. Next week he goes into vaude for RKO, and after that will again leave for the Coast and pictures.

tense reorganization meeting he looked down upon the anxious faces of performers and heard the earnest plea of Ralph Whitehead. And he said yes.

The next day, Friday, he was at the ABA office, wanting to know more and more about the organization. He called the first council meeting Monday. Between rehearsing for a Lambs' gambol, writing special material and preparing for a vaude tour, Clark managed to learn enough to guide the council thru a seven-hour meeting. Then he had a bite with the boys and went home.

In the morning Mrs. Clark discovered him unconscious. She called the house doctor. For two hours the doctor worked on him. Finally he recovered consciousness. Mrs. Clark said he was talking about the ABA while delirious.

When he recovered sufficiently to talk, Whitehead visited and phoned him regularly, consulting him on every move of the organization. From his sick bed Clark said: "The actor has had a tough time. The depression hit him hard. He has helped about everybody else in every other line, but very few have helped him. It's a pleasure to think that at last he is beginning to think of himself and that he is supporting an actors' organization that is already making fine progress in helping the actor."

He is gratified over the promises of co-operation he has been receiving since his sudden election. "I'm highly elated over the response from actors, managers and agents."

Mrs. Clark was kept busy for days acknowledging anxious wires and phone calls from performers who had heard of his breakdown. When Clark finally got out of the sick bed he phoned Whitehead and insisted, "I'll be down to the office today."

And old-time performers, who had become cynical about actor organizations, rub their eyes in amazement.

# VAUDEVILLE NOTES

**LENORE O'NEIL**, pianist with Count Berni Vici's girl symphony band, was injured recently in a motor accident near Fort Wayne, Ind. The car, driven by Harry Rogers, producer of *Spices of 1934*, slipped into a ditch. The Count and Mr. and Mrs. Paul Sutton were also passengers in the car. They were en route to Indianapolis to make the first show at the Lyric Theater. Miss O'Neil is now traveling with the company in a wheel chair, but is well on the road to recovery. Show opens at The Pitt, Pittsburgh, Friday.

**DICK BURTON**, the Pirate, comedy act, is showing a new routine currently in engagements in Detroit territory.

**CHARLES CLARK and Girls**, five-people juggling act, are playing engagements around Detroit, coming into this field from Chicago, where they have been, for several months.

**MYRE AND MYRE**, comedy act, is the latest addition to acts now playing time out of independent offices in Detroit.

**BOB CLARKE**, veteran theater organizer, returned to the Fisher Theater, Detroit, this week for an indefinite engagement in charge of the famous Mayan

organ. Clarke has been a favorite in Detroit for many years and was one of the first musicians to have a theatrical engagement in the city in the days of talking pictures. He has been consistently a headliner since.

**MAJOR L. E. THOMPSON**, who doubles between RKO and Trans-Lux, feels kind of good these days because he's got the newsreel field in New York sewed up since the Embassy closed the other day.

**BOZO SNYDER** is doing a new act, which Alex Gerber is producing. Features of the act are Joe Forte and Alma Louise (Payne). Opens a week from Friday on a split between the Orpheum, New York, and Gates, Brooklyn.

**DORIS KENYON**, screen celeb, opens for RKO as a single Friday at the Boston, Boston. She bills herself as a soprano.

**REACTION** to the petition of Charleston, W. Va., Ministers' Association to prevent the appearance of a fan dancer in the A. B. Marcus show, *La Vie Puree*, is packing them in at the Kearsse Theater, Charleston. Kearsse management has since been booking weekly vaude (See VAUDEVILLE NOTES on page 10)

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perch work in a production number, and Audrey Wyckoff, who introduces pa and grandpa, with all of them doing whirlwind dance routines, is a natural for this house. The Balabanov Five are billed but didn't show at the supper performance opening day.

Production, as usual, is carried by the Geo Foster Girls, the swiftest troupe in town. They open with a lambourine bit and then announce Wolf. Later they do a lovely production number during which Wolf blows his trumpet excellently, and they end the show with a routine on roller skates that is little short of amazing. It even includes a bit of tapping. This reporter wants to take the opportunity of offering a tribute to the group. In the past year the kids have been called upon to do a huge variety of things—from their present roller-skating number to acrobatics—and they have done everything well. They are versatile and capable (even providing nice specialty dancers when the production numbers needed them) and they rate a big hand.

And your reporter also wants to grab his chance to wish the best of luck to the Roxy and to its receivers, who have put up such a valiant and excellent fight against big odds.

EUGENE BURR.

**Grand Opera House, N. Y.**

(Reviewed Wednesday Evening, Jan. 10)

Attending this house is one of our greatest pleasures, especially when the attractions presented align with its music-hall atmosphere. Everything aligned this half for delight to this audience—mamma, pa and the youngsters.

New act, Rulon's Educated Dogs, was a great hand puller, tho it took too much time for most other houses. At this spot the folks have plenty of time. About a dozen dogs and neatly costumed man and woman trainers put the pups thru regular routines. Big feature is two pooches passing each other on tight wires. Act is good anywhere if bolted down a bit.

Leonard Martov and company, billed as Russian Baritone, wowed this crowd for a certain show-stop tonight. He still waves his gestures too much, however, instead of bringing the concentration to his very excellent voice, which ought to be good for radio. Sang *Dark Eyes*, *Old Man River*, *The Last Roundup* and snored with an Irish ballad. Stagehands had hauled out piano, so accompanist played pit piano.

The Grey Family is a very neat assortment of song and dance. Four attractive girls and their brother. They offer mostly routine stuff, but it's good, and at finale give plenty on acrobatic dancing. Windup thrilled audience. All their songs were very well chosen. Almost stopped show.

Hal Neiman, in tattered evening attire, wowed 'em from the start, and on finish of smashing comedy parody of up-to-date songs brought out the heaviest applause we've heard in a long time.

Tung Shan Troupe, Oriental contortionist acrobats and balancers, are good for the A-1 houses, tho we have no record of them to date. One little girl of troupe is brutally overworked, however, on a chinning feature while in a difficult position; then she does the back-strain and drink number and finally a one-spot cartwheel. Plenty applause.

Picture was Marie Dressler in *Her Sweetheart*. BILL WILLIAMS.

**Paramount, New York**

(Reviewed Friday Evening, January 12)

It might be just as well for this house to go into a stage-band policy, considering how many times it has had a "name" band do the whole show. This is one of those weeks, with Fred Waring and his Pennsylvanians doing the job. The bunch has been here before. They can come more often, too, for theirs is a band that frolics on the stage to the tune of many laughs and also serves the right kind of music and orchestral specialties. Besides, the good-sized house at this supper show liked them plenty. Running time is about 40 minutes. The current pix is *Eight Girls in a Boat* (must have taken a lot of time to think up that title).

Waring and his gang, about 27 in all, are in the know on stage appearance. Nothing like a band riding on the crest of a radio rep, where a leader stiffly waves his baton over expressionless musicians. For specialties there are the usual warbling solos and dance routines. The Waring crew is anything but formal, savoring about the stage most hilariously but at the same time injecting plenty of entertaining musical

and singing numbers. There's production also.

This band leader stays out of the limelight frequently, leaving the spotlights to his brother, Tom, and "Poley" McClintock, the Lane Sisters, Babs, Three Smoothies, Johnny Davis and Stuart Churchill. They are everything from hoks comedians and excellent musicians to a glee club. Fred joins in the festivities also, but he's content to let the gang do the work.

McClintock, the drummer, certainly can get the laughs with his frog voice, with Johnny Davis and a couple of the other boys carrying on as well. For singing Stuart Churchill, banjoist, tops them all with his outstandingly sweet tenoring. Ole debbil radio will get 'im. The cute Lane girls do nicely with their singing also, as does Tom Waring, Babs and the Three Smoothies.

The glee-club work is effectively applied to such numbers as *Spinning Wheel* and *The Rosary*. Tom Waring and Rosemary Lane lead the first number, while Stuart Churchill carries the other. The hokum is applied thoroly to *Annie Doesn't Live Here Any More* and *I Don't Wanna Go to Bed*. Among the musical numbers are *Uptown Loudoun*, *Everything I Have Is Yours* and *Some of These Days*. A good old Waring special is the one in which the boys wield lit boxes to form amusing figures, etc. This found a huge hand, which called for the encore.

SIDNEY HARRIS.

**Capitol, New York**

(Reviewed Friday Evening, January 12)

The picture is the big thing this week. It's *Fugitive Lovers* (MGM). The stage show is without names and no attempt is made to build it up.

The flesh consists of an orchestral number and a 23-minute straight stage show labeled *The Romance of a Rose*. The orchestral number is led by Don Albert, conducting the augmented orchestra in the pit thru the prison scene from Gounod's *Faust*. The opening few minutes are straight music, with the curtain then rising to reveal the prison scene and Marguerite, Faust and Mephistopheles emoting in proper grand opera style.

Giuseppe Barsotti is Faust, Arturo Imperato is Meph, and "Leonora Cori or Rose Atkinson" is Marguerite. There is nothing to tell the audience just which of the two is doing the role.

After the newsreel, the stage show proper goes on. It is a pretty thing, built around the rose's unfolding and the Spring tra-la idea. It begins with a silhouette of Mario and Floria posing and dancing, followed by a bit of solo dancing by a girl and the Chester Hale girls in a rosebud number.

The Hale girls, in fluffy frocks, are very rosebuddy and coy in the rose folding and unfolding formations. They are joined by Marie Rio, who flutters about on toes as a charming bumble bee. Then Mario and Floria are on in soft and graceful gliding about, followed by the ballet girls and Vivian Fay.

Miss Fay, part toe dancer, is the hit of the show with her grace and sensational toe whirrs, drawing a heavy individual hand. The whole troupe is then on for a flashy finale. PAUL DENIS.

**State-Lake, Chicago**

(Reviewed Sunday Evening, Jan. 14)

Duval, with the assistance of a man and woman, gave the bill an excellent start with his many handkerchief tricks and smooth sleight-of-hand work, ending with his featured *Rhapsody in Silk* number that sent him off to a nice hand.

Reed and La Vere amused with their tango and violin playing, which was intermingled with some talk, dancing and mugging on the part of the banjo player, who also contributed some low-brow pieces of business. Two bows.

Lee Port and Miles, two men and a girl, open with the two men in gob uniforms going thru a bit of talk and tomfoolery. Pinky Lee has patterned much of his comedy along Bert Lahr lines and his Russian steps were the highlight of the act. Generous applause at exit.

Bob Murphy, with Dick and Dorothy, came on quietly, but it was not long until they were howling out in front. Dorothy started by singing *I Want To Ring Bells* and *I Wanna Be Loved*, followed by *Fit as a Fiddle*, of which Bob added a parody. Dick then sang *Did You Ever See a Dream Walking?* and *I'll Be Glad When You're Dead, You Rascal*. Bob lets the kids do most of the work, but adds greatly to the fun with his fatherly admonishments and talk. He tops off the act with the sing-

ing of *Shake Hands With a Millionaire*, and they left to heavy applause. A hit.

The stage revue, with Verne Buck's Band in the background, opened amidst a neat winter scene showing a snow-covered tree and snowman. After the State-Lake dancing girls did a ballet number they were followed by Joe and Jane McKenna, who went over big with their knockabout falls, talk and comedy adagio. Jack Major has a novel opening wherein he holds a conversation with himself on a record and harmonizes *Shine on, Harvest Moon*. A fine bit of whistling of *Indian Love Call* was next, followed by a couple of stories and singing with the singing of *The Last Roundup* as it was originally written. Left a hit. Finale was the ballet doing a tap dance to *The Skater's Waltz*.

F. LANGDON MORGAN.

**PRODUCER GROUP**

(Continued from page 6) to the extent of being cut to almost 20 per cent.

Maddock, Gerber and Forkins were designated by the group to confer with Rosenblatt and this they did late Wednesday afternoon. The conference lasted an hour and a half and Rosenblatt admitted that there was more to this than he had thought. He suggested that the producers organize and further said that he would call Maddock this Monday regarding a conference in Washington either Tuesday or Wednesday. At that time the matter would be gone into further.

At the meeting today the three producers reported on their meeting with Rosenblatt. Again they were confirmed as representatives for the Washington hearing. The organization was then formed and Maddock was made chair-

man unanimously, with the power of selecting his own officers. He made Roger Murrel secretary. Group is temporarily set up to meet the present exigencies, but will be permanently formed shortly. Office of this national organization is in Maddock's office at 141 W. 48th street. Among those who spoke at the open discussion were Ralph Whitehead, of the ABA; Henry Chesterfield, of NVA; Jack Partington, Elias E. Sugarman, Anatole Friedland, Harry Delmar, Alex Gerber and Marty Forkins.

The 1934 Dance Sensation

**ADAIR and RICHARDS**

This Week, LOEW'S STATE Theatre

Also Appearing Nightly at "THE TIC-TOC CLUB" and COCOANUT GROVE At the Park Central Hotel, New York City.

**EDDIE GARR**

Now at CENTRAL PARK CASINO, CENTRAL PARK, New York.

Also at the BROOKLYN PARAMOUNT, BROOKLYN, New York.

Personal Management—HARRY A. YOUNG

1111 A 1560 Broadway, New York.

**3 RADIO ROGUES**

JIMMY HOLLYWOOD—ED BARTELL—HENRY TAYLOR

Now Touring Loew Circuit

Then Back to Hollywood, Calif., for Another Picture.

Direction—NAT KALCHEIM, William Morris Office.

**Keith-Albee-Orpheum Theatres**

1270 Sixth Avenue Radio City, New York





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

# AP RESOLVES TO CO-OPERATE

## Board of Directors Meets in N. Y. And Moves To Rescind Old Rule

Other news-gathering organizations expected to take some similar action, but it is conceded that complete smoothness of the 10-Point Plan will take time

NEW YORK, Jan. 13.—Board of Directors of the Associated Press held a meeting on Thursday and paved the way for ratification of the recently proposed 10-Point Plan, whereby broadcasters and newspaper owners and press associations would bury the hatchet and come to an amicable understanding. This move is regarded as a direct inference that the AP is amenable to the 10-point proposition and is willing to go ahead with the radio-press co-operation. AP broad did its share in the form of a resolution which was adopted by way of amending its hard and fast broadcasting rules which went into effect October, 1933. The resolution follows:

"Resolved—That the general manager is hereby authorized to furnish for broadcasting purposes, without charge, the news of the Associated Press, as follows:

"Portions of the day's news for a broadcast limited to a five-minute period not earlier than 9 p.m.

"Portions of the night report for a broadcast limited to five-minute period not earlier than 9:30 a.m.

"And in addition matters of transcendent importance as they occur.

"All subject to such additional limitations as are found necessary.

"And be it further resolved that the general manager is empowered to suspend any of the provisions of the resolution of the board of directors of October 6, 1933, affecting broadcasting which are inconsistent herewith.

"That portion of the October resolutions which prohibited the tying-up of news broadcasts with commercial programs rescinded."

### AP Is the Pivot

Associated Press, it is pointed out by newspaper owners who urge the adoption of the 10-Point Plan, is the only organization of its kind which can legally restrict its members from broadcasting news and it is presumed that once every-

(See AP RESOLVES on page 14)

## CBS Has Shakeup; Herb Glover Out

NEW YORK, Jan. 13.—Some sort of a shakeup is in progress at the Columbia Broadcasting System offices with not a few individuals wondering what is actually in the wind. Most important of several let-outs that took place yesterday was that of Herb Glover, who has been in charge of CBS News Broadcasts and special events. These broadcasts had no connection with the regular CBS News Service, however. Glover has been with CBS for several years, starting when it was a small organization struggling to get along. Later he was the press relations counsel. Past week, however, saw Glover in the middle of a jam which made the front pages of the dailies. This was the alleged anti-NRA speech by Frederick J. Schlink, president of the Consumers Research, Inc., made before the Academy of Political and Social Science in Philadelphia. Schlink made a squawk and stated after President William S. Paley of CBS told him to go ahead and oked the speech for a CBS broadcast, Herb Glover turned it down and refused to let it go on the CBS wires.

Paley subsequently repudiated the action of Glover, saying the censorship was wholly unwarranted and unauthorized. The Schlink speech was then scheduled to be heard on CBS today. Schlink had reference in his speech to "misleading advertising on the radio," also.

Other letouts at CBS included Sam Fallow, who had been in charge of club bookings and private entertainment for about a year, and a few secretaries also were out. Others were said to be in the offing. General revision of the setup in some departments was said to be due on account of the extra expense of setting up a West Coast office, yet other unofficial versions said it was routine matters only.

### Battling the Theater

NEW YORK, Jan. 15.—WMCA is plunging its drama hour in open competition with local legit houses. It is advertising in car ads "When it's theater time on Broadway it's drama time on WMCA, every evening 8:30 p.m." "Tragedy, Love, Adventure, Mystery and Comedy" are all given special plugs.

## "Radio School" Man Haled to Court

NEW YORK, Jan. 13.—The Better Business Bureau's vigilant check on fake radio schools finally brought one "radio program producer" to court on Thursday when Bernard A. Appleton, of 1560 Broadway, appeared before Magistrate Guy Van Amringe in West Side Court. Inspector Frank Brock of the Better Business Bureau and 16 would-be broadcasters testified as to Appleton's activity.

According to the testimony, Appleton advertised in the dailies for "singers, dramatists and other performers" anxious to make good on the radio. He is alleged to have given them "auditions" and then recommended them to voice culture schools, photographers and radio schools for further "polishing up." But the 16 would-be broadcasters complained the promises of jobs were nothing more than promises.

One student produced a card which informed him his name had been received as the possessor of a good radio voice and that he should please visit the Associated Radio Advertising Company, 10 West 47th street. A chauffeur who wants to be a whistler said he did his stuff for a Mr. Franklin, of Universal Production Company, 48 West 46th street, who in turn referred him to Appleton. When Appleton appeared in court the court room looked upon him so ominously that the judge ordered two detectives to act as escorts. The hearing was adjourned to January 19.

LEE (ZEKE) ALLEN, violinist of Otto Gray's Oklahoma Cowboys, is sporting a new car, the gift of Gray. It will be recalled that Allen's former car was demolished recently at Alexandria, Va., when he was crowded from the road by a truck. Ed Smith, another member of the Gray troupe and who hails from the timberlands, "had" to go to Brooklyn to have a tree fall on him a week or so ago.

## 15,000 Weekly Are NBC Studio Guests

NEW YORK, Jan. 13.—In seeking to tabulate the number of guests attending programs, visitors paying 40 cents to go thru the building and artists who come in to work, National Broadcasting Company has gathered statistics which indicate that when its Radio City studios are one year old more than a million and a quarter persons will have passed the turnstile.

For the first six weeks of operation in the new quarters, ending January 1, an average of 16,500 guests weekly came in and saw a free show; about 34,500 visitors separated themselves from 40 cents to go thru the building from November 20 to January 1, indicating a daily average of nearly 1,000, while approximately 1,700 performers passed in and out each week, including musicians.

Figures include the extra shows and guests who attended the first week of special shows as part of the inaugural proceedings. Allowing for an average of 1,200 extra people nightly for the first week, which is the seating capacity of the large studio on the eighth floor, guests attending the free shows must average about 15,000 weekly at the present time. Altho the Rudy Vallee show being on the Coast now takes away about 1,200 weekly guests, new shows on since Vallee left more than compensates for the loss. The 15,000 average is based on the big commercial shows only.

## CBS Claims First Place for 1933 as Chain Selling Most Time

NEW YORK, Jan. 15.—While the Columbia Broadcasting System admits to being the youngest of the country's large networks, its sales promotion department is compiling figures to prove that during 1933 the chain outstripped all competitors in volume of time sold. Also that more advertisers spent more money on the CBS network in the last three months of 1933 than in any other fourth quarter in radio history. Dollar sales volume for CBS in record fourth quarter was up 22 per cent from the fourth quarter of 1932 and 193 per cent above the same quarter for 1929, the peak year for other forms of advertising.

That more advertisers bought more time on the CBS network in the 12 months of 1933 than they bought on any other radio chain is indicated in the CBS statistics which give a daily average of time sold in actual hours for 1933 of four and three-quarter hours daily, as compared to four hours for the National Broadcasting Company's red network and three and three-quarter hours for the NBC blue web.

CBS also contends that its advertisers earned net profits higher than other radio advertisers and higher than all other leading national advertisers. For the first nine months of 1933 CBS network clients as a group had net profits to total assets of an average of 6.2 per cent, as against 2.33 per cent for other

radio advertisers as a group. These figures are said to represent the net profit ratios of all of the 150 advertisers listed in *National Advertising Record* and whose profits were reported in *Moddy's Industrial Service*. CBS believes that the only real difference common to all is their use or non-use of radio advertising or their choice of networks and thinks it reasonable to presume that this factor was an influence in the balance sheets.

Still another table being prepared by CBS shows the percentage of morning, afternoon and evening time sold on the CBS network during the years 1929 to 1933. Sale of morning hours rose from a little over 17 per cent of the total to over 26 per cent. Sale of afternoon periods rose from 34 per cent to 19 1/2 per cent. Evening time sold represented over 18 per cent of the total in 1929, but is now nearly 34 per cent. CBS thus shows a sales increase in daytime hours of 80 per cent in the last five years, while afternoon hours leaped forward 500 per cent.

Final chart shows the average expenditure for advertiser for CBS facilities during the five-year period rising from an average of about \$62,000 in 1929 to \$105,352 in 1933. CBS claims first place for 1933 as chain selling the most time.

## Half Dozen New Chain Accounts

NEW YORK, Jan. 13.—National Broadcasting Company has three new accounts closed the past week and one renewal. New business:

H. J. Heinz Company (Heinz 57 Varieties), thru Maxon, Inc.; starts January 15, Mondays, Wednesdays and Fridays, 10-10:15 a.m., on WJZ network of 17 stations in the East, South and Midwest; 12:15-12:30 p.m. EST, on WENR and 19-station hookup in West, Southwest and on the Coast. *Home Economics Talk*—Miss Josephine Gibson, with organ music.

Manhattan Soap Company (Sweetheart Soap), thru Peek Advertising Agency, from January 11, Thursdays, at 11:30-11:45 a.m., on WJZ and 12-station hookup to the Midwest. *Sweetheart Melodies*—Harriet Lee and Edward Kennedy.

Swift & Company (Vigoro), thru J. Walter Thompson Company, Chicago office; starts February 18, Sundays, 3:30-4 p.m., on WEAF and 18 additional stations to the Midwest and one Canadian station. *Swift Garden Program*—musical with guest artists.

NBC renewal: The Lady Esther Company (cosmetics), thru Stack Goble Advertising Agency, Chicago; from January 2, Tuesdays, 8:30-9 p.m., on WEAF network of 30 stations. *Lady Esther Serenades*—Wayne King's dance orchestra, with Bess Johnson in role of Lady Esther.

NEW YORK, Jan. 13.—Columbia Broadcasting System has four new accounts, one of them, the Ford Motor Company (dealers) being the official announcement of the Thursday night period. Sunday program was announced some time ago. New business:

Hudnut Sales Company, Inc. (cosmetics), thru Batten, Barton, Durstine & Osborne, Inc.; starts February 9, Fridays, 9:30-10 p.m., on 98 stations to the Coast. *The Powder Box Revue*, with Jack Whiting and others.

J. W. Marrow Manufacturing Company (oil shampoo), no agency, from January 9, Tuesdays and Thursdays, 1:15-1:30 p.m., on 10-station hookup, Boston to St. Louis. Joan Marrow, Bob Nolan and Eddie House in musical show.

Chamberlain Laboratories (hand lotion), thru Ruthrauff & Ryan, Chicago office; starts January 14, Sundays, 7-7:15 p.m., on seven Middle West stations. Eddie South's Orchestra, Jack Brooks (singer) and two actresses.

Ford Motor Company (dealers), thru N. W. Ayer & Sons, Inc., starts February 8, Thursdays, 9:30-10 p.m. Fred Waring's Orchestra and guest stars.

## West Coast News; Chinese Complain

LOS ANGELES, Jan. 13.—Complaints flew thick and fast this week and Samuel Schwartzberg, attorney representing the Chinese vice consulate, mailed out complaints to all the radio stations and theaters playing vaudeville in Los Angeles, Hollywood, San Francisco and Oakland. Consulate seeks to cause radio stations and theaters to prohibit the use of the word "Chink" in referring to Chinese over the air and rostrum. Specific cases are cited wherein the word is used in the *Limehouse Blues* and *Minnie the Mocher* numbers, both of which have been banned on NBC and CBS because of a complaint made to the chains by Yisung S. Kiang, vice consul here, some time ago. In the theater field Schwartzberg states that the Four Mills Brothers, now playing Coast theaters, are using the word "Chink" in their song numbers.

The San Francisco Auto Show committee has signed the Gilmore Circus entertainers, weekly 30-minute feature over Coast NBC stations, to be featured at the show to be held January 20 to 27. Mac West was sought by the committee, but too much dough asked turned them to the Gilmore program.

After a two-week delay Guy Earl, manager of KNX, Hollywood, left for (See WEST COAST NEWS on page 15)

**Air Briefs**

By JOE HOFFMAN

Jimmy Durante has been signed by Chase & Sanborn to appear with Rubinoff and his orchestra during Eddie Cantor's annual spring visit to Hollywood. . . . The tri-weekly programs featuring Will Osborne's Orchestra and Pedro de Cordoba have been renewed over the CBS network, with seven new stations added to the chain. . . . Joan Marrow, mistress of ceremonies; Bob Nolan, baritone, and the piano and organ team of Norm Sherr and Eddie House are being presented over the CBS network every Tuesday and Thursday, sponsored by the makers of Mar-O-Oil. . . . Alexander Gray, baritone star of the *Voice of America* programs, made his first concert appearance at Town Hall January 14. . . . Jack Whiting will be starred in a new series of programs over CBS, starting February 9. . . . The Richard Hudnut Company will sponsor the program, which will also present Jeannie Lang and Jack Denny's Orchestra. . . . Herriet Lee, songstress, and William Kennedy, Irish tenor, are broadcasting over the WJZ network every Tuesday morning in a combined program. Aldo Ricci, conductor of NBC's *Phantom Strings*, is adding a reed section to his orchestra for the purpose of playing dance music in one of New York's leading hotels, the negotiations for which are now being consummated. Ricci will retain the *Phantom Strings* intact for dinner music and for the broadcasts. . . . *Fan Mail* week, extending from January 14 to 21, is Tony Wons' idea for the purpose of increasing constructive criticism by listeners. . . . Don Bestor's Orchestra barnstorming in Pennsylvania. . . . *Five Spirits of Rhythm*, a quintet of Negro performers, have been signed by

CBS and will be heard on the *Harlem Serenade* programs. . . . Merton Downey returns to CBS January 18 and will be heard twice weekly thereafter. . . . The Don Hall Trio, currently appearing in Poughkeepsie, will make a personal appearance at Middletown this week-end. . . . Russell Johns, the baritone, has tentatively signed with a food sponsor, the latter seeking a favorable spot on one of the networks. . . . Vivien Ruth making electrical transcriptions. . . . Charles Martin, WMCA dramatic director, is now also undertaking the duties of play reviewer for that station. He is reviewing the latest Broadway shows over WMCA every Monday, Wednesday, Thursday and Saturday at 2:15, making him one of the busiest executives in radio.

A number of radio celebs are posing with the new gadget called the Grapho-Scope, which makes it possible to draw pictures, objects, etc., as a form of entertainment. Said radio names have endorsed this machine and pictures are being sent all over the country in a national advertising campaign. . . . Howard Marsh still receiving lots of fan mail addressed to him at CBS as the *Student Prince*. . . . Ray Heatherton has written a new program called *Show Stopping*, which is to feature him doing three different roles. . . . Mary McCoy, featured on the Fred Allen program, bought a house on Long Island. . . . The Landt Trio and White have five different vaudeville skits prepared. . . . Paul Whiteman's Orchestra of 85 musicians began a series of Sunday night concerts at the Casino Bleu at the Hotel Biltmore. . . . Plans are still pending to permit Dave Rubinoff's Orchestra to broadcast from the Hotel Roosevelt Grill. . . . Leo Reisman recuperating from his accident in the Medical Arts Center. . . . Frank Parker returns to the A. & F. Gypsy's program. . . . Buddy Rogers' Orchestra will open at the Paradise Restaurant January 26, and his music will be heard over Stations WJZ and WOR. Paramount is trying to get the *Funny-boners* to do a return engagement as

guest artists on the *Backstage at the Paramount* program, on which they were featured last Saturday. . . . Annette Hanshaw will have a quartet background on the *Show Boat* programs.

Albert Spalding, violinist, featured on CBS, is a member of the sporting goods family of the same name. . . . Frank Black, NBC's general musical director, believes that 1934 will see the inauguration of 20-minute programs, but in groups of three to form hour periods. . . . Will Donaldson, the *Men About Town* trio's arranger, has one of the largest collections of original popular song manuscripts. . . . Ethel Waters' contract has been renewed by her Sunday night sponsor. . . . Ann Lester, radio songstress, is touring in vaudeville for RKO. . . . Susan Brandeis, daughter of Justice Brandeis, of the United States Supreme Court and herself an attorney of note, will be featured on WINS Wednesday, January 17. . . . Lennie Hayton, young composer and conductor, has temporarily abandoned radio to concentrate on the musical production of the new Bing Crosby picture.

Carlton Alsop has joined WHOM in an executive capacity. . . . *Radio Haymakers*, Tom Kennedy's NBC act, are playing a string of RKO dates in New England. . . . Robert Rudie, young violin prodigy, has become a staff artist for WOR. . . . Billy Jones and Ernie Hare are in their 10th week of broadcasting from the stage of the Roxy Theater over WOR.

Buddy Cantor is doing the commentator on the WBNX program, *Hollywood on Parade*. Formerly with WRNY for two years, Cantor offers a bright resume of picture news and reviews. The program is on the air Saturday nights and has been steadily gaining in popularity.

Roxanne, platinum blond orchestra leader, has renewed her contract with Yby perfume makers and will resume her program on the air via WOR on Monday of this week. She uses a 14-piece male band and has had several commercials the last few years on local indie stations in New York.

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

**BABY ROSE MARIE**  
SOLE FEATURE TASTY YEAST PROGRAM  
Sundays at 12:15 Noon and Mondays at 7:15 P.M., WJZ.  
Direction  
ROMM-MEYERS-BESTRY SCHEUING  
Paramount Bldg.  
Phone: Lackawanna 4-1110, New York

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

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

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

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

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

**JOHNNY FOGARTY**  
THE IRISH-AMERICAN TENOR  
JACK FROST SUGAR HOUR  
NBC NETWORK.  
Personal Direction  
James F. Gillespie,  
1560 Broadway, N. Y.

**TED BLACK**  
and his Orchestra  
Cafe Loyale 5th Ave. At 43rd St.  
SPECIAL FEATURE EACH MORNING, 9 TO 9:15, WEAF CHAIN.  
Direction HAROLD KEMP,  
N. B. C. Artists' Service.

**TEXAS ANN MIX**  
AND HER WESTERN ENTERTAINERS  
The Act With Variety—Western Skill—Music—Singing—Playing—And Comedy.  
For Open Times, Wire or Write Capital Theatre, Albany, N. Y., January 17-20.  
RAY SALZER, Adv. Agent.

**CHI AIR NOTES**

By NAT GREEN

Danny Russo, orchestra leader, who has started several present-day topnotchers on the way to fame and who is credited with having originated theatrical nights in Chicago night clubs, is again resuming his radio parties, starting Wednesday, January 17, and continuing each week at Oriental Gardens. For his first party the guests will include Eddie and Fannie Cavanaugh, of WBBM, as hosts; the Morin Sisters, Jackie Heller, Rosetta and Vivian Duncan, Jerry Sullivan, Lillian Gordon and others.

Kate Smith stopped off in Chicago a few days ago en route to Minneapolis, where she is now playing a vaude engagement. . . . She has been recovering from a laryngitis attack at Lake Placid, N. Y. . . . Hilda Cole, of Columbia's publicity staff, is with Kate. . . . Three members of Uncle Quin Ryan's troupe of "Scalwags," heard on WGN, celebrated birthdays January 10. . . . They are Jean McDonald, heroine of the *Scalwag* sketches; Johnny Flynn, who plays minor characters in the series, and Davey Gin, the little Chinese boy, and all celebrated their 12th birthdays. . . . Eddie South and his orchestra and Jack Brooks, tenor, began a new series January 14 over WBBM-CBS for Chamberlain's Lotion. . . . Irene Beasley, the "long, tall gal from Dixie," inaugurates a "Sing America" program series January 15 in conjunction with her regular NBO program heard Mondays and Fridays on the WJZ net and Wednesdays on WEAF net. . . . Ted Kline, half-pint tenor of the CBS Norsemen, received word that his home at Hopkins, Minn., burned to the ground January 11 after a boiler explosion and that Mrs. Kline (Honey Allen, of vaude note) narrowly escaped injury. . . . All personal effects, including a theatrical photo collection and Babe Ruth and Eddie Collins autographed baseballs, were lost.

Edgar Guest, heard on the weekly Household Musical Memories program on NBC, has donated a silver loving cup to be awarded the winner of the NBC ping-pong tournament now in progress. Guest was defeated in the first round of the tourney.

Pedro de Cordoba and Will Osborne's Orchestra, just renewed by Corn Prod-

ucts for an Eastern CBS network, will be brought west to Chicago, beginning Monday, January 15. . . . During the past week Charlie Riley, p. a. for Topsy and Eva, presented members of the show's cast daily on WCFL and did an excellent job of announcing. . . . Little Jackie Heller, sweet-voiced singer, is making a personal appearance at the B. & K. Marbro this week. . . . Ted Weems' Band renewed for four more weeks at the Bismarck Hotel. . . . Ted has about eight weeks yet to go on the Realsilk air program. . . . Pat (WBBM) Flanagan's wife, Hazel, is in New York with Pat's sister, who is very ill. . . . Mario Fiorilla, baritone, formerly with the Civic Opera Company, has signed for a series of programs of ballads, folk songs and operatic arias on WCFL. . . . Burridge D. Butler, president of the Agricultural Broadcasting Company (WLS), has returned from a six weeks' vacation with Mrs. Butler at their ranch near Phoenix, Ariz. . . . When a husky 6½-pound son was born December 30 to Mary Cogswell King the proud father, Jean Paul King, announcer on the Contented Hour NBC program, declared the little fellow's diet henceforth would be the milk he eulogizes on the air. . . . Wayne King is now on five Lady Esther programs, the fifth having started January 11 and originating at the Aragon Ballroom. . . . After three weeks off the WGN air schedule, during which time she has browsed thru interior decorating shops, budget houses and household departments of the larger stores of New York and Chicago, June Baker, WGN's household expert, resumed her Monday to Friday talks January 15. . . . Eddie Varzos, who conducts the WCFL orchestra, predicts a bright future for Lora, Lee and Lou, the singing maids, who recently made their debut over WCFL. . . . The Rondoliers, WGN stringed trio, start their 14th season of playing together January 15.

**ISHAM JONES** AND HIS ORCHESTRA  
COMMODORE HOTEL  
New York  
BROADCASTING C. B. S.,  
Tues., Thurs., Fri., 11:50 to 12 P. M.  
COAST TO COAST  
DIRECTION COLUMBIA BROADCASTING SYSTEM.  
SPONSORED BY EX-LAX.  
Every Monday, 9:30 to 10 P. M.

## PROGRAM REVIEWS

### Court of Human Relations

Reviewed Sunday, 7-7:45 p.m. Style—Dramatic sketch. Sponsor—True Story Publishing Company. Station—WEAF (NBC network).

True Story magazine, one of the MacFadden publications, returns to the air with courtroom scenes in which domestic troubles are aired and the radio audience is asked to act as the jury. Cash prizes are offered for those sending in the best verdicts by Wednesday of the same week. Series is built around stories currently appearing in the magazine and it is planned to use two central characters only on each program; all others will merely be incidental. Plot is developed thru testimony of the principals and other witnesses and a considerable portion of the program in this respect are flashbacks which are dramatized. This particular story concerns a man bringing suit for divorce because his wife does not love his child, an offspring of his first marriage. Main characters are a sea captain, his sweetheart and a foreigner whom he rescues at sea and later marries, following a broken engagement with the jealous sweetheart. After his wife's death he takes to drink, but eventually marries his old sweetheart. It is brought out, however, that he married again because he woke up in his old sweetheart's house with a hangover and the fear that he had compromised her in the eyes of a neighbor.

There is plenty of drama, and heavy interludes of incidental music to denote lapse of time. The 45-minute period seemed rather long in which to tell the story and it is possible the flashbacks were drawn out and too much detail was attached thereto. But this may be giving the clues to the situation for not a few of the listeners seeking the prizes, which are \$100 for the first one; lesser prizes are also on tap. Offhand a half hour would probably be just right for the series, but apparently the sponsors do not wish to stint on the story and seek to give as much of it as possible. Primarily it is aimed at women listeners and it should achieve a sizable following. The usual True Story formula is followed and everything is in everybody's language and outwardly on the up and up as it were. Less drawn out sequences and a little pianissimo on the music would help, of course.

Credits really aren't, in the truest sense of the word, since the sponsor expects the contestants to buy a copy of the magazine and read the story over to get a line on what's what. There is really no selling except in indirect manner. A sort of honest proposition excepting that one should read the magazine to obtain full details on how to enter the contest. Exclusive of this the 45-minute period is fairly entertaining and should hold the attention of a regular audience weekly, of a type that makes up the greater part of most any radio family. Production, as handled by the Erwin Wasey agency, is quite good. M. H. S.

### "Hall of Fame"

Reviewed Sunday, 10:30-11 p.m. Style—M. C. guest stars and orchestra. Sponsor—Lehn & Fink Products Company. Station—WEAF (NBC network).

For Hines Honey and Almond Cream, one of its subsidiary company products, Lehn & Fink has chosen John Erskine, the "William Lyon Phelps" of Columbia University; also Nat Shilkret's Orchestra and guest stars of fame. Katharine Hepburn was the first guest artist, and she offered the balcony scene from *Romeo and Juliet*. Names enough to draw attention to the program which disappoints because the names in question fail to entertain. Erskine has written very entertaining books and has been quite interesting as a commentator on his recent sustaining periods. Let's hope ye college "prof" writes himself some effective continuity. And again, whether deliberate or not, he sings the King's English about on occasion, altho his audience no doubt gathered the meaning for the most part. Shilkret's Orchestra opened with Romberg's *Song of Love*, and the announcer, John S. Young, soon introduced Erskine as the emcee. Erskine in preposterous, super-highbrow accents lit into Hepburn vs. Washington or something like that and wandered into Washington's history as a ballroom and theater patron. Sheridan's *School for Scandal* was rather risky theater in those days and Erskine dwelt on some of

Washington's theater parties. Apparently the Father of Our Country did okeh. He once danced three hours with General Greene's missus. Finally the orchestra got a break and played a melody based on Stephen Foster's songs, which proved to be a background for the subsequent credit for Hines Honey and Almond Cream, the beauty adjunct having first been made in the days of Foster, also that of Louisa M. Alcott. Which ties up with *Little Women*, the newest screen version being one of Miss Hepburn's greatest screen successes. Penetrating qualities of the cream were stressed.

Erskine came in again with a few words on art, mentioning Shakespeare and the fact that Miss Hepburn was one of those given the opportunity to do Juliet, while she was still in Juliet's generation, meaning, of course, while she was still young. Perhaps this is to be interpreted as a slap at the older actresses who venture to play the part, such as the Ethel Barrymores, Jane Cowles, etc. Erskine's remark may have been all right if it were a theatrical performance, but on the air where voice is everything, is it possible a youthful voice inexperienced in the art of reading Shakespeare is to be preferred to a Julia Marlowe? Miss Hepburn is an intelligent actress and strives to please; in fact, may be accused of being over anxious to be good. She has risen to fame quickly in the movies, but can still stand a few Broadway shows under her belt as the saying goes. With the aid of Douglas Montgomery as Romeo, she did her stuff in a rather coy, sweet voice (one that has found disfavor among some dramatic critics), yet there was nothing to write home about as to the "Wherefore Art Thou Romeo" and "Parting is such sweet sorrow." It would have been much better had Miss Hepburn offered something from *Little Women* or her current play *The Lake*, or even one of her old pictures. After the orchestra played a tune from *Little Women*, announcer told about getting a genuine autographed photo of the actress by writing in and inclosing a carton top from a package of the product. While the orchestra went from *Dancing in the Dark to Pomp and Circumstance* John S. Young, announcer, told of the guest stars that were to be heard on subsequent programs. Lily Pons, who follows, will give the show a new complexion, no doubt.

M. H. S.

### Maude Adams

Reviewed Friday, 9:30-10 p.m. Style—Dramatic sketch. Sponsor—Lamont Corliss & Company. Station—WEAF (NBC network).

NBC seems to have a monopoly on the premieres this week and Maude Adams is certainly not the least of the newcomers. For her radio debut the actress made sensible arrangements to see that everything was as it should be, and chose Sir James M. Barrie's *The Little Minister*. This is the vehicle which brought her stardom just before the turn of the century and in which she has been seen on the stage in two revivals. Radio adaptation is in two parts and done by none other than A. E. Thomas, w.-k. playwright, with Miss Adams doing a bit of supervising, of course, as she did on numerous other items. Wisely, she has decided to present the condensed version in two parts and thus retain considerable flavor instead of destroying a piece of unusual charm. Further, she is reported as doing her parts from memory and taking an active part in rehearsing her supporting cast.

*The Little Minister*, of course, tells a story of Scotland. Miss Adams has the role of Babbie, nickname of Lady Barbara. Her father wants her to marry an army officer, but it seems she is for the common people at every point. Thus, garbed as a gypsy, she inveigles a passing minister to blow a lusty horn and unknowingly warn the townspeople that the soldiers are coming to stem the tide of the battling weavers. Later he realizes that she is an impleh person, everything that a woman shouldn't be, in his estimation, but never dreams that she is Lady Barbara, at whose house he would be delighted to take tea some afternoon if he only could draw an invite. At his house he offers to marry her, but she rushes away. At this point the play breaks off to be concluded in next week's broadcast.

Play has been admirably condensed

and needless to report Miss Adams gives the listeners a run for their expenditure of time and some electricity. The radio fan of poorest mentality must realize that here is an actress. In support there is George Gaul, Warburton Gamble, Harold Vermilyen, Paul McGrath, Joseph Curtin, Thomas Finley, John Brewer, Herbert Ransom and Violet Benson. Victor Young and orchestra, who have been on the program heretofore, supply the incidental music. Credits for Pond's Cold Cream and Vanishing Cream are heard for the first time during a break about the middle of the program, at a time when it does not tax the listener to worry about the continuity of the story. Each cream is plugged as necessity, one for the lower layer of skin and the other penetrating to aid the drying up oils of the lower. Woman's voice does the talking. Another credit is heard at the close of the program, along similar lines.

Pond's has had some attractive names on its programs, including that of Mrs. F. D. Roosevelt about a year ago. Otherwise it is content to use an orchestra and singer and occasionally some light comedy. Acquisition of Maude Adams for a series of condensed versions of her former successes is somewhat of a triumph. If subsequent productions are handled as well as the initial broadcast Miss Adams need never want for a radio contract. M. H. S.

### AP RESOLVES

(Continued from page 12)

thing is set with the AP the other news-gathering organizations will soon fall in line. Not all of them are against the radio angle, however. Hearst has been for radio on many occasions. Certain local news, however, is not controlled by some of the news gathering organizations.

In the meantime the broadcasters in favor of the 10-Point Plan had the AP action as a healthy sign. On the other hand many indie stations fail to see where they get any break at all in the proposed plan and are not for the proposition at all. Both the NBC and particularly CBS still retain their news gathering units and service until further notice. In some quarters it is believed that despite the truce and move to cooperate the actual operation of the 10-Point Plan is a matter that is pretty well in the offing and will be for some time. A great many details will have to be ironed out to the satisfaction of numerous newspapers and stations. The AP action, however, is the big step so far.

Don Wilson, NBC sports announcer, who was borrowed from KFI last fall to describe many football games over NBC networks, has been made a regular member of the chain's announcing staff.

## ET Active Labs—Agencies

First list printed below is that of laboratories actively engaged in the manufacture of electrical transcription programs for clients dealing direct and ad agencies. Some of these studios have affiliated organizations which buy the time; some buy time when dealing direct with the sponsor and some sponsors, of course, buy time only thru local dealers.

Second list is that of agencies and other organizations, including sponsors who deal direct with recording studios and stations. Agencies listed, while not actively engaged in the manufacture of disks, have clients for whom they handle spot broadcasts, buying time and attending to production as well as clearing music licenses and other details. Commercial firms as distinguished from agencies are marked (C).

BRUNSWICK RADIO CORPORATION,  
866 Lake Shore drive,  
Chicago, Ill.  
BRUNSWICK RADIO CORPORATION,  
799 Seventh avenue,  
New York City.  
BYERS RECORDING LABORATORIES, INC.,  
1780 Broadway,  
New York City.  
COLUMBIA PHONOGRAPH COMPANY, INC.,  
111 North Canal street,  
Chicago, Ill.  
COLUMBIA PHONOGRAPH COMPANY, INC.,  
55 Fifth avenue,  
New York City.  
FREEMAN LANG ENTERPRISES, INC.,  
210 North Larchmont boulevard,  
Los Angeles, Calif.  
MAGRETT AND SOLLIE, INC.,  
865 Mission street,  
San Francisco, Calif.  
MARSH LABORATORIES, INC.,  
306 South Wabash avenue,  
Chicago, Ill.  
MID-WEST BROADCASTING COMPANY,  
West Hotel,  
Minneapolis, Minn.  
NATIONAL BROADCASTING COMPANY, INC.,  
711 Fifth avenue,  
New York City.  
PACIFIC COAST RECORD CORPORATION,  
104 Gees street,  
San Francisco, Calif.  
RADIO TRANS. CO. OF AMERICA, LTD.,  
656 Lake Shore drive,  
Chicago, Ill.  
RADIO TRANS. CO. OF AMERICA, LTD.,  
210 North Larchmont boulevard,  
Hollywood, Calif.  
RADIO ART GUILD OF AMERICA,  
122 South Benton way,  
Los Angeles, Calif.  
RCA VICTOR COMPANY, INC.,  
Cumberland J.  
RCA VICTOR COMPANY, INC.,  
Merchandise Mart,  
Chicago, Ill.  
RCA VICTOR COMPANY, INC.,  
Hollywood, Calif.  
RCA VICTOR COMPANY, INC.,  
411 Fifth avenue,  
New York City.  
RECORDINGS INCORPORATED, LTD.,  
5505 Melrose avenue,  
Hollywood, Calif.  
SOUND STUDIOS OF NEW YORK, INC.,  
50 West 57th street,  
New York City.  
STARR PIANO COMPANY,  
Richmond, Ind.  
TITAN PRODUCTION COMPANY, INC.,  
1040 Oeary street,  
San Francisco, Calif.  
WORLD BROADCASTING SYSTEM, INC.,  
400 West Madison street,  
Chicago, Ill.  
WORLD BROADCASTING SYSTEM, INC.,  
1040 North Las Palmas avenue,  
Hollywood, Calif.  
WORLD BROADCASTING SYSTEM, INC.,  
50 West 57th street,  
New York City.  
AMERICAN RADIO FEATURES SYNDICATE,  
555 South Flower street,  
Los Angeles, Calif.  
ATHERTON & CURRIER, INC.,  
420 Lexington avenue,  
New York City.  
N. W. AYER & SON, INC.,  
500 Fifth avenue,  
New York City.  
THE BLACKMAN COMPANY,  
122 East 42d street,  
New York City.  
CALKINS & HOLDEN,  
237 Park avenue,  
New York City.  
CECIL, WARWICK & CECIL,  
230 Park avenue,  
New York City.  
THE CLIMALENE COMPANY,  
Canton, O.  
SAMUEL T. CROOT & COMPANY, INC.,  
20 West 44th street,  
New York City.  
CHARLES DANIEL FREY COMPANY,  
333 North Michigan avenue,  
Chicago, Ill.  
GENERAL HOUSEHOLD UTILITIES CO.,  
2650 North Crawford avenue,  
Chicago, Ill. (C)  
J. STIRLING OTCHELL, INC.,  
Chrysler Bldg.,  
New York City.  
HANFF-METZGER, INC.,  
745 Seventh avenue,  
New York City.  
HENRI HURST & McDONALD, INC.,  
520 North Michigan avenue,  
Chicago, Ill.  
HOUSE OF EDEN, INC.,  
535 Fifth avenue,  
New York City.  
LAKE-SPIRO-COHN, INC.,  
Sterrick Building,  
Memphis, Tenn.  
WILSON H. LEE ADVERTISING AGENCY,  
246 Meadow street,  
New Haven, Conn.  
LORD AND THOMAS,  
919 N. Michigan avenue,  
Chicago, Ill.  
MANTLE LAMP COMPANY OF AMERICA,  
609 West Lake street,  
Chicago, Ill.  
MAXON, INC.,  
2161 East Jefferson avenue,  
Detroit, Mich.  
McANN-ERICKSON, INC.,  
225 Madison avenue,  
New York City.  
RING, JONES & HARE, INC.,  
1775 Broadway,  
New York City.  
ROSE-MARTIN, INC.,  
21 West 46th street,  
New York City.  
RUTHRAUFF & RYAN, INC.,  
Chrysler Building,  
New York City.  
SCOTT HOWE BOWEN, INC.,  
400 North Michigan avenue,  
Chicago, Ill.  
SCOTT HOWE BOWEN, INC.,  
Chrysler Building,  
New York City.  
A. T. SEARS & SON, INC.,  
520 North Michigan avenue,  
Chicago, Ill.  
STANDARD RADIO ADVERTISING CO.,  
6425 Hollywood boulevard,  
Hollywood, Calif.  
U. S. ADVERTISING CORPORATION,  
612 North Michigan avenue,  
Chicago, Ill.  
ERWIN WASEY & COMPANY,  
230 North Michigan avenue,  
Chicago, Ill.  
THE WESSEL COMPANY,  
30th street at Cottage Groves avenue,  
Chicago, Ill.



VANDERBILT

Beginning Saturday Evening, January 6, 1934

A DIVINE MOMENT

A play by Robert Hare Powell. Staged by Rowland Leigh. Settings by P. Dodd Ackerman. Words and Music of Song "I Can't Forgive Myself" by J. J. Mrozyne. Presented by Peggy Fears. Miss Natica Taylor.....Charlotte Granville

Saturday night Peggy Fears returned to the stage after an absence of seven years—but not in quite the same capacity as when she left—and it's doubtful if New York has ever seen anything quite like it.

The play in which she chose to appear is the work of Robert Hare Powell and is called, somewhat distressingly, A Divine Moment. It is something less than dull to the ragged edge of complete boredom.

Not a great deal can be said concerning what little play Mr. Powell has provided—except that, in the hands of competent actors (such as Miss Granville) it might have managed to inject a certain pastel mood.

Miss Fears' sudden espousal of the dramatic stage is important only because when one attempts to become an actress-manager without first troubling to become an actress it is, I submit, news.

The pictures of Miss Fears, Mr. Douglas and Allen Kearns, who plays the impossible sailor, appear on the program cover.

A hawker in the lobby after the performance was selling (or trying to sell) copies of the single song which Miss Fears recites—not sings—in the course of the production.

PLAYHOUSE

Beginning Friday Evening, January 5, 1934

OLIVER OLIVER

A comedy by Paul Osborn. Staged by Auriol Lee. Settings designed by Raymond L. Vee, built by Turner Scenic Construction Company and painted by the Bergman Studio. Presented by Dwight Deere Wiman.

Gertrude.....Jolyn Fabing Constance Oakhot.....Hugh Rennie Williamson.....Henry Vincent Judith Tiverton.....Alexandra Carlisle Phyllis, Her Daughter.....Helen Brooks Oliver Oliver, Constance's Son.....Eralaine Windust Justin Block.....Thomas Chalmers

Paul Osborn, who wrote The Vinegar Tree, in which Mary Boland jittered and twittered until the customers lay in the aisles, has finally come thru with another play. It is Oldier Oldier,

THE NEW PLAYS ON BROADWAY

which Dwight Deere Wiman brought to the Playhouse Friday night, and in it Mr. Osborn seems to be trying to write like Saki—and failing as completely as a pictures producer trying to impersonate a society man. It is Mr. Wiman's second production of the week, the first being Samson Raphaelson's The Wooden Slipper, which he put on Wednesday and took right off again Saturday.

Oldier Oldier is the merry tale of a mother and son each trying to sell the other off in matrimony. The boy is probably the biggest prig yet seen on the stage (the priggishness passing, in the course of the action, for culture, wit and savoir faire), and the mother is a caricatured fool.

Mr. Osborn has caricatured his characters until they resemble merely a stageful of idiots let loose on an unsuspecting public. Actions are jumbled, motives and characters muddled, in an effort at sophistication. It is not the genial and disarming insanity of The Vinegar Tree; it is rather hard, cold and tasteless.

At times Mr. Osborn does manage to

make a go of it, as in the offensively hilarious, brashly funny start of the second act. But then, invariably, the play bogs down again into silliness and undisciplined confusion.

Bretaigne Windust, in the title role, intensifies the unpleasant impression he made in I Was Waiting for You. With a voice that sounds at times strangely like Reginald Owen's, he adds to his acting a certain juvenile bump-tiousness that becomes, to at least one customer, extremely annoying.

Helping immensely, however, is Alexandra Carlisle as the girl's crotchety and clear-thinking mother.

A late-arriving customer last night asked an attendant what had happened in the first act.

HUDSON

Beginning Monday Evening, Jan. 8, 1934

THE PICCOLI

The farewell engagement of the marionette show of Vittorio Podrecca with additional numbers. Staged by the families of Gorno, Dell'Acqua, Possidoni, Fargioli, Borgogni, Donati, Braga. Pianist, Aron Pressman. Principal singers: Thea Carugati, soprano; Giuseppe Costantini, Augusto Gall, basso; Wilfred Smith, tenor; Lia Podrecca, soprano (light); Mario Serangelli, baritone; Dario Zani, baritone; Rosina Zotti, soprano. Orchestra and singers under the direction of Angelo Canarutto.

FROM OUT FRONT

By Eugene Burr

William B. Dunne, of Boston's Playhouse, has undertaken a campaign to educate America's youth in the ways of the stage. It is Mr. Dunne's contention—and it is a true one—that only thru education of youth can the theater ever hope to come back.

And, of course, there is also the angle that if churches and educators want to wean children away from what they claim is the often baneful influence of Hollywood's glittering schweiner they must substitute some other mental excitement and entertainment.

It's a mighty fine thing that Mr. Dunne has suggested. And it is no less fine because at present it seems to be a pretty hopeless dream.

While on the subject of youth and the theater—and with the start of the American Academy senior students' series of Friday matinees—it behooves a paternal paragrapher to deliver himself of a warning.

The posing and the self-consciousness are the worst—and they are faults which, I know, the Academy tries to correct. But the only possible correction lies within the youngsters themselves.

It will be time enough for them to begin acting off the stage when they first know how to act on it.

The present youngsters haven't started posing yet—but with the Broadway influence what it is, anything can happen.

Costumes designed by Caramba, of Scala Theater Costume Department, Milan. Properties by Teatro del Piccoli Studio. Heads of principal puppets carved by the following sculptors: Dantino, Fritz Selva, deBremackers, Lenti, Perroco.

satire extraordinary is acting when the performance is a mechanical illusion of human actors. Actors' Equity should charge these stage robots several times regular dues, because in many ways they excel their prototypes.

FORREST

Beginning Wednesday Evening, Jan. 10, 1934

RE-ECHO

A play by I. J. Golden. Staged by Carol Sax. Setting designed and executed by Louis Kennel. Presented by Carol Sax.

Richard Lord.....Thornton Hall Henry.....Leopard Mente Grace Manning.....Phyllis Povah Harriet Lord.....Florence Walcott John Lord.....Harry Davenport Tom Lord.....George Walcott Bob Harrison.....Charles Holden James Kavanough.....Walter D. Greene

I. J. Golden's Re-Echo, which Carol Sax brought to the Forrest Theater Wednesday night, is, one fears, just one of those things.

The writing is steady, sincere, occasionally observant and psychologically acute. But the plot is trite and stereotyped, a melange of heaven knows how many plays that have gone before.

Mr. Golden's only previous dramatic piece was Precedent, the impassioned plea for Mooney, which enjoyed a good Provincetown run and then came uptown to do pretty well at the Bijou.

As you can see, each separate angle has been used over and over again on the stage, and audiences by this time know each of them by rote.

(See RE-ECHO on page 58)



**BROADWAY RUNS**

Performances to January 13, inclusive.

Dramatic	Opened	Perf.
Ab, Wilderness	Oct. 2	122
Big Hearted Herbert	Jan. 1	16
Come of Age	Jan. 12	?
Dark Tower, The	Nov. 25	57
Days Without End	Jan. 8	8
Divine Moment, A	Jan. 6	8
Double Door, The	Sept. 21	130
First Apple, The	Dec. 27	21
Gods We Make, The	Jan. 3	13
Green Bay Tree, The	Oct. 20	98
Halfway to Hell	Jan. 2	15
Her Master's Voice	Oct. 23	98
Jezabel	Dec. 19	32
Lake, The	Dec. 26	23
Loves of Charles II, The	Dec. 27	23
Mary of Scotland	Nov. 27	57
Men in White	Sept. 26	130
Oliver Oliver	Jan. 5	11
Peace on Earth	Nov. 29	83
Pursuit of Happiness, The	Oct. 9	111
Re-Echo	Jan. 10	6
Sailor Beware	Sept. 28	126
School for Husbands, The	Oct. 16	103
She Loves Me Not	Nov. 20	85
Tobacco Road	Dec. 4	49

**HENRY MILLER'S  
DAYS WITHOUT END**

A "modern miracle play" by Eugene O'Neill. Directed by Philip Moeller. Settings designed by Lee Simonson, built by McDonald Construction Company, and painted by Robert Bergman Studio. Presented by the Theater Guild, Inc.

John ..... Earle Lastimore  
Loving ..... Stanley Ridges  
William Elliot ..... Richard Barbee  
Father Baird ..... Robert Lorraine  
Elsa, John Loving's Wife ..... Selma Royle  
Margaret ..... Caroline Newcombe  
Lucy Hillman ..... Ika Chase  
Herbert Sillwell ..... Frederick Forrester  
Nurse ..... Margaret Swopo

ACT I—Plot of a Novel. Scene: John Loving's Office in the Offices of Elliot & Co., New York City. An Afternoon in Early Spring, 1932.  
ACT II—Plot for a Novel (Continued). Scene 1: Living Room of the Lovings' Duplex Apartment. Later the Same Afternoon. Scene 2: The Living Room Again. Evening of the Same Day. Scene 3: John Loving's Study. Later That Night. ACT III—Scene 1: The Study and Elsa's Bedroom. A Little Before Dawn of a Day About a Week Later. Scene 2: Section of the Interior of a Church. A Few Minutes Later.

The promise shown by Eugene O'Neill in *Ab, Wilderness*—the promise that he might become again the fine and powerful playwright that he was when he started—is rudely and crudely blasted by *Days Without End*, which the Theater Guild produced at Henry Miller's Theater Monday night as the fourth play of its 16th subscription season. *Ab, Wilderness*, marked, at least partial return to the simplicity and force of the earlier work, combined with a new mel-

lowness and compassion; *Days Without End* is once more thick with turgid symbolism and sick with the dramatist's self-conscious psychological spadings that serve only to muddy over the waters that they seek to clear—and the new mellowness has turned into a weak acceptance of things as they are, a species of mental dry rot. Just as a fruit becomes ripest and sweetest before the onslaught of decay, O'Neill seems to have had his moment of gentleness and rich flavor before the deterioration set in. But a mind, unlike a ripe fruit, may return to solidity and health. That is our hope for the future.

Specifically, in *Days Without End*, O'Neill has discarded ideals and substituted for them a blind and slavish faith. Turning his back upon all the fine seeking of his youth, he has espoused the cause of defeatism and has blasted his previous idealism with the bromidic powders of growing age and wealth. It is a somewhat unsavory spectacle.

O'Neill has discarded ideals and substituted faith. Faith, by its very definition, is a belief without proof, made a guiding principle thru an acceptance without questioning, without understanding, without revolt. An ideal, on the other hand, is an aim to be sought, even tho it never be gained—an aspiration and a goal. It depends not upon acceptance, but on seeking. Never mind that the goal be unattainable; the unattainable is the only thing worth trying to attain. O'Neill once climbed the hard and glorious path of the ideal; in this he sinks back into the slovenly mire of faith.

But, in what is supposed to be a dramatic review, something must be said of the play itself—and sorrowfully it must be reported that the play is as dispiriting as its subject-matter. Its general theme is the struggle in the soul of a man as he leaves his seeking. And O'Neill has chosen to depict that struggle by splitting his hero into two parts, played by two actors. It is a cheap and shoddy device which, like the masks in *The Great God Brown* and the asides in *Strange Interlude*, reveals O'Neill's amazing incompetence as a dramatist. The struggle of soul, in competent hands, could far more effectively have been presented by one character and one actor.

And as for the play itself, it is of a piece with *East Lynne* and other boot-catchers of the Victorian school. Stripped of its coating of self-conscious psychology and soporific philosophizing, it is the trite and supersensational tale of a naughty fellow who goes back to the straight and narrow when his amazingly snide and Sunday-school-bookish wife is thought to be dying. It is the stock Victorian theme, with no variation, except that the incidental valentines have been replaced by less stomachable symbolism.

The characters, too, are of a piece with the play. The noble and dying wife, for example, is as believable as the flaxen hair of a Tom troupe's Little Eva. Stripped of the artificially symbolistic coating with which O'Neill provides her, she is something straight out of *The Curse of an Aching Heart*. Never, one (*See DAYS WITHOUT END on page 55*)

**American Academy Students Present Barry's "Holiday"**

NEW YORK, Jan. 13.—Philip Barry's *Holiday* was presented by the American Academy seniors at the Belasco yesterday afternoon as their second production of the season. Nobody could be had in the three chief parts, and nobody was. Kay Linaker was Linda, Alice Howard played Julia and Richard Clark played Johnny. Linda is, next to Cyrano, about the most gallant character known to the stage—at least with the proper playing. If that gallantry was sometimes lost by Miss Linaker, she at least turned in a confident and at times effective performance. In the first act Linda's expansive good-fellowship was given a petty, sarcastic bite, but the last two acts showed definite improvement. Miss Linaker will have to watch a tendency toward posing, tho.

Clark was amusing and confident as Johnny, and Miss Howard did a workmanlike and unexceptional job as Julia. Nick and Susan, that irrepressible pair whose fun wears rather thin on the third or fourth hearing, were nicely played by J. Richard Jones and Alice Keogh. David Windsor ineffectively burlesqued the impossible Seton, but Virginia Campbell turned in a couple of nice satirical bits as the equally impossible Laura. Glenn Sherman got nice effect as Ned, and Richard Anderson caricatured the father. Richard Harvey,



AN INTERNATIONAL "WHO'S WHO" for more than a third of a century... such is the registry of The Waldorf-Astoria. Here appear the names of world leaders, people of affairs and distinguished visitors. But, more important than the prestige of this renowned hostelry, is that amazing Waldorf faculty for catering to the individual... his every whim and desire.

PARK AVENUE • 49TH TO 50TH STS • NEW YORK

**Chorus Equity Notes**

DOROTHY BRYANT, Executive Secretary

The transportation clause now in the Motion Picture Code thru the efforts of the Chorus Equity Association reads: "Transportation of the chorus when required to travel, including transportation from point of organization and back, including sleepers, shall be paid by the employer, whether exhibitor or independent contractor. (b) If individual notice of contract termination is given, the chorus shall be paid in cash the amount of the cost of transportation and sleeper of the chorus and baggage back to the point of origin whether the chorus returns immediately or not."

In the clause proposed by the employers, i.e., "Any artist not classified as a 'professional' who is required to travel shall receive railroad transportation, in addition to his salary,"—the title of "professional" was most costly to the holder. The minimum salary established by the Chorus Equity raised the chorus to the classification of "professional," as professional was defined by the employers, and the chorus was placed on a different footing.

Further, the employers' clause did not provide for return transportation either at the close of the season or in the event of individual notice. The clause inserted in the code by Chorus Equity definitely provides for return transportation in both instances—another of our victories.

If there is any provision in the Code which is not clear, you may obtain information concerning it at Chorus Equity headquarters.

We are holding checks in settlement of claims for Joan Abbey, Nancy Lee Blaine, Adele Butler, Peggy Barrow, Janet Carver, Charlotte Davis, Guy Daley, Eugene Elden and Jean Thomas filed the bits. But the best acting of the afternoon, so far as this corner is concerned, was done by Helen Canavaro in the title role of the curtain raiser, the first act of Benn Levy's *Mrs. Moonlight*. Charming and gracious, and with a lovely blond beauty, she turned in a performance of tenderness and ability, sensitive, smooth and immensely effective. Her love scene with Tom Moonlight was as tender and as right a bit as this reporter has seen since he began covering the Academy shows. Tom, Minnie and Edith were played by Carter Blake, Dina Hill and Muriel Wright, respectively. EUGENE BURR.

Betty Esner, Margaret Freeman, Betty Field, Marie Gale, Inez Goetz, Gladys Harris, Marie Hylan, Marion Hylan, Elirabeth Huyler, Fred Holmes, Edward Howell, Dorothy Mellor, George Marshall, Martha Merrill, Katherine O'Neil, Robert Rochford, Carol Raffin, Percy Richards, Ragna Ray, Frank Shea, Romulo Santos, Hazel St. Amant and Coleen Ward.

Twenty-one new members joined the Chorus Equity Association in the past week.

Mail addressed to members in care of the Chorus Equity is forwarded only on the request of the member. We have found that addresses change so frequently that any other system results in its loss. On February 26, 1934, all mail received here prior to July 1, 1933, will be returned to the post office or to the sender if such an address is given. A portion of the mail held here will be listed alphabetically each week. If the first letter of your name has been passed before you see this list, write or call at the Chorus Equity office to see if there is mail for you.

We are holding mail for Mary Carolan, Clare Carter, Marie Cartwright, Jay Conley, Tamara Charles, Betty Croke, Charles Crossland, Audrey Christie, Rex Coover, Beatrice Coniff, Marian A. Costello, Wally Coyle, Phyllis Carroll, Tom Connors, Thomas C. Connor, Marion Dale, Frank Dobert, George del Rigo, Dorothy Dobson, Irene DeJay, Eugene de Prusing, Vera Davee, Jackie Dunocette, Mary Dolan, Ethel G. Duncan, Eddy Edwards, Vilma Ebsen, Buddy Ebsen, Lloyd Ericson, Gus Fontaine, Billie Fanning, Madeline Franklin, Betty Field and Marie Ferguson.

**MACKIE and LA VALLEE**

Featured in EARL CARROLL'S "MURDER AT THE VANITIES"

MAJESTIC NEW YORK NOW.

19TH WEEK.

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# DUALS CROWDING BROADWAY

## Every Double Feature House Playing Capacity; Nabes Hurt

*De luxers will soon feel effect of increasing number of cut-raters—unemployed make up most of audience—big houses expected to yell soon against situation*

NEW YORK, Jan. 13.—It is doubtful if any other city in the country is as overrun with double features in a downtown section as is New York. The so-called Great White Way is now a mecca of second-run palaces offering two features, newsreel, comedy and novelty, from 10 cents to two bits. There is not the slightest doubt that these many houses are taking business away from the de luxers, but there is nothing can be done about it, according to the de luxe executives. It is believed that when the unemployment situation becomes less acute, the double feature grinds will lose their patronage, but there are those who feel that the public is becoming accustomed to a heap of entertainment for a dime and will continue to patronize the dual houses even tho they are in the dough.

The dual theaters operate from 9 in the morning to a midnight show, with every house playing to capacity. The pictures are second or third run, but good judgment is used in diversity and they are getting by nicely. There is an understanding that no major distributor will permit two of the same company pictures on one program, but that doesn't do any good, for there is plenty of subsequent run product to fill out a 2½-hour bill.

There are probably 12 double bill houses in 10 blocks around Times Square and getting a seat in any of them is difficult. It has hit the neighborhoods, for the audiences are made up largely of job seekers, who duck in out of the rain to rest their dogs. The patrons shun the neighborhoods, knowing they can catch the picture downtown for a dime and spend a pleasant afternoon.

To date the first-run houses have not made a squawk, but each new second-run house helps put a crimp in the big ones. Many legit houses are wiring and getting ready to join the flock of double houses already in operation. There are about 50 legit houses in the Times Square district that could be converted into picture theaters, and unless the legit makes a quick comeback the houses will turn to pictures rather than remain dark and pile up taxes.

One authority believes that within the next two months the de luxe houses on the street will begin to feel the inroads made by the dual feature boys and start to yell.

There is nothing in the code that prohibits double bills and at the moment there is no means of stopping what the chains claim constitutes a menace to the theater business.

## Must Raise Prices, Says Sam Goldwyn

NEW YORK, Jan. 13.—Samuel Goldwyn, in an interview here this week, stated that conditions imposed by the motion picture code will increase studio overhead by about a million dollars a year. He said that this increase in picture business must be met by a gradual increase in admission prices.

He claims that 25 cents is too low for theaters in the larger cities and that double bills and a large number of vaudeville acts at cutthroat prices will tend to tear down the business.

## Radio Has Eight Ready for Work

HOLLYWOOD, Jan. 13.—Radio Pictures has set eight pictures to start before February 1, which means a considerable boost in activity on the lot towards the latter part of the month.

*Finishing School*, with Ginger Rogers, Frances Dee and Una Merkel, gets going on January 15. Following shortly thereafter are *I Loved an Actress*, *Three Stars Alone*, *Escape to Paradise*, *My Gal Sal*, *Strictly Dynamite*, *Family Man* and *Crime Doctor*.

## Rosenblatt Says He Received No Kicks

WASHINGTON, Jan. 13.—Sol Rosenblatt, deputy administrator, stated here that he has received no complaints on operator wage cuts, but that differences in various cities were being adjusted locally.

James Finn, publisher of a technical trade paper, states that he has in his files copies of letters of protests from operators that were filed with Rosenblatt.

## Another for ComiColor

HOLLYWOOD, Jan. 13.—Another famous fairy tale, *The Brave Tin Soldier*, has been selected and put into production as the third subject in the F. A. Powers ComiColor series, distributed by Celebrity Productions.

*The Brave Tin Soldier*, like *Jack and the Beanstalk*, currently playing the larger circuits, and *The Little Red Hen*, just completed, will be produced by Ub Iwerks at the Animated Pictures studio in Los Angeles. It will be done in Cinecolor and released early in March.

## 20th Signs Del Ruth

NEW YORK, Jan. 13.—Roy Del Ruth has been signed by Joseph M. Schenck and Darryl Zanuck to direct for 20th Century Pictures, all of which are released by United Artists. Del Ruth's first assignment will be *Bulldog Drummond Strikes Back*, which will also initiate Ronald Colman's affiliation as a star for 20th Century. The picture goes into production next month.

## Photographers Elect

NEW YORK, Jan. 13.—International Photographers of the Motion Picture Industry, Local 644, elected officers this week for the year. F. Walter Strenge was elected president; Harry Smith, vice-president; Frank Kirby, treasurer; Frank Landl, sergeant at arms; Ray Foster, trustee; O. V. Johnson, business manager.

## Paramount Holds First Place In Billboard Bowling League

NEW YORK, Jan. 13.—Paramount continues to hold the lead in *The Billboard* Bowling League with several close competitors. There is only a margin of five games between the first five teams.

In the contests this week Paramount took two from United Artists, Fox dropped two to RKO, Warners won

	Won	Lost	Per Cent
Paramount	24	8	.800
RKO	23	7	.767
Fox	23	8	.733
Warners	20	10	.667
Universal	19	11	.633
Columbia	14	16	.467
MGM	12	18	.400
United Artists	8	22	.267

## 10 Best

NEW YORK, Jan. 13.—The Film Daily has completed its poll of critics thruout the country for the 10 Best Pictures of 1934, with the following results:  
 "Cavalcade," Fox; "42nd Street," Warner Bros.; "Private Life of Henry VIII," United Artists; "Lady for a Day," Columbia; "State Fair," Fox; "Farewell to Arms," Paramount; "She Done Him Wrong," Paramount; "I Am a Fugitive From a Chain Gang," Warner Bros.; "Mädchen in Uniform," Film-choice; "Rasputin and the Empress," MGM.

## Boston Gets New Operators' Rate

BOSTON, Jan. 13.—Sol Rosenblatt, division administrator, has granted Local 182 operators' union an exception in observing the 40-hour week specified in the picture code.

The local explained that all of its members are employed and if the 40-hour week were put in effect there would not be enough men to take over the machines. The average week is now 49 hours.

This is an ideal situation, for most cities have a large surplus of operators and it was for this group that the 40 hours was originated.

## Selette Promoted

UTICA, N. Y., Jan. 13.—Maurice Sidman named manager of the Colonial Theater, replacing Edward E. Selette, who resumes his old position as field manager in New England for the M. & R. Theaters, of which the Colonial is one. New manager may change present double-feature low-price policy here.

## Creditors Take Cut

OMAHA, Neb., Jan. 13.—Creditors of the A. H. Blank Theater Company accepted 20 cents on the dollar offered by the bankrupts.

## Columbus Flooded With Double Bills

COLUMBUS, O., Jan. 13.—Of 22 independent houses here 15 are using double features with charges from 10 to 20 cents. In addition to this cutthroat stuff, the Knickerbocker, downtown, has a Sunday bill of a feature, newsreel, comedy, cartoon and four acts of vaudeville for 17 cents, including tax.

There is considerable agitation here for a get-together session among the neighborhoods to either cut out the doubles or increase the admission charges. It is understood that at the present state of affairs no one is making any money.

## Code Boards Ready in Feb.

*Authority will rush matters as soon as all nominations are in — studying names*

NEW YORK, Jan. 13.—It is expected by the code authority to have the zone boards in full operation soon after February 1, but it is considered doubtful if the boards can get ready to function before the middle of the month at the very earliest.

The code authority cannot make its decisions on the zone board members until after January 20, the date of closing for nominations, and it is expected that it will require nearly a week to get the names assembled and look into the records of the nominees.

To date there have been 303 names submitted by exhibitors.

## Strike Settled

BUFFALO, N. Y., Jan. 13.—After three weeks of fighting, the strike of operators at the Palace Theater here has been settled.

## Penn Censors Are Peculiar Birds

PITTSBURGH, Jan. 13.—The censored films as viewed in local theaters reveal the Pennsylvania film judges as total puzzles. Scenes which most folks expected to find missing were passed undamaged, while reported gem lines and witty gags have been mercilessly scissored.

The first case is particularly true of Clara Bow's final scenes in *Hoopla*. Her costume is the nearest to the nude yet seen. Steady patrons were amazed to find them present. At the same time the best lines assigned to James Cagney in *Lady Killer*, Hugh Herbert in *Convention City* and Charlie Ruggles in *Girl Without a Room* were clipped.

## Crawford Breaks Record

LONDON, Jan. 13.—Record attendance and receipts are reported for two weeks' run here of *Dancing Lady*. This is the Joan Crawford-Clark Gable co-starring vehicle which recently played a two weeks' engagement at the Capitol Theater, New York. At the Empire the film outdrew every other production shown at the theater in 1933.

## Para Signs Writers

HOLLYWOOD, Jan. 13.—Vincent Lawrence, Harry Hervey and Jane Hinton joined the Paramount studio writing staff here this week.

Lawrence is engaged on the screen play of *Cleopatra*, which Cecil B. DeMille will direct with Claudette Colbert. Hervey, author of *Shanghai Express*, will develop an original story. Miss Hinton will adapt *Lovers in Quarantine* in collaboration with Harry Ruskin.

## Milwaukee Will Fight Giveaways

MILWAUKEE, Jan. 13.—Altho a Municipal Court jury found Charles Washcheck, operator of the Pearl Theater, local neighborhood house, not guilty of violating the lottery laws by giving away attendance prizes, the district attorney's office has announced that it will continue to prosecute all such cases in the future.

Washcheck had been found guilty in District Court by Judge A. J. Hedding and fined \$25. He appealed and a Municipal Court jury in a soled verdict January 9 acquitted him.

## PERSONALS

Ed Kuykendall, president of the MPTOA, left this week for his home in Columbus, Miss. He will return for the Code Authority meeting scheduled for January 21.

Leon Schlesinger is in New York from the Coast. He will remain here for a week.

Adolph Zukor left this week for Hollywood to go over the production plans with Emanuel Cohen.

Barbara Stanwyck arrived in New York this week to appear in a play before returning to Hollywood for camera work.

Harry Cohn, president of Columbia, left New York this week for Hollywood.

Maurice Chevalier arrived in New York this week from Europe and left immediately for the Coast to start work in *The Merry Widow* for Metro.

Douglas Fairbanks Jr. sailed this week for London to resume film work there. He has just completed a picture in Hollywood for Radio.

Cedric Gibbons and his wife, Dolores Del Rio, are in New York from the Coast and taking in all the shows.

Mr. and Mrs. Sam Goldwyn are in New York and expect to sail for Europe next week.

Joseph Schnitzer returned to New York this week from the Coast, where he made arrangements for the production of 24 features for his new company.

H. B. Shaffer has been chosen director of publicity for Monogram in Seattle, succeeding H. B. Sobottka.

Howard Hawks, Columbia director, is in New York to look over the Broadway plays.

Max Cohan, of the Universal sales department, has returned from a trip to Bermuda.

James Oranger, sales chief for Universal, has returned to the home office after a five weeks' swing around the country.

Lou Metzger left this week for San Diego, but will return to New York in two weeks en route to Europe.

Richard Brady, sales manager for Eastman, sailed this week for a West India cruise.

Ian Keith has returned to New York from the Coast and expects to go into a Broadway play before returning to Hollywood.

## More Musicals on Warner Schedule

NEW YORK, Jan. 13.—According to Jack Warner, the public is hungry for pictures containing some lightness, at least in part, and as a result about half the Warner pictures going into production will contain some musical sequences. Warner figures that this is better than the usual comedy touches

## Myers Denies He Advised Holdouts

NEW YORK, Jan. 13.—Abram Myers, general counsel for Allied Exhibitors, has denied that he advocated signing of the code assents with reservations. Reports from Western cities recently stated that Myers at exhibitor meetings stated, either by letter or in person, that the exhibitors should make reservations on assents they signed.

Myers is in New York to confer with Allied executives regarding the code. He declined to say whether or not Allied will make a test case in court regarding several of the clauses in the code.

## Dowling Favors East Production

NEW YORK, Jan. 13.—The first result of the recent move by Eddie Dowling to have motion pictures produced in the East by stage producers is the Arthur Hopkins production, *His Double Life*, which features Roland Young and Lillian Olish, and is being released by Paramount. Dowling believes that the further development of his plan not only will make for better pictures, but will be of benefit both to the picture business and to the stage.

With this end in view he organized the Eddie Dowling Picture Corporation, and, in co-operation with Hopkins, selected the famous Arnold Benett play *The Great Adventure* as the first story to be made at the Astoria studio.

Dowling is convinced that managers who have spent years in the theater producing successes know enough about business and are sufficiently adaptable to produce those same successes in picture form.

"Why is it necessary," asks Dowling, "to take a Broadway success 3,000 miles from Broadway to make it into a motion picture? After all, men like Arthur Hopkins, Sam Harris, George M. Cohan and others have been producing hits for years. They have given the better part of their lives to a study of the theater and to what the public wants. But when one of their plays proves to be a success, they are forced to sell it to some motion picture company and let the picture business reap the profits. Moreover, they must stand by frequently and see the play changed and distorted out of all semblance to the original production."

"I believe these men can produce pictures in the East which will be just as good, and perhaps better, than Hollywood productions. If we need Hollywood stars, directors, writers and technicians, we can get them."

## Keaton Signed

HOLLYWOOD, Jan. 13.—Buster Keaton, once ace comic of the screen, has signed a contract to appear in a series of shorts for Educational. Keaton has been away from the screen for more than a year and if his two-reelers click he will return to features.

which are used to break heaviness in pictures.

The Warner executive based his opinion on the phenomenal success of musicals thus far this season. Each has clicked and he believes that an added touch of music to half the pictures will give them a better box-office buildup.

## Decentralization Is Hoblitzelle's Theme at Dallas Theater Meeting

DALLAS, Jan. 13.—Karl Hoblitzelle, generalissimo of Interstate Circuit, Inc., and Consolidated Theaters, Inc., built up out of the ruins of Paramount-Public, EKO and other amusement enterprises of the Southwest, declared for decentralization when executives of 86 theaters in 30 cities gathered here for the new organization's first roundup.

"It is our intention," Hoblitzelle told his lieutenants, "to place the responsibility of management on the men and women who are operating our theaters and not on the central office in Dallas."

The convention was a three-day gathering, beginning Tuesday and concluding with a banquet Thursday night. The new amusement organization has holdings in Dallas, Houston, Ft. Worth, San Antonio, Little Rock and other

principal cities of the Southwest.

Hoblitzelle's policy of decentralization was emphasized thruout the meeting. He urged every manager to plan his work with the feeling that the theater is his own. He stressed the necessity of making the theater an institution of the community in which it is located. Personal relationships with the public, he lectured, are the basis for success.

"We are primarily interested in building an institution not for today, but for the future," he continued.

In purchases he urged the managers to buy the products offered in their own localities.

In addition to Hoblitzelle, pioneer theater magnate, as president, the new organization has R. J. O'Donnell as vice-president and general manager.

# Politics

There is a familiar barnyard odor attached to the business of rotating chairmen for the Code Authority in the film industry. It is claimed that the whole arrangement was made in order to permit every member of the board to share in the glory of acting as chairman for a limited period. This all comes under the head of hooley!

The independent members of the board, numbering four votes, were for a permanent chairman, but were outvoted by the six producer representatives. Just why were the producers so anxious to keep the permanent chairmanship out of the hands of an individual?

Could it be possible that the producers did not trust the leadership of an independent? Perish the thought, for hasn't the producer element always been anxious to give the independents all the power they wanted?

It is no secret that no producer wanted the honor of acting as permanent chairman, for each has enough headaches now without adding anything to it. But they have played the dog in the manger act and were not willing to trust the independent, fearing, we presume, that the independents would get too much of a break.

There are some people in this business who are suspicious enough to believe that the rotating chairmanship was established for no other reason than to keep any one man from building himself up to the point where he overshadowed Will Hays. Could it be possible that Hays has been playing politics?

These eager independent minds have intimated that with a permanent chairman at the helm of the Code Authority, and doing a good, clean job, there would be little work for the Hays office, and thus might be able to dispel a great many myths surrounding the General and show a variety of feet of clay. This would, of course, prove disastrous.

In any event, it looks as tho politics has entered the Code Authority even before it starts actively in its work. If this condition is to be taken as a criterion of what the future holds, the independent exhibitor might just as well fold his tent and call it a day.

We have all hoped that the Code Authority would solve many of the problems of the picture business and that there were big enough minds in the industry to give it a square shake without allowing themselves to manipulate it for selfish interests, but perhaps we have been expecting too much.

We feel that putting over the rotating chairmanship was a poor piece of business and its reason so obvious that it doesn't do credit to those involved.

We are for the code 100 per cent, but if selfish persons are going to be permitted to shuffle the cards as they see fit, then we can't find where any good is going to be derived.

The best time for a showdown is now, and we believe that there are enough exhibitors willing to go to bat with the proper authorities to determine whether or not the code was drawn up for the special benefit of a select few individuals.

# MANY ASSENTS ARE VOIDED

## Hundreds Being Returned Due To Written-In Qualifications

**Must be signed up by January 31 or be definitely out—  
—new companies to have 45 days to sign—Kuykendall  
urges exhibitors to get in**

NEW YORK, Jan. 13.—It is understood that the Code Authority is returning hundreds of assent blanks from exhibitors who have signed with reservations. The blank itself states that they must be signed without reservations and they must be in the hands of the Authority before January 31. Those exhibitors who have not signed the assent blanks by the 31st will be out of the family entirely for it will be impossible for them to come in at a later date. All new companies forming in the picture business after January 31 will be given 45 days in which to sign or receive no benefits that may be derived from the code.

NEW YORK, Jan. 13.—Ed Kuykendall, president of the Motion Picture Theater Owners of America, issued the following statement here this week:

"It is my firm opinion that any association or individual who advises exhibitors or anyone else in this industry that they should send in an assent to the code with any reservations whatsoever is misleading those to whom they make the statement and in all probability helping them get into serious difficulties. I think that any serious-minded person who is in any way anxious to be helpful to the exhibitors of this country would not give any such notice.

"I know it to be a positive fact that the only acceptable assent that can be received by the Code Authority must be without any reservations whatsoever, and I want to sincerely advise the exhibitors of this country not to jeopardize their interests by trying to evade in any manner whatsoever the spirit of the code for the motion picture industry.

"The exhibitors' only procedure should be a whole-hearted assent to the code and then if anything appears which is discriminatory or unfair to them to take it up thru the various boards and the Code Authority as the law requires.

"Sign the regular authorized form for the code assent as sent out by the Code Authority. No other is acceptable."

## Marx-Para Deal Cold; May Go U. A.

HOLLYWOOD, Jan. 13.—Lloyd L. Wright, attorney for the Marx Brothers, announced this week that negotiations for a long-term contract with Paramount had been discontinued and that it is likely that the four comedians will sign with United Artists.

There is no word as to why the deal fell thru since a few weeks ago it was announced that the deal was on and that everything was satisfactory. It is understood the Marx's wanted \$400,000 a picture and this may have looked too big for Paramount with its reduced budget.

## Worked With Lloyd

HOLLYWOOD, Jan. 13.—The first member of the cast of Harold Lloyd's production, *The Cat's Paw*, the adaptation of Clarence Budington Kelland's *Saturday Evening Post* serial, is Una Merkel, the screen comedienne. The picture, which is to be released thru Fox Film, will be started at the Metropolitan studios in Hollywood around January 20.

## Amity Forms New Exchange

NEW YORK, Jan. 13.—John M. Crinnon, Amity chief, announces a new combine, headed by Ben Schwartz, Henry Horowitz and Sol H. Kravitz, will distribute the company's product thru the New York Amity Exchange. Final agreements between Amity and the Schwartz combine were concluded this week.

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## Monogram To Produce 36

**Johnston raises quota from  
20—name writers will be  
drawn upon for material**

NEW YORK, Jan. 13.—W. Ray Johnston has laid plans to increase the Monogram production schedule to 36 pictures for the 1934-35 season.

Mr. Johnston sent out 110 questionnaires all over the country to get public reaction at first hand on various types of stories. A number of novels, plays and magazine stories by well-known writers are under consideration and the reaction to this questionnaire will be a determining factor in the type of material selected for Monogram's production schedule next year.

The Monogram schedule for the season of 1933-34 was limited to 20 pictures and production budgets were upped considerably to insure a finer grade of product. Monogram's success with these releases prompted the expansion to 36 releases scheduled for 1934-35.

"We have changed our method of production radically during the past few months," said Mr. Johnston when discussing the new Monogram policies.

"All production activity has been brought directly under the personal supervision of Trem Carr, our vice-president, and his executive staff, headed by Lou Ostrow."

## Embassy Newsreel Quits

NEW YORK, Jan. 13.—The Embassy Theater here, the first newsreel house in the country, closed this week due to inability to talk the owners of the building into a lower rental lease. The equipment will be moved to another location in the Times Square district soon, and the newsreel and shorts policy will again be established.

## Paramount Sets Up National Theater Advisory Committee

NEW YORK, Jan. 13.—Announcement was made this week by Ralph A. Kohn of the formation of a national advisory committee, members of which will be chosen territorially by the partners of Paramount in the theater business in various parts of the country. Under the company's decentralized theater-operation plan the committee will be formed for the purposes of exchanging information, confirming policies and maintaining closer contact between Paramount theater partners and associates and the home office. The members of the committee will be in constant communication with one another and with the home office and will meet at least once every three months with executives of Paramount's theater department.

According to present plans, the committee will consist of six members, each committeeman representing one of the

## No Resistance!

NEWPORT NEWS, Va., Jan. 13.—A prize story emanating from the crowds that stormed local theaters for New Year's Eve midnight shows follows:

Lines waiting to buy tickets to performances at the Palace and James, on opposite ends of the same block, became increasingly long as show time neared. Finally they were so entangled as box offices opened that there was no sign where one left off and the other started.

A lady, swept in the rush to the window of the James box office, called to the cashier: "Give me a ticket. I got in line to go to the Palace, but here I am. This crowd is too much for me."

## Hollywood Labor Injunction Asked

HOLLYWOOD, Jan. 13.—Charging violation of an agreement entered into in 1928, Studio Technicians' Local, No. 33, International Alliance of Stage Employers and Motion Picture Machine Operators, is seeking an injunction in the Los Angeles courts against Local No. 40, International Brotherhood of Electrical Workers. The charge is made also that the latter organization invaded the plaintiff union's work in the studios, contrary to an agreement made between them in which they divided the local theatrical and motion picture field.

Complaints alleged that when sound men and technicians were selected to go on picture location they were told by studio departmental heads they could not work unless they were members of or joined the IBEW. IATSE complains its members were discriminated against unless they joined the IBEW, in which case they would be required to pay double union dues.

The entry of the union fight into the courts marks the climax of a series of encounters first started during the studio strike in August. At that time trouble broke out between the two unions and the Regional Labor Board was asked for a ruling which forwarded the matter on to the National Labor Board.

In announcing its decision on the matter the National body advised that it would not consider any cases in which union jurisdictional issues were involved. Such cases, it contends, will have to go to the American Federation of Labor for preliminary adjusting, where the disputing unions both have charters under the AFL.

Until such action can be taken the IATSE seeks the injunction restraining the IBEW from encroaching on its province.

## High Award for "Topaz"

NEW YORK, Jan. 13.—The National Board of Review has chosen RKO's *Topaz* as the best American picture of the year. The feature starred John Barrymore.

## Tear Bombs In St. Joe

**Labor trouble in two de  
luxers causes Dubinskys to  
appeal to NRA labor board**

SAINT JOSEPH, Mo., Jan. 13.—An appeal to the NRA administrative board in Washington to request the national labor board to arbitrate the dispute between St. Joseph motion picture operators' union and Dubinsky Brothers has been made by Barney Dubinsky following the reaching of a climax in the troubles here with the explosion of a series of tear gas bombs in two of the Dubinsky leading houses.

Tear gas bombs were set off this week and last in the Electric and Missouri theaters, only downtown de luxe houses here, both owned and operated by Dubinskys.

The initial bomb set off last Saturday night at the Electric necessitated the refunding of admissions when patrons were compelled to leave the theater. Sunday other bombs were set off in the Missouri Theater.

While not wanting to accuse anyone until having sufficient evidence, Barney Dubinsky referred indirectly to the labor difficulties with the motion picture operators, musicians and stagehands' unions by asserting that "if they can't fight clean they shouldn't fight at all."

The operators were released last December 1 when Dubinskys failed to renew their annual contract because of differences in stipulations sought. Soon afterward the stagehands walked out, followed by the musicians. It is understood here, however, that neither the stagehands nor the musicians were anxious to leave, doing so only on orders from the internationals.

## Nonunion Sound Men To Organize

HOLLYWOOD, Jan. 13.—Organization of an independent non-union group to represent sound workers of the studios in dealing with the producers under the NRA code was started here this week on the eve of an election to determine which body is to have this representation.

In the past the matter of representation was held between the International Brotherhood of Electrical Workers and the International Alliance of Theatrical Stage Employees.

Reason for the organization of an independent non-union group is that considerable dissatisfaction has been caused in the past when labor unions acted as the controlling groups under the code and that union representation does not satisfy the professional character of sound men.

When formed the new non-union group will ask affiliation with the American Society of Cinematographers.

## Chi MPO Union Renews Contract With Theater Men

CHICAGO, Jan. 13.—Renewal of the contract between the Motion Picture Operators' Union, local No. 110, and theater owners represented by the Allied Theaters of Illinois, comprising the Independent showhouses and the Exhibitors' Association of Chicago, which includes most of the big houses, was signed this week. Minor changes were made in the original contract.

The new agreement will run for one year and the operators will continue to be paid from \$75 to \$110 per week, but will conform to new hourly requirements as set by the NRA. Some of the operators will be relieved of working more than 40 hours a week and will average from 35 to 40 hours hereafter. Negotiations were carried on by Thomas Reynolds, president of the union; Aaron Saperstein, representing the Allied group; and E. D. (Jack) Miller, head of the Exhibitors' Association.



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

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

# Burly Managers Okeh NBAA With Rosenblatt as Mentor

Division administrator, at request of managers, starts  
Herk organization off on new keel—Izzy gets confi-  
dence vote—dues \$10 a week—\$400 yearly limit

NEW YORK, Jan. 13.—Burlesque managers throught the country met Wednesday morning in the offices of the Ettinge Theater at the request of the NRA's Division Administrator Sol A. Rosenblatt for the purpose of proceeding with the code for the industry. Rosenblatt succeeded in his efforts to get the managers to work together and the result was that all of the managers present agreed to work as an organization and tendered a vote of confidence to L. H. Herk, president of the National Burlesque Association of America. Rosenblatt, aided by Deputy

## Smith Has Revue At Mayfair, Detroit

DETROIT, Jan. 13.—Bert Smith, for many years owner-manager of the Bert Smith Revue, has leased the Mayfair Theater. This house, formerly the home of the Bonstelle Stock Company, was remodeled at a cost of \$30,000. Smith started with two New Year's Eve performances at a dollar top and had sell-outs. Business has continued good. His 45-people revue is augmented each week with five singing, dancing and musical acts. Extra shows have been necessary on Saturday and Sunday. Opening show was *Naughty, Naughty*, and this week's is *In Streets of Paris*. Next week's offering will be *The Nudities of 1934*.

Smith is overseeing all operations; Lew Kane is house manager, and Forrest Freeland is handling publicity. Benny Davis is scenic artist. True Fristow musical director and Fred Flanagan carpenter. Roster: Tommy Hanlon, Rudy Wintnor, Danny Montgomery, Four Monitors, Holly Moret, Eugene Broussard, Hermie Hunt, Tom Murray, Chuck Hoback, Harry Earns, Vi Shaffer, Nellie Clark, Bobby and Mary, Cohan and Depinto, Betty Brooks, Ruth Trout, Bernie King, Millie Grosse, Raye Chambers, Vonciele Elliott, Patsy Rives, Natalie and Howard and 20 Bert Smith Sirens, under direction of Bobby Golden, who has handled the Smith chorines for the ninth consecutive season.

## Placements

**SCHUSTER BOOKING AGENCY,** Chicago, Milt Schuster, manager.  
Minneapolis (Gayety)—Stella Vanik, Calvin and Marguerite, Holly Leslie.  
Buffalo (Palace)—Adri Ann, Dream Girl.  
Cleveland (Roxy)—Sheikée Haywood.  
Atlanta (Atlanta)—Hazel DeVine, Gloria DuVell.  
Milwaukee (Gayety)—Harry Boob Meyers, Wilvan Carlos, Marilyn Murray, Henderson, Byler and Horan; Norma.  
St. Louis (Garrick)—Ruth Hamilton, Bobby Vall.  
Pittsburgh (Variety)—Carrie Finnell.  
Cincinnati (Empress)—Billy Scratch Wallace.

## Empress, Detroit, Closes

DETROIT, Jan. 13.—The Empress Theater, burlesque house, closed recently after a run of about eight months. Louis Chapoton, owner of the lease, took over the house following the disappearance of the former management about two months ago. Chapoton ran the house on a low-admission and low-cost policy in the effort to recover wages lost by the cast and staff when Jack Billard, former manager, left town. Following accomplishment of this objective the house was kept open a few weeks, but poor business in the holiday season forced the closing. Chapoton is going to Hollywood.

GEORGE JAFFE, Variety boss in Pittsburgh, is continuing his plans in presenting personally conceived revues. Located only a few doors away from the Pitt, the city's vaude and tab stronghold, his house has been bucking some tough opposition of late since the opposition house has been presenting such units as *Bottoms Up*, George White's *Scandals and Shuffle Along*.

NAZARRO HALLO, the redhead, goes to the Variety, Pittsburgh, for George Jaffe, opening January 21.

## Tab Tattles

**HONEY HANK HARRIS** and his Honey Girls, who have been at Ned Rao's Main Street Theater, Houston, Tex., have moved to Galveston, Tex., Messrs. Rao and Harris having leased a house. A new organization is at the Houston theater. With the Harris company are Harris, producer and principal comedian; Cecil (Bozo) Pierson, second comic; Tim Moore, straight; Kon Parks, juvenile; Clara Franklin, general business; Lillian LaBerta, ingenue; Deloris Franklin, soubret and fan dancer; Sadie Smith, blues singer; chorus—Texas Hauer, Viola Lake, Mary Clossen, Rose Parks, Del Curtis, Clara Franklin and Pat Smith; Mercedes Mijares, musical director and pianist; Ned Rao, manager; William Rao, electrician; Mrs. William Rao, treasurer. Extra acts are used weekly. Viola Lake is scoring with her tap dancing. R. W. (Tommy) Stevens is arranging weekly programs for both houses.

**MARION ANDREWS' Pep and Fun Revue**, Seabee Hayworth, manager, did turnover business at the Arcade Theater, Salisbury, Md., the last half of week of January 1. Played a string of one-nighters last week. The Frank Wolf Office in Philadelphia will handle all bookings thru that State. Twenty-five people are with the show, which moves on a two-ton truck and six sedans. Recent additions are Ted Cessna, drums; Lyle and Virginia, harmony singing turn; Pape and Pape, acrobatic act (a recent feature with Downie Bros.' Circus; DeCaro and Wolf, tap and adagio dancers; "Slats" Cessna, sax and clarinet, and Alice Brock and Melva Bailey, choristers. Hayworth received more than 500 replies to a recent ad and wants to thank those who wrote, he being unable to answer all by mail. . . . El Cota and Byrne have replaced Merrick and Allen in Boyle Woolfolk's company, *World's Fair Follies*, which is now playing *Butterfield Time* in Michigan. . . . Vaude acts at Star, Cincinnati, this week are Green and Harlow, comedy; Three Black Lots, song and dance, and Ray Willis, musical.

**PAULINE FISHER**, chorus girl with the *Campus Cutups* at the James, Newport News, Va., last week, suffered cuts about the head when a prop lamp fell on her during a night performance. Her injuries were said to have been slight. . . . The Alexander Troupe of tumblers have their own show on the road this season and played the James, Newport News, two days this week. . . . Dutch Hald, head production man at WWSW in Pittsburgh, is planning a musical comedy which will feature the station's best talent and will play small theaters in Western Pennsylvania. . . . Buddie (Jew) Woods recently spent a few days in and around Detroit and Toledo and states that things look good. He saw Ed Miner's Revue, which has plenty of flash. Mel Vernon, Lucy Miller, Vis Bartlett, Edith Wayne and Earl (Bud) Arlington are among those in company. There is a six-piece orchestra. Arlington's bass sousaphone solos are something new in the show. Six girls are in line. . . . Rusty and Dot Williams caught two matinees of the Clarke Revue at Rose Theater, Thomasville, Ga. They report that Art Gleason and his band are doing their share to put show over.

**BILLY (SLATS) DAVIS**, who has a small tab show, went thru Tulsa, Okla., on his way to the oil fields in Texas. States that the Akdar Theater there is doing excellent business with a 55-cent top. Has a 50-people show and is using big productions—*Good News*, *Plain Jane*, *Hit the Deck*, etc. Twenty girls are in line. Among those in cast are Lou Beverly, Lynn Arden, Mabel Mason, Billy Wade, Art Miner, Fred Ewing, Les Applegate and Harry Harvey. . . . Mr. and Mrs. George Bartlett, Jimmy Stein and Mr. and Mrs. Lew Green have joined the cast of Jim Boy's *Stepping Winners* at the Star in Cincinnati. Mr. and Mrs. Copeland, who were in the company, have gone to their home in Indianapolis. . . . Bob Osborne, "guitar king," who has been broadcasting over Station WLVA, Lynchburg, Va., for a year, will soon open a show, the *Old Home Frolicks*, at Paramount Theater, that city. He will be emcee and do specialties. Others in company will be Elvin Ashley, a six-

piece hillbilly string band; Charles Christian, b.-f. comedian; Clyde White and Jane Massie, dancers; Glen Jackson.

**LEE PERRY'S Aristocrats** are playing at the Rialto in Cincinnati on Saturdays and Sundays. Perry is emcee. Company includes Frickie Sisters, Ruby Murphy, Virginia Finkler, Marion Kugle, Betty O'Brien, Peggy Luthhold, Sugar Brown, Kess Waltz, Adrian Cox, Tommy Mahaney, Billy Louis, Bob Snyder, Leo O'Neill and Johnny Albers.

A 20-people tab show is holding forth at the Playhouse Theater, Salt Lake City, Utah. Rex Jewel is producing. Revue is playing to good mid-week business and turnaways on week-ends. Seems like old times, says Tom Parker. . . . At the Riley, Fort Wayne, Ind., last week were Boyard Sisters and Murray, Raymond and Company, Healey and Garnella, Irene Camp, Billy Cullen, chorus of six girls and a stage band. Boyard Sisters and Murray were given extra work at the Berghoff Gardens, local night club, as part of the floor show.

## Burly Briefs

**SAM FUDERAN** and his pit boys are no longer at the Irving Place, New York. That was in the fire for a couple of weeks.

**BABBETTE BYERS** has gone out of the Ettinge, New York. Vilma Joezy was supposed to go in there but didn't for some reason or other.

**AGNES AND GEORGE DEAN** had quite a bus trip en route from Hartford, Conn. Seemed that there was some kind of an argument between them and Carol Gale and Don Carlo.

**JERRI McCAULEY** hopped on the choo-choo to Chicago the other day. Her leaving was sudden, following a long-distance call she got from that town.

**CENTURY**, Brooklyn, didn't open with the Billy Sharp show as scheduled a week ago Saturday. Instead instituted a vaude policy, using six acts on the split-week booked by Harry Lorraine.

**BILLY SHARP**, by the way, has some deal on to put his shows into another spot in Brooklyn. It's understood that he'll open soon at the Majestic Theater in that borough.

**ALLEN-ALLENE**, freak, is added attracting these days. Played the Colonial, Springfield, O., last week, and is current at the Princess, Youngstown. Dr. R. A. Lowell presents the act.

**EDDIE WEINSTOCK**, at the Park, Boston, turned pug last week when a Bean City ex-mitt welder tried to crash the backstage. Eyewitnesses claim that Eddie "mutilated" the pug.

**BILLY FIELDS** opened Friday at the Ettinge, New York, and is slated to stay there until the operators open their Atlantic City spot. He'll move there when it happens.

**MARY JOYCE** went in for some exploitation before opening at the Central, New York. She worked last Tuesday afternoon in the box office at the house, with the proper billing at the old b. o.

**"HONEY BEE" KELLER**, "Mac West of Burlesque," and funster Eddie Kaplan head the current burly show at the Variety in Pittsburgh. These two performers, by the way, are soon becoming steady fixtures in that house.

**CARRIE FINNELL** is held over this week for the new show, *Dudes and Nudes*, at the Garrick, St. Louis. Norma Lee, Eastern favorite, is making her first St. Louis appearance with the same show.

**LEW WHITE** was the center of an actual blackout the other day down at the Irving Place, New York. The report is that he was seeking a check cashed there and after a fracas yelled his back was broken. He was able to walk all right after he got his check cashed.

**JACKIE JAMES** and her Weird Voodoo Dances are now holding forth for a  
See BURLY BRIEFS on page 55

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# Magic and Magicians

By WILLIAM J. HILLIAR  
(Communications to Cincinnati Office)

LOS ANGELES Society of Magicians has elected the following officers for 1934: President and lord high prestissimo, Frank Fewins; vice-president and grand exalted conjurokos, George W. Putnam; treasurer and grand wizard of finance, Alex T. Williams; secretary and chief high hocus-pocus, Arthur Valli. Next meeting will be held January 30 at the new quarters, 1008 West Adams. Preparations are under way for the big show, "A Night of Magic," in which 22 magicians are to take part. This is scheduled to be staged in March or April.

THAYER'S MAGIC STUDIO suffered much damage during the recent Los Angeles rain. According to word from Blackstone, \$15,000 worth of mail orders was carried away in a river of mud. But Thayer is already back on the job and looking after all business.

HEADQUARTERS DETACHMENT, 40th Division, California National Guard, staged its annual Christmas party at one of Oakland's leading Italian restaurants. Claude Burke, ventriloquist, and Alfred Lamb, the English conjurer, provided the entertainment. Lamb's production of a large American flag and flagstaff from a previous production of flags of all nations was a riot for Uncle Sam's men. Captain John W. Guerard acted as emcee.

KHAYM, mentalist and magician, recently returned from Australia, is contemplating another trip to the antipodes soon with a show called *A Night in the Orient*.

BOB NELSON, of Nelson Enterprises, is putting on a radio program over Station WOWO, Fort Wayne, Ind., working as The Voice of Destiny, and is going over big. Bob informs me he has the title copyrighted. He is also doing a daily column in *The Fort Wayne Journal Gazette*.

KEELY, with his magic show, was still playing thru Virginia at last reports. He has a new truck, housecar, and has added 100 reserved chairs to his tented outfit.

G. W. STOCK, Cincinnati wizard, played seven dates in seven days over the holidays. George says: "Is magic dead? I should say not."

BLACKSTONE has taken California by storm. In Los Angeles the newspaper critics, primarily picture-minded, were unanimous in declaring flesh over film in Blackstone's case.

Harry's tremendous success on the Coast is most gratifying, and from reports I get from all parts of the country it is evident that magic is becoming more popular each week. Howard Thurston is going big, while Birch, playing auditoriums thru the South, is packing 'em in. Marquis is playing to SRO—in fact, all real magicians are once again starting to reap a harvest from their work.

FREDERICK EUGENE POWELL, Dean of American Magicians and one of the most beloved conjurers on earth, sends a year's subscription to *The Billboard*. He writes: "Like all people of the road I have had my rich and happy days and also my sad and poor ones, but remembering the old saying, Laugh and the world laughs with you, I draw the line on the sad part."

OAKLAND MAGIC CIRCLE'S first meeting of 1934 will have a program made up of "set-up" deck effects. Only those versed in this line will be allowed to participate.

MYSTIC 13, League of Magicians, Minneapolis, entertained 350 orphan children at a Christmas party at the

Church of the Redeemer, thru the Children's Protective Society. Collins Pentz, Captain Billy Breyette, Ernie A. Anderson, Charles W. Von Ende, Arthur C. Nelson and Alvin T. Simonson were on the committee. Mrs. Wever Dobson was general chairman of the party for the Children's Protective Society.

Among those on the program who entertained with two and half hours of magic were Donald White, Clarence A. Guimont, Ernie A. Anderson, Captain Billy Breyette, Harry Jordan, Charles W. Von Ende and Alvin T. Simonson. Von Ende clowned for the children thruout the afternoon, while Ernie A. Anderson, secretary and treasurer of Mystic 13, acted as emcee.

BE SURE to read The Forum page in *The Billboard* every week. You will always find something of interest.

TOM J. CRAWFORD writes from Nashville, Tenn.: "Your Houdini serial is creating plenty of interest. I saw Pink Lawrence yesterday and we were discussing the matter. He is not near so skeptical as he would have you believe. He recites plenty of incidents that he will not attempt to explain." Tom informs me the tide is turning. During November and December he did an average of three programs a week, and has had three in January so far.

MICKEY'S COLOR CHANGE ROUTINE, put on the market by Arthur P. Felsman, should prove a boon to magi all over the country who wish to show something new in their different localities. It's a dandy.

HUOH JOHNSON, his many friends will be glad to know, has recovered from the recent operation to his one eye and now is enjoying perfect sight.

D. L. FOIL is spending the winter at Miami, Fla., and says things are fine for magic down there.

MARQUIS played at Seymour, Ind., with the film *Sitting Pretty*. The electric sign in front of the theater glowed with optimism as it read "Marquis the Magician *Sitting Pretty*," and the 1,200-seat house had the SRO sign displayed in front.

HOWARD THURSTON, a little bird whispers to me, is going to make daughter Jane his successor when he decides to retire. How about it, Howard? By the way, the old master is making the folks in Texas sit up and take notice.

MYSTIC CLAYTON sends word from La Habra, Calif., that while the men were unloading Blackstone's Show at the Paramount Theater, Los Angeles, someone stole all of the magician's ducks. Clayton furnished him with 30 rabbits

to take their place, as he says they have no California ducks. Henri is all puffed up, and he should be. His daughter, Mrs. Carver, recently made him a grandpa.

RECREATION DEPARTMENT OF the City Hall, Durham, N. C., was recently converted into a veritable Temple of Magic. A complete Chinese magic act, owned by Wallace, was demonstrated. Frank Pierson, secretary of the Durham Chamber of Commerce, showed two of his pet tricks. The meeting was sponsored by the North Carolina Association of Magicians.

NICOLA is back at his home town of Monmouth, Ill., making plans for a new show with which to make another world tour. The old Monmouth Pattee Opera House used to hang out the SRO sign for several nights in succession for Nicola's appearance, but the last time he wanted to perform locally he had to do it in Oalesburg, and had difficulty in finding a suitable house there.

Taking in the American Legion benefit show recently Nicola was struck by the possibilities of the State building for use as a theater. His practical experience combined with his knowledge of local conditions enabled him to work out a plan which is being considered by the city fathers.

AND DON'T FORGET—members of SAM, IBM and IMC—let's merge for the greatest convention of all times at Cincinnati in 1935.

## Saranac Lake

Lowell Thomas was a visitor to the NVA Lodge, where he spoke to the patients. He left here in a dog sled, pulled by 10 huskies, for Saranac Lake town to make his 15-minute broadcast. He has been at the Lake Placid Club for the past week. He was crowned as King at the Arena at the Ice Carnival. Dan Astella is back in the Lodge from the General Hospital and is doing great after his operation.

Prisco Devere, ex-patient from NVA, who has been curing in town at the Northwood San, was operated on at the General Hospital for a tumor—doing nicely.

Jimmy Marshall is doing nicely with pneumothorax. This lamb now goes to slaughter by the pneumo needle each Wednesday.

Jeanine La Faun moved to the up-patient department. She is up for meals and doing nicely.

Salvatore Ragone, who has been kind enough to deliver mail for the bed patients, had an able assistant during the Christmas rush in Leo Massimo.

Toni Temple is up for three meals. Doing very well.

Miss Thomason, nurse, leaves for New York shortly.

Over the holidays each and every bed patient had a trimmed tree in his room. The up patients had the big tree in the lounge.

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

## Little Theaters

Communications to 1564 Broadway, New York.

The Civio Little Theater, of Allentown, Pa., is presenting *Cock Robin*, the mystery play by Elmer Rice and Phillip Barry, January 15 to 19, inclusive.

The Players, of Providence, R. I., will present Rose Franken's *Another Language* at their own theater, the Barker Playhouse, January 16 to 18. Mrs. Sarah Minchin Barker, assisted by Amey Steere, is directing the production.

The Dramatic League of Rhode Island College of Education, also in Providence, offered A. A. Milne's *The Perfect Alibi* in the college auditorium January 12, with Prof. Adelaide Patterson directing.

The Little Theater of Duluth, Minn., will present, beginning January 29, *Hobson's Choice*, by Harold Brighouse, as its third production of the season, under the direction of John Wray Young. The increase of the usual run to six nights, made necessary by more than capacity crowds at the first two productions, will be continued.

Plays and Players, of Los Angeles Junior College, presented Owen Davis' *The Ninth Guest* at matinee performances and one evening, from January 8 thru January 12. Their next production is *Romeo and Juliet*, starting January 18.

The Henry Street Settlement, New York City, presented the American premiere of Helderjans' *The Rising Sun* January 13 and 14.



## Showman's Bookshelf

### Reference

The *Billboard* Index of the New York Legitimate Stage Season, 1932-33. The most complete reference work published on the activities of the season, listing all plays and musicals produced, their authors, players, scene designers and all others connected with them, together with cross-indexes, lists of addresses, and the New York appearances of leading players in the last 11 years. The *Billboard* Publishing Company, Cincinnati, O. 50 cents.

### Fiction

*Ladies in Waiting*, by Rian James. A story about Hollywood by *The Brooklyn Eagle* columnist who went out there. King. \$2.

### Little Theaters

*Play Production for Amateurs and Schools*, by M. V. C. Jeffreys and R. W. Stopford. A handbook for amateur actors and producers. Dutton. \$2.50.

### Published Play

*Is Life Worth Living?*, by Lennox Robinson. The philosophical comedy by the well-known Irish dramatist which played briefly on Broadway this fall. Macmillan. \$1.25.

## Theatrical Mutual Assn.

By DAVID L. DONALDSON  
Grand Secretary-Treasurer

The regular meeting of New York Lodge No. 1 was held Sunday evening, January 7, followed by the social hour.

The following officers have been elected and installed for 1934: Joseph Oehlman, president; Paul Stahl, vice-president; Albert Ruland, past president; William Well, secretary; William T. Butler, financial secretary; Edward W. Otto, treasurer; Robert S. Brown, sergeant at arms; James Dwyer, marshal; Paul Schmidtko, chaplain, and James Gallagher, Charles O'Leary and Jack Watt, trustees. The house committee was appointed as follows: Jack Dwyer, James Gallagher, Bill Hetzel, Pat Rogers, Milton Meyers, Marcus Rattiner, Charles O'Leary, David Rapp and William F. Ash. Whenever in the vicinity of Laurelton (See TMA on page 55)

## Is Harry Houdini Trying To Communicate With Me?

(By W. J. H.—13th Installment)

As I related last week, my friend Carney took a snapshot of me walking down the office wagon steps, holding in my right hand an unmounted picture of Houdini, and in the adjoining column you will see how the print of the negative turned out.

It is true the sun was shining, but there was no glass on the Houdini photo to affect the camera's operation. Now how did this happen?

We have heard so much thru genuine believers in spiritualism regarding ectoplasm that I am seriously wondering if, at the particular moment the picture was snapped, the master mystic was not trying to reach me, with the resultant ectoplasmic aura.

The picture reproduced here was not a time exposure taken indoors, but right in the open with no possible chance or even thought of trickery.

And just while I am writing this installment Mrs. Houdini sends me a miniature pastel photo of herself and one of Harry—and from all the thousands of pictures he had made that one that Bessie sent is the same identical



pose that disappeared in vapor in the accompanying picture!  
(To be continued next week)



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OUR mind is still fresh with impressions made from a perusal of the other day of replies sent to The Billboard by secretaries of musicians' union locals in a canvass conducted on the beer situation. Repeal has joined the New Era family since, but the conditions revealed have not changed. They have become magnified.

It would take an entire issue of The Billboard to present in detail and analyze the interesting answers sent in. For the purposes of the present serce we can do well by the secretaries who have co-operated so closely by presenting a very general resume of their problem intermingled with our own comment.

Beer, followed by Repeal in its present early stage, has not brought about the increase in employment among musicians that was expected. This is true particularly of union musicians but applies as well to all classes of persons playing instruments for a livelihood. The opening of music, dining and drinking spots has created work for many thousands of instrumentalists but due to the conditions of employment is not in any sense helping to solve the real problem.

The great mass of cheap, shoddy spots that have been thrown open thruout the country represents a minus quantity insofar as it concerns legitimate employment. Many thousands of the alleged beneficiaries of the ensemble opening of night spots are not members of recognized unions or have no union affiliation whatever. A large number of them are employed on an exclusive tipping basis or for similarly unimportant money. This is not employment; it is an unfortunate misapplication of the term.

The public of many smaller towns has been forced to accept poor substitutes for music. True, many of these towns are not ordinarily expected to support good music. But as far as it concerns the musicians' industry no music would be better than what is in many instances now being served. This new problem brought about by Repeal is one that can be solved by a process of education that will reach club and hotel owners and, more important, the application of the best efforts of the American Federation of Musicians' headquarters. There are, perhaps, many reasons for the failure of managers of night spots to use class musicians and talent. The economic consideration is the most important. It is unlikely that a man will buy a spurious product when for a slight or reasonable difference in price he can obtain the real thing. Knowing his problems and the characteristically dert manner in which he usually tackles them, as well as the many difficult situations that confront him, we would be the last to throw brickbats at President Joe Weber of the musicians' union. But he should be made to see the crying need for a vigorous campaign to put class musicians to work. In this lies the salvation of the union and its members.

Resort owners can be educated to use class musicians. It can be shown by intelligent approach to the problem that it is good business to pay real salaries to real musicians. The local angles can be tackled to advantage, too. More money circulated in a town means better breaks for merchants and others vitally interested in middle-class employment problems. This can be done by the AFM. Resort and night-spot men will probably be antagonistic towards the campaign in the beginning, but by continued effort there is no doubt about their finally being brought around to the realization that they, too, can benefit from the movement.

This applies to talent as well. Poor talent killed the chances of vaudeville's survival during the depression. Cheap,

riff-raff, alleged talent is doing likewise for many night spots and will continue to cause havoc amongst spot promoters—until they wake up. Good talent, real music and other consistent fixings attract class trade. This is the only type of trade that pays. The rest is a flash in the pan—a mirage to short-sighted resort owners.

The AFM headquarters can help in another way. President Weber and his staff can, despite alibis of local autonomy, put higher-priced men, their own men, to work by influencing locals to lift unreasonable restrictions. We realize that the strength of a local depends to a great extent on its enforcement of high standards of employment. But there is such a thing as oversteering of technicalities, imposing restrictions that hinder rather than further progress. Unusual methods must be applied in unusual times. Better to have union men working under slightly lower standards than to have the employment index down practically to zero in order that obsolete principles should be prescribed to by impractical labor leaders.

This is an AFM problem, principally, but one which can be solved more readily by the co-operation of all who come in contact with it in any way. The Billboard, for one, pledges its aid with the object of helping the union musician, a highly important factor in the show business.

FROM the week's mail waiting to be filed we have rescued from steel-cabinet oblivion a morsel of correspondence that cries for inclusion here. Its cry shall be heard. Unfortunately the name of the correspondent, who recently recovered from serious injuries, has to be withheld—and that goes, too, for his name references.

We ask only, dear reader, that you compare this real life story to the situation in the town where you are reading this. We quote . . .

Glad to say I am almost human again. Altho I grossly disappointed several doctors, friends and relatives, I simply cannot disappoint my public and my agent of his 10 per cent. This being decoded will tell you that I've grabbed my set of pictures and the other shirt and am looking for Saturday and Sunday.

What marvelous changes have been wrought during my absence on the Hospital Circuit. Here in C— we have the R— with a combo program of five acts and burlesque; five shows a day and no pictures. Salaries for teams \$40, less 10 per cent. The usual midnight show makes it 36 shows for \$36. Write your own ticket.

The same policy is also in force at the E— and the P—, with the exception that the salary for doubles is \$45. If the NRA applies here it must mean Not Responsible for Anything. Vaudeville here is deader than Napoleon's grandmother; not one neighborhood house playing even one day a week. One or two run discovery nights in which may be found a couple of real acts. Beer gardens and a few night clubs use a little talent—but girls. If there's such a thing as reincarnation may I return with a fan in each hand?

WE HAD the doubtful privilege of sitting in on a special code meeting of burlesque managers with Division Administrator Rosenblatt last week. Very doubtful, we now find, because we are bound by our word not to use anything in print. But this promise does not prohibit us from commenting on the fine spirit shown by the burlesquers. It really looks like the NRA might prove to be the guiding angel leading burlesque back to a place in the sun.

Rosenblatt gave it to the burly managers hot and heavy. He spoke with an unbiased, eloquent tongue. The burly-cue boys spoke, too. But it remains to be seen whether they are serious about their intentions or were only kidding in order to make a good impression on Uncle Sam's ambassador to the show business.

The formulation and enforcement of the burlesque code will give this branch an opportunity to become respectable; to win back the patronage of a substantial public. Talent raising, obscenity, suicidal price cutting and other forms of unfair competition—all of these should be eliminated in time by the code. With business conditions helping the process along and with Izzy Herk coming forward to do a job that no burly czar has ever done before in this generation we may yet live to see the day when burlesque will be a respectable and thriving branch of the show business.

Minstrelsy By BOB EMMET (Cincinnati Office)

JIMMY MILNE, formerly with John R. Van Arnham's Minstrels, is now chief announcer at Station WIGG, Bridgeport, Conn. He also does considerable entertaining, being one of the mainstays with the Mountain Melodeers and, altho not Polish, he does vocalizing in that tongue with Ed Krolokowski's Polish Orchestra.

GEORGE E. MITCHELL, of the Mitchell Twins, clog dancers, writes in from the Eiks' Home, Bedford, Va., to tell of an interesting minstrel show he staged for the kiddies at Christmas time. George was dressed as Santa, but the rest all were in black. There are two oldtimers at the home who, George says, are cutting up like two-year-olds—Clayton Frye and George (Jigs) Milton.

DOC SAMPSON was pleasantly surprised recently at Circleville, O., when he was visited by old friends, Les Haberkorn and Carl Denton. Doc, since closing with a minstrel show, has been working floor show dates in Columbus. New Year's Eve he was one of 10 acts to play the Virginia Hotel. Received quite a mention in the Ohio State Journal.

News From Syracuse

By Frank Gilmore

Charles Reilly, for many years with Van Arnham's Minstrels and now night clerk at the Roosevelt Hotel, and Art Rego, trick and fancy rider, recently caught the Van Arnham show at Oswego. They report a complete sell-out and apparently increased interest in Minstrelsy. The performance was fast and snappy and especial credit goes to Billy Henderson, black-face comic, for producing this season's edition. Roy Roberts, formerly of the dance team of Driscoll and Roberts, is handling the front. Arnold and Leamy are back on the show. Phil Wright is reported to be playing a mean blues trombone. Rudy Hoff and his band come in for their share of attention!

Col. Bill Bates, in advance for Van Arnham for many years, is now assistant manager of the Seymour Hotel.

John R. Van Arnham is in Atlanta arranging Southern bookings for the show.

Charles Wright, tenor, formerly of the Nell O'Brien and Van Arnham shows, and Charles Page, basso with Al G. Field and Van Arnham, are said to have full date books and look for a prosperous winter.

Harry La Toy, juggler and formerly associated with a Boston booking office, stopped off to say hello. Reported in a minor auto accident recently. Was sorry to have missed seeing B. X. Brown, pop black-face comedian.

Joe Withersteen, remembered as manager of the Hi Henry Minstrels several years ago, after cruising around the world as purser on several boats has finally settled down as chef at the exclusive Elm Lodge Club.

Reilly and Rego are considering leasing the John R. Van Arnham "Dog and Pony Circus" title, on the shelf for years, and making small towns with the show this summer.

January 20 will see the premiere of Brown & Hemen's Minstrels Revue De Luxe, an 11-people aggregation including Frank Gilmore, Marsely, Heller, Mott Brown, Draper, Bolton and a four-piece band.

Cleveland Minstrel Notes

Onward, Merry Minstrels, is the battle cry since the close of the holiday season. Today all local units are getting into action. Bob McLaughlin and his Moose Minstrels are set for a show at local headquarters of that organization. Reed's Minstrels are scheduled for two shows in the Heights territory, "Ebony Kings," colored minstrel unit under Reed management, are also slated for a show, while Leland McNamee and his boys are ready to dop the cork for another big showing.

Neil Curry, of Cincinnati, was a recent caller on the local colony, enjoying a visit with Bob Reed, Jimmy Thomson and Viola Hauseman during the stop-over while en route to Pittsburgh, where the Queen City boy hopes to land a few acts for his coming musical comedy production.

Mike Dowd, song-writing minstrel warrior of yesteryear, is making real his

with his latest Roosevelt song which bids to become a truly pop number, even outdoing Tattie Tale Man, which made such a hit during the past minstrel season. Bob McLaughlin is still attempting to learn just what happened on Ninth street during the Moose minstrel party boat ride last summer. Jimmy Thomson has become a fixture at the Silk Hat Club and the westsiders are strong for this vet of the Field show, whose tuneful melodies have made him the outstanding single in this burg.

Viola Hauseman and her girl minstrel band are scoring heavily with old-time minstrel march numbers. The girls are right on the job with those sliding trombone specialties which register well with every real minstrel fan. Likewise there are snappy snare drummers. The line-up sports bright red unics and berets jauntily tilted to complete the best dressed girl minstrel band seen in these parts in many a day.

NMP&FA Notes

By Robert Reed, Secretary

Franklin Delano Roosevelt, President of the United States, has aroused members of Congress to the absolute necessity for prompt action and most serious thought, if the future security of the country and our people are to be properly safeguarded and the national wheels of progress speeded to the point of happy and effective normalcy.

Like our President, we are today calling upon our members to respond to our call for their active interest and moral support in the upbuilding of the minstrel association. Begin today to do your part in this 1934 program of constructive activity set down by our beloved national leader, Harry O. Shunk. Keep in closer contact with your headquarters and your officers. Continue to read the weekly news notes appearing in The Billboard. Plan to do your bit toward the building up of your minstrel association. Get that new member today. Interest your friends in your minstrel organization and tell them of our annual convention meetings and that we are "United for Minstrelsy."

There is much that each one may do in the interest of our association; much help that we can give to our officers. Try your hand today. We know that once you are started in the right direction you will really enjoy your effort and readily keep your minstrel association wheels of progress moving forward with lasting results. Resolve now to do your part and by the time for our fourth annual convention meeting our progress and your satisfaction for having played your part will be measured in terms of greater membership, a truly strengthened organization and an organization meriting the congratulations and pride of each one of us.

NMP&FA membership is extended from California to the Atlantic Seaboard and from the rugged shores of Maine to the Gulf of Mexico, with a representative membership thruout Canada and Europe. Certainly this must be proof of Minstrelsy interest, offsetting all arguments to the contrary, and proving most assuredly that our minstrel association was born to live, creating a monument to Minstrelsy and all minstrel people, thus assuring its perpetuation for the good of future generations.

We are indeed happy to learn that former Vice-President Mrs. George Primrose has regained her former good health and is once again ready to carry (See MINSTRELSY on page 55)

Denison's 57 Years of Hits Songs Minstrel Musical Comedies Operettas Knoxville Acts Blackface Acts We supply all entertainment needs for lodges, dramatic clubs, schools, etc., and forever occasion. Catalog Free. T. S. DENISON & CO. 623 S. Wabash Ave., Dept. 15, Chicago, Ill.

COSTUMES — SCENERY

Minstrel and Musical Shows. You can have them at the corner. Minstrels and Revues are easy to stage and they pay most. Ask our Free Service Department how to produce your own show. They will help you to make money and attract new members. HOOKER-HOWE COSTUME CO. 46-53 86, Main St., Haverhill, Mass.

THE FILM WEEKLY AUSTRALIA

Conducted by MARTIN G. BRENNAN, 198 City Hall Building, Pitt Street, Sydney, Australia Office of THE BILLBOARD.

# The Broadway Beat

By GEORGE SPELVIN

**A** BROADWAY managerial outfit is offering Max Steuer as a radio possibility, the famed attorney to be used in dramatic reproductions of some of his more famous cases. . . . In case you're worried, Steuer doesn't need the dough. . . . Shipwreck Kelly will soon be offered a job as a radio antenna sitter by a new station with the tallest tower in the country. . . . Stunt is being considered for the grand opening. . . . It would be Kelly's last seat if anybody turned on the juice. . . . And if the Stats police stop the stunt the publicity will still be welcome. . . . During an Eddie Cantor rehearsal at the Paramount, Brooklyn, recently, some nasties pliffed dough from the gals' dressing rooms. . . . Cantor went Santa Claus by repaying every penny of it. . . . There was no heat on the stage, the theory evidently being that the girls radiate their own. . . . There was a guy roller skating up Broadway during the after-theater rush Tuesday night. . . . He calmly rolled along with a book under his arm, seeming very intent on getting somewhere. . . . Since the biz for *The Prizefighter and the Lady* hasn't been up to what was expected, and since they figure that the title lacks sex appeal, the name of the pix for future showings is *The Conquering Ser.* . . . They'd probably manage to get sex into the title of a screen version of *Lavender and Old Lace*.

General Pisano's wine and liquor store located near the NVA seems to be doing a bustling business, but the General claims that all who come in aren't customers. Half are liquor salesmen. Further, he has put into effect a 10 per cent cut in prices—having been associated with not a few cuts during his years in show business. The main reason, says the fancy sharpshooter of vaude, for the price cut is the competition on all sides of him. Dailies have given the General several breaks with pictures and stories.

Paul Dempsey is on the Stem again. . . . Just for a couple of weeks and then back to the Coast to continue to look after Ted Healy. . . . Edith Cole has returned to the Coast. . . . She's been doing vaude and night clubs and used to be known as Renee Borden, of horse operas. . . . Mr. Spevlin failed to recognize Bob Sylvester the other day because he wasn't sporting his cane. . . . *The Evening Post* is said to be thinking of adding a Broadway column, with the job reported to pay \$300 a week. . . . Andrea Marsh's mother is the talk of the town because of her peach pancakes. . . . The Loop boys got their share of them, but now ma is making them for the Broadway gang. . . . Lou Lockett, formerly of Lockett and Page, is running a dance school in Brooklyn. . . . The Sixth avenue sandwich men are advertising a full bartending course for \$15. . . . With a fancy haircomb and everything. . . . The first meeting of the new council of the ABA last week started at 8 p.m. and didn't end until 3 a.m. . . . When actors put in such hours for an organization, that's something. . . . Incidentally, attention ABA: In the film *Havana Widows*, a bury manager lays off a chorine because she refuses to play a benefit. . . . The Hearst Metrotone Theater has gone dark. . . . Too much rent and not enough customers. . . . Boris Morros is tanning himself down in Florida.

Nostalgic note: The passing of the Palace Cafeteria on West 46th street fills more than one trouper with sadness. It was the day-long mecca for hundreds, from actors to acrobats. It catered almost exclusively to the show fraternity. Now that it's gone and the tribe must still quip and talk while having chow, the new hangout is the Gerard, right around the corner on Broadway. The Palace, like its theater namesake, will have its memories—but show-folk are quick to discover successors.

One of the small New Jersey radio stations that recently moved its studios to New York has all of its time sold out. . . . It must have an audience somewhere that makes good for the sponsors. . . . A lotta people didn't go for that Eddie Cantor blurb on Ziegfeld, what with Eddie having a book on the late maestro that is just off the press. . . . Ernie Anderson is back in town after ringmastering the annual holiday circus at Fay's, Providence. . . . Rex D. (Luna Park) Billings' son is deciding between a newspaper and a stage career. . . . Fog Horn Clancy made a couple of openings at the 70th and Broadway side-show building just to keep in trim. . . . Namy Sallh came in all the way from Newark to attend the circus at the Hipp, but discovered that it had closed New Year's Day. . . . The new Chevrolet electric sign is one of the brightest that the street has known. . . . A *Stage Magazine* caption this month says that the picture above it is of Constance Collier and her dog. . . . But it's just Constance Collier and a fur wrap.

The intellectual radicals have another bone to chew on in their parlor discussions: How come Harpo Marx (no relation to Karl) drew 20 minutes of applause for his six-minute debut in Soviet Russia last month? Isn't vaudeville supposed to be a form of bourgeois degeneracy? And can the boys and gals of Russia go nerte over a harp act? Harpo may become a political question to the American brethren.

40th YEAR

# The Billboard

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The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business.

The "possibilities" grouped below are contributed weekly by members of the staff thru their contacts with various entertainment forms. The field is not limited to theaters and other amusement spots covered in line with review assignments.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

## For VAUDE

**RICHARD HIMBER ORCHESTRA**, with Frances Langford and the Three Scamps—Altho Miss Langford has appeared on her own in vaude, this combination, as heard Sundays from 3:30 to 4 p.m. on NBC, ought to be able to hold down a lengthy spot at practically any house. The Three Scamps are a hot male trio. Humber has a soft type of music, up to the minute and appealing.

**JOHN B. KENNEDY**—NBC commentator and former associate editor of *Collier's Weekly*. Has a good voice and style and knows what he is talking about. Should prove just as interesting to theater audiences as Edwin C. Hill, who was well liked, altho Hill had a longer ether buildup in back of him. Chooses timely topics and stages them right.

## For FILMS

**SHIRLEY BOOTH**—charming blonde, now appearing in *After Such Pleasures* at the Barbizon Plaza concert hall. Last seen on Broadway proper in *The Mask and the Face* for the Theater Guild. Ought to film well, and has a fine speaking voice. Excellent at light comedy, and can do dramatic parts with ease and ability as well.

**LINDA HILL**—stock actress, now modeling for commercials. Born of a British theatrical family, she showed definite talent in stock. Photographs unusually well, and has a regal blond beauty that should go over nicely with the customers.

## For LEGIT

### Musical

**EARL, JACK AND BETTY**—personable young roller-skating trio, currently featured in Paradise Restaurant's floor show, New York, and doubling in vaude. Present a routine packed with sophisticated appeal as well as spectacular punch. Adaptable to production ideas and effects.

# Chicago Chat

By NAT GREEN

**G** EORGE DEGNON arrived in town the other day ahead of the *Greenwich Village Folies*, which will grace the Palace stage a week or so hence. . . . Things are looking up, according to George, and we agree with him. . . . Davy Rose, chief arranger for NBC, may be hying himself eastward soon to write a show for Broadway consumption. . . . Sam Goldwyn, accompanied by Mrs. Goldwyn, stopped in Chi long enough to say hello to a few friends. . . . He's on his way to Russia with a print of *Nana*. . . . Little Raye Robin doing publicity for Joe Lewis, funmaker at the Club Royale. . . . Joe is going to do some shorts on the West Coast soon. . . . And he's been dickering with what musical comedy? . . . Doug Fairbanks Jr., passed thru town eastward bound with London as his destination. . . . Dorothy Guzman off to Florida to pave the way for Harry Richman's engagement. . . . Bill Targ, the book merchant, and his wife, the former Anne Jesselson, publicity woman, are shopping for business. . . . Charlie Rose off to Miami Beach, Fla., for a safe engagement. . . . Gus (ork leader) Edwards and bride honeymooning in Texas.

Autograph hunters stormed the stage door of the Chicago Theater in droves while Mary Pickford was playing the B. & K. house, giving the veteran doorman the workout of his life. . . . They offered every possible excuse to gain entrance, and some of them were so persistent it required more than just ordinary persuasion to dispose of them. . . . No doubt that doorman is one person who hopes "America's Sweetheart" won't come back soon! . . . There are rumors that Ted Florio, who got his start around these parts, is coming back to the Loop soon and will anchor at the Palmer House spot, where Richard Cole's grand orchestra is now holding forth. . . . Echoes of that "First Christmas Market and Charity Bazaar" have not yet subsided. . . . The promoters are alleged to have made plenty of misrepresentations and the thing is being threshed out in the courts. . . . Two Violets, Barnes and Henning, will be in the box office of the Studebaker when *The Sunday Husband* opens January 17. . . . *Gallant Lady*, previewed at United Artists a few days ago, is a swell picture. . . . Jan Garber and Wayne King will trade places for a week, starting January 20, Jan going to the Aragon ballroom and the Waltz King to the Trianon on the South Side.

Clyde Beatty, who thrills the ladies with his work in the arena with a flock of "cats," is in Peru, Ind., the Circus City, where shots for a forthcoming picture are being made. Clyde, by the way, probably will open at the Coliseum in Chi with the Hagenbeck-Wallace Circus in the spring, instead of at the Garden in New York with the big ones.

George Bradley, director of the Minnesota Tourist Bureau and former St. Paul newspaper man, was in town for several days and signed up with the World's Fair for a Minnesota exhibit. . . . We hear that Frankie Masters will open at the College Inn late this month, replacing Noble Sissle and his dusky tootlers. . . . The co-starring engagement there of Paul Ash and Sisale was not exactly the pleasantest in the world, due to a misunderstanding over working conditions. . . . Virginia Gardner, radio editor of *The Milwaukee News*, looked the Loop over a few days ago. . . . Wayne King selected by the Chi Federation of Labor to play for the President Roosevelt ball at the Aragon January 30. . . . Frank Libuse, the nut comedian, who is playing Chi neighborhood houses, has rented four cows and houses them in a garage near his hotel in order to assure a milk supply for his family while the milk strike is on. . . . Art Frask, who has been ork leader at the Harding Theater, is now at the Marbro and Dave Smaison has succeeded him at the Harding.

Those who attended the Saturday night party of the Showmen's League the other night were treated to some swell entertainment by radio folks of note. Eddie and Fannie Cavanaugh, who were troupers long before they became popular radio personalities, were there, and Eddie did a swell job of emceeing. . . . Lillian Gordon, who teaches novices the radio art, is a clever entertainer herself and obliged with a couple of very pleasing vocal numbers. The "show-stoppers" were the three Morin Sisters, sweet singers heard on the Sealed Power and other well-known commercials. They were called back repeatedly and finally had to beg off. Bill (Grandpa Burton) Baar, Hall (p. a.) Burton, Albert and Chickie Powell of circus fame, and a number of other folks in the public eye were among the guests. With a little of the right kind of "push" these get-together parties can be made a great power for advancement of the League. The League wants it known that any member of the profession is welcome. There is no admission charge. Entertainment and dancing are gratis and refreshments are reasonably priced, so get acquainted, folks, with a club that is doing a lot for show people!

Jack Sullivan, who was with Miss America at the World's Fair early in the season, is handling an act featuring Dr. Paul Knapp and the Zoro nudist colony. . . . Said to be quite a novelty, this act should have an appeal to the curious in view of the wide publicity which nudism has received.



## Melvin Hildreth Cites Code Problems in CFA Speech

**Well-known Washington attorney says owner, artist and public must be co-ordinated and salaries protected—Harper Joy, national CFA head, is honor guest at luncheon**

NEW YORK, Jan. 13.—Harper Joy, national president of the Circus Fans' Association, was guest of honor at a luncheon on Wednesday of the local Seth B. Howes Tent at the New Yorker Hotel, with Melvin D. Hildreth, Washington lawyer and chairman of the CFA legislative committee, the "keynote" speaker. Mr. Hildreth offered pungent remarks at the hearing in Washington next Friday on a code for the circus industry. Speaking for the CFA, he said: "We have a grave duty before us." The hearing, he declared, in reality involves three groups—owners, performers and public, which are the principal links in circusdom that call for co-ordination.

Citing the fact that the income of circus people must be spread over 52 weeks, he specifically named two distressing cases of troupes which have been reduced to impoverished circumstances.

Among Mr. Hildreth's most important remarks in brief form were:

"There is nothing of an immoral or improper character in a circus performance. Twelve million national customers will attest to that. Therefore no censorship is needed.

"Trivialities are taken care of under the proposed code. How about protection of performers? Holdbacks should be in the form of a trust fund. Regarding salary, why not protection of at least two weeks? I am looking forward with apprehension to the meeting on the 19th.

"Dishonest practices are found with but few circuses. The one great example of success is the Ringling Show, which maintains the finest ideals of business integrity. The Ringling policy should be given the force of law in the code.

"Russia has 150 circuses while we have but two-score or so. In Russia it is a cultural institution and there are no unemployed performers.

"Our problem is to make the circus profitable to the owner, profitable to the performer and welcome to the public.

"The fair trade practice agreement drawn up by motorized interests three years ago should be read into the code.

"We must build up public good will. We must get a fair deal for the circus. We must fight unfair taxes and licenses. The circus is the only amusement which absorbs the federal tax. We must ask the government to eliminate it."

Mr. Joy, interviewed by Jacob F. Weintz, secretary of the local tent, reviewed the highlights of last year's national CFA convention at Baraboo, Wis., with the clarity and enthusiasm characteristic of him.

Felix Adler, a producing clown of the Ringling Show, said the performer wants to work and asks nothing more than a guarantee of salary. He suggested that the CFA stage indoor shows thruout the country, with the profits to be sunk into a loan fund for troupers. Mr. Weintz lauded the work of the Circus Fans and the Circus Saints and Sinners.

Present at the luncheon were Andrew H. Dykes, Pompeo Coppini, Leslie G. Anderson, Dr. Hugh Grant Rowell, Joe Minehin, Clyde June, Bernard McKenna and Ed Kelly who made several pictures of the group.

Mr. Hildreth departed for Washington after the luncheon to prepare final drafts of details in connection with the code hearing. Felix Adler will leave in a few days for Cleveland on the first of a series of Shrine Circus engagements under the Orrin Davenport banner. President Joy came in from Chicago and left for Norwich, Conn., yesterday, thence to Boston, Philadelphia, Baltimore, Washington, Chicago and then back home to Spokane, Wash.

### Eastern States Has Fair Biz at Enid, Okla.

ENID, Okla., Jan. 13.—Eastern States Circus, under the management of Irv J. Polack, closed a seven-day engagement here, under auspices Elks, last Saturday. Had fair business. Inclement weather hampered attendance considerably.

Several performers who were away on visits during Christmas week were back on the show for the Enid engagement. Show opened in Wichita Falls, Tex., Monday for this week's engagement.

### A Point of View And an Ambition

NEW YORK, Jan. 13.—Said Harper Joy, national president CFA, at luncheon on Wednesday of local Seth B. Howes Tent: "In my youth I drifted from Spokane and followed the sawdust trail. My good mother wrote to me begging me to get back to an honorable business. Twelve years ago I went into the banking business, and recently my good mother told me to get back into an honorable business—show business."

Said Felix Adler: "One of my greatest ambitions is to catch the fourth section of the Ringling train when it leaves town. That's where my bed is."

### Say Buchanan Will Manage New Show

JERSEY CITY, N. J., Jan. 13.—Damo Rumor has Fred Buchanan hooked up with Tom Gorman and Pat Casey in the operation of a new circus in the field the coming season. Buchanan would be the manager, Gorman involved in an executive capacity and Casey the man behind the scenes, a function the latter has been fulfilling for a number of years with Gorman as his man Friday, especially, of recent seasons, in connection with the Walter L. Main Circus, which during the 1933 tour had a title change to World Bros. and later was taken over by Jimmy Heron on his own for dates in the South.

Buchanan and a crew are framing an outfit in Jersey City, occupying the site of an abandoned Ford sales plant. Gorman has for years been a picture-vaude exec, once with REO films, and managed the Hippodrome in New York. Casey is a power in vaude and treasurer of the Variety Managers' Association. Title at present is Gorman Bros. Circus.

NEW YORK, Jan. 13.—Jimmy Heron in all likelihood will take out the World Bros. Circus on his own next season, according to a report reaching here. Heron has established quarters in Alendale, S. C., after a successful Southern tour.

## Gumpertz Answers Story About Reported Ousting of Prudence

SARASOTA, Fla., Jan. 13.—Samuel W. Gumpertz, general manager of the Ringling-Barnum Circus interests, said yesterday that he was at a loss to understand the story in the last issue of *The Billboard* that he and Mrs. Charles Ringling were en route to New York to confer, according to report, with John Ringling and Mrs. Eugene Gardonyi, widow of Richard Ringling, in connection with a concerted move to oust the Prudence Company from ownership in the shows. Mr. Gumpertz told *The Billboard* correspondent here that he had no intention of going to New York, because there was no reason for a trip at this time. Mrs. Charles Ringling was not quoted on the subject, but she remains in town.



SAM B. DILL, prominent motorized circus owner, who has formed a combined performance and outfits partnership with Tom Mix, titled Sam B. Dill's 3-Ring Circus and Tom Mix Roundup, for the coming season.

### Lewis Bros.' Show To Be Augmented

JACKSON, Mich., Jan. 13.—Paul M. Lewis, of Lewis Bros. Circus, states that the indoor show will play several more engagements in large cities this winter and then interest will center in preparing a much larger outdoor organization for the coming season. So far the indoor unit has played the following engagements: For the Grotto at Fort Wayne, Ind.; Grotto at Toledo; Moose at Whiting, Ind.; Legion at Joliet, Ill.; Elks at Monroe, Mich.; Legion at Ypsilanti, Mich., and Elks at Michigan City, Ind.

Mr. Lewis further states that the circus will be out in the spring with three rings, and with at least five more trucks and trailers than last year, the trailers designed and constructed by Fred Seymour, formerly superintendent with 101 Ranch Wild West, and who will be lot superintendent. The plan for the outdoor season this year is to not play all dates under auspices, instead about 50 per cent under local sponsorship. The big top is to be a 100-foot round top with three 50-foot middle pieces; menagerie, an 80 with one 40; side show, a 70 with a 40. Show is to move on about 40 motorized conveyances, roster to comprise about 150 people; also 35 head of horses and ponies; music by a 10-piece band and calliope.

### Yacopis Dates Extended

LONDON, Jan. 2.—The Great Yacopis, teeterboard acrobats, whose act has been proving a hit at the London Palladium in the "fifth crazy month," have had their engagement prolonged for two weeks, which will be eight weeks for the act at the Palladium.

PHILADELPHIA, Jan. 13.—The recent Wirth-Taylor Circus and Rodeo here had good business the last several days of its run, but this late spurt in receipts did not cover expenses. The performers worked on a "commonwealth" basis after the first week.

### Dutton-Monge Combo Splits

CINCINNATI, Jan. 13.—A letter to *The Billboard* from W. McK. Bauman, from Maracaibo, Venezuela, and dated December 29, reveals that the former Dutton-Monge Bros. Circus is now two separate and distinct organizations. Mr. Bauman's letter contained the following information:

Despite numerous disappointments in the matter of securing a tent from New York and the subsequent delay in the vicinity of Maracaibo, the Dutton Circus (formerly Dutton-Monge Bros.) is still entertaining in local and near-by theaters. Upon the arrival of the recently purchased tent and its release from local customs an engagement in the near-by oil town of Lagunillas will be played. This town, billed twice for the circus, has never seen an elephant. It is the base for some of the largest oil activities in this section. Recent reorganization of the circus performers here has made a change in the title of the show, which is now known as the Dutton Circus and is under the direction of Nellie Dutton.

The Monge Family, which was formerly at the helm, has departed, under the title of Monge Family Circus, featuring their family acrobatic act and carrying no animals. It is their intention to play small theaters in Venezuela and the islands. The Dutton show will proceed under canvas into Colombia with the following acts: Dutton Equestrian Revue; Nellie Jordan, wire act; Petite Evelynne, contortion; Vivian DeVere, aerial loop; Topsy, the big elephant; Dutton Comedy Riders; Sandino, trained camel; Arena Trio, novelty acrobats, and the Evottos, hand balancing and perch. Dan Mitchell and Joe Arena furnish the pantomime clowning, and Pepe Suarez the Spanish talking numbers. The personnel includes Nellie Dutton, Evelynne Stephens, Irene Arena, Elizabeth Rounds, W. McK. Bauman, Otto Hoffman, Joe Arena, Dan Mitchell, Billie Osborne, Clarence Taylor and Pepe Suarez, and agent, Juan Fernandez.

The new tent will be a 90-foot round top with a 40-foot middle and will seat (Spanish style) about 1,100 people. A top price of four bolivars (about \$1) will be charged, with a low of one bolivar. After playing the already dated Lagunillas the show will move south thru Southern Venezuela into Colombia, with the intention of making Bogota by Carnival Week (February 14). Movements will be made by the means available in the territory played—either truck, train or boat. A band of seven musicians will furnish music.

### Acts for Shrine Show At Grand Rapids, Mich.

CHICAGO, Jan. 13.—An army of talent has been signed up thru W. S. Cannon for the annual indoor Shrine Circus, Saladin Temple, Grand Rapids, Mich., week of January 22.

So far the following acts have been engaged: Butler's Dogs, Andrews' Bears, The Fearless Flyers, Five Hagenbeck-Wallace Elephants, Eugene Troupe, Sells-Floto liberty act of 10 horses, Madame Bedini and Sir Victor, Don Francisco, Nelson Family, Otto Griebling and 14 clowns, Aerial Whites, Kenneth Waite's Walkarounds, Albert Hodgkin and Company, with Harriet; Laurette Tucker, and Everett Johnson's Band. Fred Ledgett will be equestrian director.

### Pete Cornalla III

CINCINNATI, Jan. 13.—*The Billboard* is informed from Gary, Ind., that Pete Cornalla, veteran and widely known performer, is ill at Mercy Hospital, that city, and would appreciate receiving cheery letters from his acquaintances in the circus world—probably addressed care of Viloetta Cornalla, 346 South Lake street, Gary, Ind., would be okeh.

### R. M. Harvey Re-Engaged

CINCINNATI, Jan. 13.—Arrangements have been made between C. W. Webb, owner Russell Bros. Circus, and R. M. Harvey, whereby Harvey will again pilot that fast growing organization for season of 1934. Harvey will represent in the show at the circus code hearing in Washington, which starts January 19.



With the  
Circus Fans  
By THE RINGMASTER

President, HARPER JOY, 425 Riverside Ave., Spokane, Wash. (Conducted by JOHN SHEPARD, P. O. Box 545, Wheaton, Ill.)

CPA Volve N. (Army) Armstrong, Wichita Falls, Tex., recently took part in two presentations of the 1933 American Legion-Spanish-American War Veterans Minstrel Show given in that city in benefit of a fund for the purchase of shoes and warm luncheons for school children. Mr. Armstrong did some quick crayon sketching for a period of 15 minutes on the stage. His act was ingenious and caught the undivided attention of the audience. Besides being a newspaperman he is an artist, having studied sketching years ago in Cincinnati. He has sent us clippings from the local press in regard to the entertainments, also an advertisement and an article concerning the Eastern States Indoor Circus which appeared in his city under auspices of Maskat Temple, Shrine.

We were pleased at receiving from Mrs. Lillian Dow Davidson, widow of James Davidson, CPA, and noted Rotarian, of Vancouver, B. C., a pamphlet containing a splendid tribute to Jim, as he was lovingly called by his friends. This tribute is from the pen of Paul Harris, founder of Rotary.

Harry Baugh, of the Cumberland Hotel, New York City, has just received a collection of 23 circus pictures from Charles Bernard, of Savannah, Ga. Among recent visitors at the Cumberland were Warren H. Woods, of Englewood, N. J., and Harry's son and wife, of Newport, R. I. Thru President Harper Joy the Circus Room at the Cumberland has been officially indorsed by the CPA. Edward Brick, who for 17 years was chief of police at St. Cloud, Minn., known to most circus executives and who resigned that office three years ago to become connected with the State Bureau of Criminal Apprehension, is back again as head of the police force of that city, according to Frank Kindler, CPA, of St. Cloud. Frank says this will be good news to the circus world, as Chief Brick was its true friend.

On January 6 a luncheon was given in honor of President Harper Joy by the John L. Davenport Tent, Chicago. This affair took place in the Hotel Sherman and the following were present: President Harper Joy, Past President Clint E. Beery, Tent Chairman William (Bill) Sneed, Tent Secretary Edward Shanks; Frank H. Hartless, vice-president of Central States; Jack Nelson and Nat Green, of The Billboard; I. K. Pond and Harry Atwell; Mr. and Mrs. Albert Powell, of the Big On; Dr. Tom Torney, of Madison, Wis., and the conductor of this column. Messages of regret were re-

ceived from Karl Knecht, Evansville, and W. H. Hohsnadel, Rochelle, Ill. Arrangements for a big dinner in honor of President Joy upon his return from a trip east were tentatively made at this luncheon.

CPA William Kasiska, Baraboo, Wis., is again in charge of the Wisconsin State Senate Post Office during the legislative session in Madison.

Editor Karl Knecht, of The White Tops, received a fine letter from A. E. Sheard, of Oxford, England, who told some interesting things concerning the Bertram Mills Circus. Sheard states that the British public does not seem to take to three-ring circuses since the Barnum & Bailey Shows visited that country years ago.

**Crystal Palace Circus, in London, Has Good Program**

LONDON, Jan. 2.—The present Crystal Palace Circus, London, which is in for a five weeks' season, is the strongest to date at this rendezvous.

The acts include: Agube Gudzw, Cossack rider; Belle Family, Italian riders; Algerian Cavalry Parade; Ruth Owen and "Diana"; the Rogers, trapeze novelty; 14 Thunderbolts, tumblers and pyramid builders; Algivolt Troupe, aerialists; Six Victorias, trick cyclists; Bebe and Renee, artistic dance novelty; "The Chinese Puzzle," contortionist; St. Valais Skaters, adagio on skates; Maurice Chester's Dogs, Annie and Betty, performing elephants; Noni and Partner, clown act; Rebla, comedy juggler; Four Okeys, Continental clowns. Bookings were made by Ted Volta.

**West Coast Jottings**

VENICE, Calif., Jan. 12.—Show people working thru Charles Cook for the Rogers Production Company at Paramount studio on picture titled *Baby in Ice Box* are Cullie Phillips, Irene McAfee, Georgia Bransen, Junior Cook, Ina Davis, Mr. and Mrs. Don Beeler, Kenneth Cook and wife, Lela Plank, Dorothy Marcus, John Blackman, Bobby Glover, Mr. and Mrs. Whitey Guyer, Fritz Hawk, Mr. and Mrs. Roy Imler, Flo Bastine, Helen Moore, Ada May Moore (and her snakes), Mel Vaught, Emma Clifford, Hugh McLaughery and wife and Tom Plank; also S. Engel, with his weighing machine, from Venice Pier.

Spud Redrick, bandmaster Al G. Barnes Circus, and wife have returned from San Francisco, where they motored to spend the holidays.

Bob Shuttlerworth, for many seasons associated with Harry Wooding's Toyland Circus on the Venice Pier, died at General Hospital, Los Angeles, January 5. He was blown from the third floor of the Antlers Hotel, thru a window, by a gas explosion.

Fay Wolcott, clown, spent the holidays with his folks at Redondo and has returned to Venice, where he is employed at "Steve's Mad House" restaurant.

Alra and Ruth Evans, dwarfs, advise that they have closed at the Mike Golden's Museum, San Francisco, and will play a week's date in Sacramento, then return to Los Angeles to work pictures remainder of the winter.

Visitors to the St. Mark's Hotel over last week-end were Lee McDonald, Benny Tabar and family, Charles Post and wife, Kinko Sunbury and wife, Roy Barrett, Bones Hartzell and wife, Mel Vaught, Charles Cook and family, Jack McAfee and wife, William Denny and Bobby Glover. TOM PLANK.

**Marlow's Mighty**

HOMERSVILLE, Mo., Jan. 12.—Work is under way at winter quarters of Marlow's Mighty Shows here. This includes overhauling and rebuilding equipment, and if plans of the management materialize the show will be somewhat enlarged for the coming season, also an augmented street parade, which has been a daily feature. Mr. and Mrs. Beardsley, who have a fine pop-corn machine, are here in winter quarters and will be with the show; also Band Director Barnhart, who with his family has just returned from home, called there thru the death of Mr. Barnhart's mother, who was killed in an auto accident at New Paris, Ind. Doc Potter was a recent visitor to quarters. He expressed surprise at the growth of this show and stated that Doc Denn made a hurried trip to Florida, but would be back to his old haunts soon. There are two old-time P. T. Barnum showmen residents of Homersville. One is Major Ray, midgest (also known as Buster Brown). The other is the mayor, Captain Shields,

**Peeping In On the Performers' Club of America**

By BERT CLINTON

CHICAGO, Jan. 13.—The meeting Tuesday evening was attended by a large and enthusiastic body, and a pleasant evening was enjoyed. President Toby Wells, Vice-President Louise Rollo, Treasurer Harry Sykes and Secretary Bert Clinton were in their chairs.

A recent visitor was Ab Johnson, well-known circus performer. The gym is a busy spot. A quick survey included the following acts going thru their routines: Six Avalons, Geddis Trio, McCabe's Leapers, Toyama Japanese Troupe, Mann Brothers, Bonta Brothers and the Billett Troupe.

Phil King, clown, and Amzal Mohamed dropped in to pay the club a visit. Emil and Leona Schmidt left town on some vaudeville dates, and Macdon Brothers are out on the West Coast. The Oslo Troupe has returned to the States from the Hawaiian Islands and is playing engagements on the West Coast. The act of Huns and Roetta Claire also stayed out West and is busy on the Coast.

Members who have not been in Chicago for some time are requested to write the secretary for application blanks for membership, as a membership drive will soon be on.

Robertas is leaving this week to open in Cleveland, with Akron and Youngstown following, on his way to New York. Four Clovers have left town and write that they are being kept real busy.

Walter Powell is out of the hospital and his feet are itching to get up on that wire of his, but the doctor said he must wait a few weeks at least before attempting to rehearse.

**Here and There**

ROSSLYN, Va., Jan. 13. — Lewis Morphy, formerly with King Bros. and other Wild West outfits, also did a sharpshooting act in vaude with Shorty Sutton, was here on business with the writer.

Art Eldridge, well-known circus owner and manager, at one time with the 101 Ranch Show, is spending a few weeks in Washington and is a daily visitor to the clubrooms of the James E. Cooper Top, CPA. With the writer, Art spent a pleasant afternoon with William Blackburne, superintendent National Zoological Park, and who is a real old-time trouser and was with Jumbo when he was killed—told interesting stories of his long experience with bulls. Art has had a few, too.

Mrs. Edith Cooke, mother of Welby Cooke, featured rider with Five Riding Hunts, herself a member of the famous Wirth Family and at one time one of the world's greatest riders, is spending the winter with friends in Atlantic City.

Frank Portillo, CPA clown, was a feature at the Salvation Army Christmas program in Washington. Frank presented his vent act and cartooning and drew loud applause.

Jimmy Carver and wife, formerly with Wheeler & Almond and other circuses, visited Tom Dees at Bascom City, N. C., Christmas week on their way from their home at China Grove, N. C., to visit relatives at Shelby, N. C.

Frank Loughney, who had charge of the big snakes with Cliff Wilson's show at A Century of Progress, is spending the winter in Chicago, where he is recovering from a throat ailment contracted during last summer.

John Landes, bass player, last season with All's Wild West and the Wheeler & Almond Circus, is spending the winter in Savannah, Ga. REX M. INGHAM.

**Tom Atkinson's**

NORTH LITTLE ROCK, Ark., Jan. 12.—The arrival of the new year found Tom Atkinson's Show in established winter quarters in Argenta (North Little Rock). With a number of organizations of various show nature wintering or working in this vicinity there has been much visiting. There has been some cold weather in this section, also plenty of rain. LEE TELLER.

giant. They are both well along in years. Altho they retired from circus business a long time ago they are still troupers at heart and are frequent visitors to winter quarters.

**SQUARE END BARGAIN!**

30x70 PUSH POLE TENT, 12-oz. Army Khaki Treated Top, roped third, Batenson Eave, specially trimmed, 9-ft. fancy seven stripe Wall, specially made. Good condition. Complete, all Poles and Stakes. Price at Grand Island, Neb..... \$300.00

A Real Bargain for Some Nebraska Show. Write — Wire — Phone BAKER-LOCKWOOD 2300 McGee, Kansas City, Mo. AMERICA'S BIG TENT HOUSE

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MAKERS OF QUALITY TENTS FOR OVER FORTY YEARS. UNITED STATES TENT & AWNING CO. 701-9 N. Sangamon St., Chicago, Ill.

SAM B. DILL'S 3-RING CIRCUS, COMBINED WITH TOM MIX BOUND-UP "World's Largest Motorized Show" WANTS for Side Show, useful People, Novelty Act, Ticket Sellers and Grinders. Snake Lady, high-class Mind-Reading Act, man must be capable of handling inside and know how to sell Edward Clark's three good-looking Young Ladies for Show and Fan Dance (send late photos), Colored Musicians and Performers. Salaries must be low. All address W. E. DEBARRIE, General Delivery, Wichita Falls, Tex.

**SPANGLES**

ALBERTS CO., 415 West 42d St., New York City.

**California Supreme Court Dismisses Suit Against S-F**

SAN FRANCISCO, Jan. 13.—The State Supreme Court this week dismissed a \$25,000 damage suit filed against Sells-Floto Circus in 1925 by Robert Troy. According to M. E. Michael, attorney for the circus, Troy had been granted 24 extensions of time since the original filing of the suit, which has been in the Superior and State courts since 1925 and which was at one time dismissed in the Superior Court. Troy alleged that Sells-Floto had placed circus posters in a local hotel presumably without authorization, it was said, and based his claim for \$25,000 damages on the allegation.

CINCINNATI, Jan. 13.—W. E. DeBarrie, side-show manager with Sam B. Dill's Circus last year, informs The Billboard that he will again have that attraction—his third season with Mr. Dill.

The CIRCUS ROOM of the Hotel CUMBERLAND Is Indorsed By CIRCUS FANS OF AMERICA And Circus Saints and Sinners Club "Meet an Old Buddy Under the Big Top" The Cumberland BROADWAY at 54th STREET, NEW YORK





The Corral

By Rowdy Waddy

NO DEFINITE announcement of any big exclusively Wild West to be on tour this year has yet been made.

PRAIRIE LILLIE ALLEN is still in New York City. She left California two years ago for the East.

DAN DIX, as usual between show seasons, is spending the winter in Hollywood, working in pictures. He will again be with Al G. Barnes Circus.

EARL THODE and wife spent the holidays at Casa Grande, Ariz., where Earl has a string of horses. They planned going to the Denver, Tucson and Dallas shows.

FRANK MURPHY, old-time cowboy, who has worked in pictures in Hollywood for years, was early last week reported ill with pneumonia. He rode the Chisholm Trail six times in the early days.

THE BIG RODEO in connection with the National Western Stock Show at Denver is on this week. Many top-notch contestants on hand, Elliott & McCarty furnishing the buckers, Abe Lefton announcing and Buck Lucas, Jack Elliott and Carl Arnold the judges.

TEX SHERMAN has been providing Ranch Romances with interesting stories and comment under the heading "Out of the Chutes." In the first February number Tex gave some details of the Col. W. T. Johnson Rodeo at Tulsa, Okla., last fall.

DOROTHY MORRELL ROBBINS, who suffered severe vertebrae in a car accident November 29, when her husband (Skeeter Bill Robbins) was killed, has been moved from the Burbank Hospital to the home of her sister, Mrs. Spike Spackman, 928 South Anglo, Burbank, Calif. She will be in a cast for several weeks. Cards and letters will be gladly received.

FOR SEVERAL months there was "talk" about Tom Mix tying up with this or that circus, in partnership to "launch a Wild West" with this or that individual or individuals, etc. All other rumors were spiked recently (story on page 3, January 6 issue), when it was officially announced that Tom and Sam B. Dill formed a partnership whereby Mix combines his Western offerings with the Dill Circus for 1934.

THE SHOW, Ann Mix and her Cowboys, has been playing theaters in cities of New York State this winter. The roster includes: Texas Eddie, whips and pistol shooting; Little George Wurd, songs and guitar; Peapey Staple, harmonica and comedian; Broncho Bill, accordion, whistling and singing; Tex Benosky, violin; Chris Watkins, guitar and songs; Ann Mix, fancy and trick roping; Ray Salzer, in advance.

YEARS AGO a dozen or more towns in Texas, Oklahoma and New Mexico had annual "Roundups," etc., during winters, and good ones — attracting top-notch contestants and oodles of tourists. The list of such community-interest shows has sadly dwindled, and as a result rodeo workers almost scramble for dates and winter tourists keep on traveling to spots where "there is something doing." Of course, there is the big event at Fort Worth in the spring. There also are a few smaller rodeos staged at a few places during the actual winter months, a majority of which are only locally advertised. There needs be more such winter entertainment where climate is favorable — even at intervals. There's a world of outdoor amusements in all parts of the nation during summers.

LONG BEACH, Calif.—The local post of American Legion staged a successful two-day rodeo recently to raise money for baskets for the needy on the lot at Ocean and Magnolia avenues. Al Ray was arena director; Abe Lefton, announcer; George Kellum, George Evelt and Bill Jones, judges. The Legion band played. Trick riders were Vera McGinnis, Maxie McCClarke, Mary Cardinal, Dickie Jones, Allah Buehly. Winners were: Team Roping—Bud Owen

and Lew Phillips, calf roping—Lloyd Saunders, Hugh Strickland, Brook Riding—Saturday, Eldon Yoot; Sunday, Jim Pound. Augie Gomez did knife throwing. Trick ropers were Buff Jones and Augie Gomez. Jess Kell clowning. Ray Beach gave an exhibition ride on "Apache."

LEWIS MORPHY, in advance of Buzz Boston stage show, informed that after playing theaters in and around New York for about three months the troupe had moved to Baltimore for a week's showing and would next head to Publix houses in the Carolinas. Roster includes Rex Cole, stunt rider, owner; Alta May, cowgirl; Chief White Horse, bow and arrow expert; Princess Channie Yellow Robe, Little Fawn, and Cowboy Eddie and Tom —, songs and instrumental music.

"PICKUPS" from Red Horse Ranch, Kent, Conn.—Activity in the workshops on the ranch predominates these winter days. New, four-horse chariots are being constructed and beautiful harness is in the making. Doug Smith is busy with the construction of a new "bucking Ford." Lew Wier is daily working with some high-jumping mules and steers. Chuck O'Connor is putting the finishing touches on a "steer buggy" that will fall in pieces. Under the direction of young Russell Chase, men are making two complete sets of portable chutes and crowding and unsaddling pens. Poly Ducette and Caesar Brieu are getting the saddle, roping, trick riding and dogging horses in shape. A shipment of North Dakota and Montana bucking horses is due within the week and later will come Brahmas from Texas. Col. A. R. Chase, master of the ranch, is giving this work his personal supervision.

HOLLYWOOD. — A combined rodeo, horse show and other offerings were recently staged in benefit of a well-known cowgirl who has met reverses by the Riding Actors' Association of Hollywood. Noted rodeo folk gave their services and it was one of the most brilliant gatherings of the profession ever held here. William S. Hart bought 100 tickets for the show. Abe Lefton acted as emcee. Officials were Orle O. Robertson, secretary-treasurer; Buck Bucko and Major George Smalley, track marshals; Buff Jones, Roy Bucko, Whitley Govern, parade; Spike Spackman, Vester Pegg, directorial staff. Buck Jones and his wife, Dell, and daughter, Maxine, rode in the grand entry. Sheriff Biscalluz and his deputies of Los Angeles County (30) rode. The Buck Jones Band of 50 pieces, of Glendale, played. Trick riding was done by Hank Potts, Sam Garrett, Drew Standfield, Kermit Maynard, Mabel Strickland, Vera McGinnis, Bonnie Grey, Mabel Baker, Dolores Steelman, Hazel McCarty.



Circus Saints and Sinners Club

For the Troupers—sad and a Home

JERSEY CITY, Jan. 13. — Sam S. Solinsky as in previous years is the first one in with his dues for the new year. Will soon be giving Sam one of our big medals for promptness. Happy to learn that he is rapidly convalescing from his recent auto accident. He is one of the liveliest, alert, wisest and most secretary-managers in the South.

CSSCA expresses regret of Frank Bland's illness. Pete Baugh, Rennie Arnold and Judd Wilson, all of Petersburg, Va., are still talking about the Christmas party of the W. W. Workman Tent, C. T. Riddick, CSSCA, can't forget it because his thumb was infected in making some of the preparations.

Frank (Bring-Em-Back-Alive) Buck, CSSCA, is back in New York after a thrilling trip to the Malay Peninsula. He returned on the Italian liner Rex and is anxious to get back to the Dexter Fellows Tent luncheon. "Even while I battled with a 24-foot python at Kuala Pilah. I couldn't help thinking how the gang at the Hotel Gotham would enjoy my reptile fight because, strangely, it happened on the last Wednesday of the month." We welcome Frank back with a glad hand. With two glad hands, in fact.

When a CSSCA Tent plays it plays. We were amused at reading an advance herald of the W. W. Workman Tent Christmas Party printed in green, red and black. In outlining the program it proclaimed the following, which pokes fun at the names of ardent CSSCA members: "O'Grady's trained bears—All Bendo Watson, who uses the Crystal—

Frank Gusky, Jack Williams, Nick Nichols, Augie Gomez, Trick ropers were Sam Garrett, Monte Montana, Augie Gomez, Kermit Maynard, Frank Gusky. Knife throwing by Steve Clemente, Jimmy Wright, Augie Gomez. Russian Cosacks to perform were Jack Stetletsky and Serge Protzenko. Clowns were Ed Wright, Jess Kell and Ike Lewin. Ardorth Schneider gave hor pony act. Lloyd Saunders won calf roping, 17 seconds; other ropers, Hugh Strickland, Frank Cordell, Bert Dillard, Muller, Slim Hightower, Bronk riders were Smokey Snyder, Tim Erwin, Earle Collins, Cecil Henly, Kenneth Cooper, Dewey Trobe, Blondy Ranzell. Directors of different events, pacing race, trick roping, etc., were Bud DuBrock, George Sowards, Buck Bucko, Buff Jones, Scoop Martin, Gus Shindle, Silver Harr, Hank Potts, Willowbird, Walt Robbins, Pete Morrison, Hugh Strickland, Pee Wee Strange, Bert Trobe, Dick Bottler, Charlie Brinley and Silver Trip Baker. Monte Reger presented his high-school steer Bobbie. Stuart Hamlin was winner in a foot race for all cowboys wearing boots. Hank Potts won the Roman standing race; Ruth Benson, second. Willowbird presented Indians of the screen in tribal dances. Art Hudkins looked after the flat races. There were many other features. Noah Henry furnished the calves; Downey Brothers, tents and seats; Curley Eagles, Fat Jones, Charles and Joe Flores, bucking horses. The entire proceeds were turned over to the needy cowgirl. There was a large audience.

WILL ROGERS has a quaint manner of saying things, sometimes has a purpose all his own. Anyway, the following appeared in The New York Sun on January 9.

"To the What Do You Think Editor—Sir: Where does Will Rogers head in to tell us via radio that the 'dogie,' 'doggy' or 'dogie' made famous by that wonderful song The Last Roundup, butchered by the broadcasters, is a tame coyote?"

"Will must have been told that by some of the drug-store cowboys up at Hammerstein's old Victoria and believed it. A tame coyote, he says, going along on the roundup and petted by the cowboys who liked the weird howling cry of the beast. That's easily settled. There ain't no such animal as a tame coyote. Nobody ever tamed one.

"To set Mr. Rogers right—a 'doggy'—not 'doggie' or dog as most everybody gets it—is an orphan calf, no more, no less. And so the line in the murdered song, 'Get along, little doggy, get along,' is the cowboy encouraging the mournful and bewildered little critter—not creature—to keep a-going. Tame coyotes—rats! "A REAL COWBOY."

stages. A few well-known and familiar circus acts are used and there are plenty of bona fide advertisements sandwiched between the reading matter. Fred Heckel, Ed Hanley, Jack Bovard and others who had a hand in this unique piece of literature are to be congratulated. Preceding this program a huge herald was issued, printed on green paper with circus cuts.

A very important executive committee meeting of Dexter Fellows Tent was held at the Hotel Gotham on January 6. Among those attending were Meers, Oliphant, Fitzer, Pryor, Benham, Sarg, Parkes, Baldwin, Hub, Adamson and Pond. Walter Trumbull, famous columnist, was elected to the executive committee. Inasmuch as Mayor La Guardia could not be gotten for the next luncheon, Babe Ruth was suggested. The one big action taken was that hereafter besides the regular annual dues, an initiation fee of \$5 would be charged all new members coming into the club. It was also decided that all members one month in arrears with their dues would be dropped from the club's roster at the discretion of the executive committee.

The Dexter Fellows Tent wants to thank Jim Strobridge, CSSCA, for his kindness and liberality in presenting to the tent 70 one-sheets of the old Bar-num & Bailey Circus, dating about 50 years back. These are pasted on muslin and placed in a well-bound book. The sheets portray many personages well known to those who follow the circus. The national secretary was asked to either sell this book for a stipulated price, raffle it off or hold a drawing for it, the proceeds to go to the Old Troupers' Home Fund. Will entertain any offers for it. It is a fine piece of circusiana.

F. P. FITZER, National Secretary, 41 Woodlawn Avenue, Jersey City, N. J.

A Troupers' Observances

By STANLEY F. DAWSON  
LOS ANGELES, Jan. 12.—The writer attended the memorial services at Showmen's Rest in Evergreen Cemetery and heard Almee Semple McPherson deliver an excellent oration (details of the memorial appear in the Carnival section of this issue—EDITOR). Radiating personality and graceful charm, she glorified the showman past and living in a musical voice pitched to reach the hearing of all present. Briefly but forcefully she spoke of the good deeds of the profession from the beginning of history to the present time, and remarked that she had often been referred to as a "showman." She emphasized this assertion in the following language: "I am glad and proud of the accusation and will say that if by exercising showmanship I can go forth and preach God's message, put love in to the heart of the sinner, clothe the naked, feed the hungry and administer to the sick, comfort the suffering and release the light to the dying I am sure it is a wonderful privilege to be a showman."

I attended the bi-weekly meeting of the Agents' Club and met Lee Parvin, Bill Molliter, Bill Spaeth, Charles Salisbury, George Harrison, Dick Mitchell, Arthur Lotto, Jack Ritchie, Frank Gibbons, Myles Murphy, Ed Nagle—Sam Meyers was sick in bed; Bill and George Roddy too busy in Hollywood; Si Maters, Chief Dodge, Bill Murry, Chester Rice and Mike Coyne were absent for various reasons, also Lew Wiswell.

Charley Wuezz is now managing the Fullerton Theater at Fullerton, Calif. Lew Parvin arrived ahead of Sailor, Beware!

Ben Piazza is general casting director at MGM.

Mayor Zehrung of Lincoln, Neb., and wife, Jessie, known to many show people, are seen quite often in Hollywood. Last heard of Jack Peitret he was bound for the Pacific Coast.

Donald Gordon and Larry Du Bal are seen quite often around the Cecil Hotel, also Charles Mugivan and Silent Joe McCullom.

Mabel Clemmons is living at Artesia, Calif., and Thelma Hunt is visiting at Douglas, Ariz.

Mabel Stark is living at El Monte, Calif. Heard that Yellow Burnett has just arrived from Washington Court House. O. Ben Austin and his contractor, Mr. Maxwell, arrived last week. Doug Morgan told me he saw Skinny Dawson at Sweetwater, Tex., with the whale exhibit.

Bobby Norton looks good, as does Tom Plank. You can meet many showmen at Nels Lawten's poolroom next to MGM Studio.

Col. Richard Eddy is a busy man these days, but he will always pause (TROUPERS' OBSERVANCES page 55)

# O. O. BEACH SEES CHANGES

## Duffy Acquires Whiteway Zone

Maine amusement holdings to be joined with Ocean Pier center

OLD ORCHARD BEACH, Me., Jan. 13.—Acquisition by John W. Duffy, principal owner in Old Orchard Ocean Pier Company, of the Whiteway Amusement Company real estate and amusement holdings here is reported by Howard A. Duffy.

The property taken over adjoins the real estate and amusement holdings of John W. Duffy and comprises a Dodgem ride, Jack and Jill slide, Hilarity Hall, House-That-Jack-Built, Crystal Maze, shooting gallery and various concessions. Located on the water front, it is considered an ideal site for an amusement and pleasure center.

Mr. Duffy plans to join it to his adjoining real estate, which has the entrance to Ocean Pier and a Merry-Go-Round, Noah's Ark, Coal Mine, Skooter, Walking Charlie ball game, Ocean Pier Ballroom and a number of concession booths.

It is said that acquisition of this property by Mr. Duffy makes him the largest individual real estate and amusement owner at Old Orchard Beach.

## Altman Takes Over Second N. Y. Spot

GARDENVILLE, N. Y., Jan. 13.—Island Park here, one of the largest parks in Western New York, embracing 17 acres, will open next season under personal management of Harry Altman, well-known Buffalo amusement promoter.

Arrangements are being made for remodeling the spot and installing new attractions, rides and concessions. Manager Altman also operates Glen Park, Williamsville, N. Y., where extensive alterations are under way for the coming season.

Many outings, it is reported, are already booked for both parks, and Manager Altman says he is looking for a banner season in '34. He has engaged Irving Fox to manage the ballrooms and handle publicity for both parks.

## Clare, Pawtucket, Succeeds H. D. Gilmore at Crescent

PROVIDENCE, Jan. 13.—Stockholders of Crescent Park Amusement Company at their annual meeting last week appointed John T. Clare, Pawtucket, as park manager for the 1934 season.

Mr. Clare succeeds Harold D. Gilmore, who has served in that capacity for the last six years and who recently resigned.

## "The World's Playground Mustn't Die From Inertia"

"I came to Coney Island in 1903, when there was practically nothing but sand dunes west of Ravenhall, except south of Surf avenue. I have seen it grow from a population of a few hundred to 70,000 all-year-round inhabitants. I have undying faith in its comeback as the world's playground, but feel we need a radical change in the amusement field.

"New ideas must be injected, new shows with plenty of action, men with the inventive genius and circus abilities of Thompson and Dundy.

"Amusement parks have given to Coney Island an international reputation. They must not die from inertia."—DR. PHILIP I. NASH, President Coney Island (N. Y.) Chamber of Commerce and American Museum of Public Recreation.



DR. PHILIP I. NASH, for many years president of Coney Island, N. Y. Chamber of Commerce, whose election during the NAAP convention in Chicago as head of the American Museum of Public Recreation, Coney, is expected to fortify that honored institution during the national recovery period, his influence being wide and his attainments distinguished. Dr. Nash's civic and amusement affiliations include directorships in Coney Island Carnival Company, producer of the Mardi Gras; Coney Island Hotel Corporation and Brooklyn Chamber of Commerce. In the medical field he is professor of clinical medicine, Long Island College of Medicine; director, Division of Medicine, Coney Island and Harbor Hospitals, and consulting physician, Madison Park Hospital.

## Sutro To Spend Million on Baths

San Franciscan plans big recreation center — will feature athletic meets

SAN FRANCISCO, Jan. 13.—A \$1,000,000 recreation center, featuring baths and swimming pools, is to be established here by Adolph G. Sutro.

Dr. Emma L. Merritt has sold to Mr. Sutro the noted Sutro Baths, on which the new owner is to expend nearly a million in improvements. He plans to make the baths the "Coney Island of the West." All buildings are to be remodeled and swimming tanks modernized.

Plans for big boxing and wrestling matches are also being considered, and to that end a building with a seating capacity of 30,000 may be erected. Swimming meets will be among the many other athletic features held at the new center.

## Conneant Lake Park To Be Sold or Leased

CONNEANT LAKE PARK, Pa., Jan. 13.—No announcement has been made officially by the People's Pittsburgh Trust Company, of Pittsburgh, as to their intention relative to Conneant Lake Park, which resort they acquired by receivership sale on November 10 last.

It is expected the bank will either sell or lease the property, which has been in operation as a resort for the last 35 years. Hotel Conneant, which is a 400-room hotel, is a part of the property.

PORT WORTH, Tex.—Recent additions to the Forest Park Zoo here include two six months' old mountain lions and a mangabey monkey.

## The Amusement Park as a Public Service Institution

WHAT place has an AMUSEMENT PARK as a PUBLIC SERVICE INSTITUTION? A great one, I would say, altho it is doubtful if many have so considered it, simply because the average person is not often given to analysis, contenting himself with the obvious conclusion that such a park or resort is just a pleasant place at which to while away a few idle hours or to escape the heat of the city. And no one will gainsay this. The average man or woman is quite correct, but these are only the surface reasons. Certainly he never connected the words "PUBLIC SERVICE" with the subject. "PUBLIC SERVICE" seems to him to connect up in some dim manner with light and power companies, traction systems, etc.

But there is a deeper meaning beneath these words, a meaning that implies the rendering of a service that is an absolute necessity to one's personal welfare. Electric power, gas, telephone, steam and electric railway systems all fittingly belong to this classification and provide vital comfort thru their service. Doesn't the well-conducted summer amusement park catering to the public do just as much—and more? It administers to its patrons' comfort and well being; affords an opportunity because of its necessitated location away from the busy precincts of the city to inhale fresh, pure ozone frequently amid Mother Nature's most beautiful settings; it provides recreation, which may be either active or passive, as the preference of the patron elects or the facilities of the park permit, and with it relaxations from the cares that beset jaded, jangled nerves.

To the parent it affords the opportunity of such relaxation, heightened by the knowledge that the small child can while away happy hours in perfect security within its confines. It is a poor man's playground and has equal attraction for all other classes and temperaments.

But in all this the park manager has a most important function. He must keep faith with his public. Thru his untiring efforts in the past summer amusement parks have taken their place as public institutions. The disagreeable, often disreputable, features that characterized such resorts a decade or so ago have now been practically eliminated. Thanks to the code of principles advocated by the National Association of Amusement Parks, the questionable show has been banished. The thieving "short-change" artist has vanished along with the "con man." Thrills there are to be found aplenty, but the dangerous, rickety devices that once menaced health or life in order to pander to the desire for the novel and alluring have all been supplanted with others in which "safety" is ever present as the watchword.

And to see that these conditions are maintained, even bettered if possible, is the function of the park manager who would stay in the game and be, in a measure, a public servant in the sense that he is representing and presenting a "PUBLIC SERVICE INSTITUTION."

The other class of manager won't have to resign; he is being forced out rapidly and his ilk will soon be as obsolete as the roc or dodo bird. The successful manager must be an omnipresent, omniscient sort of being, ever watchful, ever on the alert to maintain the character of his park in particular, and all parks in general, to the same high plane in the amusement world that it has now reached. He must be continuously "on the job," bearing in mind that it is on the public good will that he depends and seeing that every employee is imbued with the same spirit. I'd be very much inclined to recommend that he study the book of rules that Statler, famous hotel man, issues to his employees and make some application of them to his own enterprise—his park—his "PUBLIC SERVICE INSTITUTION." His employees must reflect his spirit, for it is they, not often he, that come directly in contact with the public. They must be taught to be courteous under the most trying circumstances and they must be thoroly grounded in the fact that the satisfaction of the public is to be their ever-present thought.

Inspections of rides and similar devices must be constant and unflinching; a single catastrophe may well mean the ruin of the most prosperous park and the consequent loss of an investment of many thousands of dollars.

Certainly an amusement park is a PUBLIC SERVICE INSTITUTION. Children of all classes have their playgrounds, older children have their gymnasiums and occasionally there are (when proper appropriations are made by the authorities or campaigns instituted for funds) community centers and recreation grounds. The amusement park therefore covers every member of the family.

It necessarily follows that the successful manager of a park—this "PUBLIC SERVICE INSTITUTION"—will never allow himself to lose sight of the fact that the word "SERVICE" implies nothing else than "TO SERVE" and that he will strive to maintain his "PUBLIC SERVICE INSTITUTION"—his park—as such.

EDITOR'S NOTE: The above is a special article in *The Billboard* of December 15, 1923, written by Leonard B. Schloss, Glen Echo Park, Washington, D. C. The reader can judge by its republication as to how it fits the situation of the present day.

## Historic Coney Coaster To Go Under the Hammer

NEW YORK, Jan. 13.—The L. A. Thompson Scenic Railway on Surf avenue and West Eighth street, Coney Island, one of the genuine landmarks of the resort, will be sold at auction next month.

Dime Savings Bank of Brooklyn gained a judgment to foreclose a 73-grand mortgage for default in interest and taxes. Property occupied by the Coaster is included.

## Start New Pool in Indiana

GARRETT, Ind., Jan. 13.—Option on six acres has been obtained here for a new swimming pool and skating rink. Project has been approved by the CWA and will provide work for 100 men. Excavation started on January 12.

NAPLES.—Plans have been drawn for construction of an indoor swimming pool in Naples which will be one of the largest and most modernly equipped in Italy.

## Hackney Given A. C. Press Award in City Fame Spread

ATLANTIC CITY, Jan. 13.—Ethry Hackney, well-known restaurant and beer garden owner and operator of this city and Miami, Fla., was this week given the annual achievement award of Atlantic City Press Club, presented to the citizen who has done most to spread the fame of the resort during the year. Announcement was made at meeting in the Penn-Atlantic Hotel.

A city publicity director and publicity office was advocated by the press men. Mayor Harry Bacharach, who was present, commented favorably on spending \$12,000 for this purpose. Nothing definite was done on it, however.

## Perkins Manager at Cave

BOWLING GREEN, Ky., Jan. 13.—W. L. Perkins is manager of the Lost River Cave project near here, construction work upon which is under way. After completion of a night club setting in the cave, it is expected that an amusement park area will be laid out.





# OHIOANS OPTIMISTIC

## New Spirit and Harmony Mark Lively Convention in Columbus

*Peace is made with State director on conduct of board elections—Holderman begins sixth term as president—horsemen losers in two resolutions out of five*

COLUMBUS, O., Jan. 13.—The new note in American fairdom resounded loud and long, with reverberations of optimism and faith, all during sessions of the annual convention of Ohio Fair Managers' Association in the Deshler-Wallick Hotel here on Tuesday, Wednesday and Thursday, and the convalescence ended with a banquet which for numbers and merriment set a record. It was by far the biggest convention held in the last five years and was marked by an entire absence of that quality closely bordering on gloom which has hung over conclaves of the Buckeye fair men for several years. When scores of members declared they would return to their homes with more hope and enthusiasm for the coming year, it was easy to believe statements of their leaders that 1934 will be one of the biggest fair years in history.

The meeting was a veritable love feast, so far as verbal clashes were concerned, and it made apparent the fact that the best relations now prevail between the fair secretaries and Director of Agriculture Earl H. Hanefeld, who "holds the pencil" on their claims for State and county aid.

### Will Try Dash Racing

Defeat of two resolutions proposed by a special committee and pronounced desirable to promote harness racing was, however, a distinct disappointment to many horsemen. Officers of the association were re-elected as follows: President, Judge I. L. Holderman, Dayton; Walter F. Gahn, Portamouth; John B. Rapp, Batavia; Charles J. Oray, Palmsville, vice-presidents; W. B. Richmond, Elyria, treasurer; Don A. Detrick, Bellefontaine, executive secretary.

Judge Holderman begins his sixth term in the office, and Mr. Detrick has been secretary and active in the association for many years more than that. Serious illness of Mr. Detrick was reported, and President Holderman asked Win Kinnan, Dayton, to "pinch hit" for the secretary, which Mr. Kinnan did in a capable manner.

The harness horse matter had its inception at the speed conference Tuesday night when a committee of three horsemen, three horse owners and six fair men was appointed to submit resolutions in an effort to encourage harness horse owners to stay on Ohio tracks and not leave because of low purses as they have done in some other States.

Five resolutions were submitted to the association on Wednesday; three were adopted and two were rejected. One adopted provides that the association recommends that "each of the county fairs experiment in 1934 with dash or handicap racing and place one or more such events on their programs and that speed committees be requested to give such type of racing a fair trial in an effort to determine whether it will be popular."

### Standing Pat on Purses

Another carries a recommendation to county fairs that "provision be made by the county fairs for both two and three-year-old colts." The third resolution is that "it is the opinion of the Ohio Fair Managers' Association that after 1934 only one parent racing association be recognized by the county fairs of Ohio."

The first resolution to be defeated provided that the association believed it to be "necessary for the future of the fairs and harness-racing industry that the present standard of purses be raised and that the association recommend that hereafter the minimum purse for county fairs be fixed at \$300 and each member present pledge himself to use his influence to secure action along this line with his own county board." A majority of members said they could not make this pledge with their fair finances as they are at present.

On motion of Honorary President Myers Y. Cooper, Cincinnati, the following resolution was tabled: "Be it resolved, that the Ohio Fair Managers' Association (See OHIOANS OPTIMISTIC on page 36)

## Dayton Clears Debts And Has Big Balance

DAYTON, O., Jan. 13.—Montgomery County Fair board established an unprecedented record last year, closing books on January 1 with every premium and bill paid, a debt of \$7,000, incurred several years ago as expenses for track lighting, wiped out and \$3,290 in the treasury.

Ralph C. Haines, secretary, reported at the annual meeting that 36,923 paid admissions were registered at the 1933 fair, 17,000 more than in the two preceding years. This year's fair will be four days and nights beginning on Labor Day. Admissions for gate, automobiles and grand stand will remain at 25 cents.

Three applications for race meets during the summer were received, one from Ben Hagedorn and Edward McClure, Cincinnati, who offered \$250 a day rental for two meets, each of about 20 days. Judge Roland W. Baggott and Horace W. Baggott, of this city, desire dates of 15 to 16 days around May 15, while Miami Valley Trotting Club wants a harness meet on June 28-July 12. A committee will consider all offers.

## Brown Heads Tampa Display

TAMPA, Jan. 13.—Earl W. Brown, mayor of De Land and director general of Florida's A Century of Progress exhibit in Chicago, will serve in a similar capacity at Florida Fair and Gasparilla Carnival, January 30-February 10, here when he will supervise a citrus exposition, co-operating with the Citrus Exchange.

A building, now being constructed, will be turned over to Mr. Brown on January 15. It is the first time in history of the fair that an entire building has been devoted exclusively to citrus.

MADISON, Wis.—The State Senate has passed a bill permitting sale of beer on grounds of State-aided fairs.

## Largest Statewide School Music Festival Started for Iowa Show

DES MOINES, Jan. 13.—Iowa's public schools this week launched plans for the largest statewide school music festival ever held in the United States, expected to bring between 10,000 and 15,000 high-school and grade-school musicians to Iowa State Fair here next summer.

The project, as revealed following conferences of officials of Iowa Department of Public Instruction and Iowa State Fair Board, will embody these major events:

An all-Iowa rural school choir chorus numbering upwards of 10,000 children's voices, in a massed-voice concert.

A statewide high-school band, in which will be massed one or more bands from every county, under direction of a nationally famous conductor.

A marching band demonstration by leading high-school bands.

A high-school glee club chorus, em-



LEO C. DAILEY, elected president of the Fair Managers' Association of Iowa at the recent annual convention in Des Moines. He is secretary of Clay County Fair, Spencer, and has long been active in councils of the association and for betterment of fairs in the Hawkeye State.

## Damages to Barred Owner

CHARLES TOWN, W. Va., Jan. 13.—Arthur Krock, owner of an alleged painted race horse, has been awarded \$575 damages from management of the Charles Town track, where he and the mount recently were barred in a probe launched by Racing Commissioner A. E. McLaughlin. Judgment was granted for loss of time and personal loss suffered by Mr. Krock during the time his horse was in custody. Mr. McLaughlin is aiding the track in an appeal.

## Race Betting at Aberdeen

ABERDEEN, S. D., Jan. 13.—Following passage of a pari-mutuel bill and appointment of a racing commission of three by the governor, President William Owsley, Tri-State Fair, announced that the association will conduct a race meet, with pari-mutuels, on June 25-29. There will also be pari-mutuel racing at the annual fair on September 3-6. The 1933 fair paid out 100 per cent, he said, besides paying off some old obligations. President Owsley, Sam Callmenson and J. E. Kelly, vice-presidents; Frank Suttz, treasurer, and Had J. Tallman, secretary, have been re-elected.

bracing representatives of virtually every high school in the State.

The school music festival will be held on Sunday, August 26, designated as Iowa School Music Day at the exposition. The afternoon will be devoted to concerts by massed groups in front of the amphitheater.

In the rural school chorus it is estimated that upwards of 100 children will participate from each county. The project will have two major purposes, the first, to encourage the music program being carried out in Iowa's schools, and the second, to interpret to the public what music is doing for children.

Jesse M. Parker, Iowa Department of Public Instruction, has been placed in charge of general plans for the festival, assisted by Superintendent W. Dean McKee, Shenandoah; Superintendent A. J. Steffy, Knoxville, and County Superintendent Harry Andrews, Des Moines.

## York Puts It Over

YORK, Pa., Jan. 13.—York Fair in 1933, annual report shows, made a profit over all expenses of \$16,073.30. Weather during the dates, October 3-7, was good with exception of a hard rain on Thursday until noon. Herbert D. Smysler, manager of amusements, estimates that this cost the fair 20,000 admissions and a loss of \$5,000 in grand-stand receipts. Dates for 1934 are October 2-6. A night fair will be run on Tuesday, Wednesday, Thursday and Friday instead of only three nights as heretofore. On the closing Saturday there will be all running races, including a steeplechase, plus the stellar program of vaude and circus acts.

## Allentown Will Be Pennsy Host

*Big bill of biz and fun is mapped for convention—Central Circuit to meet*

ALLENTOWN, Pa., Jan. 13.—The 22d annual convention of Pennsylvania State Association of County Fairs, a pioneer organization in the fair world, will be held on January 24-25 in the Americus Hotel here, with Great Allentown Fair as host. Allentown when selected last January in Harrisburg to be the 1934 convention city assured something new in entertainment, and Edward H. Scholl, president of Great Allentown Fair, and his colleagues have done well in preparing a program.

## Goodman on Games

The association, of which Blair C. Seels, Ebensburg, is president; Abner S. Deysher, Reading; Samuel B. Russell, Lewisport; George C. Cochran, Dawson, and William Buechley Jr., Pottsville, vice-presidents, and Charles W. Swoyer, Reading, secretary-treasurer, will convene on January 24 at 10 a.m. Address of President Seels and remarks by Mr. Scholl and M. H. Beary, secretary of Great Allentown Fair, with talks on advancement and legislation needed for county fairs, will furnish program of the morning session.

Fred E. Lewis, mayor of Allentown, will welcome visitors at the after-noon meeting at 1:30. Report of Secretary Swoyer will be followed by auditing, resolution and nomination committee's reports. Remarks by William H. Gocher, Hartford, Conn., secretary National Trotting Association, on harness-racing rules, and Joseph M. McGraw, Washington, Pa., on handicap racing; Max Goodman, New York City, on Clean Midway Games (See ALLENTOWN WILL on page 37)

## Ogden Stock Show Success

SALT LAKE CITY, Jan. 13.—The 15th annual Ogden Live-Stock Show was held in Ogden Coliseum January 5-11. "The Ogden show this year," said President P. H. Mulcahy, "was one of the best balanced shows in the United States. It kept up premiums and paid as high or higher awards as the bigger shows of the nation. Education has been the paramount feature and with this thought in mind we had a better show than in any previous year."

## Breese Acts Go to Belmont

BREESE, Ill., Jan. 13.—Clinton County Fair board on January 7 awarded a contract for free attractions for the fair on September 12-16 to Sidney Belmont, Belmont Fair Booking Offices, St. Louis. He will be in charge of the grand-stand show and besides other acts, will present Earl Strout's Hussar Band and Easter's Educated Horses.

## Wood Quits at Watertown

SYRACUSE, Jan. 13.—Alton Wood, Woodville, has resigned as race secretary of Jefferson County Agricultural Society, it is announced in Watertown by Frank J. Walton, secretary. In 1931 Mr. Wood succeeded David H. Laird, 71, who was killed in an automobile accident. Mr. Wood resigned because of other business.







By CLAUDE R. ELLIS (Cincinnati Office)

VICTOR ROCCO, formerly of the Whirling Hamiltons, now has a new act billed as "Rocco and Sloan, Two Good Skates."

A 21-DAY ROLLER RACE will be run at the Dreamland Park Skating Rink, Newark, N. J., from February 7 to 28.

BEACON SKATING RINK, near McFarland, Calif., owned by Fred McDaniel, damaged by fire on Christmas, has been reopened.

CHARLES FRIEDEL was granted a permit to open a roller rink in Turlock, Calif., and in, of all places, Pentecostal Hall.

JACK GILLESPIE skated from crack of the gun to beat Murray Gorman by a close margin in a three-mile match race in Royal Roller Rink, Grafton street and Pitkin avenue, Brooklyn, N. Y., on night of January 3.

HACKENSACK (N. J.) Roller Skating Rink, First and Atlantic streets, had its grand opening night on January 4, with Governor Harry A. Moore delivering a brief address.

ALFRED B. DEXTER'S rink in Niagara Falls, N. Y., opened on September 30 to the largest crowd at any opening during his 24 years in the biz.

TWO RINKS operated by John Scicchitano in the American Legion Building, Shamokin, Pa., and in Dee Ben's Ballroom, Trevorton, Pa., are going over well, he reports.



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is 75 by 100 feet and nightly attendances are from 300 to 400 skaters and as many spectators.

BILL HENNING, Maryland NSA Governor and manager of the Charles and Mt. Royal Rink, Baltimore, reports an interesting roller hockey game January 4.

EDDIE O'ROURKE, second ranking roller-skate star, Brooklyn, won the Class A roller-skating race at the Royal Skating Rink January 3.

SOUTH JERSEY high schools are going in for roller hockey. Several high teams are scheduled for appearances in Philadelphia in the near future.

THE RACING SEASON at Carman Rink, Philly, will start in February. Skaters already indicating their intention to enter the keen competition include Jack Delaney, Ervin Sketchley, Joe Kyle, Jimmy Hanson, Tom Rutledge, Jimmy Boyle, Al Black, George Messawise, Bill Holland, Malcolm Carey and Mick Peters.

HOCKEY in Madison Square Garden, New York, has made hero-worshippers out of the neighborhood kids. Every afternoon after school the youngsters may be seen emulating the stellar puck-chasing idols in a revival of street hockey on rollers on West 49th street.

### Code Co-Operation

By E. M. MOOR

According to a statement by Bert Randall, secretary of the NSA, in a recent issue it appears that I have been dilatory in giving my support toward a NRA code for roller rinks.

Notwithstanding Mr. Randall's statement, I believe I was one of the first to suggest the idea thru these columns and further I had the honor of receiving two letters from the office of Sol A. Rosenblatt in Washington.

I gave Mr. Rosenblatt considerable data and concluded by advising that I was not an owner but an employee and that he must draw his conclusions from that standpoint.

In addition I gave him the address of Julian T. Fitzgerald and Fred NaB, I stated in my letter that these gentlemen, in my opinion, were the logical men to get together and form a code inasmuch as they had been identified with the

aport for many years and had considerable money invested.

When Mr. Randall, as secretary of the NSA, made his request in the issue of September 30 I was not in a position to make any further suggestions and supposed that he was directly in touch with the NRA officers and that they would advise him of the information received from me.

Being a paid employee, I believed that the gentlemen mentioned were the proper persons to draw up a code and also from my long acquaintance and knowledge of their business ability, I felt that if a code were drawn up they would be fair.

Altho now well along in years, I am still interested in doing my part to better the condition of roller skating; also I can say that I have never failed to answer all letters addressed to me for information on the subject of roller skating, and in addition to this I doubt if there are many in the business today who have had the varied experience I have had with all kinds of rinks, portable park and winter rinks, and in all parts of the United States.

I have been a skater since 1881 and have worked in every department of a rink from skate boy up; also I have on file a great amount of valuable data, dating back many years, on roller skating. I have met and known personally all the prominent skaters since the '80s.

### ALLENTOWN WILL

(Continued from page 34)

and Concessions; Edgar T. Fink, Emaus, master Pomona Grange, Lehigh County, and Thomas Nokes, Johnstown, on Promoting Pennsylvania, the Diversified Market, will be of interest to representatives of not only the Keystone State but of adjoining fair and exhibitions who attend.

### Loop To Set Dates

An old-fashioned turkey dinner will be served in the hotel at 6:30 p.m., followed by A Night in Bohemia, with Mr. Scholl as emcee and Mr. Seeds as toastmaster. Ted Collins, Allentown, will give a short address, after which "on with the show" will be the order, with the Famous Allentown Band, Albertus Meyer, conductor; Allentown Serenaders; baritone solo, John Mealey, Allentown, of the Desert Song Company; Charles Fenstermacher, Lehigh County song-bird, and Herman Kulowich, Allentown, accordion player, as the first part. The 1934 Winter Review, a dazzling girl revue, and a novelty comedy act, followed by a well-balanced acrobatic thrill, compliments of George A. Hamid, Inc., will close the bill.

Thursday morning at 10:30 Central Fair Circuit, Herbert D. Smyser, York, president, and Mr. Swoyer, secretary-treasurer, will hold its annual meeting in the hotel to arrange dates for 1934 fairs and harness meetings of the loop, which includes Kutztown, Lewistown, Fort Royal, Pottsville, Reading, Allentown, Bloomsburg, York and Bel Air (Md.) fairs.

### Fair Elections

AUBURN, Ind. — Wayne Smith has been elected president of the De Kalb County Free Fair. Other officers are Harry Shull, vice-president, and Herman L. Brown, treasurer. The secretary will be named by the president. Dates of the fair will be October 3-6.

FORT WAYNE, Ind.—Nolan E. Stuckey again will be in charge of the Van Wert County Fair at Van Wert, O., near here. He was elected secretary of the association at the annual meeting. The next

fair will be the 77th annual exposition. Elmer Island was elected president of the association; Joe Glessler, vice-president, and O. A. Carlo, re-elected treasurer. Stucky's report of the 1933 fair showed a balance of \$132.60 after a note for \$1,500, owned for several years, had been paid.

BATH, N. Y.—With indebtedness reduced to \$9,120.62 by receipts of \$1,304.43 net at the fall show, the Steuben County Fair Society elected officers last week and prepared to hold again for another season. George Murnan was elected president and Secretary John M. Farr, Superintendent Clarence Carey and Treasurer James Faucett were re-elected.

BIRD ISLAND, Minn.—Reville County Fair Association elected Tim Hurley, president; Mike Jungers, C. A. Strom, J. K. Fraikes, vice-presidents; H. W. Mielke, secretary; Joseph Sester, Joseph Ziller, John Lorenz, George Wolff, A. G. Eiselein, O. E. Tryggveth, Herman Koch, H. J. Jungclaus, W. M. Wenzel, Alvin Dahlgren, directors.

DAYTON, O.—Montgomery County Fair elected Fred L. Allen president to succeed T. A. Boutson, who retired from the board after 20 years; C. G. Neff, vice-president; C. W. Brown, treasurer; Ralph C. Haines, secretary, re-elected; Roy Moyer, D. W. Long, Arthur Jackson, J. B. Feagie, E. G. Sauerman, new directors.

BLUEHILL, Me. — The following officers of the Bluehill Fair Association have been re-elected: Dr. R. V. N. Bliss, president; Walter Bissett, vice-president; M. R. Hinckley, treasurer; E. G. Williams, secretary. Fair will be held September 3-5. It will be its 43d successive year.

LYNDON, Vt.—The Lyndon Fair Association has elected C. E. Willoughby president; G. M. Darling, vice-president; A. E. Donahue, secretary, and L. B. Wood, treasurer.

MEDINA, O.—J. V. Einhart has been elected president of the Medina County Fair board for 1934, at the annual meeting at which three directors were named. The group decided on September 4, 5 and 6 as the dates. Other officers and directors named were: Vice-president, B. E. Hartman; secretary, F. M. Plank, re-elected; treasurer, Paul M. Jones; directors, Ernest Rowland, Ray Stair and E. F. Hoerger.

LANCASTER, Wis. — Grant County Fair Association elected Allen Aupperle, president; R. A. Austin, vice-president; I. A. Vesperman, secretary; M. W. Irgea, treasurer.

NEW CASTLE, Pa.—New Castle Agricultural Association elected A. E. McGreary, president; Charles O. McGrath, vice-president; J. L. Burton, treasurer; A. C. Snaof, secretary-manager.

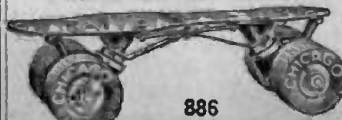
MADISON, Wis.—Dane County Agricultural Society elected Julius E. Krebs, president; Joe Rothschild, vice-president; William Baida, treasurer; R. G. Nuss, secretary.

YORK, Pa.—York Fair Association re-elected Samuel E. Lewis, president; Herbert D. Smyser, vice-president; John H. Rutter, secretary; D. Eugene Fryer, treasurer; William O. Thompson, manager of concessions; Herbert D. Smyser, racing secretary and manager of amusements.

### Millersburg a Week Earlier

MILLERSBURG, O., Jan. 13. — The Holmes County Fair Association at a recent meeting here set the date for the 1934 fair for September 12-15, a week earlier than the 1933 fair. S. N. McIntosh was appointed boys and girls' club worker. He also was elected to the board of directors ex-officio. Fred Sprang will have charge of farm products. It was voted to allow adjoining counties to compete for prizes in live stock and poultry this year.

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# PCSA STAGES GREAT PARTY

## 12th Annual Charity Banquet And Ball Proves Gayest of All

Chairman George Tipton with President S. L. Cronin and Past President Eddie Brown congratulated on all sides—famous midget couple leads grand march

LOS ANGELES, Jan. 13.—The 12th Annual Charity Banquet and Ball of PCSA was staged in the beautiful Sala De Oro, Hotel Biltmore, January 10. This was the first big affair in the hotel under the new management. Baron Long, who recently acquired the Biltmore, did a fine job in handling the show-folks' big event. There were 439 paid tickets and it was the gayest party in the history of this organization. The immensity of the Sala De Oro gave opportunity for a splendid arrangement of tables so that there was ample space for the dancers during the serving of the courses. The Georgia Usher Continentals, lady orchestra, furnished music for the dancing and the floor show and went over big with the crowd. A newly installed lighting system made possible some beautiful effects, notably the "Under the Moon and Stars" dances. George Tipton was chairman, with President S. L. Cronin and Past President Eddie Brown assisting. Steve Henry handled the publicity.

From 6:30 until 8 o'clock there was the usual reception and it was a fine get-acquainted crowd, recent acquisitions to the personnel and the presence of new showfolk recently coming to the Coast, and many from distant points as guests, made introductions necessary. The banquet was served at 8 o'clock and it was a most delectable spread. All the city papers had staff photographers and story men in attendance and gave the affair a fine break in publicity. This put PCSA much in the public mind and will add much prestige to the organization.

There was the usual introduction of persons active in club affairs and notables of circus, stage and screen, many wires received and read, from Beckmann and Gerety, Mike Golden and Austin King; Will Wright, of Conklin's All-Canadian Shows; Al Hartmann, of The Billboard; Jack Grimes; John Ringling; Heart of America Showman's Club, Kansas City; Governor Rolph, who is a member, and Charley Murray and Paddy Conkling, of Conklin's All-Canadian Shows.

The floor show was supplied by Charley Hatch and Al (Big Hat) Fisher, who also acted as emcee; Paul and Paulette adagio number, Talmack and Barlow, the Southland Harmonizers, Blossom Robinson. Mrs. Alvin Bailey, Adrienne and Tamara, Margaret Nearing and Colby, Kane and Cameron. Then was presented Al (Big Hat) Fisher's dancing sensation from the Chicago big show, Little Morocco, who did two numbers that went over big, and the Pinons, acrobatics. Dancing continued until 2 a.m.

Among those present: P. A. Armstrong, Capt. W. D. Ament, J. Ben Austin; Jack Arnold; Tom Abbey, Pittsburgh; Gene Aitoff, Miami, Fla.; Ben Arturs; Bill Baggott, Hollywood movies; Mrs. Dora Branson, Mrs. Stella Brake, Dorothy Bascom, Helen Benson, Dick Wayne Barlow, Evelyn Barlow, Mrs. Alvah Bailey; Ruth Battersley, New York; Edith Bullock, Edith Batcheller, J. J. Bramill, Mr. and Mrs. J. A. Bailey, Mr. and Mrs. Eddie Brown, Al Bolton; C. A. Blanchard, of Blanchard Printing Company, San Francisco; Mr. and Mrs. Harold Batcheller, Mr. and Mrs. E. W. Butler; Bill Bissonnett, Boston; Skeet Bigelow, San Francisco; Chalk Beardsley; Sam Bennett, San Diego; Stanley Block; Jim Bradner, Indianapolis; Perry Borst, Frank Ballor, Mary M. Conlon, Mrs. Nell Cabbe, Rosalie Bastain; Cliff Clarke, of Gilmore Radio Circus; E. L. (Yellow) Burnett and Olinger Burnett; Walter Comfort, Wheeling, W. Va.; Curt Castner, Louisville, Ky.; Miss M. Current, Marion Carlson, Ray Coppelman; Mr. and Mrs. Archie Clark, of Clark's Greater Shows; Mrs. Irene Carley; Will M. Thomas, General Electric Company, Philadelphia; Mr. and Mrs. Ernest Clarke and Miss Eric Clarke, of the Clarkonians. Al G. Barnes Circus, and Galliard Circus.

Frank Chicarello, of Al G. Barnes Circus; Mr. and Mrs. Orville N. Crafts, of (See PCSA STAGES on page 41)

### Ballyhoo Bros.' Circulating Exposition— A Century of Profit Show

By MAJOR PRIVILEGE

COLLECT—CB 78 NL—  
ROLLODOWN OKLA. JAN 13.

DEAR BILL,  
CAN'T SEND WEEKLY LETTER AS OFFICE IS OUT OF STAMPS SO AM SENDING YOU TELEGRAM COLLECT STOP



Major Privilege.

AS HE STEPPED INTO SLEIGH FOR RETURN JOURNEY NEXT MORNING WAS INFORMED THAT ALL CONTRACTS WOULD HAVE TO BE CONFIRMED BY BOARD OF DIRECTORS AT NINETEEN HUNDRED AND THIRTY-FIVE MEETING OR ELSE STOP SHOW HAS CHANGED ENTRANCE FROM FRONT TO REAR OF MIDWAY FIGURING MORE PEOPLE COME IN THAT WAY WITH RESULT GATE RECEIPTS PICKING UP STOP SHOW WILL POSITIVELY STAY OUT AS LONG AS IT CAN STOP MORE PEOPLE JOINING EVERY DAY ALL LOOKING FOR COOKHOUSE STOP I M A BANNERMAN LEFT STOP CAN USE GOOD AGENT WITH BIG AUTO WHO KNOWS EVERYBODY EVERYWHERE AND WHO CAN LAND A MAIDEN SPOT EACH WEEK STOP SALARY NO OBJECT BUT MUST BE LESS THAN TWENTY-FIVE DOLLARS PER WEEK STOP GUARANTEED THAT IT WILL BE LESS.

### Glick Gets Vt. Fairs

BURLINGTON, Vt., Jan. 13.—William Glick, manager of the William Glick Exposition Shows, has signed contracts for his organization to furnish the fair week at August 27.

Mr. Glick also announced that his show would play Rutland (Vt.) Fair week of August 3.

### L. E. Roth Gets Fairs For Blue Ribbon Shows

CINCINNATI, Jan. 13.—L. E. Roth, owner of Gibson's Blue Ribbon Shows, was a caller at the offices of The Billboard en route back to Florida, after attending the Indianapolis and Illinois fair meetings.

Mr. Roth announced that he had landed five contracts.



DIAMOND KITTY, Boston's Big Bouncing Beauty, now under the sole management of E. V. McGarry. Both are taking life easy at Miami, Florida.

### King and Latto Combine Shows

MONEE, Ill., Jan. 13.—C. D. King and Al Latto have combined their interests in an organization which will be known as King & Latto's Combined Motorized Shows, carrying 10 shows, 6 rides and 25 concessions, with positively all legitimate merchandise wheels which will throw out plenty of stock.

Eli Bridge Company is furnishing some new semi-trailers. The opening date has been tentatively arranged for Easter Sunday in Southern Illinois.

### Showfolk in Accident

CHICAGO, Jan. 13.—Jeanne Garlepy, Freda-Fred Van and Harry Pink, members of Austin & Kuntz's Palace of Wonders, now showing at 28 North Dearborn street, were injured in a taxi accident while returning to their hotel from an uptown theater.

Freda-Fred and Pink received minor cuts and bruises, while Miss Garlepy was severely cut about the face, head, arms and leg from flying glass. A cut above her left eye required four stitches to close and will leave a bad scar. She was unable to appear for work for several days but is getting along nicely now. She has filed suit against the cab company.

### Hennies Booking Well-Known Acts

WICHITA, Kan., Jan. 13.—During the last few weeks representatives of the newly organized Hennies Bros. Shows, now being built in this city, have been engaged in seeking and contracting attractions for the coming season.

Walter Stanley, representative of the show, advised that Mile. Florence, sensational aerialist, and Capt. E. H. Hugo, high diver, have been engaged for the free attractions on the midway. Mr. and Mrs. Earl (Alice Melville) Strout have been contracted — Mr. Strout to conduct the band and Mrs. Strout to present a revue. Other attractions engaged for the 1934 season are: Johnny Bejano and his Side Show; Del Crouch's Motordrome and Fred Baum and his Freak Animal Show.

Col. Dan McGugin, last season office manager of the Harrington Nickel Plate Shows, will have charge of the office wagon.

### Ban Lifted on Beano

SPRING LAKE, Mich., Jan. 13.—Ban on beano games in Spring Lake has been ordered lifted by the village council. The ban had originally been effective December 31 when the council planned to prosecute under State gambling laws.

### Aimee Talks at PCSA Memorial

Nearly 1,000 people go to Evergreen Cemetery for annual services

LOS ANGELES, Jan. 13.—Nearly 1,000 persons attended Pacific Coast Showmen's Association memorial services in Showmen's Rest plot, Evergreen Cemetery, Sunday. While there has usually been a large gathering in the past, it is likely that the appearance of Sister Aimee Sempie McPherson, noted evangelist, was an added draw. The services had been publicized and all the local papers had representatives as well as staff photographers. The services were very impressive.

The program: Laying of the wreath at the monument marking the Showmen's Rest plot by Eddie Brown, past president, and President S. L. Cronin; the California Quartet, Charles King, Allen Watson, Beatrice Bagur, Irmalee Campbell, with Alberta Simmons accompanist; Sister Aimee Sempie McPherson, who rushed direct from a meeting at which she had delivered her usual sermon, and with no preparation, in an extemporaneous manner delivered a talk that will be long remembered. Her knowledge of showfolk in general was remarkable. She took for her subject, "We are all actors, all the world's a stage." PCSA is deeply grateful to her.

Brother John Lyons briefly stated the objectives of our organization, then Brother Burr McIntosh was introduced, and in his usual manner paid a tribute to showfolk, he himself having been 49 years a trouper. He did his usual masterful job of word painting. It was not possible to get names of all the showfolk attending.

### League Receives McGinley Bequest

CHICAGO, Jan. 13.—The Showmen's League of America this week received \$4,775 in cash, representing the \$5,000 left the league by the late Walter McGinley, less the government inheritance tax, etc.

The money goes into the League's cemetery fund.

### Mrs. Ross in Hospital

KANSAS CITY, Mo., Jan. 13. — Mrs. Charles Ross is in the General Hospital, this city, suffering from a broken spine and ankle, the result of a fall from a ladder while cleaning in her home.

### Latlip Books Charleston

CHARLESTON, W. Va., Jan. 13.—Captain Latlip announced that the Latlip Shows had been awarded the contract to furnish amusements this fall at the 4-H Free Fair.

### Gear With Rock City

HOMER, La., Jan. 13.—Billy Gear has signed contracts with Joe C. Turner to route Rock City Shows thru the West and Northwest.

### Willis Again With Pacific Whaling

SAN DIEGO, Calif., Jan. 13.—Macon E. Willis, last season general representative for the Pacific Whaling Company, has been re-engaged for 1934 in the same capacity. Mr. Willis is now in Long Beach, Calif., following the closing of one of the units at San Diego January 1.

Jack Glines, who was also connected with the company last year, has been re-engaged as manager. Plans are being made to put out several units, the first one opening in Southern California about the middle of February.











## MUSEUMS

### Wonderland

CHICAGO, Jan. 13. — Wonderland Museum, W. B. Evans manager, has scored a striking success during the last six weeks at 462 South State street. Thirty-two people are employed. All are putting in an enjoyable winter. Additions to personnel during past week are Hawaiian Joe and his "battling rattlers" and Princess Rita, Lilliputian entertainer. Two new dancing girls are Betty Kramer and Jerry Zell.

Business last week was beyond all expectations. Much credit is due the front talker, Bud Dunsec, and his live-wire assistants for their original ball-hoo tactics during the past week, in which thousands of patrons were drawn into Wonderland by their plugging of what was termed Wonderland's "Guarantee Week." Every ticket sold was dispensed with verbal guarantee that the purchaser must consider the performance given by the Great Gravito alone worth the entire price of general admission or money back. The venture was highly successful from a monetary angle. The versatile Gravito backed the front up with his unlimited supply of magic, juggling, escapes, etc., in such a thrilling manner that there were no requests for refunds at the box office.

G. C. Van Auden, silver-tongued special announcer in Wonderland, enjoyed a visit from Pat Redding and Cuban Mack, who worked for Van Auden some years ago. Other prominent show people visiting were "Buck and Wing" Weeks, formerly of Tracy's Comedians, and Clara Sandels, who was pianist for Tracy's Comedians, formerly operated by Joe Tracy Emmerling, emcee of the show.

### International, Traveling

SCRANTON, Pa., Jan. 13.—Thirty-four hundred people thronged the giant exhibit auditorium here Monday, the opening day of the International Congress of Oddities, located in the heart of the downtown business district, Lackawanna and Penn avenues.

The *Scranton Republican* referred to the business as a popular revival of the old P. T. Barnum museum days, as well as those of Keith, Proctor and other pioneers. As could be expected, certain local film operators, thinking the show would be here several weeks, attempted to purchase the lease held on the large three-story building where the museum is housed and formerly operated by Silverberg clothing store. The Odditorium is located on the second and third floor, the ground space being utilized as a lobby with life-size portraits of famous freaks of today and long ago. Each afternoon between 4 and 5 p.m. special arrangements are made for the handling of the students and the school children. Three lecturers are in constant attendance.

Harold McGowan, original clock-eyed boy, made famous in cartoon by Robert

L. Ripley and who was one of the stellar attractions at the Ripley Odditorium at the Chicago World's Fair, is the latest addition to the human personnel. On the platform adjoining the oddity, whose eyes bear perfectly the Roman numerals of a clock, is Wilbur Plumhoff, billed as the man "immune from pain." At the Ripley Odditorium at the Chicago Fair Plumhoff punctured his body more than 6,000 times with safety pins and needles. Plumhoff climaxes his act by sewing buttons on his body.

Ray Marsh Brydon has returned from a week's trip to New England, contracting territory. The running time of the show has been cut to one hour and 50 minutes by Billy Hartzman, manager, Billy West, veteran Utica, N. Y., banner man, never fails to have the Odditorium filled with banners. The *Sunday Scrantonian* ran a third of a page feature on famous freaks, profusely illustrated. Earl De Glopper, superintendent of the Elder and Jenks brigade, has just received a special line of pictorial printing. He is satisfied with nothing short of an old-time circus showing.

Earl Meyers, who had the connection box with Al G. Barnes Circus last season, joined in Wilkes-Barre, coming from his farm near Sparta, Ky.

Col. Manny Kline, Wyoming Valley promoter, was a daily visitor in Scranton. Robert Martin, well-known outdoor showman, now in the fight and wrestling business, was also a frequent visitor. The week of January 15 the Odditorium will be at 34-36 Chenango street, in the theater district of Binghamton, N. Y.

### Lanther's, Traveling

RICHMOND, Va., Jan. 13. — Carl Lanther's All-Star Museum opened here in the heart of the business district at 616 Broad street, under the auspices of the Veterans of Foreign Wars, Post No. 1426, and it looks like a banner spot after three weeks of good business in Norfolk. Carl Lanther Jr. returned to Millers Tavern, Va., for school, after spending Christmas holidays with his family and the show.

New attractions this week are Jolly Ollie, fat girl, and Major John Hall, singing midget.

Lady Geraldine, knife thrower, presented us with a new arrival Friday night when she gave birth to a seven-pound daughter at St. Vincent Hospital in Norfolk.

Elefanto, elephant girl, in the same hospital with pneumonia. Her husband, Bob Katell, is an inside lecturer with the show.

Percilia, the monkey girl, has become quite a talented actress. She is doing a singing-dancing act and pleasing the public.

Senor Rodriguez received quite a number of fan letters after playing over Radio Station WOH at Norfolk with his piano-accompanist.

The Annex, with Alleen and Claude, is growing more popular daily and packing them in at each performance.

Henry Hyatt is getting good publicity for the show.

### Pollie-Scully, Traveling

ASHEVILLE, N. C., Jan. 13. — Show playing seven days here to good business and moving Wednesday night to Canton, N. C. for three days, to be followed by one week in Hickory, N. C. Visitors include Captain John Sheelsy, Tom Terrell, Curley McCall (of King Bros' Rodco), and Mrs. Dolly Eskew, of Eskew's Wild West, and Mrs. King. Reports Jim

Eskew just returned from business trip to Miami. George Pennell and his brother and their family and business friends are frequent visitors. Mr. Pennell has been attorney to all showfolks playing Asheville.

Willard Barnes, musician, was called home to Gastonia; his sister contracted pneumonia and died suddenly. He expects to return to the show at Hickory next week. Ted Morton left the show for Miami accompanied by his mother. Sailor West was made happy by a visit from his little daughter, Mary Catherine. She was brought here by Mrs. L. E. Billis, sister-in-law of Sailor, whose wife's tragic death occurred on the Lynchburg fairgrounds. Work has commenced on a new housecar trailer for Jack Huber, the armless artist. It took 13 sets of license tags to equip the show's rolling stock, and Johnnie Polle's truck drew registration number 13 (Ga.). Henry J. Polle is in Virginia in advance. Manager Tom Scully keeps the front hot, with Slim Stafford alternating. James Thompson is drawing 'em up the steps at the laydown-type sword cabinet, with Anetl Huber as the victim.

### McCaslin's

BALTIMORE, Jan. 13. — McCaslin's Dime Museum still continues to pack them in, with Bill Williams and his models. The attendance is holding up far beyond the expectations of anyone. Many visits were made by prominent showmen, including George A. Baldwin and Blackie Pontier.

Mr. McCaslin, George Reuschling, Al Raymond and Milton Frankford paid a visit to Washington, motoring to the Auditorium, where Ripley's Believe It or Not Show is playing to capacity business with a wonderful frameup. Wednesday Harry Bowen, the Great LaFollette, Art Kavanaugh and Lew Lewis went to Washington to arrange for a museum box; Ripley's show leaves. They were entertained by the management in a very courteous manner and commented on the beautiful arrangement.

### Austin & Kuntz

CHICAGO, Jan. 13.—The Palace of Wonders, owned by Neil Austin, general manager, and Wendell Kuntz, has opened on Dearborn street between Madison and Washington, in the heart of the Loop, and is doing a good business. The show is nicely framed and when fully completed will occupy two entire floors. At the present time the lineup includes Gertie, Zip's sister; Prince Rama Chanda (Billy Mitchell); Jean Garlepp, sword box; Winsome Winnie and Jolly Ethel, fat people; Gilbert Tracy, sword swallower; Capt. James Deal and King Kong Jr., chimp; Nepe Four, Hawaiian entertainers; Bluey Bluey, W. F. Troyk; Professor Kuntz's Flea Circus; Pat Redding, Big Jumbo; two mindreaders, and Freda-Fred, extra added attraction.

The staff, in addition to Austin and Kuntz, includes Louis J. Berger, secretary-treasurer; Jack Lee, Bunny Thumb and Roy Gardner on the front; Bob Wright, doorman; Joe Austin, emcee, and Ray McBride, assistant; Joseph J. O'Garlick, tickets; Harry Calvert and Charles Johnson (Hindu Charlie). Two colored boys known as O. K. and Lightnin' are porters. The boys on the front wear smocks and berets, making a neat appearance.

### Philadelphia Eighth Street

PHILADELPHIA, Jan. 13.—With the coming of much better weather the business increased greatly during the past week. The varied bill in the main hall holds the attention of the patrons. This week on the various platforms are Baby Lillian Jeanette, fat girl; Bruno's performing dogs; Prince Buddha, magic and Punch; Chief Boola, fire eater; Van, tattooer, and Jimmy Schaeffer with sword box. Dancing girls are getting excellent business in the annex.

### Malbin & Davis, Traveling

BATON ROUGE La., Jan. 13.—Manager Edward Malbin played host at a dinner to the entire staff in honor of the birthday of Ruth Davis. Rosita and her Spanish dancers are now featured in the Annex. Additions to the roster include Alice Johnson with her big snakes; Tiny Rose, singing and dancing midget; Sailor Frankie, tattooer; Larry Jones and his trained dogs for the lobby. Alire has replaced Madame Zelma. Business, according to Frank Mitchell, is good.

### Philadelphia South Street

PHILADELPHIA, Jan. 13.—Business at the South Street Museum has been very good during the past week, the weather being more seasonable after the severe cold spell. This week's bill is a very interesting and varied one, with the following: Dantini, magician; Adam and Eve, the educated chimps, who are still going strong; Shackles, handcuff and escape artist; Neil Johnson, bag puncher; Doral-Dina; Mme. Verons, mentalist. In the annex Salim Abbott and her troupe of dancing girls are commanding a large amount of the front-door business. Duke Jeanette is holding down the front this week, and his personality counts when it comes to putting them in.

### Ripley's Oddities, Traveling

CINCINNATI, Jan. 13.—Clint W. Finney has completed arrangements for the Ripley Show to open here January 18 for 10 days in a vacant department store building on the south side of Fifth street, between Race and Elm. Three floors will be occupied.

Windows in the Gibson and Metropole hotels, as well as at the show's location, are filled with Ripley propaganda.

Opening in Cincinnati January 18 for 11 days, instead of 10.

Show will leave Washington January 16 to get ready for the Cincinnati opening.

From Cincinnati the odditorium will go to Detroit for two weeks, opening January 31.

### LADIES' AUXILIARY

(Continued from page 39)

Vera Downie, Millie Dobbert, Lucille King, Marie Thorsen and Selma Bascom. After dinner all returned to the club to continue with open house until midnight, many members, owing to the fact they were unable to be with the diners, came late and enjoyed all games and everything. Mabel Stark rushed away from the studio, where she has been working on a picture, to be with us for the occasion. Mother Fisher and Margaret Conlon were late comers.

Thru the courtesy of President S. L. Cronin of the PCSA, the men's club-rooms were turned over to the auxiliary to be used for the party, as the auxiliary quarters were too small to accommodate the large crowd attending. Sis Dyer won the prize for the most modernistic story told, the prize being a modernistic statue, donated by Rose Clark, and after several hours in Sister Dyer's possession and examined by all the members it became rather old-fashioned. Clara Zeiger put up the "Guess How Many" contest, also donated two-pound box of candy to the winner guessing the nearest amount of beans in the pot. Edith Bullock was the winner of this. Maxine Ellison won the "Pin the Pig Tail On" contest, prize was donated by Clara Zeiger, a bottle of perfume. Florence Weber walked away with the largest prize of the evening in the silent "Cat's Meow" contest, the booty prize, coveted by all members. Mabel Crafts headed the joke submitted to the auxiliary by Eddie Brown, called "Get a-going, little doggie, get a-going." President Crafts, after the first lesson, carried it out in grand style, all members participating.

Archie Clark ordered a keg of the famous German champagne in honor of the occasion. Rose Clark donated the salted nuts and pretzels for the gang. Rose Clark, Clara Zeiger, Edith Bullock and Mabel Stark saw to it that there were plenty of other refreshments for those that did not care for beer. The men were barred from the clubrooms after 8 p.m. The party was in full swing with the sign, "Ladies Only," tacked on the door. However, Eddie Brown bounced in the midst of the party and was immediately put to work as bartender, officiating until the return of Doc Hall. There were several door crashers. The writer noted Doc Zeiger, Archie Clark, Clyde Oodding and Chief Meyers congregated in the back room around the keg. Now whether it was the keg or the ladies that brought the boys in is still the question.

There were a lot of visitors thruout the evening, songs were rendered by Blossom Robinson, Jennie Perry and Grace McIntyre. A good time was had by all. At the "last roundup" President Mabel Crafts and Past President Clara Zeiger thanked the ladies of the auxiliary for the wonderful surprise dinner tendered them and for the spirit which all members displayed in making the evening so entertaining.

LUCILLE KING.

AUSTIN & KUNTZ'S  
**PALACE of  
WONDERS**  
In the Heart of the Loop  
28 N. Dearborn  
Chicago, Ill.

## RAY MARSH BRYDON WANTS FOR HIS INTERNATIONAL CONGRESS OF ODDITIES

Attractions suitable for the Museum. Sensation of All Times. Playing nothing but week stands in big cities, adequately advanced by staff of six exploitationists and billers. Special consideration given to those who have been cartooned by Ripley. Elmer Spangler, Mrs. Nellie Pushnik, Jennie Weeks, Prince Laurie Johnson, Prince Habu, Jack Huber, Ossified Harry, Leopold Williams, Paul Whittaker, Paul Harold, Honey and Esther Wheeler wire immediately. All winter's work. Best hotel accommodations and board furnished. Paying real salaries. No nightly turning of duke here or upstairs boarding house flops. Now in our eleventh successful week. Address all communications to me at 34 Chenango St., Binghamton, N. Y., January 15 to 20, inclusive. New Haven, Hartford and Providence to follow. All booked.



**PRESENTED** to the House of Representatives at Frankfort the latter part of last week was a series of bills calling for a tax on luxuries in Kentucky. Included is a bill introduced by Sam Millam which would place a tax at the rate of 5 cents per 25 cents or fraction thereof on all forms of amusement and sport. The estimated annual revenue from this tax alone is placed at \$1,400,000.

How amusements could stand such an exorbitant tax is inconceivable. It means 20 per cent on admissions costing sums divisible by 20 and a tax running as high as 100 per cent where the price is 5 cents. A show charging 10 cents would be taxed 80 per cent; 15 cents, 33 1-3 per cent; 20 cents, 25 per cent, etc. It must be remembered, too, where admissions are 40 cents and above amusement enterprises are already paying a federal tax of 10 per cent. If the new State bill were to become a law it would mean a circus charging 75 cents general admission and 75 cents for reserved seats would be subject to a tax of 45 cents, 15 cents federal tax and 30 cents State tax.

It would be impossible for any form of amusement to absorb such a high tax, and that would mean jacking up the price and making the customers pay. But would they pay the increased price? A few might, but it is unbelievable that the majority would, and if such a condition developed instead of the State of Kentucky getting the estimated \$1,400,000 it would get practically nothing because there would be few if any amusement enterprises that would be able to exist. Amusements would be in the same position as the horse today—"a horse of another color," so to speak.

Everybody whose interests are affected by this amusement tax bill, and especially those whose places of business are located in Kentucky, should get busy at once with the senators and representatives of that State in an effort to defeat this proposed legislation, or at least seek a tax that is within reason—one which will not slaughter amusements, which God knows, no person could get along without any more than a school child could get along without play.

Many *Camatic* tent shows fell by the wayside when the talkies made their appearance and during the depression, but Capt. W. I. Swain and a few other showmen in that branch of the business are still holding on. The Captain's record of service is one of which he can feel very proud. The first of this year, he informs me, his W. I. Swain Show Company entered upon its 40th road season—without a break. Each of these seasons ran not less than 30 weeks.

**W. W. DUNKLE**, of South Bend, Ind., has resumed publication of his little magazine, *This Week in South Bend*, and is much encouraged by the general business improvement and the support he has been able to pick up so far. He published the magazine for five years, from 1924 to '29—"til," as he says, "something hit everything."

Here's an item in Dunkle's second issue since resumption that should interest friends of Earl Redden in the amusement park industry:

"Earl (Pete) Redden knows how to handle crowds (Playland Park) and at his candy dance place, the Palais Royale, he conducts it right. Not very big, but he knows how. The other night a heckler sneered 'Your's too small for this place.' 'Yeah!', says Pete, 'and if you pulled up your socks you'd be blind-folded.'"

Pictorial card showing several sailfish comes from John G. Robinson, who for the last two weeks has been having a wonderful time at Miami, Fla. "If you like fishing," he says, "here is the spot. You cannot see me—I am behind the big sailfish." Mrs. Robinson was with him on the Southern jaunt.

**GUY WEADICK'S** special article on Wild West contests in the Christmas Number of *The Billboard* hit the bull's-eye, in the opinion of that West-

erner, Courtney Ryley Cooper, the widely known author, newspaperman and former circus press representative.

"I desire to take this opportunity," Cooper writes me from New York City under date of January 11, "to tell you how much I enjoyed, and approved of, the article, 'Wild West Facts—Not Fancies,' written by Guy Weadick and published in the December 2, Christmas Number, of *The Billboard*."

"Being a Westerner and having covered the Cheyenne Rodeo for years, and entirely familiar with many other rodeos held in various parts of the country and Canada, I know that Guy knows his stuff and was talking straight from the shoulder, and hitting the bull's-eye many times, when he wrote this interesting story."

"*Ace Newspaperman and Author Began Career as Guide to Blind Peddler.*" Under that streamer (eight column) head in *The New York Enquirer* of Sunday, January 7, appeared a three-column story, illustrated with a double-column cut of himself, dealing with the life of Chalmers Lovell Pancoast and written by Gertrude Gordon. Anyone who read the story must agree that Miss Gordon makes a wonderful "praise" agent.

**IN EXPRESSING** himself on legitimate merchandise games, C. McDougal (not Cliff of circus and motion picture press agent fame) refers to Little Joe Miller as "about the greatest little concession agent in the business." McDougal is located at San Bernardino, Calif., and has been with the Beckmann & Gerety Shows for the last 10 years. In a letter he says:

"I have played many a spot with Little Joe Miller in years gone by. He is the only one that I can remember who has lost as many as seven blankets on one number and still smile. No dou'

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**R. M. Harvey** will personally represent the Russell Bros.' Circus at the code hearing in Washington January 19. He was set to leave Chicago Monday night for the capital, and aims to stop off in Cincinnati on the return trip.

**AFTER** a few weeks with the Royal Palms Shows, Harry E. Crandell placed several concessions at Sulphur Springs Park in Sulphur Springs, Fla., December 4. Business has been far from big, but by having several stands, Harry says, the combined income has enabled him to get by very nicely; that is, financially, but that physically he has been "all wet." He had a touch of dropsy—feet and legs swollen until he thought the skin would burst—and couldn't even stand up. Croaker ordered him to bed, and he was out New Year's Eve for the first time in more than two weeks. Swelling has since gone down considerably, and with the aid of a cane he is able to get around a little, altho he steers clear of the park at night because it is cool and damp there.

Charles Norris, who has been with Harry for many years, is in charge of the concessions, so Crandell has no worry from that end. Incidentally, he and Harry are housekeeping and they have plenty of visitors. C. E. (Doc) Barfield, of the Bar-Brown Shows, and wife dropped in the other day. Harry was ahead of the Metropolitan Shows when Doc was the boss.

There is plenty cutting up of jackpots at the park, Harry further says, and some nights it looks like a managers and agents' convention. Recent visitors at the park were Felice Berrardi and wife, Bennie Krause and A. M. Nasser. Dave Wise is handling the park's managerial duties.



**Agnes Coleman Is Now a Mrs. Joe McKee Gets a Compliment Mr. Ehrhorn's Multiplicity Circus Field Man Suggested**

By **LEONARD TRAUBE**  
(New York Office)

**THIS** is as good a time as any to make a marriage yarn the principal item of the day. Living as we do in an era of news gossip lorded over by chroniclers whose mainmost function is, or seems to be, the dissemination of marital prophecies as scoop stuff, it's big news when a fairly prominent young lady has been married for more than six months without the mongers in question knowing anything about it. She's Agnes Coleman, the ex-menage gal of Ringling-Barnum, whose popularity has increased since she left the big top a couple of seasons ago. Her husband is a traveling mining and oil engineer from down Texas way and his name's John R. Heartwell. The "deal" was put over early last June in a Jersey town. Miss Coleman—now Mrs. Heartwell—was severely injured last summer when, overcome by the heat, she fell backward, her neck hitting a rail. She was placed in a cast and it was only lately that she could do without it for a few hours a day. The accident occurred during a

she was filming for Warner

**OSCAR W. EHRHORN** is back in our midst again. Judge Ehrhorn is the eloquent gentleman who heads the New York State Association of Fairs, which convenes next month in Albany. The judge, who is really one of the town's leading bankruptcy referees, took his family away for the annual two-week trip in Florida and returned to his desk just the other day to find the holiday mail reaching close to the ceiling. The judge, you see, gets letters and greetings from all walks of life. When he is not pondering over books he's busy coining new phrases or developing new ideas for the fair association. Between all that he finds time to be a trustee of the Society of Medical Jurisprudence, president of the Rockland County Fair, a delegate in the American Institute of New York and what not else. Oh, yes, the judge is high in the ranks of the National Republican Club. They even tell us he's the presiding officer, but, of course, we don't dare to mention that because he is prey of so many things that that would be gliding the lily or something. Anyway, you can very well see that O. W. E., who owes not any man (See Longfellow's *The Village Blacksmith*), has nothing at all to do.

Why not a Circus Field Secretary to be paid by the organizations participating in the setting up of a code for the industry? Such a man would travel around the country creating good will toward the circus in sections which need that sort of missionary work. He would be a national press agent. He would act as intermediary, with recognized credentials and power, in the matter of local and State legislation. He would, as well, serve as arbitrator in cases involving owners and performers and the like. He would do constructive work in general. He would be an attorney. He would, in short, be Melvin D. Hildrath, Washington lawyer and the lally's greatest friend of circudom. We nominate him without reservation for this potential position. We ask that the creation of such a job be given serious consideration by circus affiliates while they are in Washington for the hearing on the 9th of this month.

**THE SUNDAY NEWS**, looking back at 1933 in pictorial form, picks the Morgan-Midget affair in Washington as one of the outstanding events of the year and describes it this way: "The new administration's demand for a senatorial investigation of private banking exploded a bombshell in 1933, when Ferdinand Pecora, prober extraordinary, selected the House of Morgan as the star exhibit. One of the highlights of the proceedings was this strange interlude, when J. P. Morgan, mogul of finance, took time out to bounce a circus midget (Lya Graf—Ed.) on a knee to amazed amusement of senators and bankers."

Leah-Lee is back home at Alnsworth, Va.—That was Harper Joy, national CFA prez, bound for *As Thousands Cheer*—A. J. Leibling, of *The World-Telegram*, a journalistic clown, interviews Clown Shorty Flemm, who goes him one better.—The Goldie show on 70th and Broadway finally had its license reinstated, but dropped its gate admission to a deemer and closed the two upper floors. It was expected to fold, anyhow, any minute.—Sam Wingfield is ill in Medical Center.—Elmer Perdue joined Mill Hol-

(See *OUT IN THE OPEN* on page 46)

park draftsmen phoned him and named a price for the job. Too much, was the reply. Designer named a lower figure, putting in the sly remark that no good man would do it for less. Maybe not, was the response, but Joe McKee out in Rockaway is a good man and I'll wager he'll come to lower terms. The designer got a good laugh out of the experience, for he's none other than Joe McKee, formerly manager of Rockaway's Playland, now of the Harry C. Baker office.

## Equipment and Supplies

Manufacturers — Distributors — Jobbers

By **BILL BOARDER**

**OUTLET SALES COMPANY**, of New York City, with its newly coined slogan, "Chicago, We Are Here," has entered the sales field in Chicago at 17 South Wells street. This concern began business last March and in that short period has branched out in two spots, Boston and Chicago. Originally its line was notions and drug sundries. With the invasion of Chicago the company has added a general line of premium merchandise and will cater to the carnival and amusement machine trade.

Morris Tolkin, general manager of the Outlet chain, states: "We were receiving such wonderful support from the Middle West that it was only natural that we open a branch in Chicago. I am sending Bert Price to take charge, and I am sure Bert will become just as popular with the boys on South Wells street as he was on Broadway. Harry Yavel fills Bert's spot as manager of the New

York store." Mr. Tolkin reports a nice business for his firm for the past year and is particularly gratified with the results obtained from the Boston office. "We are going to make a big stab after the concession and coin-machine merchandise field, and we expect to capture our share," says Morris.

**BOSTON**—American Fireworks Company of Massachusetts has completed its reorganization plans, as recently mentioned by *The Billboard*, with Henry I. Rapp installed as president and treasurer, Alphonse Striano as vice-president and Fred C. Murray as display manager. The new officials are optimistic and feel confident that the new regime will tend to increase future business. Company will operate under the NRA code, in the drawing up of which Mr. Murray played a leading part in an advisory capacity to Administrator Johnson.

**BALLOONS**  
for  
**INDOOR EVENTS**

**SHRINE CIRCUS**

OAK Brand and NY-TEX Balloons, for resale or publicity, are profit producers. As a timely stock design. Write for facts about these balloons for advertising purposes.

The Oak Rubber Co. **NRA**  
216 S. Sycamore St.  
Ravenna, - - Ohio



By GASOLINE BILL BAKER (Cincinnati Office)

**Psychology of Salesmanship**

What is psychology of salesmanship? Is it the capability of explaining an article impressively? Is it skillful application of a dignified appearance? Is it a play on sentiment of people? Is it artfully placing the eyebrows at an angle during talks to force confidence? Is it a commanding of favor-gaining personality?

Or is it a combination of politeness, neat appearance, speaking intelligibly and to the point, knowing the merit-making points of the items for sale, diplomacy coupled with business ingenuity and, above all, the ability to study out the whims, fancies and general temperament of audiences?

**DOC LEON STREETS** . . . pipes from North Little Rock, Ark.: "Have been here six weeks. Opened on lot and weather turned cold. Opened a store-room show in Strand Theater and did a little business. Dec Coy B. Hammock split time with me one week. Hammock has a nice new house trailer and a fine automobile and a fat b. r. He left for Hot Springs. I had a visit from Doc Lewis and Doc Tom Smith a

visit. She was appearing at a local theater. Sam Lewis has had his assistants working overtime. What has happened to the boys on the West Coast—no hear from them in a long time? Would like seeing pipes from New House, Johnny Hicks, Floyd Johnstone, Harry Corry and all the boys who go natural for a deuce a copy."

"HAVE NOT . . . piped for a long time, but am a regular reader of Pipes." postcarded Eddie Hughes. "Am at present with a mad opra playing Northern Ohio and Indiana, so far to good business. Show is under management of W. E. Brown. Chief Little Fox is lecturer; Madam Paey, mentalist, and I am doing comedy. We would like hearing from those who know us thru Pipes."

**TOM SIGOURNEY** . . . shot from Chl.: "Am still on State street, a few doors from Bill Evans' show. What a New Year's party we all had! It was a real classic of pipes shoot-ins, including 'remember whens' and expressions of optimism. It might interest the 'gang' to know that I was the first to put a store show on State street in more than 30 years. After I broke the ice a couple of months ago Evans and

with Vail. The middle of last week they were planning to make a jump to some other point, possibly eastward.

**DOC LLOYD LONG** . . . sent in a report of the recent death of August Fred Kurtze at Sayre, Okla. "We usually winter here," he included in his communication, "and will recpen in-med business as soon as weather gets more favorable — if the newly proposed bill following the blown-up 'Tugwell Bill' doesn't go over or results too drastic and shekels become more plentiful. We enjoyed the special article written by Harry Kincheloe and appearing in the special articles section of the December 2 (Christmas Special) issue of The Billboard."

**FROM CAMDEN, ARK.** . . . came word that there was quite a number of pitch folks in that city and vicinity recently. Among them Rains and Henry with sharpener; Charlie Elders and Jack Gaultney, liquid solder.

"MY FIRST PIPE" . . . in about two months," says 'Sunshine' Rogers, Columbia, S. C. "Seigel (Sunshine) Rogers, known as the 'Black Ace,' and H. E. Foxworth, partners in the U-Ta-Ka Show, decided to take separate directions last December 18. Am now playing theaters and school auditoriums thru South Carolina. We travel in our 18-foot trailer. Business is up to stand-

**YOU NEED THESE BIG MONEY MAKERS**

**NORWALK** Double-Edge, Blotted Blade, Per 100 . . . 68c  
(This Price for Short Time Only.)

**BLUE-STEEL** Double-Edge, Newest Slot, Etched, Wrapped . . . 60c  
(Small Quantities, 65c per 100.)

**BLADE DEAL** Consisting of 16 Double-Edge Blades, Sympic French, Blade Sharpener and Tube of Sharver . . . 13 1/2c  
Cream, Per Deal

**AUTO-STROP TYPE**, Per 100 \$1.10, \$1.20, \$1.40  
**DERHAM TYPE**, Fire to Fire, Per 100 . . . 75c  
All Other Leading Makes for All Styles of Razors. Ask for List.

NOTE—All Prices F. O. B. New York. Samples at Wholesale Plus Postage. Deposit To Be Sent on All C. O. D. Orders.

**CHARLES UFERT** Square Deal Service Since 1913  
19 East 17th St. NEW YORK

**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 2742.  
Optical Specialties  
17 N. Wabash Ave., Chicago, Ill.

**AGENTS! SELLS LIKE WILDFIRE**

3300 monthly selling 10 improved patented Carter Window Washers daily. Cleans, dries, polishes. Eliminates all Good Housekeeping approval. Restricted territory. Write today. **CARTER PRODUCTS CORPORATION**, 922 Front Avenue, Cleveland, O.

**E. Z. WAY AUTOMATIC STROPPER**

**W. M. MFG. COMPANY,** Sandwich, Ill.

**ELGIN—WALTHAM WRIST WATCHES**  
Brand-New Cases, Metal Bands. Send for Catalog. Biggest Bargains in Used Watches and Diamonds in the Country.  
**E. SPARDER & CO.,** 2d Floor, 115 N. 7th St., St. Louis, Mo.

**2.95**

**SLUM JEWELRY \$1.00** 25% WITH gross ORDERS.

Waldemar Chains, Assorted, Dorn . . . \$1.75  
Plated Pocket Knives, Dorn . . . 1.75  
The Holders, Assorted, Gross . . . 4.40  
Cellar Holders, Assorted, Gross . . . \$2.90 and 4.80  
Full Line of Watches, Jewelry and Rings.

**FELDMAN BROS.,** 159 Canal St., New York, N. Y.

**\$ BIG MONEY \$ VETERANS GET BUSY**

Offset pension cuts. Build a monthly row. PATRIOTIC CALENDARS are hot now. HOLIDAY ISSUES—Soldiers' Jokes and Stories, wit, humor, snappy illustrations. 18 fact sellers. 2c to 5c to you. **VETS SERVICE MAGAZINE**, 157 Leonard St., New York.

**LADIES! SILK! HOSIERY!**

Genuine 260-Needle CHARDONIZE SILK HOSE, French Heel, Cradle Foot, Pilot Top, very slightly imperfect. Assorted Dark and Medium Shades to Box Sizes, 1 1/2 to 10 1/2. SPECIAL—5 Dozen Pairs, \$19.80. Sample Dozen Sent to You, Prepaid, Upon Receipt of \$2.50. **FALLS CITY MERC. CO.**, Box 165, New Albany, Ind.

**HOUSE TRAILER** (and back of auto ahead of it) of Doc Jack W. Thomas, of Gold Seal Products Company. On the platform of the "home on wheels" are shown Mrs. Thomas and son, Bill, and "Mother."

couple of weeks ago. They are wintering in Hot Springs. There are many trouperers here. Tom Atkinson's Circus is wintering here, also Joe Beatty and McClellan carnivals. Have had several visits with Bud Hawkins and wife—swell people. Dale Brothers joined me here about a week ago, and we will start our ned opry as soon as favorable weather breaks. Will play Northern Arkansas and Southern Missouri the coming summer. My son, Eldon, and his wife are in Camden, Ark., spending the winter with her relatives, Mr. and Mrs. Phillips. The price of auto tags in this State has been doubled. I am still selling herbs. The laws in North Little Rock are swell."

other store-show men can work here. Have had visits from Cliff Wilson, Al Lotto and dozens of other top-notch showmen the past week. We hoisted several to the New Deal. Doc Kysel, Rubie Nelson and others are with me."

**JAMES L. OSBORNE** . . . is down Texas way. Apparently, James some time ago met with some reverses. He piped, in part: "When misplaced confidence caused the world to blow up in my face it left me dizzy and gasping for breath. However, I have now recovered my second wind and am starting a come-back like 'nobody's business.' Believe it or not, I am almost ready to spring a new joint. This probably will be a shock to my friends."

**JACK DEVINS** . . . has been working run-mender needles in and around Cincinnati. This editor saw Jack grab a few minutes' work in the downtown section last week.

**FRANK VAIL** . . . rambled into Cincinnati early last week from Chicago, where he operated all last summer—worked tops during the pre-Christmas days. Frank is a convincing talker and is one of the pitchmen who studies his audiences to apply his spels in accordance with his summing up of their various averages of intelligence and fancies. He was a caller at the Pipes desk, accompanied by H. A. Burdge, who is vacationing in Cincy and has teamed

**GET IN THE MONEY WITH MY NEW STREAM LINE PEARL PENS**  
(Levers and Vacuum Filler Type)

**PLATINUM and GOLD POINTS**  
Hand Ground, Hand Smooth. Made exactly like an Iridium Tipped Gold Point—by a Gold Pen Point Manufacturer. Convince yourself that EVERY POINT IS A WORKER.  
50c for Sample (\*Simulated).

**JOHN F. SULLIVAN**  
458 Broadway, NEW YORK CITY.

**MEN— HERE'S A TICKET TO 1934 PROSPERITY**

**\$1.00 BOX QUALITY MEDICINE**

Containing 10 Herbs, Roots, etc. Retail at 25c to \$1.00. Big profit. Makes a pint tonic. Proven re-peater. Packed under your own brand no extra cost. Start now—cash in. Coupons. Co-operation Furnished. Write Dept. F.

**OHIO MEDICINE CO.**  
COLUMBUS, O.

**LORD'S PRAYER CHARMS**  
**PERFECT STOCK**

No. 11361—Lord's Prayer Charms, Ds., 65c; Gro., \$1.50.  
No. 11371—Ten O'm to a n d-ment Charms, Ds., 65c; Gro., \$1.50.

**IMMEDIATE DELIVERY GUARANTEED**

**TOOTHPIK KNIVES**  
(Cresco Make)  
No. 11377—3-Blade Toothpick Knives, Per Gross, \$2.00.  
No. 11379—5-Blade Toothpick Knives, Per Gross, \$2.45.

**GELLMAN BROS.** 18 North Fourth St. MINNAPOLIS, MINN.

**MIXED DRINKS—141 RECIPES**  
32 PAGES

Fastest Selling Lowest Priced Pocket Size Book of its Kind on the Market

Recipes of old favorite drinks! Sells instantly to stores—or direct to consumer. Not number for Pitchmen. Distributors' Price \$1.00 per 100. Cash with order. Sample, 25c. Act fast. **Ging Bong, ED GOLDSMITH**, 53 Third St., San Francisco, Calif.

**CALIFORNIA GOLD COINS**

**BIG PROFITS**

These beautiful Souvenir Gold Coins attract crowds immediately and sell quickly by 12 samples \$1; 100, \$7.

**TENNEN CO.**, 118 Sutter St., San Francisco.

ard. We have William Baker with us, and how he can dance! At last, in a recent issue, I read a pipe from Doc Less Williams."

DOC GEORGE HOLT . . . penciled from Hot Springs, Ark.: "Here I am with my old pal Doc Tom W. Smith. Here I am until further notice. I have surely done some touring lately. Not much doing here, worst I have ever seen."

THERE WAS . . . a gladsome meeting on January 10, when Mrs. Jennie Newell (Rolling Thunder) drove about 98 miles from her home at Quaker Bridge, N. Y., to visit the Musical Rehearsals at Swornville, N. Y. Says Frank C. Reikart: "We surely had a good-time visit and talked over some of the 'good old days' when we were on the road in med show business. After her visit Mrs. Rolling Thunder drove back home."

SAYINGS . . . of some of the pitchman years ago: "Who on earth wants seven pounds of wire around his neck? Look at this one—light as a feather."—Jim Cardwell. "As I said before, no home should be without one."—Harry Turner. "The little ones can have lots of fun—any child can use it."—Tom J. Heeney. "It's not the 'biggest laboratory on earth,' but it is one of the cleanest."—Doc Thurber. "I have trusted you with my 'golden ore' samples, now you trust me with your money."—Big Jack. "I have worked the bills of your State for 40 years with remedies and what is the result?"—Ed Foley. "Three—ninety-eight pays you in full. We send no bills and no collectors to your homes; so please pay me."—Charlie Whalen. "Stay right where you are standing!"—George Cohen. "All those who don't believe stay around and I will convince you that I should be elected as the next president of the 'United Garbage Collectors' Union!"—Charles A. Stahl. "Bring out that red banjo, I want to give the folks an exhibition in sharp-shooting!"—Harry Riley. "I don't want you to buy it for the sake of the present."—George Fady. "I will prove to you that this deck of cards has \$3."—Harry Robin. "You bet your life that I will sell you the States of Ohio, Pennsylvania, New Jersey and Texas—wait a minute, beg your pardon, Texas is sold—but I can let you have Oregon instead!"—Henry Striker.

A. R. MURRAY . . . postcards that he doesn't think he can take out his med copy this year "because," sezzen, "all the actors are working." He still has his three stores in Philly. Wants pipes from Harold Wood, Mary Hagan, Bill Flood, Archie Smith and others.

THE KERR . . . Indian Remedy Company started its new season at Yemessce, S. C., January 2. Doc W. R. Kerr Sr. infoed from that spot last week. Eight people in the show, among them Bill Catham, doing blackface, also Smiling Frank Ewing, doing specialties and straights.

ARTHUR ENGEL . . . shot at that with seven stands working in Washington for 12 weeks, inclusive of pre-Christmas shopping days. He had very good business and was leaving for Dallas, Tex.

DOC GEORGE STUMPF . . . from Adel, Ga.: "Just joined out some new people and thought I'd pipe it in. Skinny Allen Lanier and wife, Dorothy—who is a daughter of the late Chief Little River. Allen is the best comedian I have ever had. He's plenty good."

Lee Teller isn't a pitchman, but he has been in various lines of show business many (heavy on the "many") years, last season and now with Tom Atkinson's Circus. Lee tells of the efficiency (?) of some department store clerks. Just before Christmas he asked two of them "Where is the toys department, please?" And neither of them could inform him.

Musical Perry rejoined me this week—one of the best in his line, one-man band. Doc Kinley's med show is playing two miles from here at Sparkes, Ga. Both of us are doing well. Now will someone please pass the leftover Christmas turkey?"

LOOK OVER . . . the "Pipes Wanted" box (on one of the Pipes pages) this issue. Quite a number of "boys" have been requested to do their bits of piping to the "column."

SATISFACTORY BUSINESS . . . is reported by Docs Floyd and Margie Johnstone (most everybody knows those good folks) in a pipe from Selma, Ala. "After eight days of rain the sun has again started to shine in these parts. Wonder where all the boys are that are supposed to be in this section. Haven't met a pitchman since we left Oklahoma City. We will work in Georgia next, then to Tampa, Fla."

ROBA (LOUIS E. COLLINS) . . . posted from his home town, Patterson, Mo., that he had reopened his show there for a three-day engagement and that additions to the roster include Cal and Babe Townsend, a veteran med show team. A variety of acts is used, also outside publicity stunts. "Doc Ivey and his med show also in these parts," writes Roba. "Biz thru this section only fair."

IN THE . . . reminiscence composition of James (Uncle Jimmie) Murray in last issue there was a misprint of a name or names. It should have stated that when James stopped off at Boston en route to New York from closing season with Howorth's Hibernica he met Jerry Cohen and wife and daughters (nearly everyone has seen or heard of George and other Cohens in high-class theatricals). The names were given as Mr. and Mrs. Jerry "Colvin." A slip of "Uncle Jimmie's" pen in writing the story caused the error.

BELATED DEATH REPORT . . . The Pipes editor recently received a report (from a roundabout source) that a well-known medicine pitchman, Arthur T. Layton, had died December 20 at a hospital in Ellwood City, Pa., and that details probably could be obtained by communication to the manager of the Preisel Hotel, Ellwood City. The editor addressed a letter of inquiry to the manager of that hotel on January 8, a reply to which arrived at the Pipes desk the day after last issue went to press, and read as follows: "Arthur T. Layton was in an accident about three weeks before his death. He was taken to Ellwood City Hospital, where he recovered. Shortly afterward he became sick and was taken to the local hospital about 6 o'clock of the evening of December 19 and died about 6 o'clock the following morning. He was buried from the St. Agath Church, his body in charge of the local American Legion. He had a military funeral, and burial was in the St. Agath Cemetery."

A PIPE FROM . . . Robert Irvin Lengel, over Pennsylvania way, included the following: "It seems that some hostile town merchants want pitchmen to crawl like snakes as they do themselves. As Zip Hibler says, should we be expected to sneak around like burglars in order to carry on legitimate business? What is Hibler doing in Newark, N. J.? So many peddlers work on Central avenue there it seems to me that China would be a better place. I have been doing a great deal of bartering lately—barter for cats, clothes pressing and tailoring; auto gas, oil, etc.—a pretty good idea, provided you bargain right. I don't know whether my plan is original, but I do know that I am changing from a pitchman to a pressure salesman."

DOC BUTLER . . . figures that he was the talker on Doc Lewis' med show referred to by E. A. Fine in his pipe in the January 6 issue. Butler piped, in part, from Belhaven, N. C., January 8: "Closing on Saturday night with Red Hawk's Comedy Company. A nice show, out about 25 weeks; no great gain, no loss. Am heading southward, with intention of picking up my dad (recently lost my mother). I was sorry to learn Pine's impression of me. I can prove conclusively that pitchmen (at Greenville) were in without a reader and hurting up territory, selling four tonics for \$1, making two

# BIGGEST NEW DEAL—Sweeps All Competition Aside!

A Challenge to Every Ambitious Salesman Who Wants \$10.00—\$15.00—\$25.00 A DAY AND MORE



Every Buyer a Booster

"Big Five" Dollar Extract Deal No. 200

Latest and Greatest Sensation in Direct Selling AMAZING \$1.00 VALUE Costs You THOUSANDS

41¢

WAITING TO BUY

Per Deal. Sample, Prepaid, \$1.00

Hand them out as fast as you can talk. Make over a 100% profit on every sale. Satisfaction guaranteed.

OPPORTUNITY OF LIFETIME—ORDER NOW! QUICK ACTION MEANS QUICK SUCCESS Big List of Other Fast-Selling Special Deals and Over 300 Daily Used Household and Toilet Necessities, Assure You of Year 'Round Dependable Income in Protected Territory. OUR TEXAS MINERAL WATER CRYSTALS—Sensational Seller—Pays 300% Profit. Join Hands NOW with the BIGGEST Firm of Its Kind in The South and Start CASHING IN Immediately on These BIG, EASY, QUICK PROFIT-MAKERS.

Write or Wire Dept. W TODAY SURE.

UNIVERSAL LABORATORIES • Dallas, Texas

and three pitches, and hurting every 'decent' pitchman in the business. I stood good for readers for two good men in hard luck and fed several—gladly. I was not 'on the lamb' nor a 'ham,' and no 'good scout' gave me a break." I have been pitching for 30 years. I have a good car, a good (new) trailer, a good wife and a son in college and have loads of friends. Have played legitimate shows on Broadway, also in burlesque and vaudeville; my old 'love,' the med game."

H. B. MENEFFEE . . . native of Port Wayne, Ind., was in a doorway on West Wayne street of that city last week working razor blades, straps and hones. Stated that business was fairly good and seemed to be picking up, also that during the last few months he worked Akron and other Eastern Ohio cities.

DEPARTED . . . Following is a portion of a letter from Fred A. Stock, Quincy, Ill.: "Capt. George W. Smith, veteran pitchman and medicine man, passed away at 10:18 a.m. January 5 at his home in St. Louis. He had been ill since last July. He was known to thousands in the show and pitch world. Was one of the founders of the original Shaker Medicine Company and the originator of White's White Wonder. Was at one time manager of Col. Dillingham's Medicine Company and probably originated more ideas in the medicine show line than any other person. Many of the successful operators of the old school and the present day received their schooling under him. He was a lovable character and his passing will be mourned by many people. He was active up to the time he was taken ill and made his last pitch on my stage last summer before an audience of more than 3,000 people, and was as convincing in his talks as ever. I understand that a prominent soap manufacturer in St. Louis bought his first supply of soap—or a formula—from Captain Smith. Besides his convincing talks, Captain Smith was a clever entertainer, including with magic. Jim Ferdon and many other graduated medicine showmen worked for him as performers during their early careers. He never missed a copy of The Billboard since its early issues; always

LAYMON'S NEW 5¢ COUNTER CARDS 10¢ ASPIRIN 6 TABLETS 5¢ 16 TABLETS 10¢

2 New Deals Increased quantities, no increase in price! Same fine quality. Same big profit for merchants and salesmen. New, flashing aluminum-faced displays. Sell complete line to stores. 85 displays in all. Many new—exclusive. Up to 112% profit for salesmen—140% for merchants. Start without investment. Get free catalog and details. WORLD'S PRODUCTS CO., Dept. 185-A, SPENCER, IND.

GIVE THIS FREE To Every Eating Place SALESMEN SELL THIS ADD SPACE! Sell the advertising space for \$3.50 to \$5.00 a year. Beautiful Fountain-White Sanitary Toothpick Dispenser—serves one pick at a time. Holds a bottle. Goes over big. Your cost: 8 in x 16, \$1.00; 12 in x 16, \$1.50. Order Today. CURRIER MANUFACTURING CO., 198 Terminal, MINNEAPOLIS, MINN.

YOU CAN'T GET RICH But you can get rich with this one: HICKEY'S "HERE'S HOW." For mixing hundreds of internationally famous drinks. New De Luxe Edition for bartenders, home and general use. Sell to saloons, to news stands, news dealers, on the street, in front of State liquor stores, etc. Sweet bulky cover that "dukes" 'em in. The price is lowest in history: \$1.00 per thousand. 25% with order, balance C. O. D. Sample copy, 10¢, postpaid. HICKEY, 220 N. 8th St., Philadelphia, Pa.

FACTORY BARGAINS Tooth Paste, 5¢ Or. Shaving Cream, 37.5¢ Or. Sample Des., 75¢. Sample Des., 50¢, Postpaid. ERIE LABORATORIES 400 West Erie Street, CHICAGO, ILL.

CHEESE CHIPS and CORN CHIPS FORMULAS. Easily made. No machine. \$1.00 billion box. W. J. LINCLE, 115-B N. Fifth, Philad., Pa.

## AGENTS!! BRAND NEW FLASH!!

SELL RETAILERS OUR MODERN ADVERTISING PLACARDS. VARIETY OF 8 SAMPLES SUITABLE FOR 8 BUSINESSES. SENT TO YOU FOR 50c—QUANTITY PRICES ON APPLICATION.

**DORKAY NOVELTY CO., 24 W. 20th St., New York City**

## ATTENTION!—Demonstrators, Pitchmen, Window Workers

Fastest Selling, Patented Specialty on the Market.

### AMAZING SIGHT APPEAL!

Costs you \$6.00 a hundred F. O. B. factory. Sells for 25c each. "MISTIK" Smoke Eliminator eliminates cigarette smoldering and offensive fumes. Cash in on this while all territory virgin. Send 25c for sample and details. Money refunded if not satisfied. Write direct to manufacturer.

**HUB RESEARCH CORPORATION, 279 Newbury St., Boston, Mass.**

### THIS IS THE PROPOSITION

FOR THE STREET MAN.

A tabloid newspaper printing five thrilling stories, issued every other week, selling at five cents. A good chance to work up something fine. \$2 a Hundred. 25¢ per order. YOU CAN'T AFFORD TO PASS THIS BY. THE STOUT JOURNAL, 721 Spruce Street, Philadelphia, Pa.

scanned the Pipes and occasionally contributed his bit of news and comment to same. His funeral services were held at the McLaughlin Funeral Home, St. Louis, January 8. His widow, Jennie T. Smith, survives."

**JOHN F. SULLIVAN**, Fountain Pen Man, of New York, recently received a pleasant surprise. During the holidays the boys who frequent his office formed a committee, comprising Bob Heller, Jack Meyers, Joe Glick and Bob Carter, and commissioned them to buy a handsome radio, which they presented to Sully. The gift was presented with suitable ceremony and a little party followed, with everyone going home happy.

**RELAX** friends of Mr. and Mrs. Arthur (Art) Cox! The report that Art and the missus were "killed" in an auto accident was "all wet." They were at Ashland, Ky., last week, from which city Arthur scribbled: "Reading the Pipes in the January 13 issue of *The Billboard*, I noticed your article asking if the report that we had encountered an automobile accident was true. I don't know who started the rumor, but thanks for trying to substantiate or correct it. It seems the first report appeared in the January 6 issue. Had I known this I would have written a correction sooner, but it happened that was the first issue of *The Billboard* I missed reading in over a year—we missed that one because of New Year's celebrating—surely were having a good time for 'dead' people. I hope to see Tom Kennedy soon and will buy the first (not 3.2). We have a nice new house trailer and are heading to Florida via the Carolinas. We are traveling with a nice couple, Mr. and Mrs. Neal (Neal an ace coils worker) and have made the following spots: Parkersburg, W. Va.—open, \$2.50 a day, but very tough on big tips, altho it was the best one for some time. Then to Charleston, where we met Guy Warner and family with a nice house trailer. Ironton, O.—open to o. m. or s. r. Huntington, W. Va., is closed, but the tobacco market there, with a nice lot on company property, can be worked free—the market will be open for about 80 days to come. Ashland is closed to corners, but a lot can be worked, only good on Saturdays; doorways open. Will work here for a

One will never get to the bottom of this business until he (or she) sees that at the bottom of it is public service. Persons too hotly after making money are not apt to make much money, because the Dollar is a rolling disk, and when you chase it, it attains a terrific "velocity"—it "exceeds the speed limit"—and many a man has chased it into penitentiary walls before realizing what he was doing. The proverbial hot air is all right at times, but it should be well compressed before you use it.—D. F. (HOOT) McFARLAND.

week, then southward. Glad to know my old partner, Mac McCollum, has a new housecar.

**DOC C. L. STUMPF** contributed two pipes for this issue. Here's one of them (from Moultrie, Ga., January 4): "There are plenty of shows in this neck o' th' woods. Doc Kinsley, at Quitman. My show, also Doc Blanton, both playing Moultrie the last two weeks — both doing fair considering weather conditions. Ben Richbach spent a night on my lot with his show. Pat Strickland's opry passed thru here, en route to winter quarters. Doc A. W. MacNeill has been pitching salve and corn punk here the last few days. I understand that Doc Green's med show passed thru here two days ago, going to a near-by spot. Doc Blanton told me also that Doc Graham, owner the Golden West Show, passed thru town yesterday, en route to Tifton. Doc Blanton and I have been buddies and drinking foamy liquid the last two weeks. I find him a fine fellow, a real med man and a credit to the profession. I wish there were more like him in the biz. I heard that Doc Tom Marshall's outfit is parked at this time just below Valdosta. Let's have pipes from Doc and Mrs. Marshall, Mr. and Mrs. World and Ole Olson."

"I'M STILL" in Maine and will do a little barnstorming up here with a new package, and if it clicks will offer it to the trade thru *The Billboard*. Am still operating on a short b. r.—but not as short as some I saw last year," sez D. F. (Hoot) McFarland.

"Mr. Mayor" takes great pride in his display, and boasts the N. R. A. And says that he wants it understood. That he is for fair play.

Still Henry Jones, who sells his wares from parking lots and doors. Is not permitted to demonstrate—He "might hurt" the stores.

To me it seems that Poor old Jones is pushed upon the rocks. Because he hasn't reached A big-time stage. Where he can deal in stocks.

So, if you'll analyze the Tricks of trade—Get down to bed—"rawk"—I think that then you Will surely find The source of all the squawk.—A. E. (ZIP) HIBLER.

**ANDY STENSON** shoots, in part, from New York City: "Still at the 'crossroads of the world,' and doing business in the employ of Henry M. Brill. If any of the boys can tell me why I stayed in one place so long I will start eating spinach. Mr. and Mrs. Archie Wagner and associate, Nat Golden, still prominent figures on Broadway. The two reformed jammers, Louis Colmes and Joe Silverberg, still doing business at Jamaica, L. I., and contemplating opening a show titled *Do You Need Any Paper Money?* More power to Harry Corry and Roy Candell! I wonder what has become of Sir Thomas Rodgers—pipe in. Tom. Also Johnny Hicks, the 'Advertiser.' I hope to see many of the boys on the road the com-

ing summer. The Golden and Stenson team will be out. Phil Unger has stores operating on 14th street and Sixth avenue. All my following pipes will be 'Kosher jackpots,' so I want plenty competition from such men as Gene Golin, Joe Garlinkie and Sam Jones. So, as they say in ol' London, 'Cherio,' boys, and don't lose it!"

**JACK HOBSON** and wife at Austin, Tex. Jack got busy with writin' implements (January 9) and the result read about like this: "I am splitting time with a king of health book workers. Doc Hale. We are working to fair business. The missus and I have a new house on wheels, an ideal place to cut up jackpots, and we enjoy it greatly. Doc Hale and wife also have a nice house trailer, and Mrs. Hale is a wonderful cook. We had an excellent dinner with them this evening. Most of the boys I have seen working in Texas seemed to be getting a little money. Several are working here in doorways. I will be here in Austin another week, after which we plan taking fishing trips around Corpus Christi, Tex." Jack and the missus would like pipes from James E. Miller, Ralph Redding, Anna Hubble and Charles P. Lindner and Jess and Babe.

### OUT IN THE OPEN

(Continued from page 43)

land's Indoor Circus and was last heard from in Fall River, Mass. — Courtney Ryley Cooper is back from Washington and is headed for a lecture date in Montreal.—Those two "boys" yonder are Frank W. Braden and Thomas R. Killilea, the Damon and Pythias of modern times. Lew Tilford, formerly associated with Lew Dufour, cannot understand who started those false rumors about the latter.—Capt. Dan E. Fox in heavy confab with George Hamid.—Joe H. Hughes off to get contracts for the Hamid booking office.—Tex Sherman's *Out of the Chutes* in the initial February issue of *Ranch Romances* is by far the most interesting of his series to date.

Chalmers Lowell Pancoast, otherwise known as "The Pio of West 45th Street," has written another book, *Jim Perkins*, which is running in serial form in *The Tidewater Review*, West Point, Va. The Pan. he of the CSSCA, was the subject of a lengthy biography by Gertrude Gordon in *The New York Enquirer*, and same gets an honored spot at his Piccadilly Hotel promotional desk.

### NAAP

(Continued from page 33)

long winters make it an industry. It is not to be wondered that they produce internationally famous ski-jumpers and hockey teams. This mountain in the center of the city makes possible a toboggan ride of almost a mile. It is lighted so as to make it safe at night and available to those who must work during the day.

We in the States are only beginning to see the possibilities of winter sports. One feeds the other. If artificial ice skating is profitable in Baltimore it can be made to pay in Virginia and Texas. When building it should be remembered that ample space should be allowed for hockey and for the accommodation of spectators. A good hockey team can put over the arena. This is surely your recruiting ground for your first hockey team. An artificial course for a ski jumper is possible and a thrill attraction for the ice-skating arena. One man from Canada traveled with an American circus and made the artificial ski jump twice daily. Small boys ski jump here as our small boys play baseball on the sandlots.

### National Health Asset

Outdoor winter sports are a national health asset here in Canada. Where we cannot play tennis and golf in winter, some adaptation of these winter sports should be made. The public recreational forces are to be our competitors with the new leisure and if the amusement parks let them have the lead we cannot regain it. Sports where the patrons can participate are just what we want.

The hot dogs and the pop corn have, at these sports, a vigorous demand to satisfy the keen appetite made by the snappy weather and the strenuous exercise. It was 32 degrees below here last week. A hockey game here between well-known teams will draw a larger crowd in winter than their baseball game draws in summer.

Our amusement parks have allowed too many amusements to become centered elsewhere than at the amusement parks. The famous dog-sled race up here often ends at the fairgrounds at

Quebec—an added use for their arena. Here they do overlook some summer possibilities, but no winter sport escapes them. Many of our Northern cities could with profit study winter sports up here.

### POOL WHIRL

(Continued from page 33)

swim. "The Pullsads also draws tourist trade," Evelyn hastens to add.

The New York City swim pool situation sprouted a change in management and a rumor of a new tank last week. The Paris indoor pool in the midtown area went under the Knott management together with the hotel housing it, and Walter Winchell stated talk thru his column that the Paramount Hotel would soon transform its grillroom into a commercial swimming tank. No definite confirmation could be received on the latter, but it is understood that the plan will go thru if and when the Paramount and Edison hotels merge.

A proper swimming pool picture for display purposes or for newspapers has always puzzled pool men. They claim that if they have a photo taken of their tank when there's too many patrons in the water, people looking at the picture will get the idea that the pool is always crowded and that they can't really swim there. And then if they have a photo taken of the natatorium when there's only a few in swimming, they fear the reaction will be that the place is always empty and that prospective patrons will feel there's something wrong. But it's not as big a problem as they would have you imagine. Of course, it's foolish to display a picture of your natatorium without a soul in the pool, as so many are doing. This sort of a display does more harm than good. And similarly so, it's also unwise to show pictures of your tank taken on very crowded days, as contended. What should be done is to have your pictures taken when there's a comfortable crowd in the water—just enough to prevent it from looking bare and still not too many to give the impression that the establishment is always crowded.

I wager that no funnier trio ever attended a pool than the three mugs who frolicked in Park Central indoor tank, New York City, one night last week. There was Len (Tarzan) Traube, *The Billboard's* Eastern outdoor man; Irving (Panther Man) Rubine, press agent extraordinary for the McAlpin Hotel, which also has a swim pool, but which has been kept somewhat of a secret, and one wonders why, and last, and most assuredly least, the conductor of this column. The three of us had one grand time, what with trying everything in the gym, from the reducing bicycle to ping-pong and then topping it all with a plunge in the pool. But what I started out to report is that there ought to be a law against allowing that guy Traube to swim in a commercial pool. It's dangerous, for there's not a staff of life guards in existence large enough to keep him on top of the water.

**DOTS AND DASHES**—Did you know that Stookie Allen, syndicated cartoonist, used to be a pool life guard? . . . Max Buer, heavyweight boxing contender and recent motion picture and stage star, spends his NRA leisure swimming in Park Central pool, New York City.—A rise in bathing suit prices is expected shortly when current stocks of low-price yarn held by mills are exhausted. . . . George Kojac, former Olympic champ, dropped in last week to say he's already signed up to work at Tunis Lake Camp, Tunis Lake, N. Y., next summer.—Olympic Club pool, San Francisco, Calif., crashed the papers last week as a result of Gene Tunney popping in for a swim. . . . Harry Pincus writes from the West Coast that they have some swell pools down Mexico way and he promises to tell all about them in his next letter.—And whatever happened to that new pro swimmers' association in Toronto?

**LAST MINUTE BULLETIN:** Martha Norelius, former American Olympic swimmer and Wrigley marathon champion, who has been living in Toronto for the last three years, will definitely be reinstated in the Canadian AAU ranks soon and may compete against the American team in the next Olympics. Wouldn't the American AAU board be surprised to hear this, and I know many pool men who are cheering for Martha, whom they all feel was mistreated by the American AAU when she was an amateur and for which reason she actually turned pro. All this will undoubtedly break in your daily papers.









MAIL ON HAND AT

CINCINNATI OFFICE  
25-27 Opera Place.

- AVTES, Percy C. 20c
CLAUSEN, Theo. M. 4c
COOK, R. C. 10c
DEMLER, F. M. 5c
DOFFIN JR., Harry 15c
ELLIS, Chief Tom. 10c
FRAZIER, Mrs. Olive 15c
HALLIDAY, Mrs. 15c
... (more names and amounts)

Ladies' List

- ACKERS, Florence
ADAMS, Mrs. Mary
ALEXANDER, Peter
AMBLER, Edith
AMOS, Mrs. Billie
... (extensive list of names)

- JAMES, Mrs. Florence
JEAN, Bonnie
JOHNSON, Mrs. Andy
JOHNSON, Mrs. Kathryn
JOHNSON, Mrs. Belle
... (more names)

Letter List

NOTE—The mail held at the various offices of The Billboard is classified under their respective heads, i. e., mail at the Cincinnati Office will be found under the heading of the CINCINNATI OFFICE and mail at the New York Office will be found under the heading of NEW YORK OFFICE, etc.

- MILLER, Mrs. Phil
MITCHELL, Lucile
MOERL, Joan Jo
MORGAN, Helen
... (extensive list of names)

Gentlemen's List

- ACKERMAN, Joe
ADAMS, George V.
ADAMS, E. W.
... (extensive list of names)

- CAST, Joe
CARROLL, Gerry E.
CARROLL, H.
CARROLL, Jim
... (extensive list of names)

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

Harvey, James
Harvey, Leon
Harvey, Wm.
Hasson, Ben
Hawck, A. C.
Hawthorne.

Kenyon, Phil
Kenyon, Jack
Ketchum, Al
Ketchum, Bob
Ketchum, Wm.
Kilburn, E. C.

People, Dwight
Pezzer, Lee
Pendergrass, Emery
Peunty, A. B.
Perkins, Emory

Wahlen, Jack
Wagner, Robert
Wagner, George
Walters, Kenneth
Walters, Wm.

Kelly, C. K.
Kelly, C. R.
Kelly, F. E.
Kelly, Harry

Patton, Donald
Patty, Felix
Pattin, Thomas G.

Parish, Billy C.
Parish, Harry
Parish, May

Parish, Billy C.
Parish, Harry
Parish, May

MAIL ON HAND AT NEW YORK OFFICE

1561 Broadway,

Parcel Post

Bartell, Prof.
William, 30c
Mingus, Bonnie, 10c

Ladies' List

Bronze, Lita
Brown, Mae
Bruce, Clarey

Gentlemen's List

Adams, Mike
Adams, Mr.
Abdullah, Harry

Manfield, Audrey B.
Marble, Helen
Marion, Alice
May, Florence
May, Madeline





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for the Big Surprise Hits of 1934. We will be prepared to shoot right after the first of the year. Get on our mailing list now for early copies and be first in your territory to cash in. New Premiums, Novelties, Deals, Specialties.

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Real Live Freaks and Unusual Acts. Hoppe, Olga Rodrick, Red Moran, Charlie Hanson, Joe Stone, Johnny Eck, write at once. 40 weeks' work on Pacific Coast. State lowest salary and all details first letter. Address communications BILLY BOZZELL, 3313 E. 12th St., Oakland, Calif.

ROUTES

(Continued from page 49)

Perchando, Angelo: (Great Northern) New York, h.
Freeburg, Frank: (Club New Yorker) Seattle, Wash., dc.

Garber, Jan: (Trianon) Chicago, b.
Gasparr, Dick: (Chateau Rouge) New York, dc.
Gaylord, Charley: (William Penn) Pittsburgh, h.

Gerber, Tom: (Opera Club) Chicago, a.
Gentry, Claude: (Parody Club) Chicago, dc.
Golden, Ernie: (El Gaston) New York, nc.

Haefly, George: (Empire) New York, b.
Hall's Angels: (Paramount) Chicago, nc.

Johnson, Charles: (Small's Paradise) New York, nc.
Jones, Broadway: (Harlem Tavern) New York, c.

Kahn, Art: (LaSalle) Chicago, b.
Kaszi, Art: (Netherland Plaza) Cincinnati, h.

Nelson, Ozdie: (Park Central) New York, h.
Nichols, Red: (Clairidge) Memphis, Tenn., h.

Kay, Herbie: (Mark Hopkins) San Francisco, h.
Kaye, Mickey: (Edgewood) East Greenbush, N. Y., dc.

LaMont, Will: (Roosevelt Hotel) Pittsburgh, a.
LaSalle, (Wivel) New York, re.
Landau, Mike: (Billy Ballagher's) New York, ch.

McCoy, Clyde: (Drake) Chicago, h.
McMahon's Rhumba: (Montmartre) New York, dc.
Madriquer, Enrique: (Waldorf-Astoria) New York, h.

Mann, Joe: (Club Leisure) Chicago, a.
Manning, Monroe: (Bastille) New York, nc.
Maguire, Reinaldo: (Elvira's Polo & Country Club) Hollywood, Calif., nc.

Miller, Fritz: (Club Royal) Chicago, dc.
Milwaukee Band: (Steamship) New York, c.
Morlet, Eric: (Walshall) Jackson, Miss., h.

Nelson, Ozdie: (Park Central) New York, h.
Newman, Emil: (Vanity Fair) New York, nc.
Nichols, Red: (Clairidge) Memphis, Tenn., h.

Olman, Val: (Embassy Club) New York, nc.
Olson, George: (Pennymania) New York, h.
Oshanecky, Al: (Club Plaza) New York, a.

Rachburn, Boyd: (Harvey's) Chicago, c.
Ransom, Jack: (Danceclub Club) San Antonio, Tex., b.
Rapp, Barney: (Forrest) New Orleans, nc.

Subin, Paul: (Roney Plaza) Miami, Fla., h.
Sachs, Coleman: (Quater Terrace) San Antonio, Tex., h.
Salama, Andre: (Chateau Frontenac) Quebec, Can., h.

Spelman, Milton: (Village Nut Club) New York, nc.
Springer, Chet: (Country Club Garden) Flint, Mich., nc.

Tapp, Furman: (Honeymoon Club) New York, b.
Tate, Erskine: (Club Lido) Chicago, c.

Vallis, Olcott: (McAlpin) New York, h.
Vallee, Rudy, The: (Hollywood) New York, ch.

Wagner, Buddy: (Casino Town Club) New York, c.
Warren, Arthur: (LaRue) New York, c.

Zam, Paul: (Samovar) New York, nc.
Zito, Horacio: (Richmond) Richmond, Va., h.

MISCELLANEOUS

Andrews, Marion, Pep & Fun Revue. Seabee Hayworth, mgr.: (Brodie) Baltimore 14-17; (Criterion) Bridgeport, N. J., 18-20.

Forty-second week Ricton's Vaudeville Show, under canvas, 15 people. --The Barnum of the Slick. We never close. We never miss a show. January 15, 16, 19, Stillmore; 18, Oradell; 19, Port Jervis; 20, Rocky Ford; all in Georgia.

Rippel, Jack, Splash: (Theater) Brantley, Ala., 15-20.
Schneider's, Doc, Yodeling Cowboys: South Boston, Pa., 17; (Triblix) Raleigh, N. C., 18-20; Karampols 22-24.

Circus and Wild West
Barton, Buzz, Wild West Rodeo Show: Rosnoke Rapids, N. C., 17; Warrington 18-19; Henderson 20; Raleigh 21-23; Greensboro 24-25; Durham 26-27.

Carnival Companies
Bar-Brown: Winter Garden, Fla., 15-20.
Big Four: Eastman, Ga., 15-20.

N. Y. House
(Continued from page 4)
ternational Brotherhood of Teamsters, and John J. McDonald, business manager of the International Union of Operating Engineers.

Tuesday morning the journal appeared before the Regional NFA Compliance Board. Attorney Fred Schlem filed affidavits, alleging eight workers of four indie houses in Brooklyn and Queens were working 84 hours a week.







# Maine Wants Pari-Mutuels

Fairs association indorses legal betting—support is claimed in Legislature

BRUNSWICK, Me., Jan. 13.—Maine Association of Agricultural Fairs indorses, with only one dissenting vote, pari-mutuel betting at Maine race tracks at its annual meeting here on January 10 and 11. It is understood that a considerable number of legislators will support (See MAINE WANTS on page 61)

## Late Deaths

BEATY—J. T. 59, known to the show world as J. T. Howard, owner-manager of Howard Family Show, died in Magee (Miss.) Hospital on January 6. Interment in Fickett Cemetery, Fickett, Miss. Survived by widow, three sons and two daughters—Earl, Claud and Clyde and Mrs. Mae Kennedy and Mrs. Josie Harvey—also nine grandchildren.

DANIELS—George W., 82, died at the home of his daughter, Mrs. A. A. (Beano) Aldridge, at Santa Monica, Calif., January 9. Was with J. George Loos Shows and S. W. Brundage Shows for several years. He is said to have been the first white child born in Winneshick County, Iowa. His widow, two daughters, son and grandson survive.

JOHNSON—Mrs. Margaret O'Connell, 74, mother of Edward Johnson, tenor of the Metropolitan Opera, died at her home in Guelph, Ont., January 13 after a long illness.

LAWRENCE—Mrs. Virginia Heppie,

## Sam Thall

Sam Thall, 65, widely known and loved by showfolks, died January 12 at his home in New York City after an illness that had him bedridden for several weeks. His illness was of such a nature as to require amputations, but recently he was too ill to undergo the operations. He leaves his wife, Florence, and daughter, Zabelle. Funeral services were held Sunday at Campbell's Funeral Parlor, New York, and interment was in Mount Hope Cemetery, Hastings-on-the-Hudson.

Sam, as everybody knows him, was identified with the theater for about 40 years. His early days in show business were as an advance man for road shows, including his association with William A. Brady, James J. Corbett and many others. At one time he had his own shows out, working in conjunction with Pete Kennedy. This was about 36 years ago. For 25 years of his theatrical career he was identified with transportation, first starting at this with the Western Vaudeville Managers' Association at the request of Mort H. Singer.

He had been with the WVMA and affiliated companies for the entire 25 years, remaining practically all of the time in Chicago, where he was a friend of all actors and countless railroad officials. He routed the shows and arranged all transportation. About a year ago RKO imported him from Chicago to New York, and he was on that job until his death.

He was successful in securing special rates for theatrical folks from the railroads, and had the rare distinction to hold up such nationally known trains as the Broadway Limited and 20th Century on occasion for Martin Beck and E. F. Albee. His conscientiousness and honesty are attested to by a recent incident when he was moving to New York. He found in his safe a Wabash railroad ticket issued in 1898, and although 35 years had elapsed sought to get a refund on it.

wife of Arthur W. Lawrence, president Westchester County Park Commission, died in Bronxville, N. Y., January 12. She was prominent as a civic worker in the county. She leaves her husband, two sons, two sisters and a brother. Funeral services were held January 14 from the Lawrence home and interment was in Kenisco Cemetery.

MURPHY—Musa, 50, died in New York January 4, a victim of cancer. Her sister is Mrs. Earl Caton, whose husband is in charge of rides on Mike Zeigler's Monarch Exposition Shows. Her husband, two brothers and two other sisters survive her. Burial was in Kenisco Cemetery January 8.

POTTS—Weasley V., 42, owner and operator of several attractions with Dehnert's Golden Rule Shows, dropped dead of heart trouble January 12 while he and his immediate family were in Chicago to attend the funeral of a relative. His body was returned to his home in Covington, Ky., for funeral services on January 16, with interment in Evergreen Cemetery, Newport, Ky. He was a member of Masonic bodies, including the Scottish Rite. He is survived by his widow, Ruth; a son, Ted, and a daughter, Ruth, and his mother, all of Covington.

STARRET—Mrs. Carolyn, 71, mother of Charles R. Starret, motion picture actor, of Hollywood, Calif., died January 10 at the Henry Heywood Memorial Hospital, Gardner, Mass., following an operation. She was a resident of Athol, Mass., for 50 years. Besides Charles, she leaves three other sons and two daughters.

## Birth

A 9½-pound daughter was born December 28 to Mr. and Mrs. W. J. Buntz, of Buntz Shows, at Crystal River, Fla.

## Bozzell With Foley & Burk

OAKLAND, Calif., Jan. 13.—Billy Bozzell, well-known side-show manager, for many years with Johnny J. Jones Exposition, has signed contracts with Foley & Burk Shows to produce a super side show for coming season.

## Hennies Get Huron

ST. PAUL, Jan. 13.—Hennies Bros.' Shows were awarded the contract for the South Dakota State Fair, Huron. Contract was signed here this week by Orville Hennies, who was attending the convention of the Minnesota Federation of County Fairs.

# Buying Spurt by Fairs in East, Canada Seen Following '33 High

NEW YORK, Jan. 15.—Indications for this year's Eastern and Canadian fairs point to renewed interest in departments of operation which have to do with budgetary allowances. What brings this about is probably the fact that most 1933 events, when favored by good weather, chalked up record depression-era grosses. This proved particularly conclusive in entrance gate and grandstand admissions. Most fair managements, it is believed, are inclined to swing credit for last fall's showings to reduced prices prevailing in these two principal brackets. In doing so they made no compromise, in most cases, with the quality of act programs.

Fairs are more than casually interested in the effect that the NRA is having on their municipalities. The Civil Works Administration is another national recovery program, which, if effectively carried thru, will mean much to fairs by the time their events near. Other federal work, concerned principally with State and municipal financing, is bound to have a proportionate effect on budget drafting by fairs. State aid, where such is given, is another consideration, and so is legal betting at race tracks. The general attitude, in brief, is one of practical optimism and confidence in the future of the nation's financial setup under the New Deal and the Blue Eagle symbolic of the changing scene.

Should the Roosevelt program result in recovery by June, 1935, as prophesied by the President's recent message to the 73d session of Congress, then undoubtedly the late summer and early fall of 1934 should be the proper time for at least 75 per cent of the upturn to be felt, since the process is gradual.



## JUICE JOINT OPERATORS

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We are going to boost your 1934 business with "EPPOH" The Champagne Sparkler. This New Invention Turns All Flat Drinks into the Finest Sparkling Beverages, and the change is made in Less Than a Minute.

Specialize your own Orangeade, Lemonade, Grape Juice, Cider or Wine. Be your own Manufacturer of Champagne Sparkling Drinks. "EPPOH" is Strictly Portable.

NO MOTOR—NO ELECTRICITY—NO CHEMICALS—NO SKILL

Anyone can operate "EPPOH" In a lively spot the machine pays for itself in a day.

Park, Beach and Traveling Drink Concessionaires write today for information and price. Wholesale Distributors write for Special Territorial Proposition.

E. HOPPE, 405 South Ave., Westfield, New Jersey

## Showmen's League of America

CHICAGO, Jan. 13.—A marked falling off in attendance was noticed at the last two meetings, this being caused by the absence of a number of the brothers who are now busy attending the various fair meetings. Brother Jack Nelson presided at an interesting meeting, while seated with him at the officers' table were Treasurer C. R. Fisher, Past Presidents Edward A. Hock and W. O. Brown, also Secretary J. L. Streiblich.

The membership committee shows it is still on the job, and thru the efforts of Brother Beverly White presented the reinstatement of Walter A. White, Chairman. Walter P. Driver promises plenty of action thruout the year and asks that we call to your attention the prizes offered to date in the membership drive. Brother Morris L. Kaplan offers \$50 in cash to the individual bringing in the greatest number of applications, and Brother Harry Coddington offers a suitable prize to the show doing the same.

The attendance at the regular Saturday parties has not been quite up to expectations, but action has been taken to carry on in the same lines for another week or two in hopes of building them up. If unsuccessful they may be run only once a month, with special affairs arranged from time to time to fill in the quiet weeks.

Past President W. O. Brown and Past Chaplain Col. F. J. Owens were with us after a protracted absence due to illness. Both were heartily welcomed on their first visit in quite a while.

Brother P. G. Kenworthy is still on the sick list.

Brothers Jean De Kreko and Harry Lewiston are among the brothers who make their daily calls at the League rooms. Seems like old times to see these brothers on hand regularly.

Brother Ross D. Young, back in town

## J. HARRY SIX ATTRACTIONS

WANT for Season 1934. Seven-car Tilt-a-Whirl, Circus Side Show, Monkey Motorcrome, Mickey Mouse Circus, Athletic Show, Cook House, Corn Game, Cigaret Gallery, Pitch-Till-U-Win, or any legitimate Grind Concessions. Positively no graft. J. HARRY SIX, Bryan, O.

## WANTED

Grind Shows, Merchandise Wheel. WANT good, clean Shows and Rides that don't conflict. Also Free Acts. Positively no graft. Jack Orr write. All mail to HARRY H. WINTERS, Owner, Beaver Falls, Pa. 120 6th Avenue.

## WANTED

One outstanding Freak for Museum. CAN PLACE Acts and Freaks of all kinds. Address

## GEORGE TIPPIS, Mgr.

623 Madison Avenue, COVINGTON, KY.

THE GREAT SUPERIOR SHOWS WANT Corn Game, Merchandise and Concessions of all kinds except Cook House. Will furnish outfit for any good Show. Opening North Little Rock, Saturday, March 3. Address all mail to JACK OLIVER, 624 E. Washington St., North Little Rock, Ark.

ROYAL AMUSEMENT CO., opening about February 3 on Mississippi Gulf Coast, now booking Rides, Shows and legitimate Concessions with own transportation. Bob Sicks and E. E. Cooper write me. J. E. CLAYTON, Mgr., Oulport, Miss.

for a call, was in for a visit at the League rooms.

Brother Sam Solomon, in from Streator, Ill., where the show is wintering, dropped in for a short visit with the boys.

Brother Nat S. Green had for his guests at the party January 6 Eddie and Fannie Kavanaugh, Lillian Gordoni, Bill Barr and the Morin Sisters, all stars from the local radio stations.

James McQueney, of WGN, was a visitor at the League rooms and spent some time cutting up his favorite subject, "Circuses," with Whitey Lehrter.

The League received a beautiful New Year's greeting from the Royal American Shows in the form of a photo of the lighted midway of that organization.

Brother Nat D. Rodgers advises that he will be back with us ere long. He is at present sojourning in Florida.

Past President Edward A. Hock is on his way to Winnipeg to attend to Canadian fair meeting.

Vice-President J. W. (Paddy) Conklin writes that we may expect him in for a couple of meetings in February.

Old Faithful just arrived in the form of a bound volume of The Billboard for the final quarter of 1933. This is always a welcome addition to the League's library and is highly appreciated.

## Auto Show in N. Y. Breaks Gate Marks

NEW YORK, Jan. 13.—The National Auto Show tonight wound up its 34th annual seven-day run in the Grand Central by shattering all existing records for attendance, with last year's mark completely eclipsed. More interest was shown than has been the case in years.

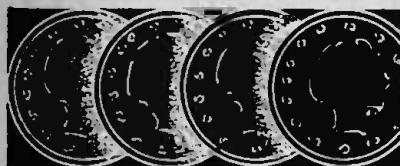
Show will be shipped across the river for a silver anniversary event, beginning Monday in the 10th Infantry Armory, Brooklyn, and then the exhibit cars will be sent to Chicago for the Western division of the NAB to be held in the Coliseum January 27-February 3.

Alfred Reeves, manager of the show and vice-president National Automobile Chamber of Commerce, sponsor of the Palace expo, stated that the event was the most successful in history. Patronage was attracted from all over the country, with a horde of new designs on tap and many "freak" features. Talent from stage, screen and radio appeared thruout the week.

NEW YORK, Jan. 13.—Joe Jones, director of concessions New York's Century of Progress World's Fair, officially announced the closing of that venture tonight after poor business since opening December 23.

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.

## New License Ordinance To Recognize Machine Types

**City council hears arguments of amusement and merchandising machine operators—pin games to be licensed at \$2 and \$3 while merchandise machines are exempt**

LOS ANGELES, Jan. 13.—At an open meeting of the city council this week the budget and finance committee recommended to the council that the license fee on pin and amusement machines in the city of Los Angeles be fixed at \$2 per year for penny machines and \$3 per year for nickel machines, with the licenses transferable. The amounts were approved by the council and the city attorney was ordered to prepare such an ordinance, which will again be presented to the council for action some time next week. The \$2 and \$3 fees represent a successful battle fought by the California Amusement Machine Operators' Association to hold the fee down and to make the licenses transferable. Thru their executive secretary, Steve Henry, the association followed the ordinance thru every branch of the council and with carefully prepared briefs and arguments was able to convince the city fathers that a fee of more than \$2 and \$3 was prohibitive.

The original recommendation of the Bureau of Budget and Efficiency was for a fee of \$5 per year, not transferable, to apply on all penny and nickel amusement and merchandising vending machines. The members of the Western Vending Machine Operators' Association visited the council and after presenting their case convinced the council that a tax on merchandise vendors would be discriminatory legislation. As a result, the tax on merchandise vending machines was eliminated in the new ordinance.

### New Jersey To Consider Sales Tax Suggestion

TRENTON, N. J., Jan. 13.—In one of the longest messages ever submitted to a New Jersey Legislature, Governor Moore urged a general sales tax for three years. He is known to favor a tax of 1 per cent on sales, while the majority party in the Legislature is known to favor a 2 per cent rate. The governor did not recommend any specific rate in his message.

Another recommendation was that the smaller units of government be consolidated.

### Awarded Military Honors

PORT WAYNE, Ind., Jan. 13.—Clem C. Hiser, head of the Hiser Sales Company, Inc., recently received a military honor. Mr. Hiser, who is a first lieutenant, has been advanced to the rank of captain in the United States Army Reserve Corps in charge of organized reserve activities here, he was notified by officials this week. Captain Hiser is commissioned in the quartermaster corps. He has been active in affairs of the Reserve Officers' Association.

### Trio of Firms Plan Program

CHICAGO, Jan. 13.—The Chicago Coin Machine Company announced plans this week to move its entire business to larger quarters at 1725 Diversy boulevard. Officials of the firm also stated that the move would mean "bigger and better" plans for the promotion of the counter game Sweet Sally. Present demand for the device indicates the need for larger facilities, it was stated.

In the new location three coin-machine firms will be close neighbors, according to the announcement. Besides the Chicago Coin Machine Company, the Sweet Sally Company and the Knickerbocker Automatic, Inc., will be located in the same building.

### Patents January 9

CHICAGO, Jan. 13.—Patents issued under date of January 9 by the United States Patent Office include two design patents:

Design patent D-91,326, a design for a combined vending and weighing machine casing, issued to Newton E. May and assigned to National Syndicates, Inc., South Bend, Ind. The vending machine case is apparently designed to be attached to top and rear of a miniature scale casing. D-91,335, a design for a cabinet for a game table, issued to Harry B. Stoner, Aurora, Ill. This design covers the well-known Aristocrat style of table cabinets.

No. 1,942,440, a vending machine, issued to Emery Mihalek and assigned to O. D. Jennings & Company; application September 10, 1930, and 14 claims allowed; "a vending machine with a plurality of goods compartments . . . and means for shifting all of said devices into position for operation." No. 1,942,443, a check-controlled switch mechanism, issued to Victor Neuman, Los Angeles, assigned to John F. Meyer, Pasadena, Calif.; "a switch designed to control cyclic operation of a motor . . . a coin-operated lever pivotally mounted," etc.

No. 1,942,618, a coin-controlled switch, issued to Leslie E. Scott and Ernest A. Smith, San Jose, Calif.; one claim allowed. No. 1,942,718, an amusement machine, issued to John F. Meyer, Pasadena; application January 18, 1932, two claims allowed. No. 1,942,898, a game device issued to William L. Nelson and assigned to Rock-Ola Manufacturing Corporation (Juggle Ball). No. 1,942,932, a game apparatus issued to James S. Nicholas, Akron, O. (coin operation not indicated).

No. 1,943,095, an amusement device issued to Herman Steinmetz and assigned to Advance Machine Company, Chicago. A marble target game (coin operation not indicated) that might be of some interest to the trade is covered by patent No. 1,942,476, issued to William W. Harris, Brockton, Mass.

### Jimmy Plans Big Party For Coin Machine Boys

CHICAGO, Jan. 13.—Jimmy Johnson, head of Western Equipment and Supply Company, has announced "a big party for the boys" to be given January 20 at the offices of the firm, 850 Blackhawk street. Jimmy, popularly known as a humorist and philosopher, says that he will "have plenty to eat and plenty to drink," and the fraternity will know the genuineness of the invitation when he adds Mae West's stamp of approval to the party.

The Western firm has a new automatic phonograph under way, selective and "priced right," which Jimmy says is going to be something worthy of inspection by all who operate now or contemplate operating phonographs.

## Let's Have a Slogan!

A trade slogan helped to concentrate attention during 1933 and the result was a real change in the general attitude of operators toward locations in that year. "Make the Location Your Partner," suggested by David S. Bond, of Boston, and given widespread publicity thru The Billboard, was a real trade slogan with an appropriate message. The year 1933 should not be thought of without due recognition of the effects of that slogan upon the ideals of the trade.

There is no question that the majority of operators were led to greater appreciation of what the location actually means to the operator. Thru the influence of that slogan many an operator that had once been antagonistic toward location owners changed his attitude to one of friendliness and co-operation. Too much and unwise agitation of the evil of selling machines to locations had aroused a feeling of antagonism between the operator and the location owner. Into this rift came a better understanding, fostered by an appropriate slogan, that should be perpetuated by operators in all their work. Good locations are an essential part of the operating business, if the operator is to make any money, and the operators of the country should unite in trying to improve the spirit of co-operation between themselves and their locations.

It was with this idea in mind that The Billboard seized upon the slogan as suggested by Mr. Bond and gave it wide publicity. The Billboard is widely read and has been the source of education and information to bring operators and locations together for a better understanding of their relations to each other. The result will be greater profits for operators for years to come as they make use of this better business understanding.

A good and catchy slogan did it in 1933. Now we need a good trade slogan for 1934. What shall it be? What trade idea needs expression in a slogan so that it will catch with the trade and be widely publicized during the year? Trade unity is an objective much to be desired; if a slogan can be coined that will keep the idea of unity ringing in our ears thruout the year it might be worth more than anyone would ever expect. Back of the scenes there are possibilities for serious damage to the trade as a whole if certain elements of division should ever be brought out in the open conflict. A good slogan on unity would be an aid to the conservative extension of organization also.

If a slogan could be invented to express the proper attitude toward official authority it might help from many angles. There should be no feeling of antagonism toward the authorities. Antagonism never secures any favors; officials of all government agencies are human and will respond to a courteous approach. Just as a slogan helped to break down the feeling of hatred between operators and locations, maybe a good slogan can help to promote a better understanding between ourselves and the legislative and police authorities.

What is the dominant idea in the trade for 1934? What does the trade need most of all? What slogan will help put the idea over? Who can coin that slogan?

SILVER SAM.

# Suggests Code For Operators

### Manager of manufacturers' group says code for operators would be progress

NEW YORK, Jan. 15.—O. S. Darling, manager the National Association of Coin Operated Machine Manufacturers, with headquarters in Chicago, sent the following message of greeting to the officers, members and guests at the annual banquet of the Amalgamated New York Vending Machine Operators' Association last evening. Mr. Darling regretted that he could not be present in person:

"It is a pleasure to send greetings and best wishes to your organization and to each of you individually for the year 1934 and for the years to come.

"While the manufacture and operation of coin-operated machines dates back into the previous century, this industry is merely an infant both in age and in size compared with many of our other industries.

"It is, however, a vigorous, lusty infant, and the possibilities of healthy, prosperous growth are tremendous. Great opportunities exist for united effort in creating a better and more favorable public understanding of our industry, for elimination of wastes and of unfair practices, and for progress in many other ways thru intelligent co-operation.

"Our Federal government, thru the National Recovery Administration, recognizes the manufacturing branch of this industry as a distinct unit in our industrial scheme, including manufacturers of merchandise vending machines, musical instruments, scales and other service machines, and amusement machines of the various types. Our Code of Fair Competition has already progressed thru the various conferences and hearings, and at the latest report was on General Johnson's desk awaiting his final approval.

"This voluntary effort on the part of manufacturers to present a code and to organize for its administration is a worthy one. It marks a step ahead which other successful industries have taken when they reached that stage of development that suspicion and distrust between competitors could be cast aside in the recognition of common problems and be solved thru co-operative effort.

"It is our earnest hope that operators of coin-operated machines thruout the country may so organize in a common united purpose that they also may prepare, submit and have approved a Code of Fair Competition for their branch of this industry. It is our sincere desire to support any serious effort in that direction. Progress and improvement in one branch of the industry are bound to help all other branches.

"It is with this thought of mutual helpfulness and with a sincere desire to see profit and progress in all branches of the industry that the National Association of Coin Operated Machine Manufacturers sends its greetings tonight to Amalgamated New York Vending Machine Operators' Association at its annual meeting."

## ENJOY RECOVERY! MAKE BIG MONEY AGAIN

With Our Complete Line of  
GATED SPECIALTIES  
DRUG SUNDRIES  
SOAP DEALS AND LOTIONS  
RAZOR BLADES  
SHARPENERS  
HOUSEHOLD NECESSITIES  
NOVELTIES AND NOTIONS.  
Write for Free List.

**CHAMPION SPECIALTY CO.**  
814-R Central St., KANSAS CITY, MO.

USED LIST No. 116—Rel-Let, Five Star Final, Magic, Secury, \$5.00 Each; A. E. T. Five Jacks (1c), Magic Click, \$2.00 Each; Small Broadcast, Twin, Jr., \$18.50 Each; Big Broadcast, Mills Official, Or. Jr., \$12.00 Each; Plain, \$12.00 Each; Official Sweepstakes (Oum), Chicago Club House (Jackpot), Broker's Tip, Speedway, \$11.50 Each; Dicitte, \$12.50 Gropy, \$15.00. Trade-ins accepted. One-third deposit. Balance C. O. D. \$25.00. NEWLY CO. 2877 Delmar Blvd., St. Louis 8, Mo.  
MILLS 5c-2c Excelsior Silent Jackpot Bells, \$15.00 Each; Front Venders, \$57.50 Each; Goose-neck Bells, \$15.00 Each; Face Penny Everfull Bantam Jackpot Bells, Latest Coin Chng., \$42.50 Each; Watling 5c Twin Jackpot Bells, \$17.50 Each; Jennings 10c Little Duke Jackpots, \$27.50; Mills and Jennings Factory Built Reserve Jackpot Bells, 5c, \$27.50. One-third deposit. Get our Prices on New and Used Golden Bells, Mystery Bells, etc. KINZER NOVELTY CO., 1219 E. 9th St., Chicago, Ill.

## Competition or Co-Operation?

By LOUIS GOLDBERG

The practice of forming associations of persons whose interests are in some respects similar is as old as civilization. Whether their identities of interest were religious, political, cultural or economic, they found that by organizing they could preserve and promote those interests far better than they could do so individually.

In the industrial world we have seen the disastrous effects of a workman competing with his kind. The same is true of persons and firms engaged in business, large or small, competing with others engaged in the same lines. This brought about the successful operations of trade unions, followed by the formation of manufacturers' associations, employers' associations and organizations of retailers of various lines.

The present National Administration, in its noble and heroic efforts to readjust the business structure of the country so as to minimize unemployment and restore a measure of well-being to all the people, has found it necessary to deal with groups of persons engaged in the same industry. Hence every business man today is association-minded.

The amusement-machine operator is beset by certain difficulties peculiar to his trade. He is not engaged in the purchase and sale of merchandise at a profit. His investment is not confined within the four walls of a store where he can exert constant supervision over it. His machines are distributed in various places of business. Unscrupulous competitors have access to them and can easily cause their owner serious loss of income or even loss of property.

The operator's immediate customers, the location owners, are known to all other people engaged in the same business. If open competition should prevail the operators would find themselves in the position of the proverbial Kill-kenny cat, they would eat each other up.

The operator is serving the community with a moderately priced form of innocent amusement. Favored by the many millions of people who find pleasant recreation in the use of the machines, the operator is occasionally harassed by the type of folks whose main pleasure in life is the interference with other people's pleasures.

The operator has struggled thru the disheartening era of competition and has finally survived by virtue of co-operation. An operator cannot possibly exist without a thorough understanding with his fellow operators, and that can only be accomplished thru a strong and well-managed association of operators.

The "Amalgamated" has withstood the test of time. It met unflinchingly every problem with which the operator was confronted. The members know it. The nonmembers are urged to join in co-operation for the mutual welfare of all operators.

(Louis Goldberg is secretary of the Bronx office of the Amalgamated Vending Machine Operators' Association, New York. This article was written for the annual banquet.)

## West Penn. Operators Meet

PITTSBURGH, Jan. 13.—Western Pennsylvania's Operators' Association is becoming very active and has recently taken in several new members. January 16 a special meeting will be held at Fort Pitt Hotel, and every operator in Pittsburgh is strongly urged to attend, looking toward urgent action being taken to protect the industry, which, as all know, is a matter of the utmost importance.

Get in touch with Al Block, of Supreme Vending Company, 625 Wylie avenue, Pittsburgh.

## Cigaret Prices Climb

NEW YORK, Jan. 13.—Increase in the wholesale price of cigarettes announced by the four leading tobacco companies this week started the retail price of cigarettes upward. The retail price is expected to be 13 cents a pack generally, which will still be inconvenient for vending-machine sales. The vending-machine operators would welcome a stabilizing of price at 15 cents per pack for leading brands.

The advance in price by the "big four" companies is regarded as an end to the fight against the 10-cent brands which developed during the depression.

# SEE THE NEW IMPROVED ROCKET

### HAS NEW ANTI-CHEATING FEATURES

NEW TYPE COIN MECHANISM absolutely guaranteed against jamming or breakage, even though subjected to severe abuse. NEW NON-CLOGGING COIN TUBE. New Coin Overflow Apron, does not need close adjustment, serves as protective guard over entire mechanism. NEW POSITIVE-ACTION PAY-OUT SLIDE and other improvements throughout entire machine insures trouble-free operation and accurate pay-out.

## READ THESE REPORTS FROM THE FIELD

"ROCKET Machine No. 1, \$78.00 in 3 days; Machine No. 7, \$65.00 in 2 days; Machine No. 3, \$30.00 first 24 hours."—A. F. SAUVE CO., Detroit, Mich.  
"ROCKET Machine doing TOP business ever any other pin game ever made. ROCKETS doing no less than \$25.00 to \$50.00 a day for operator's earnings. Can show records of this."—PENNS SPECIALTY CO., Allentown, Pa.  
"ROCKET took in \$210 in 10 days."—A WISCONSIN OPERATOR.  
"Have 2 ROCKETS in one location, just an ordinary drug store, and they're taking in \$250.00 a week."—J. SILVERMAN, Chicago Operator.  
"Bought a ROCKET, put same on location, took in \$125.00 first week without a Service Call and placed an order for 20 more."—A. ABEL, One of the Largest Operators in New England.  
"ROCKET nets me \$20.00 a week."—A. REESE, Chicago Operator.

Play safe . . . order the pay-out pin game that is on the market NOW . . . and has already passed through the acid test of location service. Don't cheat yourself out of the big ROCKET profits any longer. ORDER THE NEW ROCKET FROM YOUR FAVORITE JOBBER OR WHOLESALE . . . TODAY!

Sample, \$72.50; lots of 5 or more, each, \$69.50, F.O.B. Chicago

<h3>DICETTE</h3> <p>Sensational 5-Dice "Shimmy-Action" Country Machine. Needs Only 1 Sq. Ft. of Space.</p> <p>TAKING IN AS HIGH AS \$45.00 A WEEK!</p> <p><b>\$12.50</b> Price <b>12</b> each</p> <p>F. O. B. Chicago.</p>	<h3>PENNANT</h3> <p>Standard Size Pin Table. SIZZLING ACTION, GORGEOUS COLORS, SKILL SHOTS. LOW PRICE.</p> <p><b>\$22.50</b> Price <b>22</b> each</p> <p>F. O. B. Chicago.</p>	<h3>BLUE RIBBON</h3> <p>ORDER THIS PERMANENT PROFIT PRODUCER TODAY</p> <p>Hurry! Only a Few More Days To Get \$1.00 Trade-In Allowance.</p> <p><b>\$39.50</b> Price <b>39</b> each</p>
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6419 Ravenswood Ave., CHICAGO, ILL.

SOUTHERN OFFICE AND WAREHOUSE—465 Linden Avenue, Memphis, Tenn.  
WEST COAST OFFICE AND WAREHOUSE—106 Golden Gate Ave., San Francisco, Calif.  
EASTERN OFFICE AND WAREHOUSE—417 W. 41st Street, New York City.

FOR SPEEDY SERVICE ADDRESS INQUIRIES TO OFFICE NEAREST YOU

## NACOMM To Meet On January 20

CHICAGO, Jan. 13.—The annual meeting of the National Association of Coin-Operated Machine Manufacturers will be held at the Hotel Sherman, Chicago, February 20, according to an official bulletin this week.

The date and place have been selected to permit manufacturers from all sections of the country to attend both the association's annual meeting and the coin-machine show on the same trip to Chicago.

The association will have a special room in the Hotel Sherman during the period of the show, February 19-22, inclusive, where manufacturers may meet informally and discuss problems arising under the new NRA code and other matters of common interest.

C. S. Darling, association manager, issues a cordial invitation to every manufacturer of coin-operated machines to visit the association room and discuss with him and with other manufacturers any matters of interest to the industry as a whole.

A more detailed announcement concerning the program for the annual meeting is expected soon. With the probability that the industry's code will have been signed previous to the meeting, it is likely that discussions on compliance and enforcement will have an important part on the program.

## Praise for Southwest

CHICAGO, Jan. 13.—"The Southwest has been and will always be great territory for coin machines," Dave Goelieb said upon his return from a business trip into the Southwest territory. "The playing public there has a fine taste for the new game, and in every location, even the most modest ones, you will see the best that the industry offers. Operators there seem to be on their toes and just as soon as a worthy machine appears on the market they let no grass grow under their feet while they're going after it. That no doubt accounts for the splendid business practically all of them seem to be enjoying. Operators elsewhere might take this as an excellent example to follow."

# QUALITY BLADES • at BARGAIN PRICES

- 1—New 1934 Double-Edge Factory Best Blades, 5c or 10c. Per M. . . . . \$6.00
  - 2a—Blue or White Steel, Etched, Double-Edge 1934 Type, 5c or 10c. Celloph. Wrapped, Per M . . . . . 6.50
  - 2b—Display Case, 10 Page, 3c Blue Etched Double-Edge Blades. Per Card . . . . . 60c
  - 3—Single-Edge, Gem Microscopic Type, Blue or White Steel, 5c. Celloph. Wrapped, Per M . . . . . 9.00
  - 4—Durham Duplex Type, 5c. Per O . . . . . 2.10
  - 5—Auto-Strip Type, 5c. Cellophane Wrapped, Per O . . . . . 1.15
- 25¢ Deposit, Balance O. O. D. Above Prices for 1,000 Lots Only. Otherwise Add 10%. ORDER BY NUMBER.

ENKAY SALES CO., 607 Fifth Ave., New York, N.Y.  
No Catalog or Free Samples.

## 4 TUBE A.C.-D.C. RADIO ULTRADYNE SUPER QUALITY



Next, small, compact—super in Tone-Quality—Power. Operates on any voltage from 6 to 220 volts, 25 to 50 cycles. Needs no ground or aerial. Very fine built-in Speaker. Guaranteed Brand-New.

Just the Set for Home, Office School, Hotel, Steamship, Hospital, Vacation, etc.

Regular Retail Price, \$25.95. Send us your order today, enclose 25% or less 3% when full remittance is sent with order.

## SURPLUS PRODUCTS CORP.

18 Hudson Street, New York City.

HANDKERCHIEFS Agents, Jobbers send Dept. for Bill and 20c stamps for \$2 worth of Handkerchief Samples and wholesale quantity price. HANBY, 2345 5th Ave., N. Y. C.







# N. Y. Operators Dance and Dine

Amalgamated N. Y. Operators' Association stages second annual affair

NEW YORK, Jan. 15.—To the hot tunes of the Cotton Club Orchestra and revue the Amalgamated New York Operators' Association opened its second annual dinner and dance Saturday. Operators, jobbers, manufacturers and their wives and sweethearts crowded the Level Club to celebrate past successes and to drink a toast to the prospects for a new year.

The entertainment was interrupted long enough to introduce many visitors from out of town. M. Herman, from Paris, won the honors for being the long-distance visitor, and Harry J. Wolcher represented San Francisco. Chicago manufacturers were represented, and a number of jobbing firms in the Eastern district.

The entire program and attendance was hailed as a success and typical of the operators in the greatest operating center and coin-machine market in the world. Andy Anderson, of *The Billboard*, acted as emcee and introduced the coin-machine notables. Joseph Fishman, head of the Amalgamated organization, was given an ovation for his tireless work in making the annual affair a success. Greetings were presented from the National Manufacturers' Association.

Not content with the fast-moving program of the Cotton Club Revue following dinner, the revue program of the Mirador Club was presented as a surprise entertainment under the direction of Henry Fink. The evening was devoted entirely to gaiety, and speeches were limited to a dozen words. Dancing into the early hours, everyone declared the second annual affair a success.

## Open Letter to Coin Machine Manufacturers

An old Massachusetts law governing coin-operated machines has recently been revived and is now being rigorously enforced. It is Bureau of Standards General Law C-94, Section 283-4.

All machines operating with a coin come under the jurisdiction of the Bureau of Standards, State House, Boston. This applies to games as well as slots. The Bureau is not concerned with the legality of the machine, but only with whether or not the proper amusement or merchandise value is received for the coin expended.

When the Bureau has approved a machine it issues a metal tag which is put on in plain view of the investigators and police. The police are now picking up coin machines throughout the State that are not so tagged and a test case is scheduled for trial here in the near future.

May I earnestly suggest to all manu-

facturers whose coin machines are entering Massachusetts that each one send a sample machine to the Bureau of Standards for approval to clear the way for jobbers and operators of these machines in this State. This applies to old machines which may still be on location as well as to new ones as brought out.

Approval tags will be issued by the Bureau and sent to the manufacturers, who may put them on their machines shipped into this State or send them to their local distributors and operators.

BEN PALASTRANT,  
Supreme Vending Company of  
New England,  
1218 Washington Street,  
Boston, Mass.

## AID FROM NRA

(Continued from page 3)  
them with vaude and legit shows, the financial backing to come from the Civil Works Administration. He will have stiff opposition from the circuits from this, which have already complained that this would be government-sponsored opposition and would hurt their business.

Whitehead, meanwhile, has written Federal Relief Administrator Harry L. Hopkins, who also heads the CWA, asking him for direct relief for unemployed actors.

Charlton is also going over Levy's plan. Levy says he has organized a Theatrical Finance Corporation, headed by himself, which will apply for an appropriation from the RFC and allow itself to be the agency thru which producers will borrow money for production activities.

It is possible that Charlton will out his own plan, based on the various suggestions he had already received, and offer it to the local NRA head, Henry F. Wolf, for approval.

DENVER, Jan. 15.—The CWA is now utilizing a large number of unemployed musicians for free concerts at the municipal auditorium and the local Broadway Theater. In fact, it has taken up all local unemployed musicians making the musicians' union stagger plan unnecessary in this city.

## UNEMPLOYED

(Continued from page 3)  
of Local 802 and the appointees of Joseph N. Weber, head of the AFM, was widened when the local autonomy question was again raised. Petitions are now being circulated asking the officers to call a meeting to consider the demands of the rank and file.

Only last Monday the unemployed members went to the regular monthly meeting to ask for local autonomy, certain reforms and for official co-operation with the NRA, but discovered that the meeting had been called off because of lack of a quorum. The unemployed claim this was a fake move to avoid facing them.

At Friday's mass meeting the Sunday legit issue took up most of the time. The Rev. William Popcke, of the near-by Lutheran Church, spoke and advocated suspension of all blue laws during time of depression and assured the musicians he would back them in their appeal to Governor Lehman. Ex-Judge Charles Oberwager, who presided, repeated the demands of the unemployed musicians of Local 802 and hinted that the officers should be careful lest they "arouse the spirit of old Local 310." Local 310 was smashed about 15 years ago when Weber organized Local 802 under direct control of the AFM.

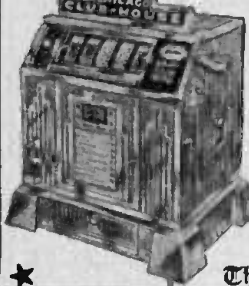
Henry Cohen and Frank Chaferill were the only officers of the union on the platform with the speakers. The others were said to be at a meeting.

Wolf's message was given close attention. He said that he was staggered to find out that only about 1,500 to 1,600 musicians were employed out of about 25,000 professional musicians in the city. He added he didn't think there was another professional group that was suffering as much as the musicians and promised, and said further, that he was amazed that a vigorous campaign to help them had not already been made by the local officers.

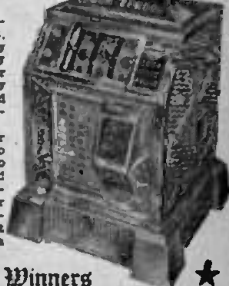
"You have asked me to help you put on benefit performances, to help you open up theaters that are now closed, to help you in a movement to open the legitimate theaters on Sundays, to help you organize symphony orchestras and concerts, to help you put men back to work in moving picture theaters," said Wolf, "and I promise you sincerely that I shall do everything within my power to bring about the relief that is so vital to you and those dependent upon you."

# PRICE?

... one large operator told us, "It isn't the price of the machine. It's how much it will earn." ... we agree with this gentleman. We find that operators are willing to pay a fair price as long as they are certain that the machine they are purchasing will return their investment plus a profit for themselves.



... cheap products naturally have cheap prices. You only get what you pay for. We have for many years advocated "fair prices," but, always only the highest quality and finest workmanship obtainable.



... and that's another excellent reason for you to BUY Gold Medal Chicago Club Houses and Gold Medal Daval Gum Vendors. Fair in price. Better in quality. And they return a handsome profit plus your investment in a very, very short time.

They're Gold Medal Winners

DAVAL MFG. CO. 200 SO. PEORIA ST. CHICAGO ILL.

NEW YORK OFFICE 656 Broadway, New York SOUTHERN OFFICE 687 Linden Ave. Memphis, Tenn.

## Give away free! Genuine RCA-VICTOR radios

AN AMAZING MONEY MAKER  
Give away the most popular item ever offered on a Salescard plan. And they're not cheaply built, unknown sets—but GENUINE \$27.50 RCA-VICTOR RADIOS

—the best on the market and exclusive with us. If you're a hustler, we'll show you how to pick up BIG PROFITS DAILY. Get started quick. Write today.

LIPAULT CORP., Dept. B., 1028 Arch St., Philadelphia, Pa.



OTHER ITEMS.  
New, up-to-date articles of wide popular appeal offered on similar plan.

He insisted that strife within the union must be smoothed out before much progress can be made in handling the unemployed problem.

Meanwhile the unemployed musicians' demand for a strike in legit houses until Equity backs down from its Sunday show stand has fizzled down. The local has not officially recognized their demand.

NEW YORK, Jan. 13.—Sunday legit performances will unquestionably come to a point of discussion in Legit Code Authority meeting this Wednesday, called in special meeting for several other important matters of action. Producers will contend that the matter should be brought to full Equity membership vote to get the consensus of opinion of Equity members. As it now stands, Equity members are prohibited from Sunday night performance by State law, but if it were found that they favored Sunday with possibly eliminating Monday night, then probably the entire industry would attempt to nullify the law. It is understood certain religious groups were largely responsible for the present law.

Coming at this time when practically all departments of the theater are making a demand for Sunday legit shows, with Equity adamant about it, the effort to discontinue free radio audience broadcasts as "unfair competition" is of interesting importance. This may be expected to presage an attempt to change the Sunday legit law.

Earl Carroll recently suggested that Wednesday matinees be eliminated and that proceeds over the average box-office receipts of Wednesday, as collected on Sunday nights, be turned over to a reliable relief agency. Carroll believes Wednesday matinees are inconsequential, but says that Sunday nights would bring in large revenue.

## ASKS ARREST

(Continued from page 5)  
mitted she alone has authority to withdraw funds from the account of the Actors' Memorial Foundation in the 49th Street Branch of the Irving Trust Company.

Magistrate Dreyer adjourned the case to Tuesday. Rappaport is accused of accepting a check for the Foundation from Antoinette Perry, after somebody had phoned and represented himself to be Bert Lytell.

## Mr. Operator! STOP! LOOK! LISTEN!

1 CHOICE LOCATION NETS MORE THAN 10 ORDINARY SPOTS  
AUTO COUNT HOLDS CHOICE SPOTS

Sales Propaganda Sells Goods BUT NICKELS IN THE TILL MEAN PROFITS

Are You an Operator or a Business Man OR Are You BOTH LET THE CASH BOX BE YOUR GUIDE

A. B. T. MFG. Co., Inc. 3311 Carroll Avenue, Chicago, Ill.

## ASPIRIN Pays Big Profits. Tablets, glassine box, displays at lowest prices. Assemble them yourself, make more money. Midwest Products, Louisville, Ky.

## 9c EACH—GENUINE ROCK CRYSTAL LARIATS

Also have many other assorted styles and colors. All are the latest and most fashionable numbers.

\$3.98 A GROSS  
And up for Pearl Re-production Pearl Necklaces. Also have 1,000 other styles, colors and assortments. SEND \$1 for 15 assorted Necklaces and Rock-Bottom Prices.  
SPORS IMPTG. CO. 134 Erie St., Le Center, Minn.



**AMERICA'S ONLY WOMAN JOBBER**

**MILLS SILENT**

With Escalators. Practically New. Serials 250,000 and up. \$49.50

**EVERYTHING FOR THE VENDING MACHINE OPERATOR**

All the Leading Pin Games, Counter Games, Slots, Cranes, Pigeons, Rattles, Etc., in Stock Ready for Immediate Delivery.

**IRVING MFG. & VENDING CO. Inc.**

922 8th Ave., New York

(Rel. 51th & 53th Sts.)  
Phone: COlumbus 5-4832.  
BROOKLYN BRANCH: 300 Irving Avenue.

# The "Gold Rush" Days of 1934 Are Here!



## GOLD RUSH FEATURES

- Absolute Silent Mechanism controlled by Dual-Action Pump, which stops dials instantly with positive click action.
- Four-Way Coin Chute—Pennies, Nickels, Dimes and Quarters.
- Last Coin shown on slide, can be dropped by pressing button.
- Black Ebony Wood Cabinet—Front casting attractively decorated in wrinkled gold, green and red. Steel Back Door to protect your earnings.
- Gum Compartment with separate Gum Loading Door.
- Fortune-Telling Reward Card—Interchangeable for different percentages.

Order immediately. Gold Rush is your greatest opportunity during 1934. Also Gold Rush—Calendar—with Number and Week-Day Dials. Watch for Our Advertisement Next Week—Featuring Pok-o-Red Triplex.

**GROETCHEN TOOL CO., 130 N. UNION ST., Chicago, Ill.**

Like wildfire the story of GROETCHEN'S sensational new Gold Rush Machines is spreading from Coast to Coast—operators are competing keenly to obtain the first samples of this marvelous new machine.

Again the Engineering Genius of the Groetchen Organization has succeeded in giving to operators a new ideal Counter Machine which incorporates every desirable feature of \$1000 Silent Machines, with the exception of automatic payout.

Here you have the Vertical Arrangements of Bell Fruit Symbols—Proven immensely popular on Large Bells—Whirling Dials—Instantly stopped with typical positive "click-action"—plus the "Million-Dollar Look" of the most beautiful Design of any Counter Game.

Order immediately—Let performance on location prove to your own satisfaction the immense earning power of Gold Rush—Our Money-Back Guarantee is your protection.



# Gee Bee Moves To New Plant

CHICAGO, Jan. 13.—The Gee Bee Manufacturing Company moved its entire plant and offices to 14-16 North May street this week. Ample floor space has been secured in a large building devoted to manufacturing and the firm will start at once to get into production on a new game. Large and attractive offices and showroom space has been secured in the new location, and the entire facilities of the firm have been practically doubled. It was its advance step to celebrate the bright prospects for the new year, an official of the firm stated.

A new standard-size pin game has just been developed after a period of six months in testing and completing mechanical ideas and will soon be ready for the market. The firm plans to make it a headliner for its display at the coming 1934 Coin-Machine Exposition and novel publicity ideas are already being arranged for the occasion. The new game is called American Beauty, an ebony black and chrome cabinet job. It contains a new totalizer developed especially for this game, which adds the scores as made and instantly and automatically shows the total score to the player. A tilting device that closes the totalizer as soon as the machine is tilted is also part of the equipment. The simplicity and perfection of the totalizer will be stressed in the new game.

William J. Shafran, Maurice A. Ginsburg and Edward A. Ginsburg recently incorporated the Gee Bee firm under the laws of Illinois.

## N. Y. Jobbers Organize

NEW YORK, Jan. 13.—The Metropolitan Jobbers' Association, of New York, had its second meeting at the Imperial Hotel Wednesday evening, January 10, and concluded the matter of organization. The detailed list of by-laws distributed last week were accepted by all those present, including, with one or two exceptions, every jobber in the territory. All the leading jobbers signed up. These by-laws are said to be very strict, and it is said they are to serve as a contract. Any member who breaks any of these laws will suffer severe penalties. A board of directors was appointed, which includes William Blatt, of Supreme Vending Company; George Ponsner, of George Ponsner Company; William Rabkin, of International Mutoscope Reel Company; Charles Lichtman, of New York Vending Company; John Fitzgibbons, of John A. Fitzgibbons Company, and A. Loudon, of Eastern Machine Exchange.

## WHITE RATS

(Continued from page 3)  
Four A's. that if the BAA had satisfied the Four A's as to the stability of its organization, then the members of the ABA "cheerfully withdraw our application for jurisdiction in the burlesque field" and "stand ready at all times to co-operate with them (BAA) in the best interests of the actor."

The BAA, meantime, is expecting to make fast progress in unionizing burlesque now that it has the charter. The confusion over AFL jurisdiction had about killed its organizing efforts. Now it can appear as an AFL union when it consults Administrator Sol A. Rosenblatt on the pending burly code. Thomas J. Phillips is president of the BAA.

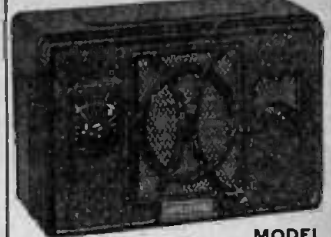
The ABA, meanwhile, is going ahead at full speed. Its office in the Hotel Edison is a beehive of activity. Committees have been set up, a membership drive is being laid out, a mammoth benefit show is planned and Bobby Clark, the new president, has returned after a breakdown last week.

Sophie Tucker has been elected by the council fourth vice-president, replacing Dorothy Stone, who asked to be dropped from office because of business pressure. William J. Rapp is the new counsel, succeeding Irving Schneider. Walter Diggs has been appointed sergeant at arms, while Alan Corelli has been elected recording secretary of the council.

## FIGHT ON AGAINST

(Continued from page 3)  
example, where a ticket sells for 10 cents the State would collect 5 cents, and no tickets could be sold for 5 cents, as the State would take the 5 cents for tax. The bill was introduced by Sam Milam,

## MAKE \$100 per WEEK WITH OUR SENSATIONAL SALES PLAN



MODEL No. D 40  
4 Tube AC DC Radio  
Complete With Genuine Ever Ready Tubes  
AMERICAN RADIOS are money makers because they are guaranteed. Their Super-Dynamic Speakers, Radio Frequency Circuits, Self-Contained Aerials and Genuine Ever Ready Tubes all guarantee a perfect and true-to-life tone.

This Exceptionally Low Price is Made Possible by the Tremendous Volume From Hundreds of Distributors. Now Making up to and Over \$100 Weekly.

JOIN THEM  
100-Hole Sales Book (Takes in \$24.50), 100 Ea. ORDER TODAY—or Write for Full Details. 25% with Order, Balance C. O. D.  
**AMERICAN RADIO COMPANY**  
22 West Randolph (Dept. 184). CHICAGO.

COMBINATION KNIFE SHARPENERS  
\$3.60 PER GROSS

FAN DANCERS "HOT STUFF"  
\$4.00 Per 100  
Samples of Above Items, 10c Each.

GENEVA STRAIGHT RAZORS  
Assorted Colored Handles and Widths.  
Per Dozen, \$3.50

25% Deposit Required on C. O. D. Shipments. Write for prices on anything you are interested in. We can and will save you money.  
**LEVIN BROS. Est. 1884, Terre Haute, Ind.**

# 10 DAYS ONLY At These Prices

NORWALK BLADES—New, Improved. Each Blade Etched and Cellophanned. \$6.80 Packed 5c. Per M.  
SPECIAL SINGLE EDGE—Solid Type, Cellophanned. Packed 5c. Per M. \$7.50

SPECIAL DEAL  
15c Tube DENTAL CREAM  
15c TOOTH BRUSH  
10c 5 Star Dental Cellophanned CONTAINER.  
COMPLETE DEAL..... **11c**

TRAIN AND ANGLE NEEDLE BOOKS—Attractive Package. 1 Dozen Pack. 15c  
PENCILS—Assorted Colors, Full 7 1/2" Size. Per Gross..... **\$1.15**

Many Other Items Too Numerous To mention. Send for FREE CATALOG. 1/3 Deposit on all C. O. D. Orders. Blade Samples, 1c.

**WHIPPET SALES CO.**  
61 Hanover St. Boston, Mass.

and the estimated revenue expected therefrom is placed at \$1,400,000. Those familiar with amusements argue that this would be impossible because those enterprises, both permanently located and traveling, charging under 25 cents couldn't exist with that tax, and those charging above 40 cents would have slim chance of existing, already having to pay a federal tax of 10 per cent.

Another bill introduced would place a tax of 1 cent on each 5 cents or fraction thereof of the retail price of soft drinks, and a tax of 1 cent on each 10 cents or fraction thereof of the selling price of candy. Chewing gum would be taxed 1 cent on each 5-cent or fraction thereof package.

## NEW ENGLAND Gold Rush Machines DISTRIBUTORS

Sample \$18.75—Order Now—Ready for Delivery  
1/3 Deposit Balance C. O. D.  
We Carry a Complete Line of All Latest Machines.  
**SUPREME VENDING COMPANY OF NEW ENGLAND**  
1218 Washington St. (Rm. 258), BOSTON, MASS.

## FREE—STEEL STAND with EVERY PIN GAME

GENCO CENTURY SPECIAL.....	\$15.00	These Machines Are All in Original Cases, Practically Brand-New. Some Never Used.	
GENCO CENTURY, JR.....	8.00	GRAND SLAMS.....	\$15.00
BROADCAST SPECIAL.....	13.50	BALLY CUPS.....	9.50
BROADCAST, JR.....	8.00	SOLITAIRE.....	12.50
MAJESTIC, JR.....	4.50	MAGIC CLOCK (Brand-New).....	18.50
5 STAR FINAL, JR.....	12.50	BLUE EAGLE (Counter Game, New).....	8.00
5 STAR FINAL, JR.....	6.50	POY LOCKS.....	4.00
GOOFY, SR.....	7.50	TERMS: 1/3 Cash or Money Order, Balance C. O. D., P. O. B. Newark.	
GOOFY, JR.....	4.50		
MAT-CRA-SKOR.....	6.50		

USED ROCKET, Like New - \$49.50  
★GEO. PONSER CO., 441 A, ELIZABETH AVENUE, NEWARK, N. J.

## All latest machines at lowest prices!

THE EMPIRE (Chromes Plated) Pennant, Jig Saw, Rocket, Blue Ribbon, Scoreboard, 42nd St., Progress, Official Sweepstakes, New Deal, Empire Vendor, etc. Pistachio Nuts, Candy and Toys, Ball Game, Etc. Sing Proof.  
Est. 1916.  
**D. ROBBINS & CO.** 1141-B DEKALB AVE. BROOKLYN, N. Y.

SIGN ON THE DOTTED LINE FOR IMPORTANT NEWS  
 PIN GAMES  CRANES  
Name .....  
Address .....

INTERNATIONAL MUTOSCOPE REEL CO., 451 W. 31st St., N. Y.  
"HOME OF THE ELECTRIC TRAVELING CRANE"

## Used Machine Specials for 1934—Save You Money

SILVER CUPS, Each.....	\$16.00	MILLSilent, Esc. Dbl. J. P. F. Vend.....	\$49.50
AIRWAYS, Each.....	13.00	MILLS 15c Silent Esc. Dbl. J. P. F. Vend. 60.00	
JIG SAWS, Each.....	22.00	Alinor Brand-New. Only 4,000 Plays.	
CENTURY SPECIAL, Each.....	12.00	OFFICIAL SWEETSTAKES.....	18.00
MILLS OFFICIAL TABLE, Each.....	18.00	CLUB HOUSE (Regular Model).....	18.00
		Used PUBITANS or DAYVALS.....	6.00

★ LEON TAKSEN COMPANY, 2508 AMSTERDAM AVE., NEW YORK CITY



Look At These Values!

Electric Clocks at Rock Bottom Prices

Attractive Novelty Cases. In Walnut Finish. Height, 5 1/2 in.; Base, 4 1/2 in. For Use on 60-Cycle Alternating Current.



TIME CLOCK. B66W727— 42c Each Lots of 100— 37 1/2c

ALARM CLOCK. B66W740— 75c Each Lots of 48— 67 1/2c



Hammond Electric Clock

Beacon Model, Modern Design in Brown or Black Bakelite Case. Height, 4 1/2 inches; Width, 3 1/2 inches.

B61W76—Each 85c

New "BAR-NONE" Blades. Each packet cellophane wrapped.



No. B3C49—3 Blades in Package, 10 Packages in Carton.

90c Per Carton (100 Blades)

No. B3C70—10 Blades in Package, 10 Packages in Carton.

SPAN SINGLE-EDGE BLADES—with #11 Gem. Free-Ready and Similar Types. 3 Blades in Package, 25 Pkgs. on Display Card. B3C15—Per Card (25 Packages)..... 90c

N. SHURE CO. Adams and Wells Sts. CHICAGO

SEE HARLICH'S NEWEST SALEBOARD! IDEAS

Our latest creations are all bill ringers. Really new and different Beer Boards, Trade Boards, Cutout Boards, Novelty Boards, Etc.

WRITE TODAY FOR LATEST LITERATURE

There's Profit in Being First With the Newest. HARLICH MANUFACTURING CO. 1401-1417 W. Jackson CHICAGO

Photo Handle Knives Sample Doz. \$3.60 COMPLETE KNIFE BOARDS

8 Knives on a 700-Hole Board...\$2.75 12 Knives on a 900-Hole Board... 5.10 14 Knives on a 600-Hole Board... 3.50 Quantity Prices on Request. TERMS: Cash or 50% with Order, Balance O. O. D., F. O. B. Morris, Ill. Express. MORRIS CUTLERY CO., BOX 374, MORRIS, ILL.

ZIP, Jr. \$2.50 Gr.



Workers 40c Dozen The Best So Retailer on the Market. You can work all winter and make money. Terms: 1/2 Dep. with all orders. Bal. O. O. D. Manufactured by UNITED BALLOON CO., 125 5th Ave., New York, N. Y. BOOKLETS, PHOTOS, CARTOON BOOKS, COMIC CARDS, ETC. Big Sample Assortment, \$1.00. Send stamp for Wholesale List. NOVELTY CO., 26 North 6th Street, Philadelphia, Pa.

Heads Up!

By JOSEPH FISHMAN

The pin-machine business is a decent business. Nobody needs to be ashamed to be in it. For years it has been the fashion to attack it. The operators have talked about pin machines as tho they were ashamed of them. Newspapers have jumped on the pin-machine operator, and politicians have backed up these newspapers more or less for their own publicity reasons.

Why should the newspapers jump on the pin-machine business any more than the baseball business? Pin machines are real amusement. They are games of skill. They are not gambling devices, nor are they intended to take the pennies of youngsters unfairly. Everybody knows that men can bet on a baseball game. And men may likewise bet on a pin machine. That does not make baseball a gambling instrument to be suppressed by law, nor should it make the pin machine a device to be destroyed by excited journalists.

An attempt has been made to have the people of the Bronx look upon pin-machine operators as men who would willingly hurt children just for a few pennies in profit. Your association is composed of men who are social in their viewpoint. They will not deliberately cause the public harm in any fashion. The machines they operate are for the amusement of the general public. It will take some time before the newspapers as a group and the political leaders as a group make a distinction between games in themselves and the sporting or betting frame of mind that men sometimes bring to these games.

Nobody on earth can ever stop such action. It is part of human nature. We simply provide amusement and recreation with an opportunity to demonstrate skill, and we do that openly and legally. We must give tone to our industry. None of us want to be the operator of a machine which is looked upon as dangerous for the children or the grownups. None of us want to be pointed out as a man who earns money by doing things which are injurious to the public as a whole. We won't put ourselves in that class. We have been decent, legitimate citizens operating a decent, legitimate business.

The biggest job of this association is to make everyone realize that we are a recognized industry. That we have a right to be proud of our business and a right to endeavor to do whatever other business men can do to make that business profitable and dignified. Joseph Fishman is executive director of the Amalgamated New York Vending Machine Operators' Association. This article was written for the recent annual banquet.

Operators Get Annual License Cut in Half

NEW ORLEANS, Jan. 13.—Taxes on coin machines for 1934 will be reduced from \$10 yearly for each machine to \$5. This was learned from reliable sources here this week. This lowered tax marks a victory for the Coin Vending Machine Operators' Association, which has been working to this end for several months. Recently three officers of the association—Lee Varnado, president; Jule Pace, vice-president, and J. H. Feros, secretary—conferred with the mayor, who is reported to have been very much impressed by the arguments they set forth in favor of reduction. Shortly afterward the tax cut was determined upon. Elections are next month.

Mint Boosts Pennies

PHILADELPHIA, Jan. 13.—The Philadelphia mint contributed to the moral support of the coin machine industry by turning out more than 14,000,000 new pennies during the past year. Total coinage in the Philadelphia mint dropped from 20,000,000 to 15,000,000 coins in 1933.

The mint also coined over 15,000,000 pieces for foreign countries, mostly Latin-American nations. This represented a big increase over the less than 10,000,000 pieces in 1932.

HARRY KELNER & SON, INC. 50 Bowery, New York City ORIGINAL SHELL WATER FLOWERS WITH FLAGS, 12 in Box. Gross..... 75c One-Half Dozen on All Orders. REAL STRAW HATS, Gross..... 3.75 LARGE SIZE FLYING BIRDS, Gross..... 2.50 SQUIRT ROSES Large Size, Gross..... 3.00 HEAVY BAMBOO PARADE CANNES, Gross..... 12.00 C. K. POPPED BOATS, Gross..... 18.50 C. K. POPPED SWIMMING DOLLS, Gross..... 18.00 INTERNATIONAL TOP SETS, Gross..... 4.00 FIRST QUALITY GAT BALLOONS, Gross..... 4.50

BEER.. CIGARETTES.. TRADE BOOSTER

NOW—has a ONE inch deeper CASH BOX The World's Greatest Sales Stimulator ORDER TODAY—IT'S A WINNER

In one week I took \$46.60 and paid out 170 packs cigarettes.—J. W. K.—Tenn. Proven Accurate Payout—50% in merchandise. Can be equipped with three different games. Can't be cheated—positive anti-tilting device. Counter size 14" x 10" x 4". Weight 10 lbs. Not Electrically Operated—Locate Anywhere! Get full details—write for circulars.



EXHIBIT SUPPLY CO. 4222 WEST LAKE ST. CHICAGO, ILLINOIS

PILLOWS Beautifully Colored



Large Variety of Designs On High Luster Rayon. Dozen. \$5.40 On Quality Saten. Dozen \$3.75 (Size 20x20, Including FRINGE.) With Snap Filling, 23 to 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.



West Coast Show Dates Announced

LOS ANGELES, Jan. 13.—The first annual Pacific Coast Coin Machine Trade Show is to be held in Los Angeles March 12-13-14. It was announced here this week.

The show, consisting of the displays of Coast and Eastern jobbers, will be held in the grand ballroom of the Alexandria Hotel in downtown Los Angeles, and the displays will be opened from 12 noon to 8 p.m. each day, with the mornings being reserved for business sessions and trips.

Considerable interest has been stirred up in the West with the announcement of this first annual show. More than 20 manufacturers on the Coast are now turning out games for local operators, and several of them are shipping games thruout the East as well.

The booths will be 8x10 feet and 8x20 feet, and facilities will be provided for storing packing cases, crates, etc. As laid out, the ballroom will have 26 booths, and more will be arranged on the mezzanine balcony surrounding the ballroom if required.

The show committee is now working on plans to obtain special cut-rate railway tickets for operators from the Pacific Northwest planning on attending the show, and more than 1,500 operators are expected in Los Angeles during the three days of the show.

On the closing night a mammoth ball is being arranged to take place in the banquet room of the Alexander. The local committee is now arranging the program, which will consist of 10 acts of vaudeville and a band. A big banquet will precede the ball.

All who are interested in the show are asked to get in touch with the Show Committee, Box 554, Station C, Los Angeles, for further information and data concerning the show.

Mechanical Perfection Emphasized in Games

CHICAGO, Jan. 13.—Dave Gottlieb, recently returned from a business trip to Texas and the Southwest territory, announced that observations of the Gottlieb Score Board game had convinced him of the mechanical perfection of the game and that this perfection would be stressed in the firm's publicity. "An examination of the books since my return shows that not a single machine has been returned because of mechanical defects," he stated.

Mr. Gottlieb reported a fine reception for the Score Board in the territory he had visited, and that shipments were being made daily to jobbers in that district and to the Gottlieb offices in Dallas and Los Angeles.

THIS WEEK'S SPECIALS LUSTERFUL ENGRAVED MATCH KING



Match King \$2.75 DOZ. \$30.00 Gross. Highly Polished Metal. B510—Attractive Design, Highly Polished Finish. Regular \$1.90 Retail Value. Special Price, Dozen, \$2.18; \$30.00 Gross. B511—As Above, Cracked Enamel Finish, Dozen, \$2.15; \$24.00 Gross. B512—Match King, Square Deal Model. Engraving Case, Assorted Designs. Dozen \$1.75 Gross. B513—Match King, Booklet Designs, Bakelite Cases. Dozen \$3.00 Catalog on Request. 25% Deposit on All C. O. D. Orders. JOSEPH HAGN CO. "The World's Bargain House," Dept. BB, 223 W. Madison St., CHICAGO, ILL.

Whizz 80c Per 100 Blades

The Finest Blade Model! Every Blade etched and packed in attractive 3-color wrappers and boxes. 5 Blades to a Pack. Blue Star, for new Gillette Razors.

- GILBERT Blue Steel, for new Gillette Razors. 5 Blades to Pack. Cello. Wrapped. Per 100..... 60c
CONTINENTAL 5 in. Cello. Old and New Gem Type. Per 100..... 90c
NORWALK Double-Edge (Conn. or N. Y. Make). Per 100..... 60c
WHISTLE Auto-Strip Type. 5 in. Pack. Per 100..... \$1.20
GILBERT Bay Rum Shaving Cream. 50c Size. Per Dozen..... 90c

YOUNG NOVELTY COMPANY

100 Hancock St., Boston, Mass. FREE SAMPLES. 50% Deposit with Order. If Helps You, the Paper and Advertisers to Mention The Billboard.

**WORLD EVERYTHING here comes**

# PONTIAC

GENCO'S GREATEST de luxe PIN GAME

Named after the most famous Indian Chief in American History



**Single Unit TOTAL TOTALIZER Cheat Proof PAY-OFF RECORDER Six High-Score traps with SNAPPING-TRAP**

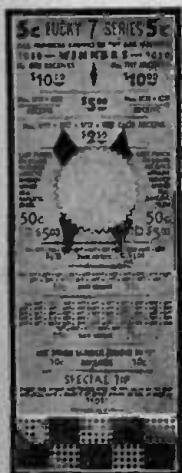
**The Complete Score Added Instantly!** on one single unit. The most ingenious score recording device ever produced in the coin machine industry. A real thrill for the players who can see their complete score instantly recorded. Once again GENCO sets the pace—giving the operator a game with a single unit complete Totalizer. So fascinating and DIFFERENT it is certain to start a new era in the pin game industry. ORDER PONTIAC TODAY!

**At Last the Perfect Pay-Off Recorder!** So simple and intriguing it will absolutely astonish you. Every winner instantly recorded where you can easily see it. Cheat-Proof and Fool-Proof. The moment that the machine is tilted the RECORDER is disconnected. A feature that is so revolutionary it's hard to imagine. AND REMEMBER—the PAY-OFF RECORDER is only one more feature of the greatest pin game in history—PONTIAC—ORDER PONTIAC TODAY!

**Feature for Continuous Repeat Play!** Chrome trap closes as ball enters, the moment the ball passes through it snaps right open again—ready to receive the next ball. What a feature! SNAPPING TRAP. New, Original, Different. The player shoots for the fascinating almost magic 1,000 score Snapping Trap EVERY TIME. Here's the greatest repeat play feature ever originated. You'll want to play it continuously yourself. ORDER PONTIAC TODAY!

**GENCO INC.** GENCO GAMES ARE BETTER 2625 NO. ASHLAND AVE. CHICAGO ILL.

## SERIES BOARD OPERATORS



### A Brand New Series Deal Idea

Every board will sell out complete because the last punch on the board receives the amount indicated under beautiful gold seal ranging in value from 50c to \$5.00, which gives the player a real break and the deal is arranged to give the operator tremendous profits—

### LUCKY SEVEN SERIES

Takes in \$500.00 and pays out \$175.00 on the 1,000 open number winners and \$50.00 on the 50 winners under the seals for the last punch on each board, which makes a total payout of \$225.00 and a profit of \$275.00. Price of Lucky Seven Series consisting of

**50-200 Boards \$22.50 Net**

Add 10% U. S. Government Tax.

### GARDNER & COMPANY

2305 Archer Ave., Chicago, Illinois

## BELIEVE IT, IT'S TRUE - - - by Evans

THE BIGGEST MONEY-WINNER IN THE FIELD!

### SARATOGA SWEEPSTAKES BALL GUM VENDOR



Thousands of new and old locations have opened up to the "Aristocrat of Race Machines"—SARATOGA SWEEPSTAKES. Now available in Ball Gum and Plain Models. With or without Parl-Mutuals. Two styles of cabinets—Walnut or Natural Cedar finishes.

Write or Wire for Prices and Details on New Models. H. C. EVANS & CO. 1522-28 West Adams Street, CHICAGO, ILL.

REMEMBER NO OTHER GAME OFFERS YOU—

1. Horses Actually PASS and REPASS Each Other!
  2. All-Around Visibility Through Glass Dome!
  3. Profit-Protection by Means of Variable Odds!
  4. Absolutely no Favorite Winners!
  5. Cheat-Proof in Every Respect!
- and Many Other Important Features.

5 PAIR 3 CHERRY-BALL REELS 4 "MYSTERY REELS" **the New Deal** 3 FOR THE PRICE OF ONE

amazing "triple use" feature TODAY'S Newest and Richest MONEY MAKER

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