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RADIO CITY THEATERS OPEN

No Changes For Old Roxy

Cullman denies rumors of straight film policy and change in operation

NEW YORK, Jan. 2.—Howard S. Cullman, receiver for the Roxy Theater, denies that the theater will go straight pictures or that it is being turned over to new operators. He says he has not seen or spoken to anyone on any deals that would change operation of the theater. It had been reported that the Brandts wanted the house for a cheap vaudefilm policy. Cullman also asserted the house was all set on pictures the next four weeks, getting them from Fox, Warner and Columbia, and that Frank Cambric is being given an absolutely free hand in directing the shows.

Cullman told this paper that he was a tobacco man and that he did not claim he knew anything about show business, but that nevertheless he was an old-fashioned business man who wanted a balanced budget. He said that he was trimming the overhead so that the house would not be spending more than it was making. Although he refused to give figures, it is reported the house net has been cut down to about \$30,000. There have been many economies effected since Cullman came in, mostly in the production department.

Although not a showman, Cullman has already formulated some views about theater operating. He believes that the pattern in the balcony is "the forgotten man" and that successful theater operators must recognize this. He believes that the producer and the artist should stick to their line and leave the business end to others. At the same time, he insists that a theater cannot spend more than it makes and that a balanced budget. (See NO CHANGES on page 56)

Kid '33 Gets Big Welcome

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

NEW YORK, Jan. 2.—Amusement New York bid farewell to the old year by turning out en masse with its usual zest and vigor on New Year's Eve. The rumors about depression didn't dampen Boham's ardor, and so theaters, night clubs and hotels prospered at tariffs slightly in advance of those asked at the last celebration.

Police Commissioner Mulrooney extended the night club curfew from 3 a.m. to 5 a.m., and there was a conspicuous absence of the traditional raids on dripping wet resorts. Last week's favorable decision on the swank and fantastically priced Central Park Casino probably had a lot to do with the local constabulary's grand gesture. Even federal prohibition agents were unusually quiet and did little more than routine work.

Times Square and immediate vicinity were jammed as per custom. Curbs were lined with an unusually large number of vendors of novelties, noisemakers and a (See KID '33 on page 55)

Brazilian Government Set To Sponsor Whiteman Band

NEW YORK, Jan. 2.—What is probably the first program of its kind to go on the air, one actually sponsored by a Republic, is being held up temporarily by the inability of the National Broadcasting Company to clear the required time of one hour on Sunday evenings.

The Paul Whiteman Sunday Concerts of symphonic selections is sought by the Brazilian Government as a commercial to boost coffee and possibly other South American products. Sponsor wants this particular program and nothing else and also wants Sunday evenings. So far 45 minutes has been cleared by NBC and this may be the length of the period.

Another Victory for Authors in "Of Thee I Sing" Plagiarism Fight

NEW YORK, Jan. 2.—Another victory for authors was won when Walter Lowenfels' suit charging plagiarism against George Kaufman, Sam H. Harris, Morrie Ryskind, George Jean Nathan, George and Ira Gershwin and Alfred A. Knopf was dismissed and the plaintiff was ordered to pay the defendants \$3,500. However, counsel for Kaufman stated that the defendants "to assure the plaintiff his day in court, little as he deserved it," waived the right to force Lowenfels to post a bond to cover all costs of the action. Federal Judge John M. Woolsey in his decision, handed down without taking testimony or depositions, declared

that the case was one in which "obscurely was shooting at success" and said "that no one could copyright the English dictionary."

Lowenfels filed his suit August 8, following an announcement that a company was being formed to produce U. S. A. With Music, in this city. He asserted that the authors of *Of Thee I Sing* had copied his idea of a Presidential campaign based on a platform of love, marriage and sex appeal.

Lowenfels shared with E. E. Cummings the Richard Aldington Poetry prize for 1931. The musical score for U. S. A. (See ANOTHER VICTORY on page 54)

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

NEW YORK, Dec. 31.—With the two theaters in Radio City just opened, already rumors are rife as to their probable fates. The RKO Roxy, an intimate and tasteful house playing a vaudefilm grind, seems assured of success, at least for some time to come, but it is a different question with the Radio City Music Hall, huge 6,200-seater playing straight "flesh," the opening of which became something of a fiasco when the show started half an hour late, ran almost four hours, and proved that the house is too big for anything but spectacles. Audibility and vision were both bad beyond the first few rows and the opening received general panings in the daily press. The consensus of opinion is that if either house were to have a

straight "flesh" policy it should have been the RKO Roxy.

There are rumors galore over what is due to happen eventually to the Music Hall, with RKO officials plenty concerned, and M. H. Aylesworth, president of RKO, taking over the actual running of the theater while Roxy is in the hospital recuperating from the strain of opening the two houses.

Most prominent among the Music Hall prophecies is that it will eventually take the place of the proposed opera house in Rockefeller Center. There are, however, various difficulties which must first be overcome.

There is already something of a tieup (See RUMORS ALREADY on page 54)

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

CHICAGO, Jan. 2.—No place in Chicago celebrated New Year's in a more hilarious and joyous fashion than the Showmen's League of America at its own new clubrooms. The dinner was served in semi-buffet style thru special arrangement of the management of the Bismarck Hotel. The happy group of 70 was seated at tables, which were arranged in the shape of a horseshoe in front of the band stand, where Bernie Kane and his orchestra played the best dance music ever heard in the League rooms.

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

25 cases of gingerale, and everything else was in proportion. Joe Rogers was chief introducer and saw that everyone had a drinkingly good time. Ed Caruthers acted as chairman of the New Year's celebration committee in true showmanship style. The old year was "kicked out" and the new year was brought in with a hearty handshake and an appropriate toast by the new president, Zebbie Fisher.

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

Music Hall, RKO Roxy Start; Present Premiere Offerings

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

NEW YORK, Jan. 2.—The week just passed saw the opening of the two theaters in Rockefeller Center with pomp and ceremony fitting to the start of the tremendous entertainment project. Radio City Music Hall opened Tuesday evening, December 27, and the RKO Roxy two evenings later. In the first, a tremendous house, with an approximate seating capacity of 6,000, the entire program comprises a mammoth stage show which seeks to combine all forms of living entertainment, including vaudeville, concert, dancing (both classical and popular), circus, opera, ballet, minstrelsy and symphony; in the second, an "intimate" theater of 3,700 seats, which in spite of its size manages to live up to its description, a vaudefilm policy is in effect.

At the Music Hall on opening night the mammoth program ran just under four hours. Because of the size of the house it was mainly spectacle, all other attributes being lost in the vastness of the theater, and it came in for not too favorable notices in the daily press. The show was cut hugely on second night and changes are still being made. The RKO Roxy, on the other hand, opening two nights later, was liberally praised and its stage show remains the same as on opening night. Reviews of both performances may be found on pages 10 and 11 in this issue.

The Music Hall is running on a reserved-seat policy, with a price scale ranging from \$2.50 to 75 cents. The RKO Roxy works as a grind at popular prices.

The Music Hall opened in a blaze of glory, with a crowd which, in both size and number of celebrities, outdistanced the famous picture openings of Hollywood. The huge crowd was crammed to the doors, and such a display of jewels, top hats, evening gowns and swallowtails (See RADIO CITY on page 56)

Oppose A. C. Ballyhoo Ban

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

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

Harry Zoog, president American Radio and Sound Advertising Company, interrupted the meeting when the commissioners moved to shove the measure across without further ado. He blamed the treasurer of *The Press-Union* for pushing the ordinance and reminded the commissioners that they made abundant use of his sound truck, in which he has invested several thousand dollars, during election time. When Mr. Zoog first protested several weeks ago the mayor stated he might submit a substitute ordinance, but on Thursday refused.

This ordinance provides that "After (See OPPOSE A. C. on page 54)

Shubert Assets May Be Sold If Court Accepts Petition

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

NEW YORK, Jan. 2.—The Shubert Theater Corporation's assets will probably be sold this week unless the creditors object. Lee Shubert and the Irving Trust Company have been authorized by Federal Judge Francis G. Caffey to petition the Federal District Court for permission to sell the Shubert holdings and distribute the proceeds among the creditors. The hearing will be held Wednesday afternoon in the Federal Court in the Woolworth Building. In the notice to the creditors, it is explained that the receivers will present a petition for a decree ordering the sale and asking for an allowance for compensation of \$40,000 to the receivers: the same amount to Cravath, de Gersoff, Swaine and Wood, attorneys for the receivers; \$1,250 to Wickes and Neilson, solicitors for the complainant; \$5,000 for William Klein, special counsel for the receivers, and \$2,500 to Earl B. Barnes, special master.

No specific valuation of the assets has as yet been made, altho several months ago one of the Irving Trust Company's representatives stated that if the current assets were put up at forced sale, there was hardly any likelihood that creditors would receive more than three cents on the dollar. And with conditions as they are, plus the fact that Lee Shubert is the largest creditor and holds at least \$100,000 in receivership certificates, entitling him to first money, it is felt that little, if any, money will be forthcoming to the creditors.

The properties consist of a chain of theaters, considerably decreased since receivership, warehouses filled with scenery, costumes, lighting equipment and lighting effects, and copyrights and other valuables. Originally the Shubert Corporations' theaters numbered 73, either owned outright or controlled under leaseholds.

Considerable speculation has been aroused as to whether Lee Shubert will make a blanket bid for the properties. It is felt that whatever assets are available would be practically worthless if split up, and the logical turn of events would be for Shubert to take over the properties.

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

Colorado Towns Lift Ban on Sunday Shows

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

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

In La Junta, the theaters had been open Sunday afternoons, but were closed Sunday nights. This was due to an agreement between the city officials, the theaters and the churches. Charles Yaeger, manager of the Southern district of the Intermountain division of Fox West Coast, convinced the merchants that considerable money was being taken out of town due to Sunday night shows in near-by towns. In this way he secured the Sunday evening concession.

At Rocky Ford, city ordinances prevented Sunday shows. However, one of the churches started a series of Sunday night entertainments, with a silver offering. The following week Charles Decker, owner of the Grand, advertised a Sunday night showing of the film free of charge. No objection was made and the following Sunday night he charged admission. He caught his opponents off their guard and they are offering no fight on the matter.

Thurston's Mystery Show For Tony Sudekum Circuit

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

While in Nashville Mr. Hillar was the house guest of Phil and Gussie Travis for Christmas, while the local magicians, including Pink Lawrence and Tom Crawford, staged several parties for him.

Kidding Koppers

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

Battle Over Theater Name

ATLANTIC CITY, Dec. 31.—Application for a restraining order against Henry Savage, owner of Aldine Theater on Atlantic avenue, was made in Chancery Court this week by the Royal Theaters Company, former operators of the house. It was asked that Savage be restrained from using the name Aldine on the newly opened theater on the grounds that the plaintiffs had prior rights. Matter has been referred one week by Vice-Chancellor Albert Ingersoll.

John Parsons, attorney for Savage, contends that the Waxman Brothers, who constitute the Royal Theaters Company, abandoned the claim on the title as they made no attempt to use the name elsewhere during the month the theater remained closed. Theater is under the management of Milton Russell.

Denver Stagehands Refuse Cut

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

Radio City

By WALTER LIPPMANN

Reprinted from *The New York Herald-Tribune*, issue of December 30, 1932, by permission of the *New York Tribune*, Inc.

This article appeared originally in *The Herald-Tribune* as an installment in the Lippmann series running in that paper under the general heading, "Today and Tomorrow."

One hesitates to speak frankly about the Radio City Music Hall in Rockefeller Center. So many persons have invested hope, and effort, and money in the enterprise that almost it seems incumbent upon the mere outsider to wish it success and say no more. Yet its sponsors invite more than perfunctory tolerance. They have built something enormous for the purpose of astounding the world, and it will not do merely to ignore them politely.

What they have done is to build a theater which is so long that from the back rows the performers look like pygmies and is so wide that from the nearer seats the eye cannot encompass the whole stage. For such a theater it would be necessary to create some radically new kind of spectacle, some sort of show in which the individual performer was disregarded, because few in the audience can really establish any relation with him, and to substitute gigantic dolls or the mass effect of regiments of people. I do not pretend, of course, to know what can be done on such a stage, but it is evident that the showmen now in charge of Radio City are equally in the dark. There was no evidence on the first night that they had ever paused long enough to consider whether, in changing the whole scale of the theater it was necessary to change the character of the show. It seemed to me at least that they thought the way to use the biggest stage ever built was to put on it the longest vaudeville show ever given.

They were like men who had built the Leviathan and were trying to use it as a ferryboat to Staten Island, who had built a great pedestal to sustain a peanut, or a pyramid in their backyards. Among all the fantasies of man there is no more striking example of the complete dissociation of means from ends, a more obvious case of enormous effort and absolute aimlessness. Among rational men such a theater might be built because there was a great art that required such a theater. But here the theater has been built first, and for years to come the question will be what in thunder to do with it.

The aesthetic aimlessness of the enterprise is equaled only by its social irresponsibility. This collection of mammoth theaters and office buildings is being plumped down in one of the busy and congested portions of Manhattan Island with something like total disregard of its effects on the neighborhood. Within half a mile there are half a dozen theaters which are already absurdly large and absurdly expensive, and already in excess of any need for mass entertainment. Within the orbit of Radio City there are already stupendous office buildings, part empty, part bankrupt, and all in all beyond anything which the people of the city can effectively use. Either the existing theaters and existing office buildings must be gutted to provide audiences and tenants for Radio City or Rockefeller Center will have deficits to meet commensurate with its own pretentiousness.

Just as no one seems to have considered what aesthetic use there was for such a theater, so no one seems to have considered how such structures would affect the surrounding community. It is a classic example of individualism run wild, all the more perfect as an example because the underlying intention was no doubt high-minded and public spirited. I do not think for a moment that Mr. Rockefeller took up this project to make money or to engage in ruinous competition with other enterprises in the neighborhood. He had meant to create a great center of popular entertainment. But what he forgot was that in a closely integrated civilization like that on Manhattan Island, the best intentions are not good enough. There must be also the subordination of enterprises of such a magnitude to a city plan based on some foresight of the use and some consideration as to the convenience and the interests of the whole community.

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

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Receivership For Local 306

Judge Cotillo appoints receiver—IATSE and AFL protest action

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

Declaring that this move on the part of Justice Cotillo was a rank invasion of the legal and administrative rights of the IATSE, William C. Elliott, president of the international order, filed a protest. William Green, president of the American Federation of Labor, made a most vigorous protest against such a receivership, which he declared was the most unprecedented action in organized labor circles.

At the court hearing counsel for the IATSE insisted that the parent body had a legal right to manage the affairs of the local and that the management by the receivers was impractical in view of the highly technical knowledge required for the work. Judge Cotillo, however, declared that his intention in appointing a receiver was meant as a move to conserve the trust funds of the union and that elections at the present time were impossible due to the chaotic condition in the union.

Counsel for Sam Kaplan, deposed president of the local, appeared in court this week, requesting a hearing on his plea that the IATSE be refrained from dismissing him from office. Counsel for the IATSE, on the other hand, has completely ignored Kaplan's repeated lawsuits on the theory that they have complete jurisdiction over the affairs of their member locals and therefore Kaplan's claims have no basis.

Organized labor, according to Elliott and Green, is opposed to court receiverships of unions both on principle and practicability and the IATSE will fight the receivership of Local 306, which promises, if upheld, to usurp some of the power of the national organization.

Playbroker Brings Suit

BRIDGEPORT, Conn., Dec. 31.—Alleging that Barry Connors, playwright, now working in Hollywood, has an income of \$1,000 a week and that Connors owes him \$16,000 on an old contract, Edward Esmonde, New York playbroker, filed suit against Connors in the Superior Court, Bridgeport, this week, asking for damages of \$20,000. The plaintiff alleges that Connors agreed to pay him 50 per cent of income received from plays and scenarios written by Connors and marketed thru Esmonde, and that Esmonde thru performance of his duties under the contract, has now earned \$16,000. Esmonde asserts that the contract was made in 1923, and that he sold some of Connors' work to the Fox Film Corporation. The suit is returnable in the January term of the court.

Water Damages Danbury House

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

Western Railroads To Cut Mileage Fares

CHICAGO, Jan. 2.—Effective February 1, Southern Pacific will inaugurate with other Western lines a movement to further reduce fares and expense accounts for large traveling forces by offering low scrip books rated at 2.7 cents per mile, according to O. P. Bartlett, passenger traffic manager, Chicago.

This is equivalent to a 25 per cent reduction from the regular mileage rates now in force.

Three forms of coupon books will be issued.



ENIGMA
WHAT does the dear public want? As one of the seekers of the Truth, sitting humbly at the feet of America's great showmen, drinking in their words, trying to digest their ideas, we have for years sought the answer to this question. We are as far removed from arriving at a solution as we were when we started on our quest. But we have come to conclusions, by-products of the unsuccessful search, that we have good reason to believe will stand up under the fire of those professing to hold opposite views. We have decided pretty definitely that the public does not want the clean, wholesome entertainment their spiritual advisers, educators of their children and they themselves want us to believe that they do.

We have concluded also that tradition no longer means anything on the American stage; that the "names" that pull them in these days—either at the picture house, vaudeville or other box offices—are those that appeal to the baser instincts of mankind; that the public no longer attends the theater to be both uplifted and amused, but that it wants—in fact, demands—a vicarious thrill in verboten amusement from theatergoing that is denied in real life.

These conclusions are not final. Being to our best belief a reasonable person, we try to avoid arriving at final conclusions in regard to anything. But what we have stated here represents the result of close observation in recent months. It applies to the immediate present, and we hope that the gradual dissipation of depression and its attendant effects on the reactions of the public will work toward a more promising state of affairs. Be that as it may, a so-called showman today is a gambler, a plunger in the game room of a dizzy casino. They used to say that a man of genius must have some spark of aberration in his mental makeup. This can well apply to the showman of this dizzy era. The showman—meaning by that for the purpose of this little talk a man whose concern is catering to the amusement of the public—who attempts to give the public what he himself prefers in the line of amusement doesn't belong in the show business. The showman who goes to the other extreme and forecasts public reactions by serving up entertainment diametrically opposed to (See *SUGAR'S DOMINO* on page 23)

Bondholder Sues Publix

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

NEW YORK, Dec. 26.—Proceedings were instituted against Paramount Publix in Federal Court yesterday for an accounting, equity and other forms of relief. The Chase National Bank, trustee for the indenture, was also named a defendant and its removal as trustee sought.

The action was filed by L. F. Harris, executor of the estate of Ida C. Harris, Chicago, holder of \$5,000 of the company's \$14,000,000 20-year 8 per cent sinking fund bonds. Plaintiff contends that the terms of the bond issue were violated and the court is asked to declare the bonds due and payable and to appoint a disinterested receiver who will assume charge of the company for the benefit of creditors.

It is alleged that the terms of the issue were violated in 1930 when Paramount declared a cash dividend of \$3,151,514 on the common stock, although the company is alleged to have lost \$10,000,000 in buying stock of subsidiaries. Defendant is also charged with listing its assets at about \$100,000,000 more than actual value.

N. O. Houses Change Drama Perks Up in Chicago

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

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

Warners Fail To File Bond

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

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

Holiday business satisfactory — "Show Boat" and "Play's the Thing" coming

CHICAGO, Dec. 31.—Business of the legit shows in the Loop perked up considerably during the week from Christmas to New Year's, and with two new shows coming in January 8 the year 1933 will start off with a cheerful aspect, albeit the fare will be meager as compared with other years.

Just now there are six shows in Loop houses. *The Cat and the Fiddle*, which opened Christmas Day, is the outstanding hit. It is without doubt one of the best operettas brought here in recent years, and the holiday crowds are flocking. (See *DRAMA PERKS* on page 59)

Radio Legislation Chances Are Slim

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

Our Income Tax Department

Income tax returns for 1932 must soon be filed. The requirements this year are considerably changed as the result of a new law passed during the year. In addition, new decisions, revised interpretations, changes of one sort or another, have been made almost daily—all directly affecting the taxpayer's account with the government. It is small wonder that mighty few persons really know how to correctly prepare their income tax returns.

Believing that our readers will welcome assistance along these lines, we will run a series of articles dealing with the new law in a simple, practical way.

The articles will appear regularly, and to broaden their scope, a question and answer feature will be maintained, thru which income tax questions will be answered. The questions should be addressed to M. L. Seidman, care *The Billboard*, 251 W. 42d street, New York City. All communications must be signed by the inquirers, but no names will be disclosed in the published answers.

The first article appears on page 51 of this issue.

Showfolks Gifted With Tax Refunds

NEW YORK, Jan. 2.—Show business was well represented by fortunate firms and individuals who were informed last week of federal tax refunds during the past fiscal year.

Refunds were made to the Edward F. Albee estate, \$31,379.45; Reed A. Albee, \$10,694.81; Gloria Caruso, \$34,239.60 and \$2,858.75; Famous Players-Lasky Corporation (Paramount Publix successor), \$369,971.42; Fox Theaters Corporation, \$13,697.17; Maurice Goodman, \$12,598.59; Venita Gould, \$1,056.21; Otto H. Kahn, \$2,096.12; Edwin G. Lauder Jr., \$1,716.83; John J. Murdock, \$21,635.57; Jules E. Brulatour, \$8,938.67; George M. Cohan, \$4,195.09; Consolidated Film Industries (now Republic Film Industries), \$5,597.26; First National Pictures, \$3,550.66; D. W. Griffith, Inc., \$2,290.77; estate of James K. Hackett, \$8,457.86; estate of Alice Harris (Sam H. Harris, administrator), \$6,512.42; Arthur M. Loew Jr., \$15,257.79; Jane C. Loew, \$9,306.68; estate (See *SHOWFOLKS GIFTED* on page 53)

Acquire Birmingham Houses

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

Bay City Theater Burns

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

Chicago Operators Seek an Accounting

CHICAGO, Dec. 31.—More strife loomed in the ranks of the motion picture operators' union Friday when a bill was filed in Superior Court by Fred Ors and six other union members, asking an accounting of \$230,000 in union funds, charging connivance between city employees and union officers to let incompetents get licenses, and asking that the elections of 1925, 1927 and 1932 be voided because of gunmen's presence.

Thomas E. Maloy, business agent, and 25 other union officers were named in the bill; also James Maloy, brother of Thomas and head of the city bureau which examines licenses and applicants; W. A. Jackson, city commissioner of gas and electricity; Michael Kennedy, successor to Jackson, and Samuel R. Todd, a city inspector. The bill sets forth that the union has 490 regular members, but 500 temporary operators have been accepted on payment of a percentage of their earnings to the union. Revocation of these temporary permits is asked and also that union officers be restrained from molesting members.

Lawmakers Get 'Oakleys'

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

Louisiana Dancers Meet; Norma Nuss Is New Head

NEW ORLEANS, Dec. 31.—Norma Nuss, of New Orleans, was elected president of the Louisiana Dancing Masters' Association at the opening session of the organization's five-day annual convention at the Roosevelt this week. Other officers elected to serve during the next 12 months are Emeida Troxler, first vice-president; Roberta Gross, secretary; Anaise Mitchell, treasurer. All are New Orleans instructors.

Alexander K. Kotchetovsky, graduate of the Imperial School at Moscow and special guest of the convention, gave a demonstration of the old forms of Slavic dances at the opening session. Mrs. Frank Bonner, San Antonio, discussed methods of teaching children only 18 months old how to dance.

Jack Lynch, Cleveland, demonstrated tap dance training and showed a motion picture of several of the steps. By stopping the reel frequently he showed the exact position of a dancer's feet while executing difficult presentations.

Frank Bonner staged a tumbling act to demonstrate methods of teaching acrobatic dancing.

Two Ohio Opera Houses Burn

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

LARUE, O., Jan. 2.—The Larue Opera House was destroyed by fire last week, with loss estimated at \$10,000. The blaze is believed to have started from defective wiring under the stage. It has not been announced if the theater will be rebuilt.

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Musical Stock Company
 Of at least 25 people, including Band, to follow 19-week engagement of Ambler Players at WELLER THEATRE, ZANESVILLE, O. No Tuba. Must have good Comedians, young Chorists and competent Cast. Must give good two-hour show without pictures. Great opportunity for right company. Open January 8. Wire or write
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 Two bills a week. NEIL AND CAROLINE SCHAFFNER PLAYERS. Three months in Des Moines, two months Sioux City, four months Ft. Dodge, nine months Ottumwa. Popular prices preferred. Address NEIL SCHAFFNER, Overland Park, Kan.

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WANTED, COOKE PLAYERS
 Rehearse January 25, Pull Acting Company, Single Leading Man. Absolutely no advance. HARRY J. PAMPLIN, 1415 21st Ave., Gulpport, Miss.

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VAUDEVILLE

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

RKO Vaude Books Building; Close to 20 Weeks by Jan. 8

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

NEW YORK, Dec. 31.—RKO vaude is making a slow but sure comeback, and by the second week of the new year will have close to 20 weeks, which is a gratifying increase over the 13 weeks and two days now on the local booking floor. This gain on the circuit's books comes despite the fact that recently the officials announced there would be few, if any, additions to "flesh" policies. The half a dozen houses being added to books have been represented by circuit vaude before. To meet this increase in houses, Dolph Leffer has been reinstated as a booker, according to Martin Beck, in charge of RKO vaude.

Among the first of the houses to return to vaude was the Proctor's Palace, Newark, full-weeker, which opened yesterday to capacity business. Gross was \$900 up until 5 o'clock the opening day. Bill comprises Cherry and June Preisser, Vaughn De Leath, Barto and Mann, Art Frank and Ralph Cooper and Band. Next week's headliners will be Nick Lucas and Irene Rich.

Opening last Saturday was Proctor's, Troy, a split-week stand that has been out for but a couple of weeks. Albany opens today with a vaudefilm policy on the same arrangement as Troy. However, the circuit's operating department contends this is just a special show, altho the booking office has the policy down as permanent.

January 6 will see the Mainstreet, Kansas City; Ophcum, Omaha, and the Rivoli, Hempstead, L. I., reopening as a full-weeker, three-dayer and split-weeker, respectively. Kansas City was out because of labor trouble. The local Palace, as has been written before, reopens January 7, giving another week to the RKO books. There is a possibility that the floor will book the Cosmopolitan here, now supplied with shows by Arthur Fisher, but there may be a hitch because of the circuit's neighboring Colonial Theater. The Liberty, Elizabeth, N. J., Skouras house playing RKO vaude, leaves the books January 8 due to its inability to battle the competition of Warner's Ritz.

In addition to these houses, RKO's "flesh" is also represented by the International Music Hall and the Roxy in the Radio City development. These dates are four-week stands and contracts are given out thru the booking floor.

The houses now on the RKO books, not mentioned already, are the Albee and Prospect, Brooklyn; Academy of Music here, Providence, Boston, the Lincoln and Capitol, Trenton; Regent, Paterson; Westwood, N. J.; Lynbrook, L. I., N. Y.; Toronto; Hippodrome, Cleveland; Palace, Chicago; Milwaukee, Minneapolis, New Orleans, and the Albee, Cincinnati.

Weber-Simon Reorganization

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

Van Cello Badly Hurt

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

Wanted—Piano Acts

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

Stoll Not Selling To Gaumont British

LONDON, Dec. 24.—Negotiations between the Gaumont British Corporation and Sir Oswald Stoll for the acquisition of the Stoll group of theaters have broken down after being in progress for several weeks.

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

Dows Get New Ones

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

Opening of New De Luxers Makes Name Act Shortage Yet More Acute

NEW YORK, Jan. 2.—With the two Radio City houses, the recently added Broadway and the revived Palace bringing the total of Times Square ace flesh houses to eight, the shortage of name acts has become more acute than ever. The booking offices are searching high and low for new name acts and, most of the time, have to be satisfied with repeating old names at exorbitant salaries. Standard acts are plentiful, but acts that can draw are very much in demand and the eight local de luxers, not counting near-by de luxers like the Brooklyn Paramount and the Paradise, are competing keenly for the few available.

This situation is booming salaries for new names, especially those from radio, while old names are enabled to hold on to old salary levels. For the booking offices the situation is unfortunate. They get plenty of headaches booking bills that can really draw. They have to maintain extra-sharp lookouts for new talent and, in addition, pay salaries entirely out of keeping with depression conditions.

The houses competing locally for names are the Broadway, Capitol, Paramount, Roxy, State, Palace, the new Roxy



T. ROY BARNES, veteran comedian, who is now featured in the Fanchon & Marco condensed version of "Sally," playing the Midwest.

Philly Hit By Indie Vaude Wave

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

First Keith bill presents Al Wohlman as m. c.; Marcelle, Williams and Company, adagio company; Mullen Sisters, Billy Rolls and Dorothy and Joe Mayo and Company. The picture is *Self-Defense*, an indie production.

Meanwhile, as opposed to this low-price policy, the Earle is keeping up its box-office tag with a program headed by the Eddie Cantor-George Jessel combination this week.

RKO Owes 'Rio Rita' a Week

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

Music Hall Bill Changed

Roxy ill, with Aylesworth now in charge—running time cut—show rerouted

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

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

Definitely out, however, is Titta Ruffo, well-known operatic baritone, who was used in the condensed version of *Carmen*, his place being taken by Desire Defrere. Also out is Joan Abbott, who showed in *Night Club Revels*, the finale of the first half. Jeanne Lang, radio singer, who delivered *With a Feather in My Cap* as a prelude to the Roxyettes' first number, walked out when she obtained an additional radio contract, her place being taken by Gertrude Nielsen. The Berry Brothers have been given two spots of their own.

The lineup of the show at present (subject to change at any moment) follows: Minstrelsy, Berry Brothers, Vera Schwarz, *Music Hall Impressions*, Sisters of the Skillet, Taylor Holmes at the microphone, Harold Kreuzberg, Ray Bolger, the Tuskegee Choir, the Roxy Ballet, Dr. Rockwell, *Night Club Revels*, Intermission, *Carmen*, Martha Graham, Roxyettes, Berry Brothers and the *Star-Spangled Banner* tableau.

The opening of the Music Hall developed into something of a fiasco and drew panings from the press. H. B. Franklin returned hurriedly from the Coast, arriving here two days later and just in time for the opening of the RKO Roxy. Roxy today retired to a hospital with reports saying that the strain of opening both theaters was too much for him. M. H. Aylesworth, president of RKO, moved into Roxy's Music Hall offices and assumed active charge. It is thought that Aylesworth may do some pruning on the heavily-hooked-up Roxy setup.

Various acts booked for the two theaters were let out before the opening when it appeared that the topheavy Music Hall show would be almost endless. Among them were Cherry and June Preisser and the Four Bronettes. They had each been booked for four weeks at the Music Hall, which have been taken care of elsewhere.

Another change is the dropping of the symphony concert scheduled for tomorrow morning, to be conducted by Leopold Stokowski. It was dropped, according to report, at the instance of Erno Rapee, who claimed that it would be too much of a strain on the musicians. Instead, there will be a concert by an NBC orchestra under the baton of Fritz Reiner.

Sid Franklin Goes Vaude

NEW YORK, Dec. 31.—Sidney Franklin, Brooklyn's bullfighter, was accepted for RKO dates and opens January 11 at the Regent, Paterson, following January 14 with the Prospect, Brooklyn. He heads a 14-people flash, including a Mexican orchestra and a Spanish dance team. Act is reported to be getting \$750 for the showing week.



By EUGENE BURR

A PASS TO THE RKO ROXY

RASHLY your reporter decided on Friday afternoon to look in again at the show at the RKO Roxy. With that purpose in mind he wandered up to 49th street and Sixth avenue, in the shadow of the L. Crowds began pushing at 47th street, and from then on it was each man for himself. On 49th street the sidewalk was roped off, with a seething mob behind the ropes stretching as far as eye could reach, while the theater portals belched forth humans in glittering spurts, and replacements made their way inside beneath the spouting fountains over the ticket booths. It was a mob scene at which Cecil De Mille might have paled in envy.

Your reporter took one look and decided to make a trip to the publicity offices in the Music Hall Building, in search of a passport thru the lines and, if possible, a police escort. Therefore he entered the Music Hall's stage door and was told by a harassed-looking Irishman that the publicity department was on the eighth floor. There was an elevator to take him up. In the elevator was a plaque stating that the name of the operator—a nice-looking young gentleman with an Oxford accent—was Mr. Hepplethwaite or something like that. All Roxy employees can now be called by name. Names of ushers are displayed on their aisles; the cleaners probably have their names printed in nice white letters on their dustpans.

At the seventh floor Mr. Hepplethwaite stopped the elevator and waited. Your reporter waited, too. Finally Mr. Hepplethwaite volunteered the information that the publicity department was on the eighth floor and that it would be necessary to walk up one flight.

That wasn't the half of it. A stairway, with three turns in it, led to the eighth floor and to a corridor which could have come directed from projected scenery of *Metropolitan Hospital*. The corridor, conservatively, was half a block long, and midway it was bisected by another corridor with a sign reading, "To the Publicity Department." Your reporter plodded hopefully on.

At the end of the second corridor (another half block) was an open door, behind which a domineering young man was instructing comely young ladies (in rompers) in rhythmical gyrations. It was a cheery sight to aid the weary wanderer on his way.

The corridor of the young ladies ended abruptly, and another hallway took the searcher once more to the 50th street side of the building. On a door at the end was the legend "Publicity Department" and it seemed that diligence had at last earned its reward. But immediately behind that door, when opened, was another door bearing the simple title of "Toilet." Your reporter by this time was slightly bewildered.

Search revealed the fact that steps led down to the left, past the second door. Then another hall to the right, and then, after another right turn, there we were at the publicity offices. After that it was a simple matter to go thru three rooms and find the gentleman we sought. "My Lord," he gasped, looking up, "how'd you get here? When we first moved in I stayed here for three days without going home. I was afraid I couldn't find my way back."

Some time later, bearing a paper with the words "Admit Immediately," your reporter passed again the door marked "Toilet," stopped for a moment to watch the young ladies in rompers, who were by this time banging on tambourines, and again with Mr. Hepplethwaite in his elevator and reached the stage door thru a crowd of white-wigged, white-robed chorus girls surrounding a large red-faced cop. Another instance of colossal pull, probably.

Back at the RKO Roxy, with the paper working as an "Open Sesame" in splitting the lines, your reporter was told by a surprised young lady in the box office that he would have to find Mr. Nolan. A gentleman in a stiff shirt, after some urging, vouchsafed the information that Mr. Nolan was inside, and a gentleman in a peaked cap volunteered to bear the by-now-crumpled message to Garcia. A little while later a gentleman who was not Mr. Nolan escorted us in triumph by a frowning doorman (whose

Comerford, W-V Try Flesh

Comerford-Paramount negotiations concluded—stage shows continue if they click

NEW YORK, Jan. 2.—Wilmer & Vincent and the Comerford circuits are both trying out flesh in several spots and may continue if the experiments are successful. Wilmer & Vincent is experimenting with stage shows in Harrisburg, Easton and Allentown, and with road shows in Richmond and Norfolk, while Comerford has revived vaude in Scranton and Wilkes-Barre, and is also trying it out in Hazleton, Shenandoah, Pottsville and Williamsport, Pa.

Wilmer & Vincent are just finishing playing Harry Krivit's Moran and Mack unit at the State, Harrisburg; the State, Easton, and Colonial, Allentown. The circuit experienced trouble with the musicians' union in Harrisburg but that was straightened out. Jack Dempsey has also been booked and a small show is being built around him for his three full-week dates—Harrisburg, Easton and Allentown—opening next week. The circuit is using these three houses only for its flesh experiments, as they are the only houses with stages large enough for vaude. The even in these instances the stages are smaller than regulation size. It has other stage-equipped houses, but they are considered obsolete for modern vaude.

According to Joseph D. Eagan, general manager, the circuit is reopening the Lyric, Richmond, and the Colonial, Norfolk, to play a musical road show, *Broadway Rhapsody*, featuring Gene Austin, radio name. The show goes into Richmond today for a week, followed by Norfolk January 9 to 11. Eagan says the circuit would try flesh even more than it does now if it did not have so much trouble with the unions. In some cases the musicians' unions demand pit bands in addition to the stage bands. All these bickerings hold up booking and make the circuit shy away from flesh.

In the meantime M. E. Comerford and Paramount-Publix have finally concluded several weeks of negotiations, the M. E. Comerford group reacquiring a major interest in 47 houses in Pennsylvania and two in New York. Comerford has already taken over active management of the houses and is trying out vaude in the Strand, Hazleton; the Capitol, Pottsville; the Strand, Williamsport, and the American, Shenandoah, Pa. Felly Marcus is booking four acts the last half. First shows went in Thursday. Full-week five-act vaude has been revived in the Capitol, Scranton, and the Penn, Wilkes-Barre, beginning last Monday. The policies are all temporary and will be continued if business at the opening shows is good.

George Walsh, who had been in charge of the Comerford circuit, since Publix acquired it August, 1930, has returned to the home office, where he becomes assistant to Sam Dembow Jr. now in charge of the theater department. The theaters in the deal are the Capitol, Bloomsburg; Orpheum and Strand, Carlisle; Ritz, Danville; Rex, Dickson City; Garden, Dunmore; Pastime, Duryea; Freedman, Forest City; Capitol, Feeley and Grand, Hazleton; Lyric, Honesdale; Kingston, Kingston; Luzerne, Luzerne; Capitol, Mauch Chunk; Savoy, Northumberland; Holland, Old Forge; Granada, Olyphant; Parsons, Parsons; American and Roman, Pittston; Shawnee, Plymouth; Capitol and Hippodrome, Pottsville; Sayre, Sayre; Bell, Capitol, Globe, Manhattan, Rialto, Ritz, Riviera and Roosevelt, Scranton; Strand and West Side, State; Strand, Shenandoah; Rialto and Strand, Sunbury; Keystone, Towanda; Alhambra, Capitol, Hazle, Irving, Orpheum, Penn and Sterling, Wilkes-Barre, and Victoria, Jersey Shore, all in Pennsylvania, and the Tioga, Oswego, and Capitol, Waverly, in New York.

name was Mr. Martin) and into the theater.

Your reporter, inadvertently, was carrying a lighted cigaret and he was accosted by a small youth in a beret and cape, who politely delivered the formula regarding the prohibition of tobacco on the promenade. "What do I do with it," asked your reporter, noticing an absence of ashtrays, "eat it?" The dignity of the small youth unbent and he laughed. "Naw," he said, "gimme. I'll put it out fer ya." He was the first human being encountered on the trip.



FLORENCE LAKE, who is appearing with her brother, Arthur, at the Valencia Theater (Loew's), Jamaica, N. Y., this week, in a singing and comedy act. She was formerly in films.

Interstate Back To Hoblitzelle

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

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

This has been rumored around for quite some time, but it did not take any definite form until recently, when Hoblitzelle intimated to RKO that he would get it a break on his houses. The circuit is seeking a rent reduction right now, but the inside is reported to be that Hoblitzelle is convinced he can make a go of it on his own as he did some years ago.

The houses Hoblitzelle has in RKO operation are the Majestic theaters in San Antonio, Houston, Dallas and Fort Worth. If he does pull the houses and resumes with vaude booked by Freeman it is more than likely that he will offer booking services to indie theaters around that territory to get up a representative-sized vaude book.

Freeman left as RKO's booking chief some time ago, but immediately connected with the circuit's Radio Pictures subsidiary on the Coast in the capacity of a talent scout. He is in the East at present, where he has been for about five weeks on a purported search for talent in his picture capacity.

Palace Vaude January 7; No First-Run Pictures

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

So far the opening bill will headline Ken Murray, with Cherry and June Preisser, Cookie Bowers and Kirkwhite and Addison included in the show. An added attraction may be Harry Gerguson, otherwise known as "Prince Michael Romanoff," who is now held by the immigration officials. The circuit intends posting a bond for him, and he's to get \$500 for the date.

As was written last week, Fred Cruise moves over from the Mayfair to management of the Palace. His berth at the Mayfair is to be taken by Harry Marx, recent Palace manager. Charles Stein will be the Palace pit leader. He was formerly at the Hippodrome and the Madison, Brooklyn.

RKO Thrift Books Sell Big

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

Rheingold Sentence Waits

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

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

Percentage Units Under Control Now

NEW YORK, Jan. 2.—The percentage unit idea in vaude is settling down now to the point where the hastily put-together units are folding, and only the better-produced and handled units are still in the field. The fever rush to go out in such units has already subsided, many acts being frightened off by tales of units that were stranded thru bad bookings and mismanagement. Reliable producers and veteran performers, however, are continuing to make a good living out of the newly developed field.

The Nicholas Bolla-Denny White *Carnival of Fun* unit has already played six weeks, mostly up-State, and reports good business and smooth going. The average grosses have more than covered the nut and the unit is continuing. Charles B. Maddock reports that his unit is covering its weekly nut and even turning in a profit, but warns that the percentage idea is still "dynamite" because the field is so unorganized. He says the best dates are those booked direct and in small towns, where a flashy show gets a better response than a sophisticated big-town audience. Furthermore, the small-town dates can be repeated, audiences supporting repeat dates of shows they like.

Maddock says flat guarantee dates seldom cover expenses and the percentage dates must be expected to turn in any profit margin. However, the houses for percentage dates must be chosen carefully. Maddock has already combined with three other units—*Carnival of Fun*, Roscoe Ails' unit and *Country Club Scandals*—in exchanging information about the dates each unit plays. In addition, the four units are sharing the cost of an advance man, who is now combing the territory westward to Detroit and supplying them with confidential dope on theaters available for booking.

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

NVA Drops Celebration

NEW YORK, Jan. 2.—For the first time in years the NVA clubhouse did not hold a New Year's Eve celebration. It's part of the economy drive in running the club. Last year the club put on a vaude show, and in the years previous dinners and shows at reserve-seat prices were the order.

However, this year the club held a Christmas Eve buffet for members and also gave out food baskets to the needy. The clubhouse was decorated for the holidays and also housed a large lighted Christmas tree.

Cliff Work Back

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

NEW ACTS

Reviewed in New York

Henrycko-Marie-Victor and Company

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

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

Standard bearers are mediocre in Spanish ballroom and adagio offerings. Suffer by comparison with the team of fem hoofers and by poor choice of music selections. Gal piano accompanist (Elaine Doris) pumps a medley of pop tunes from wind instrument in lifeless fashion.

Spotted at closing here, with the Bertron gals corraling the plaudits.

D. O.

Al Mamaux

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

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

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

He comes out in tux following a baseball newsreel trailer. Accompanied right along by a male pianist, his routine consists of songs interspersed with baseball talk and a few gags. He sings *My Feet on the Ground*, then an Irish tune, followed by *Say It Isn't So*, and closing, with a parody version of *It's a Girl*. He has a pleasant tenor voice that just about gets him by and a modest personality that does much to cover any deficiencies in material.

Spotted second here, he pleased and drew a fair hand.

P. D.

Frank Conville

With Sunny Dale

Reviewed at the Orpheum. Style—Comedy and singing. Setting—In one. Time—Fifteen minutes.

Conville formerly did a two-act unit. He is now doing a comedy turn assisted by Sunny Dale, a tall blonde. The new turn is decidedly slow and could easily stand cutting. It does not really begin to hit off the laughs until the Charlie Chaplin number toward the close. Fixed up plenty and shortened to bring in some pep, the act should do all right.

As it is now it is a slow and spotty comedy turn that doesn't quite come off.

The opening portion is very loose and gives the impression of being haphazard. Conville wanders on and off, working his comedy ideas too deliberately to catch the laughs. He and Miss Dale do a hoke singing bit and then she mauls him. She is on alone for some acrobatic coaching, followed by Conville's solo comedy, in which he does hoke dancing and a clever satire of a burlesque prima donna stripper. Up to this point Conville is not so funny, but swings into line with his Chaplin impersonation. He works this into an amusing *Ten Cents a Dance* comedy number. As Chaplin he does a very funny dance with Miss Dale, the bit giving the act a punchy close.

It was spotted next-to-closing here and drew a fair run of laughs. Fixed up, it should do better.

P. D.

Nita Martan

With Sidney and Sanford Green

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

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

She does three numbers, *Rhythm in Your Soul*, *How Do You Do It?* and a special on *St. Louis Blues*. For them all she uses tricky and low-down arrangements, which absolutely do not fit her voice. At times it appears she's hoking a blues singer. And the way she swings her arms and affects other bits of delivery are inclined to rub the wrong way with an audience.

Was the second act following intermission on the opening bill of Arthur Klein's two-day vaude layout. Flopped, and at the finish the audience broke away from its politeness and gave her the "bird."

S. H.

Gardner Quadruplets

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

These Gardner Quadruplets are blond girls, looking as much alike as peas in a pod, and they're doing a turn that makes one think of the Four Golden Blondes. A pleasant enough act as it shapes up now, but it needs maturing to get away from skimpiness and become more robust in its entertainment. More has to be offered. The girls themselves are good to look at and have sufficient talent.

There are really but two numbers to the whole act and the rest is just a smattering of song, dance and talk. The first special has three of the girls as former country lasses gone sophisticate, later teaching the ways of the big city to their hick sister. For the finish they do a special on scrub women, which is a clever item and well handled. Nothing outstanding to the singing and legging, altho it gets by.

Closed the five-act bill here, but really belongs in the middle. Did okeh.

S. H.

VAUDE NOTES

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

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

Theater men are breathing easier now that the holidays are over. The pre-holiday period was a tough one. In addition to the usual slump at that time, many lobbies were "picketed," more or less, by men and women soliciting funds for charities. This drives away some business. With the lobbies free and the shopping and celebrating over, theaters are now settling back into normal—altho this, of course, does not necessarily mean a profitable normal.

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

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

Plenty of performers picked up a few dollars playing Santa Claus in department stores during the holidays. Magicians, acrobats and clowns were also fortunate in getting department store work, this source of income being developed more and more each year. This type of work may not be so remunerative, but it's a good filler-in between regular dates.

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

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

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

In attempting to dispose of its costly building, the NVA is banking on prohibition reform to help out. If the 18th Amendment is repealed soon, the NVA intends to reinstall the restaurant and make enough money to carry the deficit of the building. As it is, the carrying cost of the building is a serious handicap to running the NVA economically.

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

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

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

So the circuits couldn't hold out any longer in that Newark, N. J., "flesh" situation. It probably burned them up to stand by while an indie operator reaped a harvest with a vaudefilm policy in a ripe territory. Now the town is oversaturated again, with Publics, Loew, RKO and the indies using combo policies.

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

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

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

The Artists' Representatives' Association in RKO is handing out franchises and associate rights for the booking floor with seemingly utter disregard for the strictness of the old days. Maybe it's because the board is imbued with that spirit of giving folks a chance to make some sort of a living, or perhaps it feels that there's another agents' shakeup in the offing.

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

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

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

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

About time that somebody started action to keep house trailers from running so long. If anything gets on an audience's nerves it is seeing shot after shot of what's going to be seen at the theater in days and even weeks to come. Hope Bob Sisk of RKO makes headway in his determination to slice the trailers from the usual 10 to 15 minutes to no longer than 4 1/2 minutes.

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

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

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

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

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

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

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Broadway, New York

(Reviewed Monday Evening, Dec. 26)

The old Main Stem got a Christmas present tonight in the form of a two-day big-time vaude show. Arthur Klein plays the role of a promoting Santa Claus, while the Broadway Theater is the harbinger of the revived policy. The Broadway mob was out in all its glory to welcome back what for a time appeared to be a lost art. The Peggy Joyces, Lou Holtzes, Fanny Brices and Billy Roses were there, lending importance, in addition to a house jammed full of "flesh" enthusiasts who vigorously applauded from the time Lou Forman raised the baton until the 12 Aristocrats rang the curtain down.

As a show, running two hours and 46 minutes, including a 16-minute intermission, it is a trim 10-act layout, except that a few things have crept in to dull the edge. An injustice is done to the second half by Nita Martan, whose singing act was treated politely long enough, but the "birds" eventually came. Conflicts set in as well, with stoooges galore, and the quietness of Jack McLallen's comedy suffers from such rowdiness as is dished by Ted Healy and Joe Frisco. Too bad that the second half doesn't hold up like the proceedings before intermission.

All the acts are playing the date on percentage of the gross, ranging from Healy's 15 per cent down. If the house grosses \$20,000, as Klein so optimistically pictures, the performers can come out with a living wage on the week. Still that figure is tall shooting. The house seats 1,900, while the box-office scale for week days is from 25 to 50 cents for matinees and 50, 75 and \$1 evenings. Holiday scale is from 50 cents to \$1.50. Klein's operating expense is figured at \$4,000 and the rent is \$2,500.

May Wirth and Family, following the overture buildup of Lou Forman and the 15 pit boys, skillfully launch the show with their familiar equestrian turn. In addition to Miss Wirth's excellent bareback work there is delightful comedy from one of the males. Others in the family are Stella, Marius, Freddie, Ethel and Charles.

DeWolfe, Metcalfe and Ford make the deuce frame ring to show-stopping plaudits for their outstanding stepping. Each one is a sock dancer, which gives the act its terrific appeal. Helping a lot is the neat routine and staging. They've got what it takes to give a bill speed and punch.

Val and Ernie Stanton, given a big milking welcome, are the first comedy gab servers, and the smartness of their material went big with the first-nighters. They're a clever pair, in the know on how to handle smart stuff, and they vary the going with amusing side businesses. A blond girl gives them brief assist.

Ann Codec and Frank Orth are on after Ted Healy and his stoooges, Howard, Fine and Howard, make the first of their three interruptions in the first half. Start off mildly, but pick up quickly with the slapstick sessions indulged in by the couple and an unblurred mixed team. On the whole, a quietly amusing affair.

Mosconi Brothers (Charles and Louis) got a big entrance hand from the friendly mob, and they wound up with a huge reception. Their type of dancing is rare—different and calling for unusual endurance. They did their solo and double work, with Dorothy Van Alst helping out well several times. Ted Healy follows them for a few minutes before the show signs off for intermission.

Twelve Aristocrats, coupled off, are the right thing for following intermission. It's class ensemble dancing with keen precision, and there's not too much attempted. The folks enjoyed this and were strong with their applause appreciation.

Nita Martin, aided by two pianists, Sidney and Sanford Green, had the next spot and died. She was in several musical shows seasons back on Broadway, but for vaude her act is a fizzle. The wrong slant in having a prima donna trying to be a blues singer, and her conception of hot delivery is unfortunately comical. Audience was polite for a while, then uneasy and finally rude.

Joe Frisco luckily is the next turn and he gets the show back on its feet. Here's a funny fellow, working a la natural and slaying the audience with his wiles. Does his familiar stuff and gets in several new bits to swell the laughs. He, too, uses a stoooge and a hula dancer. Gave them plenty to giggle at and in return got big applause.

Jack McLallen, aided by Doris Ellington and Tony, the stoooge, got by all right, but his bad break is that his smooth work has to be sandwiched by the horseplay of Healy and Frisco. He managed to make some impression, tho,

Radio City Music Hall, N. Y.

(Reviewed Tuesday Evening, December 27)

Roxy's "Theater of the Rising Sun" opened last night with a fanfare of trumpets, reams of newspaper publicity, celebrities tripping over each other's corners all over the huge arena, and everything except personal appearances by President Hoover and President-Elect Roosevelt. It seems that years ago one man standing at the prow of a ship saw the sun rising huge and glorious out of the sea. At the time he conceived the noble idea of using that sunrise as the basis of a theater-construction project. Now "Roxy" has seen that dream come true.

For a review of the theater—which to one lowbrow customer showed a greater resemblance to the inside of a barrel than to a sunrise at sea—you will have to turn to another section of this issue. And with the review of the theater out there seems strangely little left to review. True, there were various tiny figures performing intricate gyrations on the huge and distant stage, but they were so far away and seemed so singularly unimportant in all that vastness that at hardly any time did they take on the general contours, the life and color, of a stage show.

Usual Roxy magnificence smites the eye as soon as you enter the portals of the huge playhouse. There is the expected group of oily obsequious flunkies doing their usual drill, and even the gentlemen who tear the stubs off your tickets have their names on the boxes in which the stubs are deposited. This reporter, for instance, was no end bucked to find that it was a Mr. Rogers who, under a towering tophat, tore his ticket apart. All the ostentation will probably appeal hugely to the boob trade, but it is both embarrassing and nauseating to the adult playgoer.

Audibility in the playhouse is, considering the size, fairly good—tho not good enough to make talking acts particularly desirable. By dint of ear-straining and the aid of the p. a. system, you can catch what's going on, but occasionally it's an effort. However, no matter how good the audibility may or may not be, your reporter humbly submits that people cannot enjoy a show when they need a telescope to obtain a faint, far view of the stage.

As for the show itself, it attempts to mix all mediums known to man. There is opera and concert singing, classical dancing and popular dancing, ballet and precision drills, minstrelsy and circus and comedy. That mixture of mediums, it would seem, is infinitely annoying to anybody who enjoys any one of them. People who like opera will be kept from attending because of the vaudeville; people who like circuses probably won't go on account of the classical dancing, and so on, ad infinitum. There is something for everybody, and, as anyone but a super-showman might have expected, there's therefore nothing much for anybody. It all boils down to a huge and dull spectacle, lost somewhere in the big house, and with a minimum of actual entertainment value.

SYMPHONY OF THE CURTAINS opens the show. The big drape, which can be raised and lowered in 13 sections, goes thru various colorful contractions, while Caroline Andrews, posted on the left ramp, sings Rimsky-Korsakoff's *Hymn to the Sun*.

DEDICATION, written by Martha Wilchinski, presented by Robert T. Haines, and with organists Dick Leibert and Arthur Gutow attending to the musical setting by Desird D'Antalfy, comes next. Miss Wilchinski is the theater's press agent, and that's enough of that.

SEPTEMBER 13, 1814, follows. It is a tableau which gives the orchestra an excuse for playing the *Star-Spangled Banner*, while Taylor Holmes, pretending to be Francis Scott Key, kneels melodramatically on the deck of the British man-o'-war.

ORCHESTRAL INTERLUDE, comprising *Radio City Overture*, written by Ferde Grofe, gives the big and really excellent symphony a chance to perform under Erno Rapee's baton.

IMPRESSIONS OF A MUSIC HALL follows. It has the Wallendas, one of the most exciting circus acts in the world, working on an upper level, while the Kikutas, Oriental Risley turn, perform sensationally beneath.

SISTERS OF THE SKILLET, Ed East and Ralph Dumke, lend the first hint of comedy with their excellent burlesques of radio performers over the p. a. system. The audience woke up and gave them a hand.

RADIO CITY MUSIC HALL BALLET, with Patricia Bowman as soloist, comes down both ramps to the stage, dressed in the lovely regulation ballet costumes. Florence Rogge has provided them with a graceful and altogether beautiful routine, which they perform excellently. An entirely lovely number.

FRAULIEN VERA SCHWARZ, imported for no obvious reason from the Staats-Opera of Berlin, gives one number and an encore in nice voice, but not any nicer voice than a score of native singers who come to mind offhand.

KIRKWHITE AND ADDISON, London music hall dancers, go thru a whirlwind and excellent routine in the next spot.

THE TUSKEGEE CHOIR, led by William L. Dawson and making its first New York appearance, intones three Negro spirituals in splendid fashion. The voices of the colored singers are magnificent, and so are the arrangements provided by Dawson—but the beautiful stuff fell dead in this house. And the gold robes are both gaudy and tasteless.

RAY BOLGER wakes up the customers again in the next spot with his extremely amusing hoofing.

HARALD KREUTZBERG and a dance group go thru an interpretative number, powerful and heady, called *The Angel of Fate*. In a house of this size, however, the emotional effect so necessary to this sort of dancing is completely lost, even for the customers in the first few rows. You have to be swayed and overpowered by a mood, and what with the changing lights on the ceiling, the mob of people and the cavernous auditorium, that is impossible. The customers, as was to be expected of music hall customers, were polite but bored; Kreutzberg, of course, is magnificent.

THE ROXYETTES, swelled to 48, come on after Jeannie Lang cutely delivers a special by Jimmy McHugh and Dorothy Fields, *With a Feather in Your Cap*. The Market training is immediately in evidence. The Roxyettes, to put it plainly, are grand. This show could have stood a great deal more of them.

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

NIGHT CLUB REVELS closes intermission, with everybody crowded on the stage who can be crowded on—and it's a big stage. Various principals go thru routines, with the Berry Brothers outstanding as usual. McHugh and Miss Fields are introduced, and she sings while he plays one of their new numbers, *Hey, Young Felia*, a potential hit.

INTERMISSION was passed by most of the mob in the downstairs lounge, which makes Grand Central Station seem like a phone booth (and there's no clock to meet under).

EXCERPTS FROM *CARMEN* open the second half. It is billed as a condensed opera, but it is more condensed than operatic. In the first place there is no possible way of judging voices when you hear them over the public address system. And in the second place, tabloid opera is a horrible thought to anybody who cares at all for music. The so-called "big" scenes are presented—six of them, all well cut—with Titta Rufio performing familiarly as Escamillo, Coe Glade making the best looking Carmen since Farrar was young (and singing the Tambourine Song very badly), and Arnoldo Lindl, doing very well, as far as could be judged, by a much-

(See RADIO CITY MUSIC HALL on page 12)

and Miss Ellington's singing is a relief from the bill's avalanche of hoking and legwork.

Ted Healy has this spot as his own after his frequent bobbing in and out in the first half. And Ted works in his prime, carrying on crazily with his funny stoooges and handling songs okeh himself. One minute he pans the Shuberts and the next minute sings *Brother, Can You Spare a Dime?* from their recent show. Howard, Fine and Howard are as funny a trio of stoooges as you could want, serving a lot of new bits in addition to some of the old reliables. A new Howard (Babe) replaces Shemp, and he's a howl. Ted doesn't need the rubber-leg hoover and so much of the blond girl's singing.

The show should have closed after Healy's work, but the 12 Aristocrats are brought back for a short ensemble routine. SIDNEY HARRIS.

Palace, Chicago

(Reviewed Friday Evening, Dec. 30)

Dollnoff and the Raya Sisters opened with a luminous skeleton novelty, followed by several variations of a hoop dance containing much posing and balancing. An adagio, comprising double turns, splits and novel twists, was next, and the act closed with a comedy pantomime Russian minut in the Continental last manner. A colorful foreign novelty that drew a good hand.

The Three Swifts, in deuce spot, had no difficulty in keeping the audience in a happy frame of mind with their clever Indian club juggling. This trio is one of the most entertaining of its kind, and the comedy patter between the routines is scored many chuckles. Their work, starting with three clubs, increasing to six and closing with nine at times becomes fast and furious. They bowed off to a hearty palming.

Leon Errol, on third, has a sketch which gives him full opportunity to display the talents by which he has become popular. The action takes place in an elaborate set representing a room filled with antique treasures. In this Errol does his well-known "rubberlegs" character as a drunk. The episodes that follow are filled with merriment, and the comedy talk between Errol and the man who plays a butler got laughs galore. The finale had Leon's uncontrollable pinches, the cause of breaking vases, statues and dishes. Loud applause.

Ruth Royce, next-to-shut, galloped off the stage and started off by singing *Everything's Gonna Be All Right*. A ballad, hooligan ditty called *I'm the Life of the Party* Now was next, the lyrics of which had several suggestive lines. A dialect number, *When Fritz Played on His Piano*, followed. Her last, *Waitin' for Robert E. Lee*, included a shuffling dance. Miss Royce mugs continuously thru all her songs and it gets a bit annoying. Two bows.

Bud Harris and his Rhythm Rascals (12) closed the bill with a colored orchestra that is different. Unlike most bands of their race, Bud and his boys do not go in for the heavy brass stuff, and keep the Harlem hotcha down to a minimum. Opening with a sweet tune, *Mildred*, the band swings into *I Got Rhythm*. Paul Harris, Bud's younger brother, shows how fast feet can travel and elicited much applause. Lila Dancer got a good reception for her rendition of *Underneath the Harlem Moon*, followed by Jenkins and Jenkins, boy and girl, who did some stepping they called *The Indiana Hop*. Bert Howell was a hit singer, *Three's a Crowd and Please in a Sweet*, a tenor voice with accompaniments from himself on the uke. Some pleasing comedy patter between Bud and Bert was much enjoyed. *Mood Indigo* was the final number, played sweet with reed and muted brasses. Bud's gang is due to the eardrums and that's something to hit. F. LANGDON MORGAN.

Earle, Philadelphia

(Reviewed Friday Afternoon, Dec. 30)

The Earle had to stop selling tickets for the first show today at 12:30, when a squad of police was needed in front of the house to keep traffic moving and to keep the line standees in order.

The reason was the booking of Eddie Cantor-George Jessel combination for the first time in Philadelphia. Business for the week, considering the extra shows tomorrow and Monday and the midnight show Sunday night, should be record breaking. There should be a gross of \$28,000, as compared to the \$13,000 the house has been running lately.

Both performers got a big hand at their first appearance today. House was set to give them a real reception, while the revue which followed a strictly routine in its form. It pleased the customers. Cantor and Jessel naturally spoof and save each other out the show, and Cantor gets

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

In the revue is a quartet of dancing girls with a good variety of steps, a fast-moving eccentric hooper, the tango and rumba team of Holland and Knight, which had two good spots, and a clever acrobat with a ladder-balancing stunt. The film is *Breach of Promise*.

H. MURDOCK.

Albee, Cincinnati

(Reviewed Saturday Afternoon, Dec. 31)

An unannounced advancement of the show schedule, to take care of the New Year's Eve midnight performance, caused us to miss the first two turns—Alice and Sonny Lamont and King, King and King. Without even looking in on this brace of acts, we can safely say that this week's layout doesn't begin to stack up with last week's offering. Of the five acts on the bill, four have appeared here at least once in the not-too-distant past with the very same offerings they dish out on this occasion. It gripes the average theater patron to have to look at a picture he has been before, and the same thing goes for vaude acts. At any rate, it gives the customer the feeling he isn't getting "a run for his money." And he isn't.

Billy House and company occupy the key spot with their very familiar *Resolutions* act. House's comedy stuff got over okeh with the minority that hadn't seen the turn before, but with the rest it clicked just so-so. House was at his best at this viewing in a bit of ad libbing, made necessary when one of the fem supports broke a strap while hoofing. Appearing in Billy's support are a lad and three fems. Turn bowed to a lukewarm hand.

Charles King, the *Broadway Melody* lad, was next with a cycle of pop numbers, including a string of those that made him popular. King was seriously handicapped by a bad cold. That, coupled with the fact the turn is practically the same one King did here about a year ago, cut his effectiveness about 50 per cent. His piano accompanist, Bob Hamill, got good results with a vocal solo done in a rich baritone. King bowed to fair applause.

The closing turn is a crudely routinized affair, billed as the Dawn Sisters and Paul Cadieux. Latter warbles a pair of ditties in good voice, while the Dawn girls entertain with some mildly funny dance burlesques. A mixed pair also contribute some fair stepping. Registered just fair at the end.

On the screen, Ann Harding in *The Animal Kingdom*. House half full on the first floor at today's first show.

BILL SACHS.

Loew's State, New York

(Reviewed Friday Evening, Dec. 30)

An 11th-hour switch brought the Havana Casino Orchestra to top line this layout. Frank and Milt Britton originally booked in the spot were whisked over to the Capitol to pinch-hit for Mary Garden, suddenly ill. Vaude fare is outshining, but lacks the punch of recent bills. Its 58 minutes running time is also less than usual. B-o. draw leans heavily to the film, *I Am a Fugitive*, with Paul Muni.

Janet May pries open the fun box with five minutes of aerial work. Does a clever rope and ring routine and winds up with a series of one-arm planges to the accompaniment of drum rolls from the pit. Latter feat brought a salvo of applause. Elimination of the posing, especially on opening, would be an asset.

Vic Oliver, in duce spot, convinces that audiences still go for music on its own merits, not merely to fill a curtain seat. Coaxes notes out of a piano that needs a heavy quota of plaudits. Scrapes a catgut in company with Margot Cranley and response is almost as good. His expression chatter was depressing.

Lowie Bernoff and Wensley follow with their refreshing dance novelty. Start off with conventional ballroom glide and see go amuck. Purposely lose their feet and go sprawling thru what develops into a comedy adagio routine. All his makes for gales of laughter. Clowning green, however, fails to cover the pace and agility of the trio.

Buck and Bubbles, after a mild start, tumble thru their routine in their inimitable style. Some of their gags missed fire, but once Buck begins pounding the ivories in earnest and Bubbles tattoos his bell-clear taps, this pair of old favorites hit home. They shamble and shuffle thru a routine as only they know how and garnered a din here.

RKO Roxy, New York

(Reviewed Thursday Evening, December 29)

As a matter of record, the stage show at the RKO Roxy is far better than that at the Radio City Music Hall. For one thing, there is no such surfeit and overpiling of what the producers considered entertainment as at the Music Hall, and for another thing, what entertainment there is not snowed under by the gaudy lavishness and tremendous size of the theater. A 3,700-seat house is no pygmy, but against the wide open spaces of the Music Hall it looks like a hall bedroom.

Also, the RKO Roxy is a nice theater, tasteful in every way except for the pretentiousness of its lobby, and altogether a playhouse of which anyone might be proud. It lacks the usual flashy bad taste of the de luxers and presents luxury without ostentation. In spite of its large capacity, it is really an intimate theater. That statement sounds strange, but, with just one or two necessary reservations, it is true. Audibility is affected by the size, and vision, of course, to a certain extent, but the general atmosphere of the house is that, definitely, of a theater and not of an auditorium. Perhaps it's the color scheme or the architectural arrangement. Whatever it is, it is something for the public to be grateful for and the sponsors to be proud of.

Aside from the lobby, which has fountains playing over the ticket booths for no good reason, the only pretentious feature is the usual Roxy attendant corps—tho in this case even its members seem less smugly polite than usual. Which helps greatly.

Very definitely, the RKO Roxy, and not the Radio City Music Hall, is the spot for stage shows. What the Music Hall is the spot for is still an open question—some people have suggested the opera and others a bus terminal—but the RKO Roxy is perfect for a vaudeville policy or even a straight vaude lineup. Certainly something went wrong when the tremendous Music Hall—which might possibly have shown pictures without much bad effect—was given the alleged vaudeville and the Roxy was handed the combo policy. The size of the stage was the deciding factor, of course, but the football-field rostrum at the 50th street house is, actually, just another reason for its inability to play stage layouts effectively.

The stage show at the RKO Roxy is a combination vaude show and old Roxy program—and it's too bad that it wasn't all vaude. The Roxyettes, of course, come under the head of production, and so does Maria Gambarelli, and neither of them could be omitted without loss. But it seems that with them as a staple in the house, regular vaude layouts could be booked in and socked over to grand effect. The reception accorded Dave Apollon's act goes a long way toward proving that statement.

The festivities opened with speeches on the right ramp by M. H. Aylesworth, Roxy and Will Hays, which failed to deviate any whit from what everyone expected.

THE RKO ROXY THEATER SYMPHONY ORCHESTRA opens the program with a *Dedication Overture*, written by Maurice Baron. It is supposed to depict the history of New York from the purchase of the island from the Indians to the completion of Radio City in Rockefeller Center. There is a tableau injected, showing the Indians putting over their deal on the white men, and then, according to pictures flashed on the screen, the entire history of the city is the building of Rockefeller Center.

VON GRONA, aided by a ballet group, erupts in the middle of the overture to do one of his mechanistic dance routines extremely effectively.

EMIL BOREO, who emcees the layout, steps out from between the curtains when the newsreel is safely stowed away. Choosing him for the opening bill is somewhat inexplicable. With Dave Apollon also present, Boreo makes two dialecticians in the short show—and Apollon, incidentally, is a far better emcee. Boreo, who pops in and out between the turns, died consistently, the customers being polite, but finding him just a boreo.

THE RKO ROXY BALLET CORPS follows with a number set to Scriabin music by Lasar Galperin. There are 10 girls and 5 men in the group, and they perform a well backgrounded but ineffective routine.

OLD VIENNA, one of the old-fashioned Roxy presentations, is next. In it Maria Gambarelli dances beautifully. William Robyn sings not quite so beautifully, and the customary Roxy singing ensemble backs him up. Miss Gambarelli, of course, is loveliness personified.

THE ROXYETTES, 24 of them in this house instead of the 48 in the Music Hall, do a lovely, intricate and perfectly executed fan number in the next spot. There can't be too much Royette on any bill that this reporter covers.

DAVE APOLLON, with Danzi Goodell, Nora Williams, Jeanne and Bob and the Mexican Apollonians, closes. It's the same grand act that played for three weeks at the Palace before it left for England and a sensational international triumph. Apollon and his company pulled the show together and carried the huge crowd wherever they wanted. The applause they rang down was more than that obtained by the whole Music Hall show. Miss Williams, thinner and prettier than when she was last in New York, still blues-shouts to the complete satisfaction of the mob and whistles thru her teeth with sang-froid and ability. Miss Goodell, one of the most charming dancers of our stage, does her routine now in skirts instead of pants; Jeanne and Bob prove as sensational in the contortionistic routine as ever; the little stooge ("7 years") is both amusing and charming; the band is a grand musical aggregation, and Apollon himself does everything but a trapeze act and does it all excellently. It is, as you don't have to be told by this time, a swell turn.

Outside of the Apollon act, the show itself is nothing to speak of—but the house is capable of almost anything the sponsors care to do with it. It is a very real addition to the entertainment world and does a great deal to destroy the dark, dark taste left by the elephantine and ridiculous Music Hall.

EUGENE BURR.

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

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

After a newsreel and animated cartoon interlude the balance of the show takes the stage. It's billed as *Welcome 1933* and is split up into three sections. First is a short one in which the singing ensemble warbles greetings while Robinson and DeWitt do a dance routine. Music and lyrics for the special song were written by Murray Cutler and Monroe Karasik, respectively. Whole thing means very little. Tamara, recently in *Americana*, follows from the raised platform in the pit with two numbers, which she sings in fair fashion. The songs are *More Than You Know* and *Two Black Eyes*. As the closer, there's some attempt to depict New Year's Eve. The singing ensemble works some more; Wahl and Hodges serve mild comedy, with one of them forte on eccentric legging; the 32 Roxyettes do a nice dance routine, and Dave Kraft solos with his clever acrobatic stair dance.

Last part of the show runs 23 minutes, which makes it 38 minutes for this week's entire "flesh" program.

SIDNEY HARRIS.

Paramount, New York

(Reviewed Friday Evening, Dec. 30)

This gaudy theater starts the new year off on the wrong foot, for, altho the stagemore is expensive, it is remarkably low on entertainment value. Following the tabloid *Vanities* and coming before the Cantor-Jessel bill next week, the current show is a dud. Of course, the picture is the thing and Clark Gable in *No Man of Her Own* is strictly box office. Nevertheless, the show is really not half as good as it appears to be in lights. Lou Holtz and Peggy Hopkins Joyce, the headliners, will draw, of course, but they certainly don't provide much in entertainment.

Holtz, of course, is the backbone of the show. He emcees amusingly enough and works heroically to bolster Miss Joyce, who really amounts to a mannequin suddenly expected to entertain. Holtz is still sporting his cane, but does not use it much here. However, he still gets a lot of comedy out of making amorous passes at pretty gals. This time it happens to be Miss Joyce and Lillian Miles. Holtz is still spilling a load of dialect gags and most of them are funny, but would be funnier if not prolonged so much. Altho Holtz is far from sure-fire here because of the size of the house, he still earns his reported \$4,000 by working hard to give the bill a semblance of big-time entertainment.

His coheadliner, Peggy Hopkins Joyce, is, of course, a freak act. She is there to parade gown creations for the benefit of the ladies and her much-reputed sex appeal for the benefit of the men. Her entrance is worked up big and she emerges from within an ascending inclosure. Her first and most majestic entrance reveals her in a silver rhinestone gown. After some gagging with Holtz she comes on later for an anemic black-out with Holtz and his stooge. In the final ensemble number she goes hillbilly, losing her dignity for the sake of dear Boris Petroff, who staged the show.

This show also marks the Broadway debut of Al Siegal and his latest protegee, Lillian Miles. Coming from pictures, she displays a vivid personality and plenty of confidence. However, her singing voice is nothing to rave about. Siegal gives her wonderful piano accompaniment and the music arrangement is tricky, but she does almost everything but sing. She gesticulates dramatically and does comedy with the orchestra, but does not sing enough to sell her voice. She needs a new routine.

Gordon, Reed and King, male trio, hoofed away energetically and made a good impression, while the Albertina Rasch girls contributed some fair en-

DE LUXE SHOWS

Old Roxy, New York

(Reviewed Friday Afternoon, Dec. 30)

From the looks of the stage show and the new price scale the receivers here seem to be making a "do or die" attempt to put the house on a paying basis. They'll probably succeed if the volume of business at this first show is an indication. The lower floor was almost full, with kids galore. Strictly the family trade. No draw at all to the stage show and it isn't even entertaining. The feature picture is *No More Orchids*, with Carole Lombard. Prices are 25 cents at all times for children under 12; 5,000 seats for 35 cents until 1 o'clock; 2,000 seats for 40 cents from 1 until 6 o'clock, and 2,000 seats for 55 cents after 6 o'clock.

The presentation has small money

itable style. Some of their gags missed fire, but once Buck begins pounding the ivories in earnest and Bubbles tattoos his bell-clear taps, this pair of old favorites hit home. They shamble and shuffle thru a routine as only they know how and garnered a din here.

Havana Casino Orchestra hold down the farewell spot. Work full stage against a colorful native drop. Ork consists of 12 men, who play leaderless unless they take their cues from the violinist perched in front center. Grouping is excellent, several of the boys working on a raised platform. One of them also does some warbling, *The Ice Cream Man* in particular being sold to good effect. Brown-skin fem does a washtub-dance number that's a humdinger. Act got a warm sendoff.

DAVE CANTOR.

BURNS AND ALLEN will double from radio into Loew vaude. Opened in Jersey City this week and go to the Paradise next week.

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

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

Capitol, New York

(Reviewed Friday Afternoon, Dec. 30)

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

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

Phil Baker, who did m. c. for the show, then came on and engaged in a few cracks with his jack-in-the-box, Humphrey Muldowney. These clicked mildly and then Baker introduced the distinguished Greek Ambassador in the person of George Givot. Givot didn't cause any sensation, but got a fair quota of laughs. Baker followed again with a new batch of laugh ticklers and the usual stunt of playing louder than Humphrey could sing.

Rex Weber, assisted by Murray Rumshinsky, was then introduced by Maestro Baker as the wonder boy of the generation. Weber's first songs didn't bear this statement out to any great extent. His ventriloquistics amused the first few rows, but the crowd back of the 15th row didn't know what it was all about. He sang a reverse by Murray Rumshinsky of *Brother, Can You Spare a Dime?*, which had something to do with his optimism that everyone would have three square meals a day in the year 1933 A. D. The original *Dime* number was cut because of objections from the Shuberts. He captured smash applause when he used Baker as a foil, the latter going thru the motions while Weber yodeled thru his teeth.

Givot then did his familiar imitation of Harry Richman, which drew him a fair-sized hand strictly from those down front, this stunt needing a more intimate house for the best effect.

The Boswell Sisters were given a beautiful introduction by Baker and were

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

Following this, Baker, his annoyner and Givot threw a choice collection of stinging remarks at each other to a nice effect, although they too dragged their victory along until long after the climax.

Frank and Milt Britton and Band, assisted by Gene Gory and Tito, closed. Act seems to have cut out plenty of their madness for this showing and was not so effective. However, considering the shortness of their time and the fact that they were a sudden substitution for Mary Garden they went over with a smash. But still with not enough time to make up for the gaping holes in the rest of the show, considering the supposed ace-talent array.

JACK MEHLER

Radio City Music Hall, N. Y.

(Continued from page 10)

emasculated Don Jose. It is directed by Desre Defrere, and the excellent dance routines are staged by Florence Rogge.

MARTHA GRAHAM is on next with her group, using an unfortunate selection for this house and this audience. It is a chorio dance for an antique Greek tragedy, with music by Louis Horst, and depends chiefly for its effect on interpretations of rhythms. It is typically excellent Graham, but, like so much of the dancer's work, it depends on abstractions rather than interpretation. It was as far over the heads of the crowd as Roxy's palatial apartment on the roof.

DOCTOR ROCKWELL is on for some more clowning, this time with his large lady stooge, which gets over about as well as anything can get over here.

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

The Music Hall—even with its ridiculously exorbitant \$2.50 top—should catch the boob trade, especially from out of town, for about six months to come, strictly on its draw as a showplace. It will be on all itineraries, along with the Statue of Liberty, the aquarium and a trip to Chinatown. The old Roxy passed thru the same stage when it first opened—and look at the old Roxy now.

Judged strictly as entertainment, the Music Hall show is so crammed and undisciplined a mixture that it simply isn't there. Even spectacle palls when you get an entire evening of it—and spectacle is far from the top in entertainment value anyhow. This show, lasting just a few minutes under four hours, is due to be cut, but no cutting can change the size of the house and the fact that the vast distances would destroy the enjoyment of even a good show. And the Music Hall layout is not that.

LATER: SPECIAL POST—Expected cutting slashed the running time on second night to about three hours. Among those out were Weber and Fields and De Wolf Hopper (all of whom get prominent billing outside) with disgruntled customers the obvious result. Further changing is planned, with the final lineup carried in the news section. EUGENE BURR.

Exhibitor's Weekly Digest of Film News

THE EXHIBITOR

Fox West Coast raises Sunday and Monday admissions on ace films in practically every location outside of Denver to 40 cents. Results reported profitable.

ITO of Northern California tells Hollywood indie producers it will support their products.

Police Commission of Los Angeles renews 90 theater permits for 1933. Theaters may open Sunday and Monday. New permits carry proviso they will be good if investigation shows no violation.

City council of Canton tables indefinitely petition of IATSE Local 871, seeking to compel operators to pass examination and take out city license before being allowed to work in any local booth.

Chicago exhibitors, thru their organization representatives, Jack Miller and Aaron Saperstein, conferring with Tom Maloy, head of operators' union. Exhibitors seek drastic cut in operators' wages for 1933.

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

Vandals in Toronto almost wreck Weston Theater, steal property from Melba and throw stench-bombs in Cumbud.

Judge Stanley Dunn of City Court, New Haven, dismisses charges against A. J. Vanni and Jack Sanson, managers of Palace and Roger Sherman, respectively, held for violating city ordinance requiring two stagehands. Court holds law is "uncertain, vague and ambiguous."

Liberty, nabe stand in Akron, O., secures Prosperity despite Loew's ad, during film's run in that city recently that it would not be shown in any other Akron theater. Move regarded as blow to future advertising of exclusives in that city.

Paramount and 11 other distributors, attacking constitutionality of Wisconsin unfair trade practices law, secure temporary injunction preventing department of agriculture and markets from investigating film business in that State.

Missouri Supreme Court hands down decision declaring illegal contribution system of betting at Wellston Kennel Club, of St. Louis. Theaters in St. Louis and Kansas City will profit materially by removal of this serious competition.

Attorneys of Walter O. Burkey file motion for retrial in suit against distributors. Decision, if favorable, will give him damages under outlawed standard exhibition contracts, attorneys contend.

Hartman, of Columbus, O., part of Great Lakes Circuit, which recently abandoned legit in favor of straight pictures, will adopt vaude January 8. Five acts will be booked from Gus Sun.

CHICAGO EXHIBS

The Covent Theater, dark for some time, reopened Christmas week and will operate on a seven-day-a-week policy instead of just week-ends as in the past. Ben Bloomfield is new manager of the Covent Theater, having succeeded Leo Aikin.

Seibahn & Katz have announced a cut in admission prices to the Uptown, Woll and Southtown theaters. Scale now will be 30 cents for matinees and 40 cents for evenings on week days. On Sundays 35 cents up to 3:30 and 50 cents thereafter. Warner Bros. also have reduced prices at the Capitol and Wagon theaters to 25 and 40 cents on week days and 50 cents top on Sundays. The other smaller Warner houses also have reduced their prices. It is announced by James E. Coston, local Warner head.

Address all communications on Film Matters to Elias E. Sugarman, 231 West 42d Street, New York City.

HIGHLIGHTS

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

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

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

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

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

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

PRODUCTION

Western Electric files suit against Ultraphone Sound System, of Minneapolis, in U. S. District Court charging infringement based on Lowenstein patent, 1,231,764, covering negative grid bias amplification to prevent distortion.

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

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

Conciliation committee of Academy of Motion Pictures Arts and Sciences reports all but 5 of 76 major complaints filed with it in 1932 were satisfactorily settled and all of its 780 minor complaints were amicably adjusted.

Paramount has 13 features in production this first week of new year.

Majestic out for stellar names to bulkwark its output for current season. Paul Lukas and Lella Hyams signed for *Sing You Sinner*.

Allied completes 11 of its 26 features for 1932-'33. *A Shriek in the Night* and *Eleventh Commandment* will soon go into production.

Monogram has two in production and three in preparation. *West of Singapore* and *The Rangers Ride Again* are shooting. *Black Beauty*, *Oliver Twist* and *False Front* are being readied.

Fox has five shooting and 10 in preparation. Three of latter are Jess Lasky productions.

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

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

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

M. M. Botsford, head of Paramount's editorial board, says number of New York plays bought in 1932 for pictures was less than third the usual amount.

Charles E. Rogers passes half-way mark on his current schedule of eight

features for Paramount's 1932-'33 program.

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

KBS has *Auction in Souls* from Eugene O'Neill's play, *Recklessness*, in preparation. Another film, as yet untitled, exposing fashion racket also being readied.

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

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

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

Heather Angel arrives from England to begin work for Fox.

DISTRIBUTION

RKO will distribute more than 20 features in Spain and Italy during 1933 and about 15 in France and 10 in Germany.

Paramount board elects George Weltner assistant secretary of Paramount International Corporation. He has been J. H. Seidelman's assistant in handling of corporation's foreign division for last several years.

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

Mentor forms \$500,000 closed corporation to import scientific, educational film oddities and features from Europe. . . . American-Roumanian Films completes deal with Europa Theater, of New York, involving first-run booking of four German talking and singing pictures recently produced in Germany.

NEW FILMS

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

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

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

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

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

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

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

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

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Radio Continues To Absorb Methods of Show Business

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

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

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

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

WINS Gains Air Time

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

The variable broadcasting periods of WINS are controlled by the sunset time in Albuquerque, N. M., to prevent interference with Western stations on the same wavelength.

Showboat Period Changes

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

New Downey Schedule

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

Television

By Benn Hall

Movies and Television

In the excitement of reading last week's special issue of *The Billboard*, and looking again and again at those excellent pictures of Wirth & Hamid's attractions, some of my flock may have failed to have spotted the letter in *The Forum* from a movie-house operator in Texas, Blanche Schuyler. Miss Schuyler's letter deserves, I think, special emphasis—and for that reason I am running the risk of duplication. She says, in part: ". . . My conviction is that when television is perfected in color and size—and the equipment sold at a reasonable price—if the motion picture interests do not secure the monopoly talking pictures in theaters will be ancient history. . . . Because when the public can sit at home and see a good show for nothing the reduced attendance will cut down the profits of the average exhibitor to practically nothing, as his expenses during the past have been from 50 to 85 per cent of the gross receipts." Miss Schuyler adds that she has been a m. p. exhibitor for 15 years and that she feels that televiz will seriously and adversely affect show biz.

Miss Schuyler is, I think, partly right. Television will keep many away from theaters, particularly film houses. But movie magnates are not so intensely stupid when it comes to new inventions. For example, RCA with its host of affiliated companies is doing a tremendous amount of experimentation—without ballyhoo and behind tightly locked portals—NBC and RKO-Radio Pictures will benefit. Other film companies are television-minded and are investigating this new field. I think, without doubt, that television will be a part—a major portion of many film companies' activities. Television will not kill the film footage firms, but it will seriously affect attendance. Exhibitors, indie as well as chains, will feel the inroads that television will make on their box-office lines. Altho televiz will widen the range of picture houses' activities by making sports and other news events regular attractions just as

(See TELEVISION on page 53)

Omaha Flashes

OMAHA, Dec. 31.—George Roessler, formerly commercial manager of KOIL here and more recently of KFAB, of Lincoln, Neb., has resigned and was replaced by Ed T. Bailey, formerly of WMAG, Bernard Fennar, who recently left KOIL, moves to KFAB as program director.

Don Searle, station manager of KOIL since it opened, has been appointed to a post in the advertising department. He has been succeeded by John Henry, program director, whose place was filled by Max Vinsonhaier. Latter is a former stock actor, director of the KOIL Krime Klan and the Tony half of the team of Tony and Babe.

Lee Bennett, former announcer and singer at KFAB, Lincoln, Neb., is no longer with the station. He has lately been appearing with Frank Hodek and his Nightingales as guest singer.

Robert McCune, crooner, has been "discovered" by Paul Spor at the Club Araby and has been signed to sing for the club's afternoon tea dances.

Thurston's Contract Renewed

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

Phonograph Company Explains Radio Restriction of Records

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

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

Phonograph company statement follows:

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

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

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

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

West Coast Notes; Hamp on NBC Chain

LOS ANGELES, Jan. 2.—Johnny Hamp and his orchestra, at the Hotel Mark Hopkins, San Francisco, will broadcast nightly over the network of the NBC on the Coast. June McCloy, picture and musical comedy actress, will be the featured soloist.

Salvatore Santaella, musical director of KMTR, is producing the *On With the Show* revues over that station each Sunday night. Santaella was formerly featured pianist with Jan Rubini's Loew's State orchestra.

The Hancock Oil Company is preparing a serial drama of early California entitled *Doane Hancock*, to be presented over KFWB, starting January 15. True Boardman, Barbara Luddy and Si Kendall have been signed for the featured roles.

Due to the popularity of the program, KFI is now presenting Capt. Don Wilke and his 15-minute talks on his experiences in the Secret Service twice weekly. Feature, entitled *Now I Can Talk*, is on each Sunday and Tuesday night at 7:15.

Previewing motion pictures by radio received its first trial December 27 on the Columbia nation-wide network when *Hypnotized*, with Maria Alba, Wallace Ford, Charlie Murray and Marjorie Beebe, was broadcast from the KJL studios. Broadcast was part of the regular *California Melodies* program, with Raymond Paige and his orchestra.

Henry B. Murtagh has joined KMTR as featured organist. Murtagh recently (See WEST COAST NOTES on page 53)

Don Lee System Has New Telly Transmitter

LOS ANGELES, Dec. 31.—Completion of the most powerful television transmitter in the West and among the most powerful in the United States is announced by the Don Lee Broadcasting System, thru Harry R. Lubcke, director of television for the network.

Rated at 1,000 watts and with 4,000 watts maximum output for signal peaks, the new transmitter, with call letters W6XS, went on the air for the first time on regular schedule last week, broadcasting action reels and closeups of motion picture stars. This schedule will be maintained daily.

Embodying many ultra-modern and far-advanced features, many refinements of which have been worked out by Lubcke and his staff, W6XS is 10 times more powerful than the sister television transmitter, W6XAO, which has pioneered several significant achievements in the ultra short-wave field.

The new high-powered television transmitter will operate on a frequency of 2,150 kilocycles or 140 meters. Grid modulation, new air-cooled vacuum tubes and other highly advanced features of the 1,000 watt are expected to provide signal coverage of the entire State. W6XS will transmit an image of 80 lines at a rate of 15 images a second.

New Commercials For WOR and WMCA

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

"Property Program" is set for WMCA with Henry Lawes, baritone, and Elmo Russ, organist. This starts January 2 and is sponsored by Prosperity Sales Plan Corporation.

Sorenson Resigns NBC Post

NEW YORK, Dec. 31.—Arthur Sorenson, for the last two years in charge of photo publicity department of the National Broadcasting Company's local stations, has resigned, effective January 15. He will go into the publicity business on his own. Sorenson was formerly for 10 years with the P. & A. photo news service.

JACK DENNY

AND ORCHESTRA

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 Lucky Strike Dance Hour
 Whitman Candy
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—And His—

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 PHILIP MENTAL MAGNETA
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WABC

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WABC—CBS Network from Hollywood Restaurant New York Indefinitely

LEONID LEONARDI

Associate Conductor
 RADIO CITY MUSIC HALL INDEFINITELY

Air Briefs

By JOE HOFFMAN

Quite a number of new accounts and renewals came thru NBC last week. Among them were I. J. Fox, which started on WEAF December 28; Western Clock Company, which starts on WJZ January 15; Standard Oil Company of New York, which renewed its "Soconyland Sketches" over WEAF for another 13 weeks, effective January 2; Carnation Company, another renewal on WEAF for 26 weeks, effective January 2; Hancock Oil Company, using KPO, Los Angeles, only, begins a series of 52 times, each Monday, Wednesday and Friday, January 9; Bayer Company, renewal for an additional 13 weeks, beginning January 15; Blackstone Cigars, a 52 weeks' renewal over WEAF, commencing January 3; Pennzoil Company, using WTAM, Cleveland, only, started a 52 weeks' contract January 1; Musterole, using KPO only, began a series of 13 weeks' broadcasts, using electrical transcription programs, January 3; Dodge Bros. Corporation on January 2 commenced a series of electrical transcription programs for 13 consecutive days over stations WTAM, WJZ, KDKA, KJR, KPO, WBC and WBZ; Cities Service, which renewed over WEAF for another 52 weeks, making its fifth year on the air, effective January 6, and Sloan's Liniment, which has contracted for the WJZ network for 12 weeks, beginning January 22, and will feature a script program called "Warden Lewis E. Lawes in 20,000 Years in Sing Sing."

Three accounts which renewed with CBS are Barbasol, featuring Singin' Sam; Robert Burns, with Guy Lombardo's Orchestra, Gracie Allen and George Burns, and Jocr, with Harry Rose and an Abe Lyman orchestra. . . . Boston Symphony Orchestra began a series of 10 NBC broadcasts, each to be broadcast for one hour, Saturday night. . . . Gladys Rice replaced Evelyn Herbert on the Lucky Strike program December 31. . . . Fleischmann Yeast won't permit Rudy Vallee to go to Hollywood. Account wants Vallee to stay in New York so it can continue with his present variety program idea. . . . Marx Brothers go to the Coast January 9 for a rest and from there they will broadcast the remainder of their Standard Oil programs. . . . Al Jolson may go to the Coast for a rest after his two weeks in Chicago. . . . A new sustaining program which starts on WEAF January 7 will feature Eddie Leonard, Percy Hemus, Gracie Degan, Allan Pete, Rollickers and Phil Spitalny's Orchestra. . . . Paul

(See AIR BRIEFS on page 53)

Denverites Read Programs

DENVER, Dec. 31.—The Denver Post wanted to find out if radio programs were read, so they were omitted for three days. It soon found out. The phone girls at The Post and Stations KLZ and KOA were swamped with calls. The Post reinstated the programs at once and is giving them more space than usual. The dailies here carry the programs of both the chain outlets. KOA is the NBC station, and KLZ has connections with Columbia. Programs of KFXF and KFEL, who divide time on the same wave length, are not carried in the papers.

Chappell Out of NBC

NEW YORK, Dec. 31.—Ernest Chappell, for the past year a member of the NBC artist service, has been let out by George Engels, due, it is said, to economic measures. While John Babb, of the artists' service, is said to be the successor of Chappell, the retention of Chester Statton in the bureau may also have been a factor in the letout.



PATRICIA BOWMAN
 Ballerina of Radio City Music Hall

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

BECAUSE OF THEIR UNIQUE
 ABILITY TO ENTERTAIN

BERRY BROTHERS

Dancers Extraordinary

Personal Manager

A. J. W. BERRY, Sr.

Chosen To Appear on Opening Bill

RADIO CITY MUSIC HALL

SENSATIONAL

KIKUTAS

SEASON'S GREETINGS

Direction—RUSSELL DECKER—Weber-Simon Office

Larry Funk at Lowry, St. Paul

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

Clem Bray at Baltimore Eatery

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

J. I. Glaser Joins Willis Firm

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

TED FIORITO and his orchestra, who moved west from Chicago a year ago, are still at the Hotel St. Francis, San Francisco. Tom Garun and his orchestra are again at the Bal Tabarin in the same city.

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Oh! Boy! They Are Knockouts! Newest Orchestra Designs: Four Flashy Colors; 200 14x22 Window Cards, \$9.00; 1,000 Paper, same, \$14.00; 3,122 14x22 in. Cards, 200, \$8.50; 1,000 Paper, same, \$12.00. Cash with order. Special Bills engraved to order, \$12.00 up. Write your order NOW, or write for samples, New Date Book and Price List.

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MASON CITY, IOWA.

MUSIC TEACHERS

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

WANTED—Snappy 10-piece organized Dance Orchestra, Ladies or Gentlemen, willing to work for Leader. Send photo. Also reliable Manager, prefer Musician. Must be experienced. I mean business. ALBERT L. CINA, Leader, care Billboard, Cincinnati, O.

Ballrooms

By BILL SACHS

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

ROCHESTER, Minn., Dec. 31.—Recently opened here is the Valencia Ballroom, owned and operated by Ray Arend, who also operates a night club here. Both are located one mile northwest of Rochester, near the city limits. A band organized by Arend is playing now, although he is planning to engage traveling organizations later on. Ballroom accommodates 1,000 couples.

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

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

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

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

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

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

Night Clubs

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

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

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

PROGRAM REVIEWS

Those Five Girls

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

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

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

Rosa Ponselle

Reviewed Sunday, 9:30-10 p.m. Style—Mezzo-soprano. Sponsor—General Electric Company. Station—WEAF (NBC network).

General Electric inaugurates its 1933 season of its Sunday Circle Concerts with Miss Ponselle, who should be a favorite on any radio program. Miss Ponselle announced her own selections and otherwise spoke when necessary without the slightest trace of being flustered. Her repertoire includes a bit of Home, Sweet Home, as her theme song; Nevins' Rosary, Schubert's Ave Maria, Kreisler's Old Rejoice, Herbert's Kiss Me Again and Carry Me Back to Old Virginia.

Introductory remarks about the new series followed the opening bars of Home, Sweet Home, mention being made of the artists that were to follow on subsequent programs, such as Tito Schipa, Lily Pons, Martinelli, etc. C. J. Quinn, vice-president of G. E., introduced Bruce Barton, who read a Christmas message in which he paralleled the times during the birth of the Messiah with the trying times of our own day.

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

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

Pontiac Program

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

General Motors has another winning program in this excellent combination of Colonel Stoopnagel and Budd, Andre Kostelanetz Orchestra, William O'Neil, Jeannie Lang and a chorus of 16 mixed voices. For those that follow the Colonel and his partner the program is already sold, and for those who may tune in on the comedy duo for the first time a laugh treat should be in store for them. It is doubtful if any other team on the air ever put over such an excellent impression of doing their stuff ad lib. and making each broadcast so consistently fresh in material and fine humor. The inimitable style of the duo does not allow for Joe Miller routines that depend upon the delivery for success, since the very nature of their style calls for new "inventions and ideas" at each broadcast.

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

Broadcast was the Columbia Broadcasting System's first experience with a theater and audience proposition, the house utilized being the Carnegie Hall Chamber Music Room, seating 500. Apparently the production manager did not make sufficient allowances for the Colonel Stoopnagel and Budd laughs, which were not waited for and their routine carried thru without letting the gags sink in. Which is certainly a mistake or oversight. Future broadcasts will allow for some of the studio applause and laughs being on the air. M. H. S.

Orchestra Notes

By BILL SACHS

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

NEW OFFICERS of the Seattle (Wash.) Pipe Band are Alexander Ronald, president; Barney Kempton, vice-president; Jack Crawford, secretary; A. W. McCuaig, treasurer; Ben McPhee, pipe major; J. D. Winchester, pipe sergeant, and L. Hutchinson, drum major. Dr. J. Wotherpoon is trustee.

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

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

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

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

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

EARL HINES, colored pianist, and his orchestra from the Grand Terrace Cafe, Chicago, has signed with Music Corporation of America and will go on tour about January 15. Hines has played at the Grand Terrace for eight seasons.

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

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

THE INGENUES have dropped vaude temporarily to play at the Radisson Hotel, Minneapolis. They are in for their third week there and scoring nicely. They may remain indefinitely.

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

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

BYRON WHITEHILL was elected president of the Musicians Mutual Protective Union No. 2, A. F. of M., East Liverpool, O., at a recent meeting. Other officers include vice-president, Charles E. Hall; secretary-treasurer, Howard H. Cochran; sergeant-at-arms, William Emerick; executive board, Del McLane, Demer Miller, Homer Heakinson and Roy Melloff.

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

JESS KIRKPATRICK, long featured with Earl Burtsett's Orchestra, took (See ORCHESTRA NOTES on page 21)

NEW AMSTERDAM

Beginning Monday Evening, December 26, 1932

CYRANO DE BERGERAC

(LIMITED REVIVAL)

Edmond Rostand's heroic comedy in five acts, done into English verse by Brian Storer, directed by Mr. Hampden.

- Cyrano De Bergerac... Walter Hampden
Christian De Neuville... John D. Seymour
Comte De Guiche... Reynolds Evans

CADETS OF GASCOYNE—John Marquand. Henry Warwick, Spencer Kimbell, Wilfred Jessop.

BOETS—Gordon Hart, P. J. Kelly, Cyrus H. Staehle.

INTELLECTUALS AND PRECIPUOUS—Alice Dalton, Mary Hill, Belle Beatty.

CITIZENS, MUSKETEERS, THIEVES, PASTRYCOOKS, ACTORS, MUSICIANS, SPANISH BURGERS, SPECTATORS, ETC.—James Mandy.

THE FIRST FOUR ACTS ARE REPRESENTED AS TAKING PLACE IN PARIS AND ARRAS IN 1640.

When Walter Hampden reopened Cyrano de Bergerac at the New Amsterdam Monday night, it was your reporter's 17th performance of the play.

There is no use in this reporter going into the merits of the play. When he stated that this was his 17th viewing of it—and that all of the other 16 seats were bought and paid for—he has said all that he can.

Similarly, there is no use in going into our reporter's estimate of Mr. Hampden. It is the risk of pulling down the ho-ho of every Broadway boy who thinks it must to pan all actors who talk above whisper or who indicate any character but their own.

THE NEW PLAYS ON BROADWAY

doesn't play it this time quite as well as he has played it in the past; he starts slowly, only swings into action in the second act, slows up the grand fourth-act close a bit too much for full effect and is at his worst where he should be at his best.

The production is worse than before in some respects and much better in others. There is a bit of skipping—particularly on the quota of child actors—presumably to save expense.

If you haven't yet seen Cyrano—and even if you have—go to it quickly and often. You owe it to yourself.

EUGENE BURR.

MARTIN BECK

Beginning Wednesday Evening, Dec. 28, 1932

AUTUMN FIRE

(REPERTOIRE)

A play in three acts by T. C. Murray. Played by the Abbey Theater Irish Players. Presented by Alice Dalton.

ACT I—Scene: Living Room in the farmhouse of the Keegans. ACT II—Scene: The Kitchen of Mrs. Desmond's Cottage. One Month Later. ACT III—Scene: The Same as Act I. Six Months Later.

Autumn Fire, as played by the incomparable Abbey Players, is a thing of beauty to behold. Their deep sincerity makes this play alive with an electric quality and they contrive to give the dialog a lilt which transposes it from the prosaic to the poetical.

The Abbey Players should, as far as we are concerned, transplant themselves from their native stamping ground in Dublin and become a standard feature in New York.

T. C. Murray's story relates the tale of Owen Keegan, an Irish farmer, who falls in love with Nancy, the daughter of a neighbor. She reciprocates his love in her own fashion and marries him over the protests of his son and daughter.

JACK MEHLER.

MANSFIELD

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

A new musical comedy, with book by Flournoy E. Miller, music by Eubie Blake and lyrics by Noble Sissie. Choral arrangements and orchestrations by Will Vedrey.

- Edith Wilkes... Lavada Carter
Taxi Ben... Marshall Rodgers
Mrs. Jones... Edith Wilson

Lodge Members, Civil War Veterans, Factory Men, Cooks, Waiters, Farmers, etc. Noble Sissie's Park Central Hotel Orchestra, under the direction of Eubie Blake.

DANCING GIRLS—Julia Moses, Roberta Lowery, Dorothy Williams, Eloise Thompson, Orayce Browne, Carolyn Rich, Claudette Heyward, Nannine Joyce, Thelma Salmans, Iris Parker, Peggy Wharton, Mildred Roberts, Virginia Brannum, Lyle Smith and Edna Mae Holly.

DANCING BOYS—Willie Avant, Roy Carter, Arthur Dally, Taps Miller, Bill Bailey, Derby Wilson and Henry Williams.

There is great dancing and noisy thumping, toe-teasing music in Shuffle Along of 1933, the colored musical which three of the four chief participants in the previous Shuffle Along brought to the Mansfield Theater Monday night.

cares (and nobody seemed to last night), the rehabilitation of a molasses factory in the deep South, with Messrs. Miller and Moreland acting the comic presidents; Mr. Noble Sissie performing capably as the hero, and Miss Lavada Carter providing most of the pep.

One of the chief things to be noted during the evening is the splendid way in which Mr. Moreland—a comic who has been submerged for too long—serves as a foil for Mr. Miller and the excellent way in which he puts over his own material.

And another outstanding item is young and pretty Miss Carter, who puts over her numbers with a maximum of pep and blues-shouting ability and who dances like a slightly mad but extremely cute windmill. In fact, a great deal of ability, of one sort or another, displayed itself in the show.

All in all, it was a thoroughly enjoyable evening.

EUGENE BURR.

LITTLE HONEYMOON

Beginning Friday Evening, December 23, 1932

A new comedy by Samuel Chotzinoff and George Baker. Staged by Thomas Mitchell. Settings by Raymond Sevey.

- Nicola... Joseph Spurin-Cajola
Katie... Elizabeth Bruce
Bob Taylor... Thomas Mitchell

Sober recapitulation of Honeymoon proves that the producers must have felt they had a world beater of a script in their hands. But unfortunately the script does not play very well.

As far as production, casting, acting and good taste are concerned the play rates high above the usual run of entertainment offered around town these days.

The play concerns itself with a newly married couple's constant bickerings and misunderstandings. The bridegroom, in seeking respite from his mental sufferings, has an affair with a young divorcee to whom he has just bared his troubles.

Mr. Miller's plot concerned, if anybody

Minsky Threat Against IATSE

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

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

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

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

Hackett With Bonstelle Civic

DETROIT, Dec. 31.—Raymond Hackett, who just closed in the Lillian Gish production of *Camille*, opened last night with the Bonstelle Civic Theater, taking the lead in Leslie Howard's comedy, *Murray Hill*. Joan Madison, Jesse Busley and Francis Compton are also included in the current week's cast.

Last week's alternate production of *Little Women* and *Candida* gave leading roles to Joan Madison and Edith Barrett, and *Candida* opened the first opportunity for a lead role taken by Robert Henderson, who is manager of the house, since he took over the theater.

Changes Are Made in Detroit Playhouse Staff

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

Introducing a minor exception to the policy so far pursued of production of new plays only, the Playhouse opens Tuesday with a revival of W. S. Gilbert's *Engaged*, a play of the '80s, which is new to this city. Howard Southgate remains as guest director.

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

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

Burly Briefs

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

RAY PEREZ, former number producer, who is ill in a New York hospital, is having a testimonial ball given for his benefit at New Webster Hall, New York, February 1. Charles Harnett is chairman of the committee which is handling the affair. Added to Perez's troubles is the fact that his son was crippled not so long ago.

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

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

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

MILDRED CLARK has closed at the Star, Brooklyn, and opened last Saturday at the Gayety, Baltimore.

GEORGE WALKER has left the Academy, Pittsburgh, where he was number producer. George Jaffe, owner, is reported to be turning the house over to the stagehands and musicians to run on a co-operative basis.

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

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

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

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

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

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

Jimmie Heffner Troupe Playing Southern Houses

FITZGERALD, Ga., Dec. 31.—Jimmie Heffner, manager of the Heffner-Vinson tent show, has begun a tour of Southern theaters with a 22-people tabloid attraction. The company showed the Grand here last week to good results. Manager, Heffner hopes to keep his new troupe out until time for the next tent season to begin in the spring.

Featured in the Heffner cast are Beatrice LeRoy, Betty Noble, Jimmie Heffner, the Fox Sisters, Dick and Jo Royster and George Junkins. There are eight girls in line. Another feature is Dick Royster's Carolinians. Mr. and Mrs. Billy Wagner are on the advance.

Schaffners Planning Stock Show

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

Glenn Brunk Wins Over Theater Men

VENTURA, Calif., Dec. 31.—Efforts of the county theater interests to drive out of town the Glenn Brunk Comedians, tent show, playing on Ventura avenue, by means of an ordinance levying a tax of \$50 per day on all tented attractions, failed last week when Judge Malvern Dimmick found Glenn Brunk not guilty on the charge of violating the newly drafted amusement ordinance.

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

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

Actor Has Narrow Escape When Waterloo House Burns

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

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

Walker in Fourth Week At Strand, Huntington

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

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

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

Roy Wright Overcomes Bad Start in Ft. Worth

FORT WORTH, Tex., Dec. 31.—Roy Wright's *Scandals of 1933*, which opened at the State Theater here December 11 and dropped close to \$200 on the first week, due to the zero weather, a rarity for this section, is now running along smoothly, with the weather back to normal and business showing a vast improvement.

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

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

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

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

Rep Ripples

MRS. MONA RAPIER was called to her home in London, Ont., on account of the death of her mother December 10.

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

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

ROY B. SMITH and C. D. Scott recently left Kansas City, Mo., with a motorized show to play the small towns thru Oklahoma and Arkansas. Business to date, it is reported, has been fair with the new outfit. In the lineup are, besides Smith and Scott, Miss Peggy, Ross Baker, Thelma Hair and "Able." Show is routed south.

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

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

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

BILL AND BESS THERUS, after spending Christmas with relatives in St. Louis, rejoined the Frank Smith Players January 1. The company is set on a circle of Fox theaters in Central Illinois.

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

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

HAL BURWELL is presenting his trombone solos with the Monroe Hopkins Show in Houston.

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

Mary Jane Lane Players Start Well in Montgomery

MONTGOMERY, Ala., Dec. 31.—The Mary Jane Lane Players, who opened for an indefinite run at the Grand here Christmas Day, enjoyed an auspicious opening, with barely 100 of the 1,200 seats vacant despite an intermittent rainfall that continued for more than a week. Charles Kramer is manager of the show.

Opening show was *Just Married*, with Mary Jane Lane and E. S. Fletcher as lead roles. Other players are Wilber Emba, Eddie Gardner, Irene DeArmon, Diane Oliver, Helen Alton, Nannette Sargent, Nona Hart, Jack Hart and George I. Kyle. For the last half of the week *House of Glass* was offered.

Show opened with a 40-cent top and 10 cents for children at all times. During the week, however, a "two-for-one" price was made available to readers of local papers who clipped coupon. Vaudeville is offered between acts.

Mack-Murray Still in Ohio

MOWRYSTOWN, O., Dec. 31.—Mack Murray Players are still touring Ohio with business continuing at a satisfactory gait. Doc E. Johnston, who was on the show last winter, has rejoined for the balance of the season. Others in the company are Messrs. Mack and Murray; owners: Ella MacDonald, Edna Chapman, Madeline Chapman, Louise Edwards, Nelson Edwards, George Taylor, John Edwards, John Lockner and Charles Beam.

Jake Holloway in 38th Week of Hippodrome, Louisville

LOUISVILLE, Dec. 31.—Charlie (Jake) Holloway and his *Big o' Bang Revue* are now in their 38th week at the Hippodrome Theater here. The house has recently undergone a complete renovation, with Holloway taking over the management of the stand. He has installed Billy (Peanuts) Barron as his assistant.

In the present Hipp cast are Charles (Jake) Holloway, Billy (Peanuts) Barron, comedians; Bert Lester, straight; Buddy Taylor, juvenile; "Red" Deal, characters; Mabel Brown, soubret and chorus producer; Jean Cuddles Barron, soubret; Mickle Jones, ingenue, and "Mom" Williams, characters. In the chorus are Margaret May, Margie Jones, Lillian Deedo, Daisy DeVoe, Charlene Reynolds and Tillis White. Pop Lester has charge of the orchestra.

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

Lole Bridge Musical Tab Starts Well in Los Angeles

LOS ANGELES, Dec. 31.—Los Angeles only stock musical comedy tab got under way at the new Tulane Theater Christmas Day and is doing satisfactory business. Company is Lole Bridges and her Musical Comedy Company of 50 people. Opening bill was *Thank You Too Much*.

Company, sponsored by the Dalton Brothers, will present a new musical comedy each week. Bargain introductory prices of 10 and 15-cent matinees and 15 and 25-cent evenings are serving to introduce the company to Los Angeles theatergoers.

Arthur Casey Players At Shubert, St. Louis

ST. LOUIS, Dec. 31.—Arthur Casey and his players opened an indefinite stock engagement at the redecorated Shubert-Bialto Theater here Sunday night, presenting Rachel Crother's *As Husbands Go*. Each play will be presented two weeks, with guest stars being brought in from time to time.

Carrying the lead in the Casey presentation of *As Husbands Go* is Catharine Boucet. Appearing in her support are Gloria George, Martin Burton, Emmett Logan, Shelah Trent, Fred Sherman, Mack Storey, Frank McDonald and Julia Leighton.

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

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Wholly Plays that I have used with my stock. Can be done with 4 and 5, some less. Any five scripts for balance of season for \$5.00 with exchange privilege. Send for complete list. JOHN LAWRENCE, Worthington, Ind.

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AND HIS WHIZ BANG REVUE
WANTS People in all lines, Chorus Girls and Principals. Stock. Bert Dexter, Cy Reinhart, Billy Elliott wire quick.
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WANTED—Six Chorus Girls that do Tap. Looks and Youth essential. Light Comedian to do M. C. and Blues Singer, single or double. Novelty Act. All must do Specialties. Send late photos and resumes. No tickets. Also fast Agent with car. C. J. Music Revue, E. M. THORNBROOKE, P. O. Box 31, Shamokin, Pa.

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Lyceum Players Accorded Big Welcome in Memphis

MEMPHIS, Dec. 31.—The Lyceum Players opened their stock engagement here Monday night, playing to approximately 1,100 persons at the first performance, and winning praise for the excellence of their initial effort, *Nancy's Private Affair*.

Newspaper critics and public alike were loud in their praise of Frances Dale, leading woman. Spoused by Will S. Lawo and directed by Jack Paige, who also plays the second lead, the company drew large audiences on succeeding nights.

Backers of the company were frankly surprised at the enthusiastic reception accorded their initial production. They had expected a good seat sale, but faced strong competition from the downtown and suburban houses, which featured special holiday programs.

Members of the cast, in addition to Miss Dale and Paige, are Frank Marlowe, James Billings, Melva Gerard, Isabel Osgood, Loretta McNair and Frank Dane. Management displayed a smart brand of showmanship by arranging entracte entertainment, keeping the audience keyed to a high pitch by music furnished by Chin Chin's Orchestra and solos by Gene Olswanger, soprano, and Don Quixano, baritone.

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

Gayety, Brooklyn, Again Goes Burlesque Stock

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

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

Placements

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

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

Pittsburgh, Academy — Al Darr, Joe Kilch.

Indianapolis, Mutual—Ruby Rossiena, Ruth Hamilton, Nell Ryder.

St. Louis, Garrick—Joe Miller, Joe Van.

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

NAT MORTAN AGENCY, New York. New York, Republic—Benny (Wop) Moore and Mae Baxter, opening January 2. Lou Costello, opening January 9. Baltimore, Gayety—Mildred Clark and Ruth Wilson.

Philadelphia, Bijou—Margie Hart, opening January 2. Jacquette, opening January 9.

Denies Menke a Permit

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

Showman's Bookshelf

Fiction

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

Published Plays

Eugenie Victoria, by Leon I. Leon. A four-act play. Christopher. \$1.50.
Wilhelm Tell, by Friedrich Schiller. A translation of the famous play by the German poet-playwright. Stratford. \$1.50.

Theatrical Index In New Book Form C-L-I-C-K-S

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CLAUDE A. LABELLE, San Francisco News.

Critics O. K. INDEX

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

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

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

The *INDEX* has its greatest appeal among those artists who were cast in the 1931-1932 New York productions. Their names are listed alphabetically in the *INDEX*. To them the *INDEX* is a record of accomplishment. A souvenir long to be remembered.

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

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MAGIC

News of Magicians-Mentalists
By BILL SACHS
(Cincinnati Office)

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

HARRY HUNSINGER entertained the children of Rotary at the Francos Hotel, Greentown, Ind., Tuesday noon, December 27. Hunsinger hails from Cleveland.

CARTER HARRISON, the Wichita, Kan., magish, has made a couple of trips to Great Bend, Kan., so far this winter to visit the old master, Uncle Charley Andress, who, Carter says, still has plenty of good ideas up his sleeve. The Andress family is in good health, Harrison reports, and is planning a trip to California this winter. "Also visited the Great Huntington at Junction City, Kan., last week," Harrison pens. "He has one of the best shows to play Kansas for some time. His equipment is all new and expensive. It shows it on the stage, too, altho I wonder if the audience appreciates the expense he has gone to. His rolling stock, paper, costumes and stage equipment appear to be all new and are of the best." Dr. Sally, of Manhattan, Kan., also was a visitor on the Huntington show and remarked about the layout of cash on the equipment."

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

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

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

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

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

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

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

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tertained with their pet effects until far into the next morning.

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

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

COMMENTING THAT WHEN the Washington Assembly of the Society of American Magicians got together on the evening of December 18 at the Occidental Hotel "the air was full of tricks," *The Washington Herald* carried a photograph of a number of the members, showing them intent over some of the tricks performed by different ones of the group. The photograph listed Harry L. Chapman; C. F. E. Ogilby, president; Dr. Tomosa Oagto, of Tokio, guest of honor, and William J. Hughes.

HONOLULU is fortunate in having two amateur magicians' organizations, one group being formed of American-born Japanese. F. H. Kraft, *The Billboard's* correspondent in that city, informs that

ing. Accompanied by his charming wife and her mother, Birch spent the holidays in Los Angeles. Austin A. Davis is still out in front.

RUSS AND BILL, the Ray-O-Vac Battery Twins of Station KMA, Sheandoah, Ia., are dyed-in-the-wool magic enthusiasts. Ask Dorny or Max Terhune.

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

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

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

With the Mentalists

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

PRINCESS WAHLETKA and Gene Dennis are both in Hollywood, and it is rumored that some shorts exploiting

Magic Merger Ballot

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

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

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

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

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

Professional. (Name)

Amateur. (Permanent Address)

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

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

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

MAURICE F. RAYMOND, globe-trotting magician, appeared at the Ocean Park Theater, Santa Monica, Calif., recently in a one-hour presentation, assisted by his charming wife and four chic young ladies. In addition to smaller effects, four outstanding illusions were presented in the inimitable Raymond manner. The incidental music was furnished by a ladies' orchestra, and the offering was lavishly mounted.

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

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

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

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

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

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

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

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

Tab Tattles

After several months of straight p... tures the Wonderland Theater, Kain City, Mo. (formerly the 12th Street resumed with tabs Christmas Day, with a 20-people company. In the cast: Harry Cheshire, Tommy Seymour, Wallace Chandler, Leon McDonald, Bill Higley, Eva Marlowe, Mae Kennis, Halle Boggs, Dixie Dixon, with 10 girls in line. Mrs. Leon McDonald leads the five-piece orchestra... the Wilby-Kinsey Jam Theater, Newport News, Va., inaugurated a "flesh" policy last week, with Ja Burke's *Lovely Girl Revue* as the first show in... Phlana Chappelle, prima donna with Jack Roof's *Kit Kat Revue*, was stricken ill with bronchitis and tonsillitis during the show's recent engagement at the Band Box, Springfield, O., and has gone to her brother's home in Chicago to recuperate. She will rejoin the Roof attraction in the future... a note reading: "Hell you old stiff. How are you? Why don't you stay in the office once in a while? was left on our desk last Wednesday." George B. Fluhrer, who was passing the Cincy on his way to New York. George informs that he has a unit opening for A. & B. Dow soon... good old Pat Gilson, out of the game for the last several seasons due to a bum arm, is back on the treadmill again, this time with Bert Smith's *Revue* at the National Louisville. Patsy did her recuperating at her home in Flint, Mich... Lloyd Connelly and Lola Radcliffe are with the Marshall Walker Company at the Strand Huntington, W. Va. "Business great and had to do extra shows over the holiday to accommodate the crowds," they put... Mabel LaCouver Levine flashes from New York to say that she is enjoying a pleasant visit in the big village... Paramount-Publix have booked the original Cherry Sisters with Jo Marcan's 30-people revue at the Garden Theater, Des Moines, for the week of January 7. This is the only "flesh" at Des Moines, and business is reported to be okeh... the Wolfe Twins and Irene who have trouped with various tabs in the past, are en route with the W. L. Swain Show thru Texas... Jed Roof's *Kit Kat Klub Revue*, which recently invaded the Midwest after playing for a time thru the East, comprises Jed Roof and Dick Hultz, comics; Kane and Harris, dancers; Phlana Chappelle, prima Maxine Gould, acrobatic dancer; King and Covan, tap dancers; Johnny King, jazz band and eight girls in line... now that Maurice Frye has joined the ranks of the benedicts, we'll gamble he'll "give a happy" from now on... *Mazine's Ballyhoo Revue*, Paul Reed manager, gave three performances at the Mountain Home, National Veterans' Administration, Johnson City, Tex., December 24. The soldier inmates enjoyed immensely and plans are being made to bring the show back at a later date... in the Wilbur Cushman company at the Century Theater, Oakland, Calif., at Violet Barlow, Rudy Wintner, Juan Wray, Naomi Burston, Dick Stuart, William Wade and Billy Benter. The show is in there for an unlimited stay... Taddom lost one of its pioneers with the recent passing of Lester Leon Richard, black-face comedian, manager and producer. Illness had handicapped him in recent years, but it failed to cut in on his sense of humor. He will be missed by his host of trouper pals... Frank Caggan is in his seventh week with the *Southern Beauties*, enjoying favorable business in Southern picture emporiums... Bob Greer and Harry Rollins comedians, who closed recently with Reno's troupe, have joined the Sine Williams cast at the Ada Meade Theater, Lexington, Ky. The pair, with "Slim" Williams and Frankie Harris, gives the company a quartet of able comics... Honolulu folks are not only "flesh hungry," but "flesh mad," judging from an item in *The Honolulu Advertiser* which says that it was necessary to take out the police reserves to handle the mob that stormed the doors at the recent opening of the Lewis-West all-colored revue at the Coast Theater in the city.

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Shall We Rejoin the Ladies?

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

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

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

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


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

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

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

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

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

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

In most instances coolheaded and willing aid of the "strangers in town" is appreciated and publicly commended thru the press and

in conversations. To cite an example: For many years the management and other attaches of a prominent Wild West show (Pawnee Bill, to be exact) have received lingering praise on materially aiding in saving a small town, now greatly increased in size and population, in Oklahoma, from destruction. There have been many other similar recordings.

An instance of the reverse of local appreciation might also be briefly narrated. A show was exhibiting years ago in a small town in Southeastern Arkansas. Many of the attaches stayed at the two or three hotels. One night (about 3 a.m.) a fire started in a large dwelling. Troupers hastily dressed and on arrival at the scene found the local water-plant supply decidedly insufficient and a highly excited mass of citizens. Showmen sprang into action, none in the least excited, and hastily started carrying water, chain fashion, to parts of the building where most needed. All was going well when a self-important "fire chief" commandingly yelled: "We don't need the help of you strangers; clear out!" Another townsman said: "That's right!" The troupers quickly ceased interest and action, except that one of them, a few rungs up a ladder, turned a bucket of water upside down on the head of the "commander" and the building was destroyed. Fortunately, however, there have been few cases of such ignorance and narrow-mindedness.

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

Limitation at Fair Meetings

A HIGH executive of a State association of fairs has advanced the suggestion that other State fair bodies be permitted to become associate members, enjoying the privileges at annual meetings, of the association in whose behalf the suggestion was made.

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

The proposal smacks of the restrictive and the limitative. State associations have always looked forward to the conclaves of neighboring commonwealths. Some fair secretaries and other officials have, in fact, been known to travel thru a half dozen States to "join the boys" in annual reunion and discussion.

Any fair association should be honored with attendance from neighboring and especially much-removed States; should, we think, encourage such representation rather than discourage, even affront them, by asking for a fee.

If the sawbuck is intended to perform a prohibitive function—small as the fee is—it will accomplish its purpose. And why? Because no thinking fair management would, we believe, pay one penny for the privilege of attending the meeting of an outside State's association—a privilege which most emphatically should be reciprocal.

If the proposal is an innuendo for the limitation and discouragement of interstate representation it seems to suffer conspicuously from lack of forethought. The theory on which it is based is neither liberal nor constructive. In practice it will not prove sound and will create antagonism.

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

Would Perpetuate Magic

Editor *The Billboard*:

Concerning the magic merger. Without knowing who is the father of the idea, I would say the plan was from a heart thinking for the magical profession's permanency. Nothing could perpetuate magic more effectively if the idea were practical and a working plan could be worked out.

However, I seriously question the practicability of the idea. Who would be the new officers? What would satisfy all concerned as to name, policy, officers, etc.? The Society of American Magicians is not a magical order. It is an institution. It has no magazine to parasitize off the organization's treasury in case the magazine does not pay. The International Brotherhood of Magicians and the International Magic Circle are more fraternal in constitution. All three differ in many ways.

No man ever lived that wished magic and magicians more success than that grand old man of magic, W. W. Durbin, of the IBM. The same can be said of good-hearted Joe Lightner, of the IMC. Both are conscientious and have spent much more in time, effort and money in the interest of magic than they ever hoped to get out of it. It's magic for art's sake with them.

There is no logical reasoning for all this ill-feeling between the different memberships. All three have their good points just as they have their bad ones. There is no good reason why the boys cannot convention together or at least arrange convention dates that do not conflict. There is some question as to whether the three bodies could ever agree on the same city for convention purposes. However, it would be ideal for magic and the memberships if it could be worked out. On the other hand, three conventions a year have a tendency to educate three cities a year, thus creating a desire on a greater part of the public to see good magic.

Wichita, Kan. CARTER HARRISON.

A Rumble From Texas

Editor *The Billboard*:

What do you think of this one? We have just received several letters from Felix Robertson, of Dallas, informing us that we will have to pay a license to sing songs, which we have been using more than 20 years.

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

We pay State, county and city licenses. Don't they think these enough, without asking our bread money?

Silverton, Tex. TED E. GOODWIN.

With Some Old Friends

Editor *The Billboard*:

Several weeks in Toledo as "advisor" and chaplain of the Veterans' Relief Pioneer Days' spectacle and indoor circus put me in touch with splendid old-timers of the circus and the carnival.

Chief Long Fox lives in and works out of Toledo with an Indian med show. Eddie Lewis, clown, is doing novelty-treet advertising. "Pinky" Hollis, world-known rider, has sold his horses and as put his "riding act" in the discard, and thus the circus is eliminating the riding blood of the manor born and asking from the bills the names of the pure gold" riding families that date back into "time immemorial." Why?

Diagnose, do some figuring; the answer comes, and the fault lies not with the riders, but with those who seemingly know not just what to do in a "depression" like the present. What would James A. Bailey have done if in the ash? Did he ever fail? Did he ever become panic and the stop sign, Thou halt Not Pass?

Jack O'Conner has an office in the Chamber of Commerce Building, the one old Jack, with his undying love for the trouper. Living at 332 12th street Mrs. Josie Artressia, I think the last of the famous Belmonts. Her two children, 10 and 12, are in the Miami Children's Home. Remember her illustrious husband? How he used to help be needy!

What a pleasure to find in Toledo the Jennings. Arnold, the husband, former well-known ride manager. His wife, she who made high dives and did fancy and duck swimming, Betty Mitchell. They have a nice home at 1388 Oak street and the brightest boy, only 20 months old. Talks and goes about like a young man, wonderful sample of the super stock in show-world children. His name, Lester Donald. I met these dear people at church and they've found out it pays

THE FORUM

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

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

Toledo. DOC WADDELL.

Davis "Outdone" by Rooney

Editor *The Billboard*:

Writing of Charles L. Davis and the play *Alvin Joslin*, as several have been in recent numbers of your paper, calls to mind an amusing incident that occurred during the early years of that play. Davis, real showman that he was, made a real feature of his diamonds and they were on display in every town and city in which he played, sometimes in the lobby of the theater in the window of a prominent store, but always in the spot where they would attract the most attention, and they were guarded by a couple of men with prominently displayed badges and revolvers.

On one occasion in Pittsburgh, Davis was playing a week stand, with the diamonds on display in the lobby of the theater, and Pat Rooney I was filling a week in another neighboring theater. Somewhere Rooney got hold of an

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

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

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

The chain theaters down here are fighting us for all they are worth, but if you think we are not pasting them back ask any trouper. There are hundreds of them in this town and thousands in the State and they will tell you that we are jamming them. True, it costs a fortune to play this State, but at least we are making a living and we are in warm climate and I am keeping nearly 50 people at work. As far as Billroy's Comedians leaving Florida is concerned, we'll leave when the weather gets

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

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

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

Nor was Davis as skillful in portraying the "rube" of that time as was James A. Herne in *Shore Acres* or Dick Golden in *Old Jed Prouty*, nor Archie Boyd, Jim Galloway, Odell Williams, George W. Wilson and numberless others, but he was a consummate showman, and he left a monument to his name, at least in the profession, in the *Alvin Theater*.

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

Wehle Stays in Florida

Editor *The Billboard*:

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

The writeup from Jacksonville was a gross misrepresentation and I herewith give you the facts, which I will expect to see published in your next issue.

We opened in Ocala to practically capacity, with the theater giving a two-for-one show against us. We took out a

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

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

Riders' Salaries Real Issue

Editor *The Billboard*:

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

He thinks it queer why we all go back to the '30s, but if he will refer back to that time he will find that there were then more big circuses with more first-class riders than in any other decade in circus history.

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

He also said horses were smaller, probably not more than 14 hands high. But if he will investigate or has any data he will find that they were about the same as now. The horses of Jim Robinson, Billy Showles, Frank Melville and Bob

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

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

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

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

Contortionist Data a Hobby

Editor *The Billboard*:

Regarding the recent letter of Burns Kattenberg in *The Forum*, it is fine news to hear that someone is at last going to prepare an article on the art of the contortionist, something that, in my opinion, has been long needed.

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

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

I have one old pamphlet pasted in my notebook which might interest Mr. Kattenberg, on *How To Become a Contortionist*. It is by Lou Ford and includes an advertisement for that celebrated aid to the contortionist's art, namely, "Lizard Oil."

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

I have this early pamphlet and a reproduction of an early engraving showing a clown doing a contortion feat. Out of a list of over 100 performers, past and present, I have been able to secure pictures of only about 10, most of them from magazines.

There are few enough people interested in contortion, which is an ancient art too long neglected, and those of us who are interested should band together.

CHARLES NAGEL JR.
New Haven, Conn.

Hyde's Ideas for "Alvin"

Editor *The Billboard*:

The few notes I have had the pleasure of reading in *The Forum* regarding Charles L. Davis and *Alvin Joslin* bring to my mind that for many years the agent of that show was J. M. Hyde. And as a boy I remember that band he carried, without a doubt the finest uniforms ever seen with a show. And who will ever forget *Alvin*, with his pocketful of apples, Pier 29, East River, and the tugboat, and T. T. Rook, of Youngstown, O., who for years played the bowery boy?

Mr. Hyde as agent originated many novelties ahead of the show, among them a 16-page litho herald, and seven days ahead gave away 500 linen caps to every boy in town, with the name *Alvin Joslin* on the visor. All of us boys wore those caps going to school and was it an ad for Davis!

Well, every boy who kept his cap until show day got in the parade that day behind that wonderful band. And at the finish in front of the opera house at room Davis would throw \$20 in nickels and pennies in the air for us boys to scramble for. Talk about advertising! How can we ever forget Uncle Alvin? Lynn, Mass. JOSEPH THAYER.

C I R C U S E S

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

Stevens Show Ends Season

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

COFFEYVILLE, Kan., Dec. 31.—Due to snow and cold weather, the Stevens Bros.' Circus closed last week. The outfit is now in winter quarters 10 miles south of here.

The 1933 season will start approximately April 1. Work of rebuilding the show and breaking stock will start shortly after the first of the year.

Robert A. Stevens, sole owner and manager, is indisposed, having a serious case of influenza.



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

Showfolk Finish Dates In St. Louis Stores

ST. LOUIS, Dec. 31.—Following a five weeks' engagement at the Grand Leader department store, Jules Jacot and his seven fighting lions have returned to winter quarters at Peru. Jacot won a host of friends during his stay here and his act was a distinct success. Rex de Roselli, who looked after the exploitation of the act, also returned to Peru.

Harry LaPearl and wife, who were at Scruggs department store, have returned to their home in Indianapolis. Chief Sky Eagle and family, at the same store, have gone to Chicago.

At the termination of the holiday season at Famous-Barr Company, Kinko, wife and son went to Peru to remain until time to go to Toledo for the Shrine Circus.

Leo Porter will leave in a short time for a visit at his home in Norwich, Conn. Earl Shipley and wife are remaining here until they open in Milwaukee for Bradna and Davenport, followed by Detroit and Cleveland indoor circuses.

George Cutshall and wife and sister, Pat McLaughlin, went to Cherryvale, Kan., to spend the holidays.

Many People Witness Jacot's Act in St. Louis

PERU, Ind., Dec. 31.—Rex de Roselli, on promotion and publicity, Jules Jacot and seven male fighting lions arrived here Christmas Day after showing to a half million people in six weeks' run at Stix, Baer & Fuller department store, St. Louis. It is said that 150,000 persons saw the act December 24.

Assistants to Jacot as keepers and handling props were George (Chick) Mackey and Jack (Heavy) Evans, of the circus farm. Jacot will spend several weeks at his Kentucky farm home.

Charles Sparks Not Going Back to Rails

FITCHBURG, Mass., Dec. 31.—Charles Sparks, owner and manager of the Downie Bros.' Circus, informed *The Billboard* representative that his show will not take to the rails the coming season, but that it will continue on trucks as of late years. He said that the circus will have a very pleasing performance.

Mr. Sparks thinks that business next season will be better than in 1932.

Singer Heads Brussels Bill

BRUSSELS, Dec. 28.—The Swiss National Circus (Cirque Knise) has closed its engagement at the Cirque Royal and the new circus bill at this big indoor circus is headed by Lucien Muratore, the opera singer and film star.

Files Bankruptcy Petition

CHARLESTON, W. Va., Dec. 31.—A voluntary bankruptcy petition has been filed in Federal Court here by Cly Cleburn Newton, circus man, of this city. He listed liabilities at \$20,680.15 and assets at \$67.

Ringling Acts Booked For Big Shrine Shows

PERU, Ind., Dec. 31.—Contracts for various units of the Ringling interests here, officially said to number the largest ever to play indoor events, were signed the past week by Jess Adkins and representatives of Shrine and Grotto temples of Milwaukee, Detroit, Toledo, Cleveland, St. Paul and Minneapolis.

Dates of engagements are Detroit, February 6th to 18th; Toledo, February 13th to 25th; Cleveland, February 20th to March 4th; Minneapolis, March 6th to 11th, and St. Paul, March 13th to 18th.

Rex de Roselli is writing new spec, and Fred Ledgett will be equestrian director. Wife Irene will work in ring one of the Hagenbeck-Wallace herd of 15 elephants, in charge of Cheerful Gardner. Clyde Beatty's cat act; "Kinko" and Joe Lewis, clowns; 35 ring and menage horses, worked by Ethel Lewis, Anna Butler and Dorothy Carter, who will double elephant acts and aerial numbers; three statue acts; seal acts, Rollin Habeler; menage and Liberty horses, direction of Harry McFarland, will be used during indoors.

Briefs From McKeesport, Pa.

McKEESPORT, Pa., Dec. 31.—Joe Farnan, last season on Ringling-Barnum Circus, returned home from Chicago to spend the holidays here.

Ralph (Blackie) Blair, of Hagenbeck-Wallace Circus, returned from the West to spend the holidays.

Jess Robinson has only two trucks working at the billposting plant. Is eagerly awaiting the coming of the white tops.

George Thomas, altho retired, is very active about town.

Colonel Jacobs entertained John Griffin, Billie Wood and Duke O'Hara at his hunting lodge at Ligonier, Pa. The Colonel has not retired from the show game and may use the "Myte Jacobs" paraphernalia and title this spring. He gave up the idea of putting out on the road the Alpine Minstrels.

Capt. Ernie Firth, seal trainer, did not come home for the holidays but remained in Chicago.

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

Jess Adkins Chairman Of Christmas Party

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

Circus folks on program were Joe Lewis and Emmet Kelly, Hagenbeck-Wallace clowns; Roy E. Jacobs, of Flying Valentines; W. A. and George Meeker, Charles Redmond, Freddy Weimann and Everett Walpe. Two thousand and five hundred spectators crowded the building.

Guy Weadick Leaves Calgary Exhibition After 10-Year Stay

CINCINNATI, Dec. 31.—Guy Weadick, outstanding and internationally known figure in the cowboy contest world and the originator, producer and manager of The Stampede, the big cowboy contest made famous by him first in 1912, and which he has for the last 10 years produced as the feature attraction of the Calgary Exhibition, Calgary, Alta., has severed all connections with the management of the Calgary Fair, one of the Class A events of Canada.

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

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

"For your information I would advise that, owing to past endeavors and results produced, as to contests held, quality of performance, numbers of 'top' contestants participating, publicity received, as well as ever-increasing interest and attendance from all parts of the globe, it must be conceded that The Stampede under my management is recognized as an international event and must be conducted as such, rather than along all lines of a county fair, which after all only has a local appeal. For these reasons differences have existed between myself and the Calgary Exhibition manager for some time, and I have severed all connections with the Exhibition Company. Their management has made an

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

"While it is true that propositions regarding my producing The Stampede along its original lines on an outstanding scale in the United States in 1933 have been made to me, nothing has been closed to date and I am not in a position to give publicity at this time to offers received. You may rest assured that, as in the past, any time I have any announcements to make regarding my activities in the Wild West or contest business, *The Billboard* will receive such news first."

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

In 1913 Mr. Weadick presented The Stampede at Winnipeg for six days, again awarding \$20,000 in cash purses for six performances. This contest was also a private enterprise, being financially spon-

(See GUY WEADICK on page 33)

Nab Sennett in Redlighting Case

MOBILE, Ala., Dec. 31.—William Earl Sennett, formerly with the Robbin Bros.' Circus, was arrested Tuesday at Des Moines, Ia., in connection with the death of John Smith, a Negro helper with the show. Smith and number of other circus helpers were redlighted here September 30, 1931. Smith died later from wounds received when thrown against a switch post. Sheriff W. E. Holcombe holds a murder warrant for not only Sennett, but Ralph Noble as well. Noble has not yet been arrested. Robert Baltimore, Chester Farley and Bill Wendell have been in jail here as witnesses since the alleged offense committed by Sennett and Noble.

DES MOINES, Ia., Dec. 31.—William Earl Sennett, also known as Sinnot, who was arrested by local police upon information from Alabama officials that he wanted for murder, will fight extradition, he said.

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

Los Angeles Brevities

LOS ANGELES, Dec. 31.—George Egger, owner of Schell Bros.' Circus, wintering in Fresno, reports getting things in shape for the coming season. Will add considerably to the equipment. Informs that he will head a party of showfolks at the annual Charity Banquet and Ball, January 11.

Harry Chipman has arranged a program for the benefit of unemployed at Philharmonic Auditorium. Among the acts engaged are the Ward Sisters, Phil Escalante, the Pins Family, Rondo Troupe, Rondo Duo (trick bicyclists), Mysterious Blondell, Eddie Dawson, Madame Forster's trained animals, Hubbard Sisters, Lind Family, De Gar Troupe, Betty Thomas and Peg Marchelle (trapeze and cloud swing), Escalante Family Troupe; Willis Atchury, musical director. Six performances are scheduled.

Charley Cook, with crew and paraphernalia of the Al G. Barnes Circus, finishing the *Kings of the Jungle* act at the Barnes quarters. Bill Kolp reported having contract to supply material for another of the outdoor films.

Blossom Robinson, of the Barnes Circus, will appear in Sid Grauman's prologs.

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

Tony Ryder, well-known circus trainer, who died in Hollywood December 2, was a member of Troupers' Club, Hollywood, which had charge of service burial in Hollywood Cemetery.

Animal Trainer's Adventure

LONDON, Dec. 20.—While six polar bears were being put thru their performance at Nottingham, Eng., one week the corporation electricity supply failed thruout the city and the bears were plunged into darkness. James their trainer, who had been attacked the previous night by one of the bears which had ripped his coat partly off with its claws, saw in the dim light the same animal advancing upon him. He was terrified to hear the deep growl proceeding from the steel cage in which the bears and their trainer were confined. By using his whip Janesco was able to keep the animals at bay until attendants rushed to the rescue with flash lamps. It was 15 minutes before the electric lights came on again and Janesco was liberated to the deafening applause of the packed house.

Bailey Bros. To Enlarge

HOUSTON, Dec. 31.—Bailey Bros., operating a small circus and variety show here, have announced that a larger one is planned to enlarge the show. It is estimated that the show will carry Mollie Bailey title as the title still remains in the Bailey boys' hands.

Peru Cleanings

PERU, Ind., Dec. 31.—Joseph (Alabama) Reed has taken Julius Wolfe's place as night watchman at the circus car sheds. Wolfe's repair force is in charge of painting inside of Pullmans.

William Bradley, in charge of circus railway cookhouse with John Ryan, head waiter, are being congratulated on Christmas banquet served to the regular shop employees and 30 others engaged in putting up new building. Repair force of Dan Parker, George Parker, Red Carroll, Ben S. Moore and P. B. Wolfe will start rebuilding trains January 15.

Joe Siegrist and wife, Bebe, aerialists, came back to Peru Christmas Day from a visit in the West. Will spend several weeks here and leave for the East to play an engagement at Hartford, Conn.

Eddie Woecener arrived here last week from Ohio. He will direct band at indoor circus at Toledo, and again will wield baton with Hagenbeck-Wallace the coming season.

Leo (The Great) Wilno, cannon man with H-W, will have one of the largest projectile-throwing devices in United States the coming season. Cannon being rebuilt will be mounted on three-ton truck, entire assemblage weighing more than five and one-half tons.

Reported that Blackie Dillar will be in charge of baggage stock on H-W; George Lyle, ring and menage horses.

"Waxie" Lord, of Spokane, Wash., harness maker, arrived and will remain here until spring.

"Kinko," internationally known clown, and wife arrived here from St. Louis the past week.

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

George Lyle, of H-W, has returned from Burlington, Ia., called by death of his mother, Mrs. William Eoff. Funeral was December 23.

Mrs. Mitzie Steeter, Bloomington, Ill., R-B, aerialist, daughter of Mr. and Mrs. Ben S. Moore, Peru, underwent a major operation the past week at the Illinois city.

Walter Lawrence, of H-W advance, conducting Riverside lodge for local and visiting troupers, left for New Orleans, to remain until spring.

Nine hundred horses, which were out on pasture, have been brought to the farm and housed for the winter by Steve Finn and assistants.

The happiest boy in Peru on Christmas Day was Bobby, son of Jess Adkins. The reason—toys from every State in the union sent by troupers, with whom the lad is a favorite.

Frank Orman, on concessions with H-W, has purchased a home on West Main street. Said that Mrs. Orman will not troupe this season owing to motherly pride in new Christmas arrival and new home.

Among old-time troupers in Herbert Leeman's commissary, talk about Jack Sword's elicited information that Jack, in 1920 boss, hostler of Al G. Barnes Circus and 1921 driver with Ringling-Barnum Circus, died in a hospital in Texas. The Peru representative of *The Billboard*, Bart Clickard, will obtain affidavits for a sister if information has not yet reached her.

P. M. Plank, in H-W commissary last season, left for St. Louis the past week.

West Coast Jottings

VENICE, Calif., Dec. 31.—The Al G. Barnes Circus Christmas tree mounted on a car, with plenty of small Christmas lights, bells, and two big electric signs on each side, wishing all a Merry Christmas from this circus, with Frank Chiccarelli as Santa Claus; Al Wier, driver, and John Smith as Santa's assistant, left the quarters at Baldwin Park at 2:30 p.m. December 24. First stop was made at the Ruth Protective Home for Girls in El Monte; then to all circus folks' homes in Baldwin Park and El Monte; then to 10 hospitals in Los Angeles County, including two children's hospitals; to all homes of Barnes Circus folks in Los Angeles, Hollywood, Culver City and Venice. Each woman received a box of chocolates and the men cigars and a carton of cigarettes, children a novelty sock of candy and a toy. Mrs. Sylvester Cronin, who conceived the idea, was along in her car to see that everybody received a present.

Ed Bullock, Al Wier and Bill Parks, who are working pictures in Hollywood, state that they will again troupe.

The Pacific Coast Showmen's Association will hold its annual Banquet and Ball at the Alexandria Hotel in the Gold Room January 11, starting at 6:30 p.m. George Tipton will act as chairman. Memorial services at the Showmen's Rest in Evergreen Cemetery will be held January 8, at 2 p.m., Louis Bissinger in charge.

S. L. Cronin, manager of the Barnes

Circus, will have some surprises the coming season in the way of novelty acts.

The Los Angeles Shrine held its annual Christmas Tree at the Shrine Auditorium evening of December 23. Charles Hatch was m. c. On the program were Shrine band, Shrine drill team and carol singers; Christen's goats; Harry Woodling's ponies and sleigh, with F. A. Roe as Santa Claus; clowning by Tom Plank and Curlie Phillips. After the show each child was given all the toys and fruit that they could carry. There were 3,500 children and their teachers at the party.

Scotty Thomas is visiting relatives in Arizona during the holidays. Spud and Edith Redrick left for San Francisco to spend the holidays.

Skinny Matlock and Cliff Clifford returned from Mexico for the holidays. They were on location in Mexico for the picture *King of the Jungle*.

Weldon Matlock, former wire walker and son of Skinny Matlock, now on the U. S. S. Wyoming at San Pedro, Calif., is spending the holidays with his dad.

TOM PLANK.

Harry Humphries Going Abroad in February

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

There were only eight circuses tenting the British Isles last season. The big three were Mills' Olympia, Lord John Sanger's and Baileys & Broncho Bill's Show. Only one show traveled by rail—Sanger; the others by motor transports and horses. The Fossett Baileys and Broncho Bill Circus has more than one hundred horses and ponies, two elephants and a cage of performing lions.

The Great Carmo's Circus, which was one of the largest touring two years ago, was partly destroyed by fire at Birmingham during the winter. Carmo has returned to the vaude theaters with his illusion act.

Haag Show Closes

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

Old-Time Showmen

By CHARLES BERNARD

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

NAME YOUR PRICE!

Tell us what you want and about the price you can pay, and we'll come right back at you with selections from our stock of used tents and similar equipment. A good choice as to size and condition. Take a chance—we'll both win.

Absolutely honest, detailed descriptions of equipment available at the price you want to pay.

YOU CAN'T BEAT THAT!
Write—Wire—Phone.

Baker-Lockwood

America's Big Tent House

2300 McGee Trafficway, KANSAS CITY, MO.

the advertising department of the Washburn organization, season of 1896. It was one of those elaborate and impressive productions in circus advertising material for which Leon Washburn was noted. In addition to the front page being from a special-engraved block, the title, interwoven thru mammoth spread of tents, lengthy parade scene, riding act and chariot race, with date space across bottom, each of the other seven pages had large special-engraved illustrations of featured acts and exhibits. These cuts bore the Hennegan imprint, as evidence of being made special for the Washburn Show.

For the menagerie a classified list gave the names of more than 50 different species of animals on exhibition. A mammoth elephant, named "Giant Charlie," and a baby elephant, "Ding-Dong," together with Adam Hagerman's den of performing lions, were the named features in the animal department. The cuts used to illustrate "Giant Charlie" and "Ding-Dong" were similar in contrast of size to the pictures of "Jumbo" and "Bridgeport," advertised in the early '80s as features of the Barnum Show. Descriptive of the ring performance, a paragraph stated: "No pad riding, but a matchless display of acrobatic, gymnastic and equestrian science." Altho promising a lengthy program of the various acts customary with the big shows of the '90s, names of performers were noticeably omitted in the advance courier. The equestrian numbers were the exception. In them the names of seven riders were given, together with a full description of their respective acts. Lidiana Miska was the principal bareback rider, advertised as a Russian equestrienne from the Circo-Cislinelli, St. Petersburg. Helena Hamilton, premier equestrienne in high-school menage riding, Clara Dockerill, picturesque scenic rider, breaker and trainer of her own horses. Tony Hamilton did the bounding-jockey act. Albert Orton was on the bill as the champion male equestrian. William Kibble, hurdle and four-horse acts, and Lowande and Pearl did a sensational double-jockey act, using two horses and changing horses in the ring while at full speed.

One unique feature of Washburn's offerings for that season was a troupe of remarkably well-trained cats. They did a routine of boxing, military drill, sick patient and nurse and a closing number by the "Cat Orchestra," nine musicians (See *Old-Time Showmen* on page 54)

HYTEX BALLOONS

FOR THE INDOOR CIRCUS

These Circus Prints with Name and Date on opposite side will get good results in advertising the show, or they'll sell profitably as a souvenir. Write for particulars.



The Oak Rubber Co., Ravenna, O.
Selling Through Jobbers Only

CIRCUS ROUTES

Circus Managers, Agents and Troupers, "Circus Fans" and "Saints and Sinners," 1932 ROUTE SHEETS OF THE FOLLOWING

RAILROAD CIRCUSES:
RINGLING BROS. AND BARNUM & BAILEY
HAGENBECK-WALLACE
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Multigraphed typewritten sheets containing entire set of 13 Routes. Special Price, \$2.00 per Set, Postpaid.

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Male and Female and Baby Sloth, or any other rare species of animals, for Pit Show Attraction. BOX D-888, care The Billboard, Cincinnati, O.

CARNIVAL and SIDE SHOW

BANNER

PAINTERS
MILLARD & BULSTERBAUM
2894 West 5th Street, CONEY ISLAND, N. Y.

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

Circus Saints and Sinners Club

Santa Claus located Harry Baugh for the undersigned. Harry is now located at the Fork Union Military Academy, Fork Union, Va., for the winter. He is doing some "interior decorating" at the Academy. "All same as circus," writes Harry, "only you don't have to pull down, move and set up every day. 750 meals every day." And now that we know he is with a military academy there was a reason for his "soldiering" on the job.

A "seeling-off" committee, headed by Frank Buck, went to the pier in Brooklyn last Saturday to say farewell for the CSSCA to Oesa and Martin Johnson, who left on the American-African Line for Capetown. From Capetown they will start with their caravan for the wildest part of the jungle, taking with them two airplanes and a few other contrivances. He will be gone for two years.

In a few weeks the 1933 list of Fall Guys will be published. The hunting season for Fall Guys during the past season was a very successful one. There was Felix Count von Luckner, William (Big Bill) Egan, station master of the P. R. R. Carveth Wells and Frank Buck, both noted hunters; Gene Tunney, Grover Whalen, William R. Hearst Jr.; Captain Bob Bartlett who went to the North Pole with the late Admiral Peary; Congressman Robert L. Bacon and Martin John-

son, and at the last luncheon Tony Sarg. As of the end of 1932 the membership of the Dexter Fellows Tent, which was pitched on the CSSCA lot last April, has reached 78. The closing figure will be 100, and it is expected that before the new year gets a good start this figure will be reached. At least that is predicted by that genial and hustling getter, Jim Bryan.

We are glad to learn Doc Cliff Rudd, former national president of the CSSCA, is up and around again. It will be remembered that owing to a misstep in the dark in his country bungalow Cliff suffered a scalp wound. When the Doctor, a prominent physician of Richmond, was called in, he said: "I'll sew that scalp wound for \$10." "Gee, Doc," gasped Cliff, "I want just plain sewing, not hem-stitching and embroidery."

The annual election of officers of the Dexter Fellows Tent will take place some time prior to the January luncheon. The committee will also be elected to take charge of the Old Troupers' Home Dinner to be held in February at the Waldorf-Astoria. Lowell Thomas, the retiring president of the Dexter Fellows Tent, has done some splendid work for the organization, for which the CSSCA is very grateful.

Sawdust: Congressman Robert L. Bacon

Under the Marquee By CIRCUS SOLLY

J. TRACY HAGER is enjoying the Florida sunshine.

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

HERBERT ((SLATS)) BEESON advises that he expects to be with a circus the coming season.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

E. C. GESELE, owner of the Gesmo Animal Farm at Amsterdam, N. Y., recently purchased a number of white peafowl from Rex M. Ingham.

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

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

FRED WAGNER, manager of a Fanchon & Marco unit show, has been hobnobbing with the boys on the Magic Carpet and around the Atwell Studios in Chicago.

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

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

FRANK O'CONNELL, in charge of A. C. Gilbert demonstrations in Washington (D. C.) stores during the Christmas shopping season, has gone to Florida for a short vacation.

MICHAEL AND EMERY, hand balancers, recently arrived in Cleveland from the West Coast, where they played vaude dates. In Cleveland they met Pedro Morales, an old friend of theirs.

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

BUMPSY ANTHONY and Lawrence Anderson have been working dates around Sarasota. Week of December 12 they were at the Acacia Club Circus, Miami. Anderson and wife will play at the Miami Air Show January 5-7.

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

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

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

W. A. KLEINPETER will probably be with a circus this season as steward. If any show contemplates going to Taft, Calif., he will give the manager information regarding lot, license, etc. His address is 704 Polk street, Taft.

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

LESLIE (DOC) OGBURN exhibited an educated midget horse in the Cohen-White store at Joliet, Ill., during the holiday season. It was his third year at that spot. Doc is visiting with R. C. Lee, of Sheffield, Ill., for several weeks before going south again.

BILLY MACY, who was at Joyland on 69th street, Philadelphia, spent the holidays with his folks at Lynn, Mass. It was his first visit home in 12 years. He intends to remain in Lynn this winter and expects to be back with Hunt's Circus in the spring.

TOMMY STEVENS, a trouper and at one time flyweight boxer, a protege of Nick and Jimmie Albanese, is a patient in Ward 11, Naval Hospital, Philadelphia, Pa. William J. Barrett, assistant steward on the Golden Bros.' Circus, was discharged from there last month.

CARL HATHAWAY, of the Ringling-Barnum Circus, spent the holidays at his home in Warsaw, Ind. He returned to Sarasota, Fla., New Year's Eve after spending a day at the Ringling offices in Chicago.

TAD TOSKY has just finished clowning Toyland in a Chicago department store. He also worked the Omaha and Chicago Stadium dates and will be in the Memphis circus this month for H. C. Ingraham.

HARRY MERRELL SR., of Jeffersonville, Ind., visited his son, Harry Jr. and members of the Merrell Troupe, which played the indoor circus in Cincinnati last week. Jim Bonnell, of Cincinnati, who clowning at the show, is a cousin of the elder Merrell.

ERNEST CAPON, who arrived in this country at Coney Island in 1916 with the Bostock Wild Animal Show, and in late years superintendent of the Wichita (Kan.) Zoo, is now in charge of animals and quarters of John H. Thiele, at Port Chester, N. Y.

H. W. JONES, formerly with Glenn Bros. Circus, is visiting A. J. Glenn and family at Muskogee, Okla. Mr. Glenn is operating a riding academy during the winter months. He informed Jones that he will have his Society Horse Show, pony track and Fads and Fancies with Dodson's World's Fair Shows.

METTLER'S FAMILY BAND, last season with Ketrov Bros.' Circus, did street ball for one and one-half weeks prior to the opening of the indoor circus at Music Hall, Cincinnati, last week. A (See Under the Marquee on page 33)

Short Biographies Of People Engaged in Circus Business

Under this heading each week will appear a short biographical sketch of some person active in this field.

No. 48—FRANK E. HALL

Mr. Hall was born at Evansville, Wis., December 23, 1883, making him 49 years of age. His home is in Whitewater, Wis. He has been in the amusement business for 43 years, starting in 1895. He was with his father, George W. Hall, on the Ringling Side Show until he was 28. He was married March 6, 1912, to Zella Wintermute. Was in partnership with her uncle, Harry Wintermute, for five years. Latter retired and Mr. Hall continued alone with the wagon show until winter of 1918, and then sold out. He then went with the Col. Hall two-car show, owned by William Campbell in 1919-1920. Then went back to Wisconsin and started motorized circus, Vanderburg Bros. Years ago he worked vaudeville. Was with one of Rowland & Clifford's shows out of Chicago, and for three winters was with Frank E. Long Stock Comers was with Fraternal organizations of which he is a member are Masons and Elks. Training domestic animals is his hobby. His wife, Zella, is active in amusement business. They have a daughter, Bonnie Jean, 8 years old. Mr. Hall's parents are deceased.

Looking Back Thru The Billboard

25 Years Ago

(Issue of January 4, 1908)

Norris & Rowe have purchased the entire zoological collection from Chutes Company, San Francisco. R. H. Dockrill engaged as equestrian director. Peerless Potters also will be with show. Fred McMann will manage No. 2 car of Sells-Floto Circus. L. H. Heckman, for last 12 years with John Robinson Circus, will manage No. 1 car of Sells-Floto. George H. Heiser, formerly with Ringling Bros.' Circus, engaged as general local contractor of Sells-Floto Circus. Al Lindley, 24-hour man, also will be with show. Ben Holmes' W. W. Show opened at Florida Ostrich Farm, Jacksonville, Christmas Day as special free attraction. "Mike," big elephant with Barnum & Bailey, died in quarters at Bridgeport, Conn. Frank Mangum re-engaged as press agent for Gentry Bros.' Shows.

10 Years Ago

(Issue of January 6, 1923)

Alderfer Show recently closed season of 34 weeks at Boyce, La., and went into quarters for four weeks to paint up. George Chandler has signed as agent for Kretz Bros.' Wagon Show, making his second season. James W. Beattie, side-show manager, has left hospital in Syracuse, N. Y. R. H. Dockrill died in Delavan, Wis., December 28. Ed C. Holland, 24-hour agent of Walter L. Main Show, has been given a position for rest of winter by Sam Scribner. Frank Prescott will be general agent of Campbell Bros.' Show. Bobbie Fisher will be with the Flying Wards on Sells-Floto Circus. Jerome Harriman will be back with the John Robinson Show. The Kinkos will again be with Al G. Barnes Circus. Hans Schwitters, formerly of Ringling Bros. and Barnes shows, has joined Neil O'Brien's Minstrels as second agent.

The Corral

By ROWDY WADDY

ARE YOU pepped up for a new and "better" year?

MAY the 1933 rodeo season be the "biggest ever"!

RODEOS' (and other titles) official announcements should be made early.

FRED ATKINSON, well-known rodeoist, has bought a home in Dumas, Tex., where he now resides.

ELMER SPLAWN has been busting bronks in New Mexico for his uncle, Jim Splawn.

TEX BURNETT, steer and bareback bronk rider, is spending the winter in Miami.

DID YOU KNOW that there are rodeo contestants and one rodeo clown who have created a trust fund to take care of their "old days"? Why not more?

JOHN WOLFF, of Tishomingo, Okla., and former contest bronk and steer rider, is foreman the large Frank Givens ranch in Northern Texas.

CONTESTANTS are again looking forward to their appearing at as many annually held and special-event contests as possible.

SINCERELY EARNEST (but friendly-sportsmanship) competition among contestants the outstanding fan-interest stimulator.

HOOT GIBSON's annual Spring Golden State Rodeo will be staged at his ranch at Saugus, Calif., late in April. Skeeter Bill Robbins, foreman the ranch, will assist Hoot in staging the show.

EDNA M. GARDNER HOPKINS, well-known former Wild West show woman back to the '80s, is still saying "howdy" to acquaintances passing thru her home city, San Antonio, Tex.

WORD reached this editor last week that Mrs. Eugenia Sublette Swope, wife of Ed Swope, penitentiary warden at Santa Fe, N. M., and former wife of the rodeo clown, Red Sublette, died recently at Santa Fe.

RAY AND MAIDA BLATHERWICK, juvenile entertainers, with the Sir Harry Lauder company, were slated for the opportunity to again appear at their home city, Dahart, Tex., Wednesday of last week.

CHARLIE NEWKIRK, formerly of Newkirk, Okla., who was a well-known contestant at rodeos 10 years ago, is permanently established near Detroit, where he has a 300-acre farm and one of the finest saddle-horse barns in the Detroit area.

EDDIE HARNEY, well-known trick and fancy rider, is now a member of the New York State Police. He will be with one of the trick-riding units of the force the coming season. His wife, Shirley, late of the Hagenbeck-Wallace, is with him in the East.

JUANITA PRAIRIE FAWN, Indian trick rider with King Bros.' Rodeo the past season, is in Hollywood, where she will ride in Western filmings. Her mother, Mrs. Prairie Fawn, has been working in pictures on the West Coast a number of years.

MARION STANLEY, trick and fancy roper, who was with the concert of the Walter L. Main Circus last season, is now at Pawnee Bill's Oldtown at Pawnee, Okla. Nightly in the Indian log trailer post he "swaps" stories with Bill Pennington of Denver, who has charge of the post.

WYOMING BIX and wife and Job Crethers and his wife (Dolores Gonzalez) who were with King Bros.' Rodeo last season, are touring New York State with a vaudeville Wild West unit, called "Wyoming Bix Cowboys and Cowgirls." Last week the troupe played Binghamton, N. Y.

JIM AND ALICE FOSTER, billed as Mack and Foster, presented a nifty roping spinning number on the program of the circus staged at Music Hall, Cincinnati last week, and with nifty wardrobe. Alice, however, suffered a severe cold and worked single after Wednesday. Jim's mother, Mrs. Lyman Dunn, known (See THE CORRAL on page 54)

SPECIAL DAILIES

Address Communications to 25 Opera Place, Cincinnati, O.

Combination For Columbia

LOOM at South Carolina's capital city sponsoring an indoor trade show-circus

COLUMBIA, S. C., Dec. 31.—An event that has indications of being one of the biggest combined indoor shows ever staged here is slated for Township Auditorium January 16-21.

Columbia Lodge No. 1655, Loyal Order of Moose, is leaving nothing undone to make its Merchants' Exposition, Auto Show and Indoor Circus a success. The entire auditorium has been engaged. Some 100 booths will contain the various exhibits. The State Rabbit Breeders' Association is expected to stage a fine rabbit show. The Dog Fanels will stage an all-Columbia dog show one night as a special feature. On Friday night a public wedding will be an added feature. A circus program of about 14 acts will be staged, and a versatile orchestra will be engaged to furnish the musical end of the program, according to R. B. McCauley, secretary. Official headquarters have been opened in the Central Union Building.

Suit Against Dance Executive Dismissed

CHARLESTON, W. Va., Dec. 31.—W. J. Stroughton, of Ohio, one of the managers of a dance marathon at the Kanawha City Skating Rink, who was arrested in connection with a \$300 civil suit brought by Ralph Garcelon, orchestra leader, was released from the county jail at the direction of Circuit Judge Arthur P. Hudson. Garcelon sued Stroughton in a justice court, claiming that amount was due for supplying music for the dance, which abruptly ended Tuesday of last week. He charged that Stroughton was attempting to leave the State.

Stroughton appealed to Judge Hudson for his discharge from jail. After hearing evidence Judge Hudson upheld Stroughton's contention that he was an employee of the C. A. Pressey Amusement Company, of Pittsburgh, and had not made a contract with Garcelon. The suit under the higher court's ruling was automatically dismissed in the Justice Court.

Morton Show Scores At Reading, Pa.

READING, Pa., Dec. 31.—The Bob Morton Circus Company is playing a seven-day engagement at the Rajah Theater, under auspices of the Rajah Shrine Temple, December 26-January 2. It is one of the best circus units that has ever appeared in this city. Show has been well attended. Three performances were given on Christmas day.

On the program: Polly Dancers; Bee Jung and Miss Marie, aerialists; Petite Evelyn, contortionist; Madame Maree's animals; clown band (Horace Laird, Danny Mitchell and others); Allie Johnson, slack wire; Aerial Solts, double traps; unridable mules, handled by Mitchell and Maree; Martin and Martin, trapeze contortion; Merrill Bros. and Sister, balancing act; Maharana's Sacred Elephant (white elephant); troupe of eight Chinese, equilibriants and contortionists, and Dutton Equestrian Revue.

St. John (N. B.) To Celebrate

ST. JOHN, N. B., Dec. 31.—The city council announced its intention to have the city get behind the movement for the 150th celebration here of the landing of loyalists from New England. Local organizations are forming a big committee to arrange plans for the celebration, which will include a pageant and parades. The landing of the loyalists is officially observed each year as a semi-holiday in St. John on May 18, and indications are that May 18, 1933, will be a full public holiday. An old-home week will be part of the celebration in an effort to attract former residents of St. John back from the United States for that week.

RED BANK, N. J., Dec. 31.—Smoke Shop Dance Marathon, under "Uncle" Jim Harkins' management, is well over the 1,000-hour mark, with 11 couples remaining. It started on November 10.

Pleasing Show Presented By Richardson in Cincy

CINCINNATI, Dec. 31.—Counter holiday-week attractions and three days of inclement weather materially hampered attendance at the annual circus sponsored by Fort Scott Camp Association staged at Music Hall this week under the direction of E. Vaughn Richardson. The performances, given twice daily, were pleasing. Music was provided by a loud-speaker system. Admission prices, 25 cents to \$1. Charles Rooney, veteran circus performer, was equestrian director; Gean Nadreau, stage manager.

Pupils from the Pep Golden Studio (local) gave the prelude for each performance. Then followed the clown band, directed by the producing clown, Larry Taylor. The show was not without its leaps, featuring the Merrell Troupe. It is worthy of special mention that two girls in the troupe, along with the boys, did some nifty leaping, somersaults included. Anderson's pony, dogs and monkey were a pleasing display. Clowns. The cloud swing number of Corinne Hodgini (Rooney) was all that could be asked for. Clowns. Mabel Mack's Military Mules (six) proved a novelty "Liberty" offering—well trained. Ted and Joe Hodgini and the Three Merrells presented some fast and worthwhile routines of comedy acrobatics. LaVenia Sisters (Hermine and Caroline) presented a neat and interesting double trap number. Clowns. Corinne Hodgini (Rooney) offered a principal riding act which pleased. The Merrell Troupe in a straight acrobatic act that registered heavily. Clown prize fight was a big laugh. Mabel Ellet, performing on the web, and Caroline LaVenia on traps (concluding with endurance muscle grind) was a first-rate number. Clowns. A crackerjack rolling globe was presented by Gladys DeKohi, who concluded by descending a set of six stairs, stopping on each for a few seconds. Clown wedding. Jimmy Mack and Alce Foster, a clever pair in rope spinning. A novelty was the double loop-the-loop trapeze (one same apparatus) presented by Merrell Sisters. Clowns. The Rooneys, with three men (Charlie doing comedy) and two women, presented a big and classy riding number. Clowns. A very good iron-jaw turn was that offered by Mabel Ellet. Clowns. Felix Morales did his head slide on the wire in a graceful and very professional manner. A peppy bucking mule provided the closing number. Anderson's animal act was out of the program Wednesday evening, replaced by a trampoline number by Felix Morales.

Several good numbers were given by the clowns. The lineup included, besides Larry Taylor, Gean Nadreau, Jim Bonnell, Harry Ferredell, two Merrells and two Rooney boys. In addition to these the Mettler Family was in the clown band. There were no concerts or side shows.

Columbus Marathon Ends Big Three Months' Grind

COLUMBUS, O., Dec. 31.—Columbus' first Walkathon ended here after 1994 consecutive hours with two couples dividing a purse of \$1,000. The two final couples, remaining from 33 starting, were Ralph Evans and Norma Korzenborn and Oliver Allen and Martha Althoff, all Columbus residents. Mayor Henry Worley presented the prize money.

The contest started September 28 and had capacity crowds throut. A wedding of two contestants was a high spot, more than 6,000 persons paying to see the event in Columbus Auditorium. Local Post of American Legion sponsored the affair with W. E. Tebbets, veteran showman, in complete charge. There were 75 persons employed by Tebbets for the affair.

Masters of ceremonies included Jack Freeman, "Red" Skelton, Dud Nelson and Tex Falk. Music was by Ira Coffey and his Walkathonians.

CINCINNATI, Dec. 31.—Elmer Pitman, stage carpenter at the Woodland Auditorium, Lexington, Ky., has made a complaint against Hubert B. Shive, alleging that money is due him for working at the indoor circus put on at the auditorium in Lexington, December 15-17, for the benefit of the Old Ladies' Home.

Permanent --- MUSEUMS --- Traveling

Pete Kortez, Charlotte

CHARLOTTE, N. C., Dec. 30.—The Pete Kortez Museum is in its second week here to fair business. The museum made a 500-mile move here from its Montgomery (Ala.) engagement, which was a bloomer. Business last week was very good, despite very inclement weather and citizens' Christmas shopping. The roster of presentations—about the same as when last provided for publication: Barney Nelson, colored armless artist; Thelia (pinhead), Monkey Girl; Dandia, African Warrior; Hopy the Frog Boy; Alice From Dallas, fat girl; Nabor Feliz, Indian clay modeler; the writer, mentalist; Julian, tattooer; Hock, glass blower; Ruby Carroll, sword box; Madam Prevaux, "Spidora"; Buster Pike, fat man; "Billie," chimpanzee; "Big Ben," monster python; Edna George in the annex. Edna Carroll, tickets; Billy Ellis and Joe Prevaux, talkers; Heavy Chaney, truck driver; Clarence Remington, sign painter. Rajah Rabold, mentalist, was a visitor when show was at Montgomery. Museum was closed Monday (holiday) because of a "blue law." Marie Kortez, wife of Owner Pete Kortez, provided an excellent Christmas dinner. Pete Kortez and the writer delivered talks. Everyone, also the animals, received presents—the writer served as Santa Claus. To make Christmas Eve more unforgettable, Mr. Kortez took all attaches to the midnight show of a local theater.

DR. BEN PARDO.

Carl Lauther's at Tampa

TAMPA, Fla., Dec. 30.—Carl J. Lauther's All-Star Museum has moved from Ybor to 1224 Franklin street. Business in Ybor City was very good considering conditions. The museum is still playing under the auspices of the American Legion. Business has started off with a bang at the new location. Mr. and Mrs. Carl Lauther entertained all of the members of the show and Mr. and Mrs. Don Montgomery, Mr. and Mrs. Howard Ingram and Sailor Joe Simons at an elaborate Christmas dinner party. The dining room was beautifully decorated and a Christmas tree was placed in the center of the table. A good time was had by all. Everything has been repaired and repainted to start the outdoor tour of Florida fairs at Largo.

MARIE LEWIS.

Buck & Sheridan's, Traveling

WILMINGTON, N. C., Dec. 30.—Buck & Sheridan's Museum is in its second week here to good business. This is the fourth week out for the combination and results have so far been satisfactory, according to Charles (Buddy) Buck. "Dolletta, world's smallest human mother," is still featured.

BALTIMORE, Dec. 30.—World's Museum, on East Baltimore street, sponsored by George Baldwin and Hutchins' Animal Show, closed last Friday. Mr. Hutchins stored his animals for the winter.

Hollywood Freaks, Detroit

DETROIT, Dec. 31.—The Hollywood Freaks, Woodward avenue museum, under the management of W. G. Wade, gave all the employees a real Christmas dinner last Saturday night after the performance at a cabaret on Second boulevard. Billy Malone, who is well known to all Detroit showfolks, acted as toastmaster. The Hawaiian Orchestra, under Prof. Khola, furnished the music. Among those present were Mr. and Mrs. W. G. Wade, Mr. and Mrs. Young, Sailor Harris, Baby Irene, Winsome Winnie, Jack Crossman, Lady Leona, Mr. and Mrs. Halligan, Judge Dan Brewer, Frank Miller, Dan Deering, Freda-Fred, Beebe Nelson, Ruth King, Nell Ford, J. F. Jones, Pete Harrison, Juan De LaCruz and sister, Ile and Zamezi and Dr. Gordon Kelley. The party lasted from 1 a.m. to 7 a.m., and everyone had a good time. Business, now in the seventh week, continues fair, with the same organization as it was opened—W. G. Wade, manager; Billy Malone, floor manager, and the writer as lecturer. It is the intention of the management to take the show on the road as soon as the Detroit engagement is ended.

JUDGE DAN BREWER.

McCaslin's, Baltimore

BALTIMORE, Dec. 30.—Business unusually good for Christmas week, Goldie Fitts driving every angle to better results. Christmas Eve everyone connected with the museum received a present from Mr. McCaslin, including attractions that were leaving that day. James-Jeanette and Sailor John, tattooer, newcomers. Jack Crosby assisting Duke Jeanette on the front. Princess Reta retained indefinitely. Hawaiian Joe put in a big order for rattlers. Flea Circus remains one more week. George F. Reuschling, former partner of Mr. McCaslin, will open a museum uptown. While Mr. McCaslin is not financially interested, he will assist his side-kick. Slim Kelley's Freaks put in two very pleasant weeks. Billie Williams, dancer, returned this week. The Morrisles, with their glass blowers, opened for the season. The Johnsons, mentalists, are making friends every day. Prospects for business are very bright. Cho-Cho, department store clown, who closed five weeks at one of the leading department stores here, is playing Christmas week parties at schools, hospitals and children's parties at homes. HARRY J. BOWEN.

Max Gruberg's, Philadelphia

PHILADELPHIA, Dec. 28.—Business was bad the last two weeks, but a great deal of this can be attributed to the weather and the Christmas shopping days. A decided pickup was noted since Monday, this week, but as this is winter the weather is again playing havoc—it is pouring rain and weather reports say that it will continue until tomorrow. The bill this week is one of the best that has been shown for some time: Eddie Brienstein has his boys—"Eko and Iko"—in the feature spot. They are upholding their reputation as drawing cards, (See MAX GRUBERG'S on page 45)

LARGEST AND FINEST ASSORTMENT OF POSTERS FOR INDOOR CIRCUS SHOWS

AUTO—POULTRY—MINSTREL AND MUSICAL COMEDY

Also a full line of Old Dramatic Plays — East Lynne, Uncle Tom, 10 Nights, Jekyll and Hyde, Rip Van Winkle.

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THE HOUSE OF QUALITY AND SERVICE

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FAIRS-EVENTS

Conducted by CLAUDE R. ELLIS—Communications to 25 Opera Place, Cincinnati, O.

'33 Progress Salem Slogan

Constructive program is announced by Lombard for Massachusetts fair meet

BOSTON, Dec. 31.—Built along constructive lines, with "Economy, Progress and Success" as a slogan, the program for the annual meeting of Massachusetts Agricultural Fairs Association, to be held in the Hotel Hawthorne, Salem, on January 18 and 19, has been announced by Secretary-Treasurer A. W. Lombard, 136 State House, Boston.

President Ralph H. Gaskill, Topsfield, will give the opening address at the first session Wednesday forenoon, January 18, and Secretary Lombard will report on the year's activities. In the afternoon the keynote address on *A Constructive Program for the Fairs of 1933* will be given by John W. Haigis, Greenfield, former State treasurer and for 11 years president of Franklin County Agricultural Society. Then the subject of *Budgeting* will be taken up by Frank H. Kingman, new secretary of Brockton Fair, and Operating, by Samuel T. Sheard, Sturbridge Fair.

Honor Guests To Speak

Agriculture will be covered in *Live Stock*, by Sumner R. Parker, Massachusetts State College; *Horticultural Exhibits*, Elery Metcalf, Topsfield Fair; *Junior Department*, George L. Farley, State 4-H Club leader, Amherst; *Special Exhibits*, Earle S. Carpenter, State College, Amherst, and *Racing*, Allen J. Wilson, Boston. Home department, industrial exhibits, attractions and concessions will be treated by selected speakers.

Annual banquet will be in the grand ballroom at 6:30 p.m. and delegates will be greeted by the president of the Salem Chamber of Commerce and President Edward Wigglesworth, Topsfield Fair. Honor guests will be General Alfred F. Foote, Massachusetts commissioner of public safety; Dr. Arthur W. Gilbert, State commissioner of agriculture, and Henry N. Jenks, master of the State Grange. An inspirational talk will be by the principal speaker, the Rev. John Nicol Mark, Arlington.

Historic Tour Mapped

On the morning of January 10 program will be *Hilltown Fairs*, Secretary Leon A. Stevens, Hillside; *County Fairs*, President W. H. Dickinson, Northampton Fair, and *Expositions*, General Manager Charles A. Nash, Eastern States Exposition, Springfield. Laurence B. Boston, director, division of reclamation, soil survey and fairs, speaking on *Fair Facts*, will present statistical information acquired by the State Department of Agriculture.

Otis E. Hall, managing director, Hampden County Improvement League, will report for the committee on judging and briefly outline judging prospects for 1933. Report of the legislative committee will be by Representative Ernest H. Sparrell, president of Marshfield Agricultural Society. After election of officers and other business the afternoon will be devoted to a trip about historic Salem.

Young Denies Boyd & Wirth Are Booking Revue in East

CINCINNATI, Dec. 31.—Ernie Young announced from the East, where he has been on business, that Boyd & Wirth are not booking his revue in the East, as was recently reported.

Mr. Young declared that he has no Eastern agent and that he is doing his own booking. Mr. Young also said that he is selling Barnes-Carruthers acts in the East in conjunction with his revue. This is the first time in 10 years, he said, that Barnes-Carruthers acts are being offered to all Eastern fairs.

ANNA DE KOVEN writes from Ridge, Mont., that her trained goat, Buffer, which has played fairs, theaters and celebrations for a number of years, died recently.



FRANK H. KINGMAN, new secretary of Brockton, Mass., Fair, succeeding Perley G. Flint, who was elected president following the resignation of Fred F. Field. Mr. Kingman was auditor at Brockton and has been assistant to executives of Eastern States Exposition, Springfield, Mass., and Iowa State Fair and manager of Connecticut State Fair, Hartford, and New England Fair, Worcester, Mass.

Marion, O., Marks Up Success

MARION, O., Dec. 31.—Marion County Fair officials report that the 1932 fair, operated as a community project, was a success and that receipts were \$8,599 and expenditures \$6,870. This is the first time Marion Fair has been out of the red in five years. An old-time program was revived, with athletic contests, including tug-of-war and foot races, a circus staged by Marion County performers and other features by local talent.

PEERLESS POTTERS, rehearsing their flying act, say that their triple cutaway forward somersault and triple half twister are rapidly being perfected.

How Reduced Price Advance Sale Gave Cash Nest Egg to Edmonton

By PERCY W. ABBOTT, Managing Director, Edmonton (Alta.) Exhibition Assn., Ltd.

Our directors in 1932 were faced with the same conditions as other exhibition directors throughout the country in that we had suffered losses in 1929, 1930 and 1931, and these had completely wiped out our surplus account and left us with a considerable deficit.

We were convinced that general conditions probably would not improve during the year, or in any event before the date of our exhibition, and that there was a tendency on the part of the public generally to conserve resources and spend as little as possible.

We were of the opinion, however, that notwithstanding the depression the public generally is inclined to spend a small amount of money for amusement, and, generally speaking, the public morale is helped by the expenditure of a reasonable amount on some pursuit which would temporarily take their minds off their troubles.

We were also convinced that in order to hold our former attendance, or to better it, some particular inducement must be offered to the public, and we therefore decided that there must be something equivalent to a reduction in admission prices.

Our regular admission price at the outside gate was 50 cents up to 6 o'clock and 25 cents after 6 p.m., and we decided that if we could sell tickets at the rate of five for a dollar in advance, making the tickets good for any time of the day, or any day of the week, tickets at the average price of 20 cents did offer a very considerable inducement as against the

Elkhorn Lops Off One Day

Sunday attendance discouraged in Wisconsin fair—changes in police ranks

ELKHORN, Wis., Dec. 31.—Rather than cut the 1933 fair in quality the executive committee of Walworth County Fair Association has voted to take Friday from the list of fair days, making four days and nights, September 4-7.

Resolutions were adopted discouraging Sunday attendance. Those holding season tickets will not be barred Sunday; all others will be charged 25 cents single admission at outside gates. No concessions will be permitted to operate except lunch, ice-cream and soft-drink stands. There will be a baseball game in the afternoon and no other form of amusement. It is hoped this will relieve congestion and confusion that has preceded Labor Day.

In the police department not over 35 will be employed and all must be residents of Walworth County and none can be over 50 years of age.

William O'Leary, F. G. Buzzell and W. J. Ryan were appointed members of the resolutions committee; A. R. Ives, Ed Goodman, J. W. Leonard, John Tobin and F. A. Anderson, members of the bonding committee. The president, vice-president, secretary and treasurer were given authority to secure necessary loans. L. H. Phelps, Ora P. Taylor, George Pope, William Barthol and Ralph Pratt will act with the various superintendents in revising the premium list. William O'Leary, A. R. Ives and F. A. Anderson were named auditors.

Superintendents are Mrs. George Weaver, Elkhorn, floral hall; Lyle Kenney, Walworth, police; George Finley, Elkhorn, speed department; Harry Ellsworth, Elkhorn, horse department; Harley Earle, Whitewater, cattle; Clarence Potter, Elkhorn, sheep; Ernest Schiebe, Elkhorn, swine; Lowe Dooley, Elkhorn, machinery; Percy Cowles, Elkhorn, poultry; O. L. Shearer, East Troy, agricultural hall; W. J. Ryan, Whitewater, gates.

They're Good Boosters

CHICAGO, Dec. 31.—Seventy-seven thousand, or more than 1,000 bus loads, of Chicago's school children have seen the Chicago 1933 World's Fair in the making without charge during the last two months. It is possible that this number may amount to 325,000 before the free preview showing of the exposition grounds for school children will close.

Swoyer Is Busy on Tax Exempt "Juice"

READING, Pa., Dec. 31.—Charles Swoyer, secretary of Reading Fair, and secretary of the Pennsylvania State Association of County Fairs, is circulating members of the latter organization, asking data on their electrical consumption so that claims can be filed for exemption from the federal electrical energy tax.

"Section 616 of the Revenue Act of 1932 imposes a 3 per cent federal electrical energy tax and since all the agricultural fairs that operate for no profit are exempt from the admission tax, thought that they also would be exempt from the Electrical Tax, so I wrote to the collector of internal revenue at Philadelphia, and received a reply, stating that the fair association is a non-profit organization it would be exempt from tax," wrote Mr. Swoyer.

"If your association is a non-profit organization and has been taxed the 3 per cent, I recommend that you file claim of exemption by executing the index form which I have prepared for you. Filing of this claim for exemption entitles you to a refund or credit of the tax paid on all electrical bills since June 21, 1932, and you should not charge thereafter until the expiration of the act, July 1, 1934.

"On January 25 and 26, the Pennsylvania State Association of County Fairs will have the annual meeting in the Penn-Harris Hotel, Harrisburg. J. Thomas, comptroller of the Agricultural Department, promised me that he would try to get the vouchers for the \$5 appropriation out this month."

Winnipeg Meet This Mon

SASKATOON, Sask., Dec. 31.—West Canada Association of Exhibitions will hold its 1933 meeting on January 16 in the Fort Garry Hotel, Winnipeg, Minn. It was announced here by Secretary W. Johns. Mr. Johns said a tentative program contemplated consideration of a probable award of midway contracts Monday, January 16, and contracting attractions on January 17.

Schooley Will Book Acts

CHICAGO, Dec. 31.—Edgar I. School last season associated with the Barnes-Carruthers office, has reopened offices his own for 1933 and Schooley Productions, Inc., will produce revues for it and also book acts and other attractions. Associated with Mr. Schooley are Herb Blumenfeld, formerly with Barnes-Carruthers, and Billy Collins.

Board Relents in Dutches

RHINEBECK, N. Y., Dec. 31.—Dutch County Board of Supervisors has decided to contribute \$4,500 to Dutchess County 1933 fair. The board passed a resolution calling for submission of an annual report to the supervisors by the fair officials. Recently the supervisors voted to withhold this year's appropriation. Later action was in response to a host of protests lodged with the board for releasing the grant.

Cuyahoga Is Coming Back

CLEVELAND, Dec. 31.—Cuyahoga County Agricultural Society met in City Hall on December 28 and set the date for the 1933 fair in Berea. The fair has been abandoned for two years. Dates September 12-14. A fund of \$2,400 for racing stakes was voted. Members of board include E. L. Wing, president; J. W. Wise, E. W. Denison, vice-president; H. E. Crawford, secretary, and E. J. O. treasurer.

(See REDUCED PRICE on page 55)



By Claude R. Ellis

FAIRS of some type are about as old as civilization. There will always be in mankind a desire for fairs and civic celebrations. There generally is one specific reason for the passing of any fair. And that is mismanagement, the element to be most guarded against by all who engage in this field. The vast number of fairs and their high plane give encouragement to the belief that management is becoming better and that in time to come instances of abandonment because of lax methods will be few and far between.

NOW is the time for many managers in Tennessee, Kentucky and some other States to begin figuring how to put on fairs with something to offer besides a good-sized carnival midway and a 75 or 50-cent gate. Because, judging from incidents last fall, the carnivals will not be there this year; at least not with four and six-bit gates. And if the gate fees do not come down it is a safe guess that the public won't be there either.

JUST how interdependent fairs are upon one another has been aptly put by President John P. Mullen, Iowa State Fair Board. "While the State fair may be the mecca for the seasoned exhibitor," Mr. Mullen told the recent Iowa Agricultural Convention, "the county fairs are necessary as the only places where the beginners, the young exhibitors, have an opportunity for early home competition. So it is self-evident that successful county fairs are the real nucleus of a great State fair."

TO MANY fair secs in these perilous times, it may seem strange that any reasonably intelligent person, not already in the game, would want to hold such an office. However, a spirited contest was put up in the Walworth County, Wis., Agricultural Society. In Elkhorn two others sought the office of Secretary Ora P. Taylor, who is entitled to congrats on the outcome, if he feels they are in order.

MINNESOTA fair directors who favor a law for mandatory appropriation by the State Legislature of \$1,700 to each county fair doubtless are working on a "half a loaf" policy. There are many fair organizations just now that would be tickled pink to be assured by their respective States that they could count on that much for their next fairs.

THERE has been no action on the part of taxpayers' associations, it is announced, to oppose requested and usual State aid for the North Dakota fairs in Fargo and Grand Forks. Which shows the good sense and appreciation of the sturdy yeomanry of that commonwealth.

Minnesota Deficit Recalls Profits in 16 of 22 Years

ST. PAUL, Dec. 31.—Minnesota State Fair's cash deficit for the fiscal year ending November 30 was \$39,795, Secretary Raymond A. Lee said in his annual report to Governor Floyd B. Olson. On actual operation of the 1932 fair, the deficit totaled \$78,103.

This was arrived at by taking into consideration receipts from all sources, as against general operating expenses, cost of maintenance and improvements to the physical plant. Loss occurred on actual operation, despite a budget of \$47,161 under that for 1931 and \$35,102 less than the average cost for the last 32 years, Mr. Lee said.

He commented that during the 75 years of its existence the fair has had its "ups and downs," but that given the benefit of the slightest upturn in economic conditions, it again will be operating, not only for service to Minnesota and the Northwest, but also at an actual profit.

In the last 22 years the fair has shown a profit in all except six. This profit is said to have been reinvested in maintenance and improvements of plant. Properties of the fair now are valued at \$2,584,462, including 264 acres of land, 152 buildings and sundry equipment.

Collins' Toronto Hookup

NEW YORK, Dec. 31.—Collins Amusement Service has completed plans to be represented in Canada by the Harris Booking Agency, Toronto, according to an announcement by H. D. Collins here. Parks, celebrations, theaters and fairs will be on the books. A Boston agency for the Collins office is being arranged.

Premium Facts
Data collected from lists received by The Billboard.

TAMPA, Fla.—South Florida Fair and Gasparilla Carnival, January 31-February 11, 100 pages. Officers: W. G. Brorein, president; J. E. Wall, Isaac Maas, vice-presidents; H. T. Lykes, treasurer; Russell Kay, secretary; P. T. Strider, general manager. Admissions: General, over 12 years of age, 50 cents; children over 5 and under 12, 25 cents; general, after 6 p.m., 25 cents; no pass-out checks. Attractions: Big bill of fire acts, grandstand show and fireworks. Midway: Model Shows of America.

ORLANDO, Fla.—Central Florida Exposition, February 21-25, 72 pages. Officers: Col. R. M. Shearer, president; J. F. Schumann, vice-president; James L. Giles, treasurer; Crawford T. Bickford, secretary-manager. Admissions: Adults, 25 cents; children, under 14 and over 8 years old, 10 cents. Attractions: Grandstand show, band concerts, poultry and rabbit shows and fireworks. Midway: Model Shows of America.

FORT WORTH, Tex.—Southwestern Exposition and Fat Stock Show, March 11-19, 128 pages. Officers: Van Zandt Jarvis, president; Amon G. Carter, vice-president; William L. Pier, treasurer; John B. Davis, secretary-manager. Attractions: World championship rodeo, band concerts, midway.

Fair Elections

CANTON, O.—J. E. Holm, East Sparta, was elected president of Stark County Agricultural Society to succeed Morris D. Crowl, Minerva, who served 12 years on the board and three terms as president. Other officers are W. T. Shekels, Home-orth, vice-president, and Ed S. Wilson, Canton, secretary.

MEDINA, O.—Medina Agricultural Society directors re-elected A. G. Abbott, president; J. V. Einhart, vice-president; Paul M. Jones, treasurer, and F. M. Plank, secretary.

BARNUM, Minn.—Carlton County Fair Association re-elected R. T. Hart, president; B. M. Hanson, W. J. Wilkinson, vice-presidents; A. H. Dathe, secretary, and James McFarland, treasurer. Mr. Hart and Henry Rosvold were re-elected to the board of managers.

MARION, O.—Harrison Kraner, who last year headed the board that conducted Marion County's first "profitable fair in recent years," was re-elected president for the third term by Marion County Agricultural Society. Others elected

are A. L. D. Brady, vice-president; A. W. Kette, treasurer, and C. G. Ritzler, secretary.

SUPERIOR, Wis.—Ford S. Campbell was re-elected president of Douglas County Fair Association; Charles Armstrong, vice-president; Edward L. Hanton, secretary; Andrew J. Wentzel, treasurer, and Max Lavine, assistant secretary.

ST. JAMES, Minn.—Officers for 1933 of Watonwan County Fair Association are N. J. Nelson, president; George Hage, vice-president; E. C. Veltum, secretary, and Thomas Offerdal, treasurer. J. Brogger, Butterfield, was elected director at large.

CHARLESTON, W. Va.—Greenbrier Valley Fair Association, meeting in Lewisburg elected J. B. Sydenstricker, president; Ross H. Truckwiller, vice-president; W. L. Tabscott, secretary, and C. E. Boone, treasurer.

DULUTH, Minn.—Albert Wolf was re-elected president of Southern St. Louis County Fair Association. Mrs. F. W. Hughes was re-elected director and T. F. Olsen was chosen to replace Swan G. Nelson as a director. An appropriation of \$6,500 for a new grand stand and stock building for the 4-H Club was proposed.

MADISON, Wis.—Julius E. Krebs was elected president of Dane County Agricultural Society, succeeding Otto Toepfer; Joe Rothschild, vice-president; Robert G. Nuss, secretary, and Frank Stielkow, treasurer. The county board will be asked to reconsider its decision to make no allotment for the 1933 fair.

TWO HARBORS, Minn.—Lake County Fair Association re-elected Andrew E. Hagan president. Fred D. W. Thias, who has managed Lake County fairs for 20 years, was again chosen general manager and secretary, and other officers are Dennis Dwan, J. C. Wilson, vice-presidents, and Oederic LeClair, treasurer. Fair dates are August 30-September 2.

HALIFAX, N. S.—Nova Scotia Exhibition Commission re-elected President O. P. Goucher, Middleton, provincial minister of agriculture, and Vice-President A. A. Thompson, mayor of Halifax. Walter Mitchell, W. E. Donovan, V. B. Leonard, W. S. Blair and D. R. Nicholson were named to the executive committee. No announcement has been made as to whether H. D. Biden, for several years secretary-treasurer of the commission and manager of the fair, will be reappointed.

Fair "Grounds"

FARGO, N. D.—North Dakota State Fair Associations of Fargo and Grand Forks will go before the North Dakota Legislature, now in session, to ask for State aid of \$9,000 for the biennium, a practice that has been in force many years. Fair appropriations have never gone before the State budget board, F. S. Talcott, secretary of the Fargo association, points out, the bills going directly to the Legislature. There has been no action on the part of taxpayers' associations to withdraw the requests.

WOODSTOCK, Vt.—Stockholders in Windsor County Fair Association voted, 158 to 73, to sell the fairgrounds here to New York interests. This was a banner agricultural fair for many years, but invasion of urban amusements is said to have made the annual shows losing propositions.

SUPERIOR, Wis.—Secretary Edward L. Hanton, Douglas County Fair Association, declared the free gate to have been unusually successful. The 1932 fair showed a net loss of \$1,623.62. A new estimate of receipts and disbursements for 1933 shows potential receipts, not including (See FAIR "GROUNDS" on page 33)

Fair Meetings

State Association of Kansas Fairs, January 10 and 11, Hotel Jayhawk, Topeka. George Harman, secretary, Valley Falls, Kan.

Ohio Fair Managers' Association, January 10-12, Deshler-Wallick Hotel, Columbus. United Trotting Association, January 10, same place. Don A. Detrick, secretary, Bellefontaine, O.

Maine Association of Agricultural Fairs, January 12 and 13, Penobscot Hotel, Bangor. James S. Butler, secretary, Lewiston, Me.

Minnesota Federation of County Fairs, January 11-13, Radisson Hotel, Minneapolis. R. F. Hall, secretary, 302 Gorham Building, Minneapolis.

Minnesota State Agricultural Society, January 11-13, Radisson Hotel, Minneapolis. Raymond A. Lee, secretary, St. Paul.

Nebraska Association of Fair Managers, Elliott R. Davis, secretary, Hastings, and Nebraska State Board of Agriculture, George Jackson, secretary, Lincoln, January 16-18, Hotel Lincoln, Lincoln.

Vermont Agricultural Fairs Association, January 16-17, Hotel Vermont, Burlington. G. W. Rublee, secretary, Enosburg Falls, Vt.

Western Canada Association of Exhibitions, January 16-18, Fort Garry Hotel, Winnipeg, Man. Sid W. Johns, secretary, Saskatoon, Sask.

Massachusetts Agricultural Fairs Association, January 18 and 19, Hotel Hawthorne, Salem. A. W. Lombard, secretary-treasurer, 136 State House, Boston.

Western Fairs Association, January 20, Whitcomb Hotel, San Francisco. Charles W. Paine, secretary, Sacramento, Calif.

Association of North Dakota Fairs, January 20-21, Waldorf Hotel, Fargo. H. L. Finke, secretary, Minot, N. D.

South Carolina Association of Fairs, January 20 and 21, Jefferson Hotel, Columbia. J. A. Mitchell, secretary, Anderson S. C.

Illinois Association of Agricultural Fairs, January 23-24, Custer Hotel, Galesburg. A. W. Grunz, secretary, Breese, Ill.

Virginia Association of Fairs, January 23 and 24, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton, Va.

South Texas Fair Circuit, January 23 and 24, Seguin (hotel to be selected). George J. Kempen, secretary, Seguin, Tex.

Pennsylvania State Association of County Fairs, January 25-26, Penn Harris Hotel, Harrisburg. Charles W. Swoyer, secretary, Reading, Pa.

Michigan Association of Fairs, January 25 and 26, Fort Shelby Hotel, Detroit. Chester M. Howell, secretary-treasurer, Saginaw, Mich.

Texas Association of Fairs, January 27 and 28, Baker Hotel, Dallas. George D. Barber, secretary-treasurer, Mineral Wells, Tex.

State Association of Tennessee Fairs, February 7, Nashville (hotel to be selected). W. F. Barry, secretary, Jackson, Tenn.

New York State Association of Agricultural Societies, February 20 and 21, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine avenue, Albany, N. Y.

Association of Connecticut Fairs, February 21 (place of meeting to be selected). Leonard H. Healey, secretary, Hartford.

Wisconsin Association of Fairs, February 20-22, Plankinton Hotel, Milwaukee. J. F. Malone, secretary, Beaver Dam, Wis.

STATE ASSOCIATION SECRETARIES—Send in your winter meeting dates for this list. Inquiries are being made by interested persons.

WANTED
CIRCUS ACTS OF ALL KINDS
One Aerial Act to Feature, Ground Acts, MOOSE INDOOR CIRCUS
Township Auditorium, Columbia, S. C.
Six Nights, Commencing Monday, January 16 to 21, Inc., 1933.
Aspirants
Columbia Lodge No. 1655, L. O. O. M.
All address R. B. McCATLEY, Secretary,
Room 307, Central Union Bldg., Columbia, S. C.
R. B.—Bernice and Williams wire address.
All Wheel Concessions controlled by Harry Biggs.

WANTED, FREE ACTS
Prizes must be reasonable. One or two weeks.
Aug. 21-26. Aug. 28-Sept. 2
SWIFT CO. FAIR, August 28-30
J. G. ANDERSON, Appleton, Minn.

HAVE YOU SEEN THE
WIRTH & HAMID
CATALOG IN THE DECEMBER
31st ISSUE OF THE BILLBOARD?
IF YOU HAVEN'T,
SEND FOR ONE.

Western Canada Association of Exhibitions
Annual Convention
FORT GARRY HOTEL, WINNIPEG, JAN. 16-17-18.
Midways considered and contracts probably awarded Monday, January 16. Attractions, Tuesday, January 17.
SID W. JOHNS, Secretary.

WITH
THE
Trotters
By EDWIN T. KELLER



With arrival of the new year, interest and expectations naturally center around the coming racing season and owners and trainers alike in every section of the country will be wishing for an outstanding performer. Here are a few wishes that probably have run thru the minds of some of the leaders in the sport.

Bill Caton, Syracuse trainer, would wish for nothing better than another like Protector, 3, 1:59 $\frac{1}{4}$, or The Marchioness, 3, 1:59 $\frac{1}{4}$, his stars of the past two seasons, and that also will be the wish of every owner and trainer who campaigns over the more important tracks of the country.

In Goshen, N. Y., while enjoying his morning sleigh rides behind some of his new two-year-olds, the old master, Walter Cox, head of Good Time Stable of W. H. Canc, will be calling for another one like Walter Dear, 3, 2:02 $\frac{1}{2}$; Hazeton, 2:00 $\frac{1}{4}$; Sam Williams, 2:01 $\frac{1}{4}$; or one like his real pet, Mabel Trask, 2:01 $\frac{1}{4}$.

Billy Dickerson, head of E. Roland Hariman's Arden Homestead Stable of Goshen, would say one just like Peter Malby, 2, 2:06 $\frac{1}{4}$, or Highland Scott, 1:59 $\frac{1}{2}$, will be good enough to uphold the honor of the stable.

Harry Brusie, veteran orator of New England, would probably wax enthusiastic and say: "Give me one of any of that dozen or so group that I have revamped during the past season or two, like Bronx, 2:02 $\frac{1}{4}$, for instance."

Bill Hodson, now in Pinehurst, N. C., would say Bert Abbe, 1:59 $\frac{1}{4}$, will pass for the coming year. To Doc Parshall, Urbana, O., it would be Mc-I-Win, 1:59 $\frac{1}{4}$, or Counterpart, 2:02 $\frac{1}{4}$.

Ben White, down in Longwood, Fla., would have a hard time trying to pick one he would like out of the big group of stars he has had during the past two decades, but another Mr. McElwyn, 1:59 $\frac{1}{4}$, could do for him to look back at the others behind in the stretch.

Two Leaders Pass Away

Vic Fleming could wish for only one thing: "Oh! for another like Grattan Bars, 1:59 $\frac{1}{4}$; you could have all the others," we can hear him say, "he was the king of them all."

Sep Pallin would sign up for another Winniepeg, 1:57 $\frac{1}{4}$, and Rupe Parker another like Kinney Direct, 1:59. And we could go on with the list indefinitely, but let's hope that all these are realized—what a year of racing it really would turn into!

Two of the most prominent figures connected with the trotting turf recently passed away, after being prominently identified with the sport for a period of four decades. Chester W. Lasell, Whitinsville, Mass., and Henry M. Jones, Lexington, Ky., Mr. Lasell for over a quarter of a century has been one of the outstanding figures of the sport in New England, both as a breeder and owner of a racing stable, as a trainer and driver



W. N. REYNOLDS, Winston-Salem, N. C., an outstanding figure in every side of the trotting sport for more than two decades. He annually campaigns one of the largest stables, over both mile and half-mile tracks, having had two world's champions the past season, Dick Reynolds, 4, 2:01 $\frac{1}{4}$, and Lydia Knight, 3, 2:05 $\frac{1}{4}$. He maintains a prominent stock farm, Arrow Point, in Lexington, Ky., headed by Gaylworthy, 4, 2:02 $\frac{1}{4}$. He is a director of the Trotting Horse Club of America, National Trotting Association and active in the notable Winston-Salem Fair.

and as one deeply interested in every phase and angle of the industry.

Mr. Linsell was owner of Oakhurst Farm, one of the leading breeding farms of the day, where Atlantic Express, 2:07 $\frac{1}{4}$, stood as premier. During his day he raced and owned some of the outstanding performers known to the sport.

Mr. Jones, who passed away suddenly in Lexington, was one of the best-known breeders, trainers and stallioners connected with the trotting sport. He was dean of the active trainers located in the Kentucky trotting center, having occupied the same barn there for over 30 years. In recent years Mr. Jones was best known as a stallioner. The last three horses he handled were each a world's champion, being General Watts, 3, 2:06 $\frac{1}{4}$; Lee Worthy, 4, 2:02 $\frac{1}{2}$, and Mr. McElwyn, 1:59 $\frac{1}{4}$, while the past season he also had charge of the book of Main McElwyn, 2, 2:02 $\frac{1}{4}$. Both horsemen died at the same age, 72.

Honor Goes to Canada

The last active racing for the year has come to a close, that at the winter

meeting in Dufferin Park, Toronto. The annual meeting there has been classed as the best seen in Canada in a decade or more. More horses were on hand, attendance and interest were above late years, which speaks well for the condition of the sport, "across the line."

To Canada goes the honor of having the leading race-winning performer of 1932. Our final records for the year show that the six-year-old pacing mare, Bertha Patch, 2:08 $\frac{1}{4}$, bred and still owned by Harvey Hastings, Brampton, Ontario, is the year's leader, with 18 victories in 21 engagements.

The record of the Canadian pacer is one of the most notable ever hung up and distinctively shows that she is without doubt one of the real stars of the year. She started racing on May 24 and was raced from then until December 5, in all that time meeting defeat only three times. On two occasions accidents were responsible for her defeat, which is regrettable, for in all probability she would have won both events.

During the season she ran up one of the most impressive consecutive winning records of late years, for she was victor in each of her first 15 engagements, a truly remarkable record. Our records show that she took part in no less than 68 different heats during her long season, of which she won the grand total of 53, a record that has few, if any, superiors.

One of the largest shipments of horses to the South was that which Tom Berry, head trainer for Hanover Shoe Farms, Hanover, Pa., recently took to Seminole Park, Orlando, Fla. Twenty-eight head were in the group that Berry took with him for the noted Pennsylvania establishment. Of this number only one can be called an aged horse, Scott Hanover, 4, 2:05 $\frac{1}{4}$, the only four-year-old in the group. Three three-year-olds, Evn Hanover, 3, 2:06 $\frac{1}{4}$, champion gelding over the half-mile tracks; Volo Hanover, 3, 2:06 $\frac{1}{4}$, and Isabel Hanover, 3, 2:12 $\frac{1}{4}$, are numbered.

Interest in Ohio Meet

The two-year-old list included 10, the most interesting perhaps being American Hanover, 2, 2:09 $\frac{1}{4}$. The yearling group, now the new two-year-olds, will, of course, come in for the most attention at the Southern point. This numbers no less than 14.

Here are the ones that will be watched a little more than some of the others are Bertha C. Hanover, daughter of Peter Volo, 2:02, and Miss Bertha Dillon, 4, 2:02 $\frac{1}{2}$; Hanover Sun, by Sandy Flash, 3, 2:14 $\frac{1}{4}$, out of Mary Wood, 2:07 $\frac{1}{2}$; Major Hanover, by The Laurel Hall, 2:06 $\frac{1}{4}$, out of Nella Dillon, 3, 2:05 $\frac{1}{4}$; Winnie Hanover, the Belwin, 2:06 $\frac{1}{4}$, and Isonta, 2:08 $\frac{1}{4}$, filly; Katie Hanover, the Dillon Axworthy, 2:10 $\frac{1}{4}$; Kahla Engleman, 2:19 $\frac{1}{2}$, filly, sister to Kahla Dillon, 2:02, and Hanover's Alma, the Truax, 2:03 $\frac{1}{4}$, and Sumatra, 3, 2:02 $\frac{1}{4}$, filly, sister to Calumet Chuck, 2, 2:04, for which Hanover Shoe Farms paid no less than \$19,500 for last year as a two-year-old. Calumet Chuck, incidentally, is to be retired from the turf and placed in service with other stallions at the home farm.

A great deal of interest is being shown in the meeting next week of the Ohio Fair Managers' Association in Columbus. Harness horsemen from all sections of

the State will be on hand for a meeting called to discuss advisability of introducing a bill permitting open speculation in the State on races, for the meeting of the UTA, where horsemen at large can learn of what was accomplished during the birth of this parent association, and what it intends to do during 1932, and for the open meeting of horsemen and fair secretaries. This is one of the notable meetings of the year in harness and fair circles and indications point to another big gathering during the three-day session.

Revive Trotting in Pennsy

SCRANTON, Pa., Dec. 31.—Plans to revive horse racing extensively at Clarks Summit track near here are under way. Clarks Summit Driving Association, organized with 50 sportsmen from Lackawanna and surrounding counties, elected Ray Snyder, Clarks Summit, president, Abington National Bank, treasurer, and George Fear, Dunmore, secretary. Trotting races will be staged in 1933, first race scheduled for July 4. This will be followed by several matinee races and a three-day meet in early fall. Among members are James T. Sweeney, Scranton; R. H. Bittanbender, Plymouth; Arthur Driscoll, Whitney Point, N. Y., and Dr. A. W. O'Malley, Wilkes-Barre. About a dozen horses, including Zev McKiboy, Grand Circuit 2:03 $\frac{1}{4}$ star, are in training at Clarks Summit track.

Short Biographies

Of People Engaged in Fair Business

Under this heading each week will appear a short biographical sketch of some person active in the fair field.

No. 37—PERLEY G. FLINT

Mr. Flint was born in Orange, Mass., on June 16, 1872, making him 60 years of age. His home is in Brockton, Mass., where he is president of the Brockton Fair and a prominent shoe manufacturer. He recently was elected president of the fair board to succeed the veteran Fred F. Field, who resigned. Mr. Flint was advanced from the post of fair secretary which he held 22 years. He is a member of Masonic orders and his hobbies are fishing and boating. His wife, Elsie L. Flint, is not active in fair work. They have no children.

ST. JOHN, N. B.—Directors of St. Stephen Exhibition Society, sponsoring St. Stephen, N. B., Fair, which is closer to United States soil than any other Canadian fair, will incorporate in an effort to pay off all bills of the 1931 and 1932 fairs. From 1931 there was a deficit of \$1,500 and from 1932 a loss of \$1,650. R. H. Frazee, treasurer of the fair organization and manager of a local bank, advanced money covering the 1931 loss, and the incorporation is to cover this loan plus the deficit from 1932. The intention is to hold a 1933 fair.



Some of the delegates and amusement representatives who lined up for the camera during sessions of the Fair Managers' Association of Iowa in the Savery Hotel, Des Moines, December 12 and 13.

PARKS-POOLS

Conducted by CLAUDE R. ELLIS—Communications to 25 Opera Place, Cincinnati, O.

Set Transfer Of Cincy Zoo

Major amusement features to be added as new body and city take charge

CINCINNATI, Dec. 31.—Arrangements for transfer of management of departments of the Zoo on New Year's morning have been perfected in a series of gatherings in offices of various committee chairmen. It was announced by James A. Kelly, president of the Zoological Society of Cincinnati.

Details of banking, handling of the ticket sale and other financial activities will operate under new systems, according to L. P. Lewin, chairman of the Zoo finance committee. At a meeting in the office of Gerritt J. Fredriks, chairman of the entertainment committee, plans for major amusement novelties were adopted and will be submitted for approval to the general Zoo committee.

Another meeting furthered plans for the junior salesmen campaign for Zoo season tickets, which will be started as soon as parochial and public schools begin their new terms. The plan invites co-operation of all school children in Greater Cincinnati.

Sol Freiberg, chairman of the Zoo opera committee, reported that several propositions were being considered, some of which involved nationally known theatrical producers.

Irwin Krohn reported that his committee men planned to visit the Zoo January 1 to make a complete survey of premises, with the purpose of selecting new locations for additional flower gardens and shrubbery displays. A majority of members of the general committee expressed their intention of visiting the Zoo on New Year's Day to participate in a tour of the entire grounds so as to be more familiar with the layout.

Edwin Schroeder, formerly employed by the B. & O. Railroad, has been named staff secretary of the Zoo operating forces, of which Ned S. Hastings, former manager of Keith's Theater, is business manager.

Bathing Suit Resolution Of McSwigan Is Praised

PITTSBURGH, Dec. 31.—"When priests and others who have a proper regard for the proprieties cried out in protest last summer against the shocking indecency of the styles of bathing suits worn at public resorts, the sophisticates sneered at the protests as emanating from 'prudes,' or 'old fogies,' etc.," comments *The Pittsburgh Catholic* in a December issue, in which it pays a tribute to A. Brady McSwigan, president of Kenwood Park, Pittsburgh.

Mr. McSwigan's resolution, it is pointed out, calling upon bathing suit manufacturers to design their 1933 models along "more conservative lines," was unanimously adopted at the recent New York convention of park and pool men.

Reference also was made to the support given Mr. McSwigan's resolution by Argo W. Hutchinson, pool manager at Conay Island, Cincinnati, where tryouts for 1932 Olympic Games Swimmers were held.

Developing Spot in Canada

ST. JOHN, N. B., Dec. 31.—The only occupants of Dominion Park, Raynes Beach, N. B., now are a man and woman who own and operate the park during summers. They are Mr. and Mrs. S. C. Tippet. Mr. Tippet bought the shore acres five years ago and established Dominion Park. He erected a dance hall, picnic pavilion, lunchroom, refreshment stand, open-air band stand, two-deck float, wharf, a pond for water birds and a dwelling. Mrs. Tippet is a business as well as matrimonial partner of her husband in operation of the park, which fronts on a cove of the St. John River, a few miles from the mouth.



LAWRENCE V. RILEY, head of electrical department and owner-operator of Waltzer and Bee-Hive Fun-house in Fairyland Park, Kansas City, Mo. He is one of the builders and part owner of one of the first kiddie rides using miniature autos. Built in 1931, it was a top money getter at big Mid-West fairs. He is prominent in councils of the electricians' union.

Manager Quits Paris Luna

PARIS, Dec. 28.—Gaston Akoun has given up his position as manager of Luna Park and has left for a business trip to London.

Jersey Body Acts To Guard Beaches

ATLANTIC CITY, Dec. 31.—The State House Commission in Trenton on December 27 approved a continuous program of protection of New Jersey beaches as suggested by Governor A. Harry Moore. This includes a \$250,000 outlay for Atlantic City. A general plan for expenditure of \$4,578,000 over a considerable period was recommended.

The governor said \$770,000 was needed immediately, and inasmuch as the commission could not advance this much, it was decided to lay the project before the Legislature in January for development of a practical plan.

It was agreed that the situation brooks no delay, as thousands of dollars' worth of valuable land from Sandy Hook to Cape May is in danger of being washed away if protection is not given.

Using Big Acts on Riviera

PARIS, Dec. 28.—Mediterranean Coast Amusement Park, situated at Cros-de-Cagnes, between Cannes and Nice, is offering several big circus and animal acts as special attractions during the winter season.

Seek Legal Games Sanction

WEST HAVEN, Conn., Dec. 31.—Seeking return of the State legal sanction which permitted games in amusement parks and at fairs, the Savin Rock Non-Partisan Business Association in circularizing those fields which it thinks will be interested in passage of a bill to be introduced in the next session of the Connecticut Legislature.

1,000 Years Off, So Why Worry?

ATLANTIC CITY, Dec. 31.—The amusement man who corners the market in diving suits and submarines within the next 1,000 years will be a millionaire!

For, if reports from the American Association for the Advancement of Science now meeting here for the first time, are to be believed, that will be the only way you can spend a week-end in Atlantic City in the year 2932 a. d. (after depression).

A paper by Dr. William Fitch Cheney Jr. reveals that experiments have been made by scientists who have found that Atlantic City is settling into the ocean at the rate of six and one-half inches every 100 years. As it is only a few feet above sea level now, the next 1,000 years will see a big change—or are we too far ahead for you?

Instead of the Pennsylvania and Reading Railroads we will have the Interurban Submarine Line running right into Convention Hall. Then, of course, descendants of Capt. John L. Young will have to dump out his aquariums and charge 10 cents to see a piece of dry land in a cage. You may stroll the Boardwalk in diving suits and even the side avenue hotels will have running water.

But if Atlantic City is going to Davy Jones' Locker, New York is going just twice as fast, according to this same report, which says that despite its rock foundation it is settling 11 inches per 100 years. Imagine fishing out of the Empire State Building or going on a diving excursion to see the old Palace!

But, of course, anything may happen in 1,000 years, so don't let this interfere with your spring planting.

Game Rooms as Payers and Rainy Day Meccas Approved by Darling

Address on "Playland's Game Room," delivered by Frank W. Darling, director of Playland, Rye, N. Y., before the New England Section of NAAP at 14th annual convention in the Pennsylvania Hotel, New York City, on December 1.

After two winter and two summer seasons of experience in operating a game room we feel justified in strongly commending to you this as a separate attraction in every park.

In the game building as we had it set up last summer we had an investment of approximately \$3,000 in games which we bought outright and an expenditure of about \$500 in room furnishings. We also had about 20 different games rented to us on percentage.

The gross receipts for the 140 days of operation this summer were \$21,744. The operating payroll for this period was

\$1,311; we paid in percentages to owners of rented games \$5,718, making a net operating profit of \$14,715, which in a season of tight nickels we considered a good showing.

I will not attempt to enumerate a list of the games we used. Most of this list you will find published in the Special Bulletin of the NAAP distributed to members by Field Secretary Barton early last spring. The games put into such an attraction are not so important a factor of success as are location, arrangement and management.

Location: If I were free to locate a game building just where it would be the most productive, I would build it as a broad, covered way between the picnic area and the device area of the park. It should be easily accessible to the central portion of the park, but the game

Regional Plan Seen as Boon

New Westchester proposals look to expansion of huge county parkway system

NEW YORK, Dec. 31.—Nine expansive proposals looking to further development of the already huge park and parkway system in Westchester County have been submitted by the Regional Plan Association to the Westchester County Board of Supervisors and the county's City Planning Council, which last week met in joint session at the county seat in White Plains to consider the regional's detailed survey.

Proposals, aimed to be far-reaching in their effect on the county's future, particularly in the recreational bracket, are:

A new distributing system for commuters within the main metropolitan spots, and which would connect with existing lines in Westchester; a belt-line road to pass thru heart of county, which would provide direct access to all trunk lines in New York and New Jersey sides of port of New York; extension of roadways in county parkway lands, as planned by Westchester County Park Commission, but under present idea, forming an integral part of regional plan; a new radial highway between White Plains road at Scarsdale, N. Y., and Danbury, Conn.; a waterfront express highway along Hudson River as far north as Tarrytown; a cross-country parkway-boulevard from Bear Mountain Bridge to Norwalk, Conn.; a shorefront boulevard along Long Island Sound; a recreational park and forest preserve in mountain areas east of Bear Mountain Bridge; four new airports to serve suburban areas in southern part of county.

George McAneny, president Regional Plan Association, praised the planning consciousness of Westchester and urged "looking ahead." He said the county's population has grown year by year, and that by 1940 703,000 would be reached. In 1965 the population would be 1,313,000, he said. Present population is slightly more than 500,000.

Formal presentation of the plan was made by Harold M. Lewis, engineer of the RPA.

building draws especially heavy patronage from picnickers.

Any location which would have been productive for the penny arcade would be well chosen for the game building. If, however, you have any large building which is not productive as a roller-skating rink, ballroom, picnic pavilion or theater, it will easily accommodate itself to this use.

Arrangement: I do not think a game building to be profitable should have less than 7,000 square feet of floor area, and it will be even more profitable to have 20,000 or more square feet. Plenty of room must be left for people to mill about and watch the players. Games should not be set so closely together as to preclude the possibility of a small crowd watching any play.

Games suitable for such a game building divide themselves into two classes: (1) Those automatic games with a coin slot which, except for change makes, require no operating attention, and

(2) Those games like ping-pong, etc., which require someone to collect from the players.

Customers Make Ballyhoo

These two classes of games naturally divide your floor space into two portions. We fenced off about one-third of our floor area, put a collection gate in the fence and within this inclosure set up all the games without coin slots.

This we called the "Game Arena." It included ping-pong tables, table baseball, miniature pool tables, table shuffleboard, table golf, hockey tables, bagatelle, rlatto ball, etc., with several bridge tables, checker boards, etc.

We charged an admission to this arena (See GAME ROOMS on page 37)

Seashore Breezes

By WILLIAM H. McMAHON

ATLANTIC CITY, Dec. 31.—Christmas holidays in the resort lived up to expectations, with all cashing in on a little of the much-needed dough. Amusement men took prominent part in light decoration scheme. Principal Walk feature reopening of Apollo Theater with "flesh." Lex Carlin directing. On avenue, new Aldine opened with "Milt" Russell at helm. "Pop" Jacoby, old-time showman, gave annual Christmas flicker treat to kiddies at Colonial, and another oldtimer, Frank B. Hubin, dropped around to congratulate him.

Harry Delmar brought his *Revels* from Earle in Philly to Apollo, pop price, matinee and evenings, doing good biz on both. . . . billing heavy for Charles Kemper, comic, as new Broadway star. This is second Delmar attempt. . . . support were Lew Mann, Charles Hagerty and Lita Wales. . . . company numbered about 50.

Sam Brown and his revue returned to the shore for the holidays, but in at St. Charles instead of all-summer stand, the Breakers. Steel Pier went in for expensive lobby displays and premier of new Moran and Mack flicker. Alex Barnes and Al Lewis kept things humming at Auditorium. Breakers to hold big revue, featuring Ted Wilson for full week. . . . Russian Gypsies furnish music. Billy Wilson, Kitty Blackstone, George Barnes and Chester Braitwitt on bill. . . . local hotels getting an average of \$3 per head for New Year's Eve.

Pennsy Night Hawks made one-night stand at Ambassador Grille. . . . All cafes and hotels to have big flesh bills tonight, many holding over tomorrow night and Monday. . . . Margaret Price features revue dancer, heading Claridge Hotel bill. . . . Oscar Peters to furnish music. . . . about five more acts on tap. . . . Newton's Orchestra signed for Chelsea Grille. . . . The Knickerbocker Grille, one of the most famous of oldtimers, to reopen after being dark year. . . . now booking for future dates. . . . looks good for "flesh," as several more preparing for summer.

Joseph P. Binns, Claridge manager, announced appointment of Ada Taylor Sackett as p. a. and convention manager of hotel. . . . is one of leading local p. a.'s, was former Olympic chaperon. . . . just gave up Chelsea post.

WPG sprang a surprise with Chief Lone Wolf Paw and 35 Indian musicians. . . . excellent program, and station flooded with letters despite lack of publicity on week's vacation in resort. . . . Felix Ferdinand and American Fair Orchestra clicking on radio. . . . Owing to widespread plug and trial *Am a Fugitive* packed them in over holidays and has been given additional copy at Colonial. . . . Izzy Perlin, Colonial manager, going in for wrestling and ice hockey.

The long-lost Joe Wallace, m. c., who made a hit at Million-Dollar Pier, has turned up in Philly at the Plantation and is keeping things humming. . . . expects to be back in resort when season opens. . . . "Vic" DePolito and band furnishing music for him. . . . Fletcher Henderson, booked at Earle, Philly, drops in for a chat.

Astor "flesh" bill took jump this week, with Mitzie Groff and WCAU revue as headliner. . . . Al Schenk also on bill, making a return bow to resort and getting heavy hand. . . . audiences DO remember.

Steve Williams, former side-show operator, informs he's going to have something going on upper Walk by tonight. . . . Billy Fennan, since outdoor sheepchase closed, is like a duck out of water. . . . three concessions on pier still running. . . . Central Pier coin-machine arcade got its share of Christmas biz.

Bill Hanstein has his hands full as p. a. and official announcer of Auditorium hockey games. . . . and will chat well-known sports scribbler, Louie Greenberg, ever get to a game on time? . . . Evan Prosser showed himself a good showman Christmas Eve when he came out of the hospital, where he had been taken a few days before after an auto accident, to direct the massed chorus of carolers at Auditorium.

Manager Samuel Frank, of the Rivolt Theater, Hammonont, this week celebrates its fifth anniversary. . . . largest house on immediate mainland, playing occasional "flesh." "Vince" Martino, resort amusement operator, bagged a big one during deer season.

Martin's Cafe is reopening for New Year's and anticipating big crowd, so has booked large show, featuring Dal Barry and the Lawrence Twins. . . .

Dottie Lane and Sally O'Neill also on bill. . . . place has been dark more than a year. . . . Anthony La Rosa's Silver Slipper reopening with show and music, as is 500 Club. . . . latter on Pacific avenue. . . . All big houses of city running midnight shows tonight. . . . Stanley got choice with *Kid From Spain* and billing big. . . . Harry Dobkins back at 500 Club with orchestra. . . . Harry Kilby has revue.

Long Island Patter

By ALFRED FRIEDMAN

JAMAICA L. I., Dec. 31.—Roadside Rest, near Long Beach, just after installing radio mike and nightly broadcast is beginning to lure crowds. . . . Police are determined to war against phony amusement promoters in the Broad Channel area. . . . Dave Leonard, "knock 'em down" concessioner, is leaving within a fortnight for Panama City, where he'll hold forth until the spring, returning then to Island. . . . Charlie Durgess says he did nicely with the half dozen novelty shops he ran during the holiday season around Long Island. . . . Jacob Rlis Park moguls are straining every effort to further condition place for next summer. . . . Billie Roos, vet ticket-taker, is in hospital here. . . . Lou Geffin, ace weight-guesser, running a market with his dad and attracting customers in no small measure by acting the role of "human scale." He'll be around Rockaway next season. . . . Automobile "bump ride" on Cross Bay road not operating. . . . Long Island Chamber of Commerce plans to conduct contest to encourage neatness of roadside stand operators and general concessions the coming season. . . . Past contests went over big. . . . Fire did damage estimated at \$10,000 to the Paramount restaurant. . . . Abe Cohen dabbling in the vending-machine biz. . . . From Miami the Taffet Brothers, w.-k. Island concessioners, report that their enterprises in the South are going over as well as could be desired.

LONG BEACH—Sector will make a bid for conventions next summer. Few held here in the past have bolstered concessioners' revenue. . . . Movement is on foot to organize a body of "walk amusement folk. . . . Mike Cohen and his missus heading for the South. . . . Lester Kohn sick in Cleveland, friends here report. . . . Sea Breeze Club continues to be the community's busiest spot. . . . ROCKAWAY BEACH—Ralph Groger around and busy. . . . Charles Willie, local night club owner, keeping active as member of Rockaway Board of Trade. . . . Willie Allen's already beginning to feel the yearning for spring. . . . Fire that razed Goodman's Hotel, Arverne, threatened concession stands in that section for a time. . . . George Beck, popular p. a., resting at parents' home here. . . . Tom Harrigan says that after another summer of two on the "walk he's going to consider the purchase of a farm near his New Hampshire birthplace and will locate there for good. . . . Far Rockaway Board of Trade is concerning itself with campaign for extension of rapid transit to Rockaways, plan being to interest New York City in the purchase of Far Rockaway and Rockaway Beach divisions of Long Island Railroad. Board also aiming to push local improvements.

Indoor Ice Skating For Winter Revenue

By JOHN J. CARLIN

Address by the proprietor of Carlin's Joyland, Baltimore, before the 14th annual convention of NAAP in the Pennsylvania Hotel, New York City, on December 2.

To many of us who have large investments in the amusement park business and who have been watching the slow but sure decline in the volume of our business, the lack of public response to our appeals for patronage, the lack of interest by the patronizing public in many of the features and attractions which we do have to offer, it has become self-evident that most of the parks in existence at the present time and the policies which have been followed by them in the past are not in accordance with the demands of these times.

We must realize, if we hope to make our investments profitable, if we hope to supply the amusement and entertainment for the masses and if we hope to maintain that position and prestige for our business to which it has risen in the past, some changes will have to be abandoned and our appeal will have to

be made on different grounds if we expect the patronage and support of the amusement public.

I believe the day is past when it will be desirable or profitable to build big coasters in an amusement park, or to build any ride which depends on speed for its thrills. The coaster has succumbed to the automobile and the airplane.

Games Have a Place

I know the day is past when it is necessary in any park to operate a number of games, which use for prizes plaster dolls and worthless merchandise. I believe that games operated on the level, and if merchandise of a valuable and substantial quality is offered for prizes, do have a place and will always be a profitable feature in any amusement park. The gaming instinct of the American public, especially those patronizing amusement parks, is such a part of their life that it is not only proper but necessary to provide them with this form of amusement.

I believe the day of gaudy, grotesque and frame construction for buildings in amusement parks is a thing of the past. Such construction will be found to be unprofitable, not only on account of its fire hazard, the fire insurance rate which it carries, but most of all on account of its limited and specialized use.

To my mind the type of construction in the new amusement parks should be of modern architecture, modern construction and be built of a fireproof or semi-fireproof construction. The larger buildings, such as the music hall, theater, the dance hall and the roller rink, should be constructed so that they can be inclosed and heated for winter use.

The most ideal construction we have been able to find is steel columns and trusses, stucco over wire lath, clinker blocks for curtain walls and, wherever possible, concrete as a base for floors. The sides should be kept open as much as possible, and the openings protected with steel sash, so as to give a maximum use for summer. We find a building of this type can be easily heated for winter use, both economically and comfortably.

Flexible Type Needed

In the new dance hall at Carlin's, in Baltimore, we have used this type of construction. This building was planned to provide a summer dance hall, and by that I mean one with the atmosphere that an outdoor summer dance hall should have, and at the same time be so constructed that it could be used for ice skating etc., in winter.

I am of the opinion that it is impractical to build for amusement purposes buildings constructed entirely of steel and concrete. They are not only too expensive to build but are unsuitable for park purposes.

In large cities where boxing, wrestling and indoor sports events, such as ice hockey, ice skating, roller skating, dance marathons and similar features are held and which draw many thousands of spectators, the big problem is to find buildings of sufficient size to seat spectators and automobile parking space ample to take care of parking cars. If we find the building it is generally located in a built-up part of town where the only available parking space is that of city streets.

The amusement park which is so fortunate as to have ample parking space for its summer requirements has the key or nucleus to build around a profitable winter business.

Watching Winter Uses

In my park we have two large buildings, the dance hall, to which I have heretofore referred, and the Arena, a large frame building about 150 by 150 feet. These are used in conjunction

with the automobile parking space for operation of our winter activities.

The use of the summer dance hall for ice skating and ice hockey in winter has been our most outstanding accomplishment along the lines of getting the highest utility out of one building and by constructing and adapting it to a dual purpose.

For the last five years I have been watching development of indoor ice skating and ice hockey as an amusement and winter sport and finally concluded that a modern ice-skating rink, with facilities for ice-hockey playing and with proper exploitation, might be a successful venture, provided a plan could be developed which would give double utility to the required building.

With this thought in mind, I conferred with several engineers and makers of ice-making machinery. My problem was to get an equipment which would be sufficiently portable so as to make it possible to remove all the piping and other material from the dance floor at the beginning of the summer dance season and to be able to re-install this equipment in the fall and to do this in a manner which would not do an irreparable injury to the maple dance floor.

Brine Systems Studied

These conditions were only incidental to the paramount problem which was to keep the cost of this ice-making machinery and its removal and reinstallation within bounds of reasonable cost.

I had three propositions put before me. Number 1 was a very elaborate brine circulating system with a brine cooler and which specified that all the freezing coils for the ice surface were to be laid in concrete with a terrazzo finish. This was a very complete layout, both as to its mechanical perfection and its provisions for making the building suitable for other purposes where a terrazzo surface was satisfactory. Cost of this system was \$72,000 installed, ready to operate. This system was not portable and would not permit utilization of the maple floor for dancing purposes.

System No. 2 was a brine system without brine defroster and provided for the freezing coils for the ice surface to be laid in sand. This construction would have made possible removal of the equipment and would have permitted use of the maple dance floor for dancing. The cost of this equipment was \$55,000, and its removal would have been quite expensive.

Neither of these propositions held out much hope toward accomplishment of my plans.

Method Found Workable

The third system was the one which suited our purposes in most every respect and the one which was accepted. (See INDOOR ICE SKATING on page 36)

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EASTWOOD PARK
East Detroit, Mich.

The Pool Whirl

By Nat A. Tor

(All Communications to Nat A. Tor, care of New York Office, The Billboard)

Stiff competition from local "Y" pools is causing many New York City indoor pool owners plenty of sleepless nights. The West Side YMCA tank took big ads in the Gotham dailies last week to advertise its 25-cent rate for swimming, which is way below the fee charged by the commercial natatoriums, the latter asking anywhere from 60 cents to a buck and a quarter a swim.

All of which brings to mind that swell paper read at the pool association's meetings last month by Edwin E. Thompson, Indianapolis, on *Problems of Governmental Competition in the Pool Business*.

At that time Mr. Thompson pointed out that pools should join together to fight unjust competition given them by municipal tanks. He stated that so many cities, clubs and organizations were going into the pool business that it was getting dangerous for commercial operators.

You may recall that this department some time ago recorded the views of some pool men on the subject and that it was reported that they felt that the more municipal pools built in their city the better it was for them, for it made people "swim conscious." In fact, some stated that they actually encouraged their city officials to construct indoor and outdoor tanks on the theory that more people would be taught to swim and that then the select would always patronize commercial pools in preference to city-controlled ones.

However, Mr. Thompson believes that something should be done to stop what he terms "unfair competition," and there are many New York indoor pool owners who are beginning to agree with him.

At the convention the Indianapolis man explained that municipal tanks were operating without any taxes and thus were able to charge a rate much lower than commercial natatoriums. Furthermore, he showed how city-owned tanks received enormous free publicity and actually drew business away from private ones. In addition Mr. Thompson took pains to condemn the practices of club and organization pools, stating that fraternal orders in many towns ran pools tax exempt and muscled in on commercial pools' territories.

He did not find fault with hospital pools, but he said that the other groups aforementioned, if allowed to operate, should compete fairly with commercial tanks. As a remedy for the situation Mr. Thompson asked co-operation of the pool association, which, I understand, is now considering the problem. In the meantime New York City indoor pool owners are stacking up on aspirins.

Word comes to this desk that Carl Johns, captain of life guards at Jones Beach, L. I., is spending his vacation at Tahiti, South Sea Islands. 'Stunny for a life guard to go to the South Seas when you'd think he'd have enough of seeing pretty mermaids bask on the sands all summer. But then again I may be getting old. At any rate, Carl is scheduled to take up his post again at Jones Beach on May 1.

Frank James, of Park Central indoor pool, New York City, says that he doesn't believe in swim races for tanks. He declares that when champion swimmers appear at a pool they make the average swimmers feel so small that they lose interest in swimming. Of course, the other side to that theory is that champion swimmers at tanks instill ambition into patrons and make them idolize them so that they come back and back in order to try to become better swimmers and to imitate their heroes or heroines. On which side of the fence are you?

G. S. Spear, manager of Meadowbrook Pool, Baltimore, who, they say, is also somewhat of an attorney, is a firm believer in new attractions for tanks. Mr. Spear thinks that pool owners should at all times be on the lookout for novel games with which to pull in the crowds. I, for one, agree with him.

The sport of swimming is most popular out New Zealand way. Prof. Esmond S. Williams, swim instructor at Wellington, N. Z., has been good enough to forward some news from there. First of all he tells me that the local pools are all het up on the proposed visit of a number of American swimmers. Then, too, there seems to be a long-felt want

for more city tanks there. Most of them are said to be continually overtaxed with people, which is a sickness a lot of American pool men would like to suffer from. The Te Aro Pool in New Zealand is especially crowded and the local press is campaigning the management to provide more accommodations. As an indication of the popularity of aquatics in that part of the world, I am told that *The Wellington Post* prints a daily swimming column. That's something for American dailies to follow and it's up to pool men to see that they do. But more of this later.

Eddie Myers, pro swimmer, rushes in to tell me of the formation of a new swimming organization called "The Professional Marathon Swimmers' Association," which I suppose will take up where "The International Professional Swimmers' Association," now defunct, left off. Bill Boggs, formerly associated with Norman Alexander's Woodside Pool, Philadelphia, is said to be president of the new group; Pat Roach, Toronto, vice-president, and Ann Benoit, secretary and treasurer. The plans, as told to me hastily, call for promotion of a number of swims by this group, outstanding of which will be a six-day swimming race, of all things. This body also hopes to popularize water polo. However, for the protection of pool owners, as well as pool employees, the column will investigate the new organization. If its policy is to promote the sport of swimming and not merely to bring some money to a selected few, I most heartily endorse its adoption, for there certainly is a need for an association for men who make their living from swimming.

DOTS AND DASHES—Many thanks to William Mosley, manager of St. George indoor pool, Brooklyn, for his co-operation.

Fred Hulsman, owner of Park Vendome indoor pool, New York, claims to be the private swim instructor to John D. Rockefeller Jr., among other notables—Did you know that Harry Pincus, brother of the pool association ex-president and treasurer of twin Cascades outdoor tanks, is now attending Columbia University at night? They tell me Katherine Nevins is no longer connected with St. George tank—C. H. Potter, part owner of Miramar outdoor pool, New York City, is still talking about that trip he took to Montreal a couple of months ago.

And this column has invited Charles E. Scully, swimming head of the American Red Cross, to answer the statements made about his organization by W. E. Berwick, Jones Beach, at the recent convention. So you better watch for that letter.

INDOOR ICE SKATING—

(Continued from page 35)

The freezing coils were constructed so as to be easily removable, at a minimum cost, from the maple floor, and the total cost of installing the system was within the figure we considered a proper amount to invest in the venture. The cost of this system installed ready to operate was about \$33,000.

This system and its method of operation is described as follows:

I will briefly describe to you the method we used in making the installation: The dance floor originally used covered an area of 120 by 150 feet; we decided to make the ice surface 85 by 125 feet. We covered the area to be used for ice surface first with a heavy rosin building paper. This was used to catch any asphalt which might seep thru the felt paper; then we used a three-ply, built-up felt roofing paper, laid in and generously coated with asphalt.

This whole area was oval in shape and surrounded by a board, 2 by 10 feet, which served as the base for the hockey dasher. Over this area strips 2 by 2 feet were laid about 6 feet apart, and on these strips the piping or freezing coils were laid and attached. A good wash sand was spread over the whole area until it covered the freezing pipes about one-half inch. This makes up the base for the ice surface at the beginning of season. We do not use any water for ice-making until after the compressors have been operating several hours, or until the temperature of the sand is 17 degrees Fahrenheit. After the sand reaches this temperature we find we can then spray the water on, and this water will freeze as soon as it hits the sand.

Season's Gross Satisfies

After the ice had been used all of last winter and was removed in the spring we found the sand nearest the floor quite dry.

About April 1 we decided to restore the building to its original condition. It took us about two days to remove every evidence of the ice rink from the



JOHN J. CARLIN, who has been pioneering at Carlin's Joyland, Baltimore, in winter activities for amusement parks and who anticipates another good winter season with indoor ice skating and sports and social events in the arena.

dance floor. This was done with about 40 laborers at a cost of approximately \$150.

This proposition has turned out to be one of our most successful ventures. Last season it grossed sufficient to pay operating cost and practically pay back all of the invested capital.

We learned several things from last season's experience. The one most apparent was that the ice surface was not large enough to meet requirements of professional hockey, nor had it the capacity to give ample surface for a large crowd of skaters.

This condition necessarily hampered our activities and curtailed our receipts. To overcome this lack of facilities we have recently finished an addition which will add 100 feet in depth to the original building.

This provides us with an ice surface area of 85 by 200 feet and additional seating capacity of 2,000, making a total seating capacity of about 4,000. We feel that we now have a plant sufficient to meet every demand and one which will compare favorably with the best of ice-skating rinks.

The business this season so far has been satisfactory and we expect to substantially increase the gross over last season.

Future Demands of Parks

The ice rink is not the only amusement which we operate during the winter season at Carlin's. The Arena, heretofore referred to, which is inclosed and heated for winter use, has a seating capacity of 5,800. In this building we hold boxing bouts Monday nights and wrestling Tuesday nights, and the remainder of the week it is used for roller skating.

At times these buildings are rented out for other purposes. Last spring, before the park opened, they were occupied by a motors exhibit and spring flower show.

We find by operating these amusements during the winter, we not only have the opportunity of making our facilities produce some revenue, but have the benefit of keeping the name of the park before the public thruout the entire year.

The amusement park of the future, situated in a populous center, which does not have in its planning buildings of a type of construction which will permit of their dual use, not only will be missing the opportunity of making substantial earnings during the winter season, but also will be lacking in one of the basic features necessary for permanent success.

CINCINNATI—A bouncing boy was born Christmas night to Kate Buffalo and the child has been named Christmas Buffalo. Sol Stephan, general manager of the Zoo, claims to be discoverer of the "blessed event." He said that the little visitor would be put on display with his mother during the holiday season. He said that the progeny was an unusually healthy specimen.

NAAP

Manufacturers and Dealers' Section

By R. S. UZZELL

A turn in the amusement park business is to be made in 1933 and it is up to the active men to see that it is turned in the right direction. Everyone in your organization should pull more than his own weight in the boat. If not, we keep him longer?

This is no time to carry superfluous cargo. Elimination of a few weak one will put the energetic on their mettle and the results will be surprising.

Rex D. Billings at our annual meeting showed that economies can be inaugurated and at the same time a higher efficiency secured. The time has arrived when everybody must work, even the manager, and he must put in some overtime. But it always has and always will produce results.

D. S. Humphrey said: "During prosperity we neglected too many little things and grew careless."

Study Revenue Sources

He is reverting to the principles or which he gained his success. You may be sure he will carry thru. Any manager who pursues this policy will find plenty of company. It is the order of the day. New sources of revenue can be found and old ones worked more intensively. They will not come to you unsolicited. You will have to search for them and once found, cultivate them consistently.

Everything man undertakes, if he persists, must evolve. Progress is the price of success, and stagnation points to certain decay. Man's first habitation was very crude and for utility only; no adornment. His crude hut or cave protected him from the elements after time had taught him to build against the fury of nature.

While on the chase in quest of food he put in a strenuous life, leaving the woman at home to care for the children; gave her more time for the study of nature, from which she claimed the herbs as a cure for injuries and disease. Thus she learned the beauty of nature and sought to bring the habitation into harmony. It is a far cry from the painted savage to the time when the paint was transferred from the body of the man to his home.

Old Type Is Passing

Our cities took the same course. First, utility. Man built it and defended it from the enemy. He fought for it and loved it because it was home. Later, with the help of woman, he began to beautify it. The last task is far from completion, but progress in beautification is evident.

Would it not be strange if the amusement park did not take the same course as the home and the city? Once we could get them to talk only of utility—earning capacity. Just recently have we seen a concerted effort for beauty—a new architecture, new lighting, new landscaping.

Now we do things at a more rapid pace once there is a good reason for action. The parks which survive will become more beautiful, and the woman can have an important part in it. After a while the old-type park will be passed by as too near the cave man and will also be classed with the old store 5-cent picture house at the beginning of this century.

Lower Prices Imminent

While the harmoniously beautiful resort built to meet present needs and demands will claim first place in the admiration and patronage of the people, 1933 will mark more completely the advent of the new beauty and harmony in park architecture and general development than any year which has preceded. Plans for this new era are now under consideration by many of the progressives. So we welcome the new year.

Old Fort Dearborn at Chicago's Century of Progress is 15 cents. A fast 15 cents is better than a slow quarter. This fact is coming in for a lot of study just now. Stores, hotels and restaurants have surely learned it. We will see a lot of it in the parks this year.

Coney Island has had its third fire in 1932. A loss of about \$175,000. Only two rides went up in flames this time, a Merry-Go-Round and a Skooter. The three fires make more space available this year at Coney than at any time for some years. Like all seaside resorts, lower rentals are now the order of the day.



By CLAUDE R. ELLIS
(Cincinnati Office)

MEMBERS of Ontario Speed Skating Association are in great demand in various towns in Ontario and in the United States. Lately some of the skaters gave an exhibition of skating and barrel jumping in Belleville, Ont., Arena.

IT IS reported that a new skating racing track will be built in Lafontaine Park, Montreal. The Lafontaine skaters, who are members of the Quebec Amateur Skating Association, most likely will operate the new track.

ONTARIO Speed Skating Association has issued a sanction to the Royal Speed Skating Club, Kitchener, for the holding of a championship meet.

JOHN H. HARRIS, former Warner theaters executive, is president of the Harris Enterprises, Pittsburgh, which has reopened the skating rink in Duquesne Gardens, Erie, Okla. The rink is meeting with marked success and if business holds up all winter the rink will remain open late in the spring. It is beautifully decorated and equipped with good skates.

IN CRYSTAL Garden Roller Rink, Cleveland, under management of Force Brothers, a big New Year party was given with Floor Manager Al Rau in charge. Archie Force is manager of the rink; Howard Force, skate room; George Moripoly, skate box; Margaret Norris, ticket seller; Helen Neeld, refreshment stand; Charles Lobe, ticket taker, and George Carl, checkroom.

QUEBEC AMATEUR Skating Association elected these officers: Patron, Brigadier-General W. O. H. Dods, C. M. G., D. S. O., V. D.; honorary presidents, Dr. A. S. Lamb, McGill University, and William E. Roughton, Montreal Amateur Athletic Association; president, Champ-alb Provencher; vice-presidents, J. W. McGregor, Major Stuart Forbes; honorary secretary, R. Dorval; honorary treasurer, Paul Earl; committee, Jack Speak, J. W. McGregor and Ralph Morgan. Lec Sylvestre, who figured on the Canadian Olympic team at Lake Placid, was presented with a memento to show he was in the 1932 team.

FORT WAYNE (Ind.) roller-polo team set its first home tilt to the Indianapolis team, 8 to 5. About 500 fans, many of them roller-polo enthusiasts of 5 years ago, turned out for the contest. Fort Wayne players comprised Thompson, first rush; Morin, second rush; DeWitt and Link, centers; Baals, halfback, and Doenges, goal. Indianapolis team was composed of Collins, first rush; Lewis, second rush; Quigley, center; Danforth and Heimman, halfbacks, and May, goal.

AN ALL-STAR professional speed-skating racing card has been scheduled at Fordham Skating Palace, Jerome avenue at 190th street, New York City, on January 10. Crack amateur skaters from the metropolitan district will support the pro events. About a dozen well-known professionals will enter the classic, a five-mile open race. Malcolm Grey, Carman Rink, Philadelphia, world's five-mile titleholder, will appear. Others on the bill are John Gillespie, star mem-

ber of the winning team of the six-day roller race in Madison Square Garden in 1929; Arthur Eglington, London, British speed king; Murray Gorman, Hebrew pro champ; Fred Miller, Ridgewood Grove, New York, and Dutch Keller, German champ. Fordham track measures 12 laps to the mile. General Manager Roland Cloni declares that if the five-mile event proves a success he may stage a 24-hour pro team race.

BILLY NELSON, New England roller-skating champion, made a personal appearance in Bell's Rink, Lincoln highway, east of Fort Wayne, Ind., on December 23 and 24. He participated in skating matches with some of Fort Wayne's best skating performers, including Jesse Blesleda, Erwin Beyer and Yatz Schmelting. The events were attended by large crowds. Distances were one and two-mile events.

IN ASBURY PARK, N. J., an ice company has installed an experimental ice-skating rink in its plant. Being an experiment, a free admission offer for several weeks drew huge crowds. This is the city's only artificial rink.

ARCHIE MAC MILLAN, on the publicity end at Van Cortlandt Roller Rink, 241st street and Broadway, New York City, reports good business there, with Tom Hanlon, coach of the Interboro Skating Club, giving great stimulus to the sport. Large attendances turn out Friday nights to see weekly race meets of Interboro amateur speedsters. Some of the most noted ice-skating officials and ice skaters were judges in *The New York American* Christmas fund amateur races. Among them were Harry F. Noah, president of the Middle Atlantic Skating Association; Joseph K. Savage, Norval Bappte and Herbert Taylor. Raymond Murray, Irving Jaffe and Walter Rutter, ice-racing champs, were timers. Billy Yale, veteran speed skater, remains as manager of the roller rink. Van Cortlandt swimming pool has been transformed into a large outdoor ice rink and is entered in the Middle Atlantic Skating Association. Raymond Murray and Walter Rutter have the skateroom concession. Good business for the entire establishment is reported by President William Grant Brown.

NOW THAT St. Louis has given up the North American Indoor, *The Chicago Daily News* Western Open Speed Skating Championships promise to be the Midwest's only important indoor ice event. *The Daily News* meet will be held in the Chicago Stadium on February 18. Invitations have gone out to all American and Canadian Class A skaters, and following are expected to compete: Alex and Florence Hurd, Frank Stack, Willie Logan, Lella Brooks Foster, Hattie Donaldson Briggs, all of Canadian Olympic team; Farrell Murphy, Delphier, Gunther, Marks, Weaver, leading American Class A skaters, and Helen Eina, Dorothy Frany, Kit Klein and Elizabeth Du Bois, of American Women's Olympic team. Races are held on 10-lap indoor track in the Stadium, said to be largest in the country. Balconies will seat 14,000 and a sellout is indicated. Gold, silver and bronze medals are given all winners, with diamond trophies for all Class A events. Special silver trophies are given high-point winners, both men and women. Meet last year attracted Japanese, American and Canadian Olympic teams; Ballungrud and Lindboe, Norway, and the Taylors, figure skaters of England. Figure-skating exhibitions will be featured in this year's event, some of the leading Eastern pros being approached. Next year *The Daily News* expects to hold the first annual International Indoor in Chicago, bringing complete teams from leading European countries for competition. Proceeds of all meets go to charities.

THE PINKS-AYRES-AVALON TRIO of roller skaters have left Paris for Plymouth, Eng., to fill a six weeks' engagement in a holiday pantomime.

NSAA Notations

By Bert Randall, Secretary

The secretary is receiving at headquarters, 5544 John R street, Detroit, more inquiries from rink owners and skating clubs about roller hockey than about racing, and it appears that with co-operation hockey will be built up to the same standard that is being enjoyed by ice hockey.

NSAA Highlights of 1932—Biggest booster, Ernie Bartlett, Olympic Rolling "13" Club, California, and California governor of NSAA.

World's marathon champion, longest hours on skates, Arnold Binns, Leeds, Eng.

World's 24-hour team champions, Mel-

colm Carey and Bill Holland, Philadelphia.

New England speed champion, Billy Nelson, Chelsea, Mass.

Michigan pro champion, Mickey Dunn; Michigan open one-mile champion, Amos Bell; Michigan two-mile open champion, Bert Randall.

Middle West ladies' champion, Mamie Mertz; Middle West graceful skating champions, Mr. and Mrs. Bell.

Hockey Eastern champions, Carman Rink, Philadelphia; Middle West, no champion named. Cleveland Ramblers and Detroit will play for title shortly.

GAMES ROOMS

(Continued from page 34)

of 25 cents and allowed patrons to play there as long as they liked. This furnished a constant ballyhoo for the game room and attracted people in to play the slot games outside the arena. The arena operator was stationed at the entrance to collect admissions and also make change for individuals outside the arena.

Outside the arena were arranged all the games with nickel or dime slots. These games consisted of bowling games such as Whirl-o-Ball, Skee-Ball, Bank-Ball, etc.; Cue games such as automatic billiards, Whirlpool, Kew Pin, etc.; several pin games; case games such as baseball, football, golf, derby racer, Knock-out, electric cranes, etc.; riding games such as Autobikes and the five-gated horses.

These last, with the radio rifles, were the most profitable attractions in the game building. In this open game area it was necessary to have one change-maker who circulated constantly among the patrons.

Pick Attendants Carefully

Management: Like everything else in the amusement business, more depends upon proper management and personal contact than upon any other factor.

Cheap, sloppy attendants will kill any attraction, but especially where the attendants come into such close contact with your guests as in this game room they must have every element of gentleness. I prefer to select elderly men, put them in neat and appropriate uniforms and see that they maintain a helpful, interested attitude toward the public.

We made these attendants responsible for keeping the place in order and servicing all the games. In case of a breakdown they could call upon the park's maintenance men for repairs, but they were required to take care of all ordinary service themselves. During ordinary hours only these two attendants were required. At crowded hours each of these regular attendants was given an assistant. The operating payroll for this attraction averaged under \$70 a week.

I would like to call attention to one element in this attraction to which I think parks should pay more attention. Usually we do not provide enough rainy-day places where our patrons can go and be comfortable and at the same time spend their money on those numerous rainy hours or cold evenings.

Last May and June, when we suffered so continuously with sudden showers and cold evenings, this game room was most productive. On several occasions we had large excursions come on rainy days. This game building was sure to be a happy place on such a day.

On the Fourth of July it rained nearly all day and evening. On that day this game room was a busy place and took in more than \$1,200.

With the Zoos

WASHINGTON—"The Old Soak," the parrot of Henry L. Stimson, secretary of state, was paroled from Washington Zoo long enough to pass the Christmas holiday at the Stimson estate, Woodley. Two years ago "The Old Soak" acquired an eloquent and devastating flow of profanity that made it necessary for Mr. Stimson to banish him to the Zoo. Now it develops the two-year incarceration

did not improve the situation; in fact, "The Old Soak" appeared to have picked up a few new words there. Mr. Stimson arrived at the wistful decision that the parrot would have to go back to the Zoo—for good.

NASHUA, N. H.—Betty, favorite elephant and children's pet at the Benson Wild Animal Farm, has shed her last baby tooth. John T. Benson, owner of Betty, said that she became "fussy" lately and refused to eat all kinds of choice foods placed before her. He made an investigation with the veterinarian at the farm, and it was found that Betty's last baby tooth was loose. This was extracted and Betty became more cheerful and began to eat again. The tooth weighed half a pound.

NEW ORLEANS.—Members of a species of animal-fish, known as netturs or "water dogs," have come to make their home in Audubon Park aquarium. They are natives of Louisiana, where they breed in spring-fed streams, are never plentiful and can be caught only at certain times of the year. The young have gills which they retain until the second summer.

DULUTH, Minn.—Thru a trade of surplus African lions, 17 of which have been reared in Duluth Zoo in the past five years, two unique specimens of the Scotch highland cow have been added to the local collection. The two diminutive bovines arrived by truck from the Hill ranch in Montana. They weigh about 350 pounds each and stand four feet in height. The parents of the 17 lions reared in the zoo were purchased with money raised by Duluth school children.

SAN FRANCISCO.—George Bistany, superintendent of Fleishacker Zoo, left for New York from where he will sail for the Sudan. He has hopes of bringing back alive a white rhinoceros. So far as is known there is no such animal in captivity. The animal expert has secured leave of absence but is not traveling in any official capacity. In Egypt he is to meet Albert Bingmann, lion attendant, who left recently with some American lions. In Cairo they plan to organize a hunting expedition. Mickey, clever zoo orang-outang, who has appeared frequently before the microphone here with his pal, Bistany, appeared to mourn departure of the latter. At least, he wept into a handkerchief before cameras and appeared broken up. Charles Ruggles, the comedian, who has played here frequently, is to appear in a mystery play with its chief locale in a zoo. *Murder at the Zoo* is the title. Ruggles recently returned from a vacation in New York.

PARIS—City council, which controls the zoological gardens in the Bois de Vincennes and the Bois de Boulogne, is selling off a number of animals and surplus material. Prices quoted are: White swans (sex not guaranteed), up to 2 years old, \$10; white swans (sex not guaranteed), over 2 years old, \$12; ducks (ordinary), \$2; ducks (Barbary variety), \$2; duck eggs, 8 cents each; duck eggs (Barbary variety), 20 cents each. The council is backing a bond issue of 10,000,000 francs (\$400,000) for creation of a new zoo in the Bois de Vincennes.

JACKSON, Miss.—During sleet and icicles, such as Jackson had recently, Superintendent I. E. Bennett, of the zoo, had to herd together in one building all of the animals, reptiles, fowls and others susceptible. Ostriches honked in one corner, snakes hissed in another, deer bleated in another, and so on. The building was sufficiently heated to properly care for the animals and the result was that only a boa constrictor was the toll. The zoo has never bothered much about the problem of snow and sleet. Therefore none of the taxpayers' money has been used in making provision for such extraordinary visitations. Zoo authorities have been breathing easier with the last of the sleet gone. Meantime the polar bear is praying for more and the zoo keepers are hoping it's all over for another 10 years or so.

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CARNIVALS

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PCSA Holds Its Election

Eddie Brown is president; C. Zeiger, Chas. Hatch and Geo. Tipton vice-presidents

LOS ANGELES, Dec. 31.—Pacific Coast Showmen's Association held its annual election of officers Tuesday night, the meeting delayed a day because of Monday being a holiday—Christmas. As predicted in an item in *The Billboard* a few weeks ago, there was but one ticket in the field. Eddie Brown, 1932 first vice-president, is the new president.

Other officers duly elected for the new year were C. F. (Doc) Zeiger, first vice-president; Charles Hatch, second vice-president; George Tipton, third vice-president; Ross R. Davis, treasurer; Frank Downie, secretary. The names of the board of governors, who were also elected, were given in the PCSA "weekly letter" in the December 24 issue of *The Billboard*.

President-Elect Brown delivered a very interesting talk, in which he outlined some of the plans being worked out toward increasing betterment of the association and its functionings. Announcement was made that the new officers would be installed into office at the next meeting, January 2; also that a buffet luncheon was slated for the same night, with Louis Bissinger as chairman of that committee.

American Showmen in Paris

PARIS, Dec. 28.—J. W. Conklin, of Conklin's All-Canadian Shows, and wife are in Paris looking over the amusement parks and street fairs. After a trip to the Riviera the Conklins will return to America by way of England.

Barney and Doris Paige have moved their Motordrome to Bologna, Italy, where they are exhibiting at the fair. Barney spent a few days in Paris on business.

Reids on Holidays Trip

PORTLAND, Ind., Dec. 31.—Earl Reid, owner-manager Reid's Greater Shows, and his wife and daughter, Helen, are spending the holidays with Mr. Reid's father, A. J. Reid, who is now in cafe business here. They motored from the show's winter quarters city, Newburg, N. Y. Ralph H. Bliss, who is also in the city, and the junior Reid started in the carnival business together 25 years ago, with Reid Greater Shows, then operated by A. J. Reid. Mr. Bliss advises *The Billboard* that he will be with the Reid Shows next season.

Philadelphia "Pickups"

PHILADELPHIA, Dec. 31.—This week's weather has not been very good for the museums. Two days' rain cut into the business considerably. However, on the good days it was much better than for several weeks.

South Street Museum reports business fairly good. This week's attractions consist of Linton, sword swallower; Van, tattooed man; Mickey Mouse Circus and several illusions. J. (Doc) Harrison is back on the front.

Gorman's Eighth Street Museum seems to hold up to a very good business. The bill this week has the following: Patman, man with iron tongue; Louman, musical act; Lady Viola, tattooed lady; Prof. Hall, magician; Princess Marajah, mentalist and Buddha; electric demonstration machine and illusions; added attraction, Leah-Lee and dancing girls.

Frank West was a visitor here this week. On his way home to spend the holidays.

Earl Newberry came in for a day to look the situation over for Ralph Hankinson.

Gypsy Brown, mentalist, is in the city and expects to open a store show next month in a location on Market street.

Bill Lewis, well-known operator of wrestling shows with carnivals, is in the city looking for matches for some of his (Philadelphia "Pickups" opposite page)



MRS. O. J. BACH, of the O. J. Bach Shows, who is vacationing this winter in Florida.

HASC Christmas Tree An Enjoyable Affair

KANSAS CITY, Mo., Dec. 31.—The annual Christmas Tree Party of Heart of America Showman's Club was staged in the lobby of Coates House Hotel Christmas night. The hotel lobby was modeled into a theater, with the stage in the front of the building and the seats arranged from the stage back to the clerk's desk.

Approximately 300 children were on hand for the occasion, in addition to an approximate adult audience of 500.

The party opened with seven acts of vaudeville, including the Three Reeds, from St. Paul, contortionists; Leroy Easter, magic; Marcheta Sperry, blues singer; Sonny Boy Conroy, Punch and Judy; Betty Holtkamp, tap and acro dancing; Mike Keegan and Lorene Wilburn, Australian whip crackers, and a chorus of 20 boys from Westport High School, this city. All the entertainers donated their services for the occasion.

Following the vaudeville "Old Santa" distributed candies, nuts, fruits and gifts. This was followed by a free dance in the ballroom of the hotel.

MOBILE, Dec. 31.—The Thomas Hamilton Shows, which exhibited at the Greater Gulf Coast Fair in October, are staying here, showing on a lot on a main street. The weather in December, with 22 cloudy days, ruined their business; in fact, very little money passed into the cash box. There is a Merry-Go-Round, also Ferris Wheel and Whip, right in the heart of a residential section, and with warmer weather may do some business.

Thos. Wiedemann in Texas With Big Turtle Exhibit

HOUSTON, Tex., Dec. 31.—A visit of a correspondent of *The Billboard* to Thomas F. Wiedemann and family revealed that the veteran circus, carnival, repertoire and minstrel showman is doing well with his present attraction, a monster 450-pound turtle. Mr. and Mrs. Wiedemann, with their two youngsters, are touring the "sunshine spots" of Texas, traveling by motor—and they have in addition to neat living quarters, an nice sedan. The exhibition is carried in a tank on a four-wheel trailer, pit-show patterned.

Curiosity on the part of citizenry is not solely responsible for swelling the crowds around the Wiedemann offering, as frequently school teachers bring their entire classes to see the exhibit. Wiedemann informed the correspondent that the winter will be spent in Texas towns, and in the meantime preparations are under way for an enlarged marine exhibit for next summer season.

Mr. and Mrs. Maynes To Vacation in South

CINCINNATI, Dec. 31.—Mr. and Mrs. Hyla F. Maynes have been preparing to spend some weeks' vacation in the South, including a stay in Florida, following the Christmas and New Year's holidays. The noted ride inventor has been concentrating a great deal of his energy on improvements and the beautifying of the large Maynes-Illions riding devices for the forthcoming Century of Progress at Chicago.

The units of devices of Maynes-Illions that were in operation on the world's fairgrounds at the Windy City last summer, in charge of Harry A. Illions, are put away for the winter except for the added improvements and embellishments. Mr. and Mrs. Illions are still in Chicago.

Pollies on Trip

GRAND RAPIDS, Mich., Dec. 31.—Henry J. and John C. Pollie, of the Pollie Shows, were visitors to relatives and friends here a few days ago while on a combined business and pleasure trip from Central Ohio. They found their aged mother and grandmother, respectively, in fairly good health. They also made stops at Brookville, Indianapolis and Acton, Ind., also Battle Creek, Mich., where they visited Mr. and Mrs. Phil Johnston, formerly with Zeldman & Pollie Shows, now operating a restaurant. Other stops on their itinerary including Chicago, Des Moines and Kansas City.

KNOXVILLE, Tenn., Dec. 31.—J. C. (Jimmy) Simpson, representing the Royal American Shows, was here Tuesday in conference with Secretary Hugh D. Faust, of East Tennessee Division Fair. Simpson says that the Royal American Shows will play some of the Southern fairs this year.

Looking Back Thru The Billboard

25 Years Ago

(Issue of January 4, 1908)

Willard Amusement Company, R. Willard Eanes, manager, planned to be "largest carnival on the road" this year. . . . George W. Westernman announces that he is at liberty as ticket seller, grind and ballyhoo. . . . Three Aerial Lows have signed with DeKreko Bros. for engagement in Cuba. . . . Nat Reiss Shows playing Los Angeles this week. . . . Happy Holmes and family wintering at Hot Springs, Ark. . . . Interesting story relative to United States Tent & Awning Company, with photos (cuts) of Edw. R. Neumann, president; John C. McCaffery, treasurer; Edw. R. Litzinger, secretary. . . . West Carnival Company, in Mississippi, has eight shows (independent) and two rides. . . . Charles Blitz engaged to make openings on H. Raitair's attraction at Dreamland, Coney Island, next season.

10 Years Ago

(Issue of January 6, 1923)

Heart of America Showman's Club had big Christmas Tree Party. . . . Mighty Doris Shows (John Laxia, owner) heavy loss by fire at winter quarters, Belleville, Ill. . . . Mr. and Mrs. David Lachman (Dave and Irene) celebrated their 23d wedding anniversary December 24. . . . Jack Dempsey and his manager, Jack Kearns, join forces of Pacific Coast Showmen's Association—to become active members. . . . W. H. (Bill) Rice and his Swim Easy Diving Girls, recently sailed from San Francisco to Manila. . . . Announcement that Showmen's League Banquet-Ball will be held at Hotel Sherman, Chicago, February 13—Edward P. Neumann, general chairman. . . . William Zeldman, part owner, and Robert R. Kline, general agent, Zeldman & Pollie Shows, in New York on business. . . . Wilbur S. Cherry to general agent T. A. Wolfe Superior Shows.

Speaking of Depression, Look These Figures Over

CINCINNATI, Dec. 30.—Here's good "medicine" for those singing the depression blues. Lew Dufour did a little figuring the other day to see how many people "The Unborn" played to in the period from 1922 to and including 1932, and, to his amazement, he found that the total attendance approximated 2,500,000 people. His units varied in number each year. For instance: In 1925 there were 7; 1930, 11; 1931, 16, and 1932, 17. The average gross per year was \$100,000, and the biggest season was had in 1929. The price of admission was 25 cents, except in 1932, when there a slight change on some of the units.

Mr. Dufour was a visitor at the *Billboard* offices Wednesday when in the city on business. He was en route from New York to Chicago. He has fully recovered from his recent siege of illness.

Mr. and Mrs. John R. Castle Return From Eastern Trip

CHICAGO, Dec. 31.—Mr. and Mrs. John R. Castle, of Castle-Ehrlich-Hirs Shows, returned to Chicago early this week after an extended trip thru the East and to Ottawa, Can., where some personal business was transacted by Mr. Castle, which was very successful, according to Johnny. The Castles spent Christmas in Chicago with Mr. and Mrs. Ed Carruthers. Decorating the Christmas tree for Ed Jr. was an absorbing job that helped make the day a most enjoyable one for both the Castles and Carruthers.

Mr. and Mrs. Castle left for Shreveport late this week in order to be at home for the New Year's celebration.

Winters To General-Agent Al Ketchel's Legion Shows

CINCINNATI, Dec. 31.—J. A. (Jimmy) Winters stopped here Tuesday while en route to Augusta, Ga. He advised the Al Ketchel, who is operating Dixie Museum at Augusta, is preparing to launch his Ketchel's Legion Shows next season and with which he will be connected as general agent.

He also advised that the attraction will include eight shows, four rides, a string of concessions, free acts and bands and some attractive fronts will be built. Winters was not with a carnival the past season, instead agented independent vaudeville attractions.

Los Angeles

LOS ANGELES, Dec. 30.—There were many Christmas parties among the outdoor colony in and around Los Angeles. There was no Christmas dinner provided by the Showmen's Club because of failure in acquiring necessary funds had been anticipated. However, besides many large parties, there was a hurried getting together of the folks and an impromptu club organized called "The Friendly Act Club." A survey was made of showmen away from home or without means to provide Christmas dinners. Everyone in this "club" invited only one more of those on the list to his home or wherever the dinner was had. It was a very good idea. Members of PCSA visited J. Sky Clarke and found he much improved in health.

From private contributions of showmen a fund was raised to add Christmas cheer to several families. Walter and Ida Hunsaker were hosts to a party, including Mr. and Mrs. Archie Clarke and Dick Parks and wife. Mel Vaught gave a dinner for his winter quarters folks. Mr. and Mrs. C. F. Zeiger were members of a party that dined at the *Billboard*. The Ladies' Auxiliary of PCSA held open house Christmas and same for New Year's.

The American Legion, 17th District had a big business at Shrine Auditorium. Chris Olsen, Clyde Gooding, Mrs. Rowell and Joe Krug had concessions and report very satisfactory business.

An unusual incident: The other day Cliff Thompson and Tex Madsen, giant (See LOS ANGELES opposite page)

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MIDWAY CONFAB
 By DEBONAIRE DAB

Max., last summer season, infoces that he and his family are wintering at Benton, N. B., and may be connected with well-known Canadian carnival next season.

WHEELS
 Park Special
 30 in. in diameter. Beautifully painted. We carry in stock 12-18-20-24 and 30 numbers.
 Special Price,
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BINGO GAME
 75-Player, complete, \$5.00.
 Send for our new Catalogue No. 232, full of new Games, Dolls, Blankets, Lemps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confeits, Art-Social Flowers, Novelties.
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 124-126 W. Lake St., Chicago, Ill.

ANYWAY, the new year is launched with a full week of dates—January 1-7.
 IN A COUPLE of weeks the Western Canada fair men's meeting at Winnipeg. Who will get the midway contracts?
 LEW DUFOUR has been quite noticeably adding to his avoidpouls—not just his tummy—the added flesh is symmetrically distributed. Lew surely looks fine.
 THE COMING SUNDAY, Pacific Coast Showmen's Association holds its annual memorial services at "Showmen's Rest" in Evergreen Cemetery, Los Angeles.
 HAPPY GRAFF, who has been lot man and builder with various caravans, is this winter managing Dixie Tourist Court at New Orleans.
 PER A POSTCARD from Bennie Smith, the "little trick drummer" was enjoying the holidays at his adopted city, Kinston, N. C.

RODGERS & HARRIS (week-stand fraternal circus) used to have several concessions at each date handling local merchants' merchandise. That was a portion of the "local atmosphere" and was remuneratively incorporated—several good angles to it.
 MRS. L. J. STALLO, widow of the late "Slim Jim" (also formerly known as "Verno" and later "Kelley"), living-skeleton attraction, who died last summer from injuries received in a living truck accident, is spending the winter at the Stallos home city, Punta Gorda, Fla.

CALIFORNIA GOLD COIN Souvenir Rings
 Have a super appeal. Everyone wants one. Just the thing for Salesboards and Concessions. Halves mounted in rings, as illustrated.
 Samples, 50c. Per Doz., \$5.50. Half-Gross Lots, \$5.25 per Doz. Full-Gross Lots, at \$5.00 per Doz.
 SEND FOR NEW CATALOG Of Carnival and Concession Goods.
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 The House of Novelties,
 782-784 Mission Street, SAN FRANCISCO.

AFTER CLOSING a successful season in the Northwest, J. P. (Fat) Kayl, old-time cookhouse man, returned to Denver, where he has been operating a cafe.
 MR. AND MRS. J. E. (Shanty) Mahoney are among "those present" at winter quarters of Castle-Ehrlich-Hirsch Shows at Shreveport, La.
 AFTER ENJOYING his "Christmas leave" at Hot Springs, Hi Tom Long has returned to Veterans' Hospital at North Little Rock, Ark., where he will remain, indefinitely.
 FROM RUSK, Tex., G. H. Miller scribes that after "all the cold rain, sleet and snow" members of Bill H. Hames Shows enjoyed Christmas dinner outdoors—in the "beautiful sunshine."

DALE RULE, who, incidentally, has a brother named Golden Rule, passed thru Cincy last week en route to Texas—to join some caravan in that section. Was two years ago with D. D. Murphy Shows and a while last season with Dee Lang Shows.
 AS A MATTER OF RECORD: Early in 1923 the following appeared in this "column" then headed "Carnival Caravans"—same editor: "How much are you paying this year to help be a fair? Is it out of all 'privilege' reason—merely to overcome competition?"

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 Single Sheets, 84x14, Typewritten. Per M. \$5.00
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FROM RUSK, Tex., G. H. Miller scribes that after "all the cold rain, sleet and snow" members of Bill H. Hames Shows enjoyed Christmas dinner outdoors—in the "beautiful sunshine."

RICHARD SHEAKS, concessioner with Bruce Shows last four years, is spending the winter with his mother at St. Marys, O. His brother, Floyd, is in the South with a kiddie ride. Sparky Steffy recently visited Richard while en route from California to look over winter quarters of several caravans in the East.
 THE NICHOLS BOYS, Harry and Al, cotton candy workers, made the recent Pet Show at Madison Square Garden, New York. A commy from Al humorously sums up results thus: "After working all week our auditing department went into session and after wearing out three lead pencils discovered that we were only hooked \$2—not bad, eh?"

WANTED
FREAKS AND NOVELTY ACTS
 Send photos and full particulars first letter.
HUBERT'S MUSEUM
 228 W. 42d Street, NEW YORK CITY.



VETERANS: At left, Gene DeKreko; right, Gabriel (Gabe) DeKreko, who played the first midway in this country—at 1893 world's fair in Chicago. Of late with Castle-Ehrlich-Hirsch Shows. Photo taken the past summer. In center, the late Siada (Mrs. Gene DeKreko), who passed on a few months ago.

"SQUIBS" FROM Sol's Liberty Shows quarters at Carruthersville, Mo.—Billie Owens, secretary-treasurer, at present clerk at Majestic Hotel. . . . Leonard Whitman, superintendent, working with a small crew, has completed new office wagon and special body for Mrs. Solomon's corn-game truck. . . . Repairing and painting the rides, seven in number, next on program. . . . Assistant Man-

1933 Forecasts (27 Pages) and Horoscopes, Now ready at reduced prices. 1 & 27-page readings, eight styles. Books, Buddha Papers, Crystals and Mindreading Apparatus and Supplies, 100-page illus. Catalogue, 30c.
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T. GREGORY MURPHY postcards from Earle, Ark., that he is in that city and has just recovered from an attack of the flu.
 Last year was a "stew." Surely this one won't be—Th' shroud for '32 An' hats off to '33!

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THIS EDITOR is of the opinion that "carnies" is not a fitting term, rather belittling. Which explains its replacement in submitted communications to Midway Confab.

BEN DIAMOND, guess-weight scales worker on fairgrounds and with carnivals, is at present in Philly—"holding tips as a representative of Philadelphia Gas Works."

R. E. (SMILES) DEWEY, last season operator Merry-Go-Round with C. F. Zelger Shows, infoces that he is in good health and doing fair with his poultry business at Phoenix, Ariz.

LOUIS EISEMAN, of Alamo Exposition Shows, and I. B. McCoy, of Beckmann & Gerety's Shows, stopped off in Chicago during holidays week while on their way east.

WRITING FROM Honolulu, December 11, Hadji Ali stated his engagement with Fernandez Attractions, with which his own show has been associated, was proving very pleasant and profitable at the Elks' Carnival at Honolulu.

POSTCARD from the veteran showman, Charles Selp, of late years with C. R. Leggette Shows, from Jena, La., informed that Charles was ill of the flu and that his eyesight trouble has not been improving.

PAT BRADY and wife, Billie, are connected with Sam Grassman and wife in an eating establishment at Charleston, S. C. Report is that they have been planning the opening of a roadhouse near Charleston.

MERRITT ANDERSON, who had midge-et and snake shows at Raygo Beach,

Owner R. L. COLLINS Reports:
 "It put a smile on the faces of Mr. Kempf and myself when we saw the business our Rides did. BIG ELI took the land. You can bet on that. It got its share of the business and always will." Such a statement speaks for itself. A BIG ELI WHEEL must be a money getter. It has so many boosters. You, too, can make money with a BIG ELI No. 5. Write for information today.
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Pitchmen I Have Met

By SID SIDENBERG

One of the cleverest pitchmen and sheetwriters I have met is Si N. Ullman, 66 years of age and full about as good with the peelers or the sheet as any man on the road many years younger. Si has been bucking the hazards of the road for the last 44 years.

The J. H. LaPearl Circus tramped into La Fayette, Ind., one bright morning better than two decades ago. When it left town it had added one Si Ullman to its roster. Si sold peanuts and candy in the grand stand. The following year he was in charge of the candy concession.

A few years later Si joined with Mrs. C. Jessop, known to the fair world as the lady concessioner. Mrs. Jessop operated large cook-houses. She placed Si in charge of one of her largest outfits.

Ten years later Mrs. Jessop died and Si went in for himself. In time Si was recognized as one of the largest cookhouse operators at many of the biggest State fairs. Eventually church outfits and small concessions cut in on the profits and Si drifted to the peelers and the sheet.

Altho up in years, Si manages to get around as fast as the younger set. He boasts many hundreds of friends on the road and is a member of 15 fraternal organizations.

Si calls the Plaza Hotel, Indianapolis, home.

"The Black Eyes to Pitchdom Will Find the Exits Open . . ."

By DAVE NEWMAN

For the last four years with the exception of one month, I have been associated with NHA in New York. During this time I was approached many times by "promoters," of a certain classification, operating in the Big City. But I consistently refused to tie up with any of them, for one outstanding reason. It is my opinion that such operators have done more harm to the pitch business than all other contributing reasons combined.

I believe, for one thing, that some novelty-item window displays have no place in connection with a medicine pitch store. The income of which generally depends upon the sale of a health product. When health is discussed from a platform, a certain dignity must be maintained in keeping with the importance attached to the subject. How can this be achieved when the "tip" receives the wrong impression at the very start from the general layout of the store?

Selling or demonstrating products, alien to the purpose for which the store is conducted, tends to greatly lower the effectiveness of the "health" pitch delivered from the platform. The fly-by-nights care nothing for the man on the platform. The idea of some of them is to derive a profit from any source available.

However, the pitchman can remedy the situation. When he refuses to associate himself with those who cannot or will not conduct their establishments in a way befitting the dignity of the profession and the efforts of the men who produce the "black eyes" to the business will find the exits open.

My home is in New York and I prefer operating there, altho I am now working in Washington. With the advent of the new year I hope that responsible pitchmen will take stock of themselves and work for their mutual protection so that the Big City can again become the fertile field that it was in the past.

REMEMBER, LADIES . . . this column is no stag affair. Your pipes are always welcome along with the rest.

"CHRISTMAS WEEK JUST FAIR" . . . postcards Dusty Rhodes from Tampa, Fla. "After the Tampa Fair I will go to the East Coast of Florida."

HOMER BRANNON SAYS . . . that he wants to be put down as still on the old paper, "down yonder" in Memphis, Tenn. Between gathering in the subs, Homer dashed off the following bit of reflective celebration, entitled The Thinker: "Have just been thinking that I don't know which way to turn or which way to go. It's a funny life with all this bustle; sure makes you get out and hustle. Seems a poor fellow hasn't a chance, with all these taxes to pay in advance; they'll even take your coat and want your pants. You give up this, you give up that; then they make you for your hat. And after it's all said and done, it leaves us fellers on the bum."

But I have a change to suggest; just an idea I'd like to test. Give us a trumper for a President; give us a spot without any rent. And a doorway on the public square; razor blades and an easy chair. We want but little here below; just a place where there is no snow. Let us bask out in the sun; let us romp and have our little fun. For after all is said and done today, it's still the roadman who's made to pay . . . and pay . . . and pay!"

"I AM DIRECTING . . . and financing a crew in Allentown, Pa. No arguments—no complaints. I get mine," scribes J. E. Leonard.

COME ON . . . you indoor and department store demonstrators—how's for a few shots of the latest news?

FROM QUAKER RIDGE . . . N. Y. Rolling Thunder (and wife—Klowna Indian Med. Company) pipes in: "was recently confined to my home for three weeks on account of a bad fall. Just returned from Little Valley, where I bought licenses for the two cars. Came thru Salamanca on the way back and found one pitchwoman, Florence Kendall, with corn remedy and perfumes. Sales poor and is going east soon. There are plenty of deer and bear here. We see them nearly every day right from the house. Our trail down to the road is three and a half miles long. We were

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recently held up by a porcupine for some time, and on another occasion by a skunk for nearly 30 minutes before we could pass. Had a grand Christmas. About 66 degrees for these old hills, that are usually covered with snow from October to April. Am still doing med at the old stand. Why don't more of the old-timers pipe in? If it wasn't for Pipes I wouldn't be in such a hurry for The Billboard every Wednesday. Think I am getting to be quite an old veteran now —will be 89 the sixth of next June."

"TALK ABOUT A REAL Christmas," pipes Doc Cariton V. LaMonte, of the Gilbert and LaMonte Show, from Shoppton, Pa., "it certainly was a happy event for us. Art and Emma Gilbert and I spent the day at my sister's home at West Pittston, Pa. We enjoyed a great big dinner, including turkey and all the trimmings. This is the first time I have eaten a Christmas dinner with any of my folks in 31 years. We are now showing in the hard-coal section of Pennsylvania. Business is fair. The mines are working some, but bookings are hard to secure. A good, clean show and fair dealings with the public have kept us working all the time."

POET-PITCHMAN . . . A. B. (Zip) Hibler composes: "In summer there are flowers and plenty of sunshine. The bumble bees go buzzing and the birds sing cheerful songs. There is beauty in the landscape and the atmosphere is fine and still the poor old roadman is in trouble all the time. It's not the way of nature, it's the petty acts of man that mar the good that nature means and makes his life a sham. And still the fools who worship, in preference to all else, have got the nerve to tell the world that Man's the perfect race. If we would live a proper life and practice what we preach there would be no room for doubt and fear and life would be a treat. The beauty that we can't deny would be a pleasant song and we'd reciprocate this good as life went merrily on."

A RECENT WELCOME . . . visitor to the Pipes desk was G. R. Mines, just up from North Carolina. G. R. reports biz in the South as being very slow, with the exception of North Carolina, which State he described as 'fair and in a position to come back fast, once the mills begin to grind again.' After leaving Cincy, Mines planned to cut it up with some of the boys in Lexington, Ky., and then work a number of spots in Southern Kentucky and Tennessee before going back to the Carolinas in the spring.

If It Looks Easy, Try It In New York there is Dr. Salo Finkelstein, of Poland, around 35 years of age, who in any competitive contest would probably take top prize as the world's greatest mental mathematical artist when it comes to lightning calculations. Of course we recognize the fact that there are quite a number of boys in the profession who can add, subtract and do mental problems in the old head. We give these speedsters full credit for being good with the figures—but just read on for a minute. Before a group of learned mathema-

PITCHMEN, CANVASSERS AGENTS, SALESMEN, ETC. Fastest seller in years. Low cost brings big returns selling as low as 10c. Some set up to 25c. Millions being sold. LAYRITE For Soft Collars Every man buys as many as 8. Women buy them for men. Offices, Homes, Clubs, Lodges, Fairs, Carnivals, Concessions — they sell fast everywhere. See wholesale price a below. Sold to stores, 60c. Over 200% profit. Each Gold-Plated Layrite mounted on individual card. PRICE LIST AND FREE OFFERS: 50 LAYRITES \$2.00 100 LAYRITES \$3.50 200 LAYRITES (25 Free) \$6.00 300 LAYRITES (45 Free) \$8.50 500 LAYRITES (85 Free) \$12.00 1000 LAYRITES (200 Free) \$20.00 Deposit, Balance C. O. Send 25% ORDER TODAY. If you want more details, WRITE Crest Specialty 629 Washington Blvd., Dept. L. 54, Ch

DEPARTMENT STORE THIS DEVICE DOES THE 20 NECESSARY KITCHEN Year's fastest Write for Circ SAMPLE—Mount individual Cards. Exhibition and Special NEW METHOD New Method Bldg Bradford.

icians and a few reporters, drew a big square on a black, divided it into 25 subsquares, in numbers as fast as they we to him by members of the audit till the squares were filled. Th stantly turning his back to the he repeated the 25 numbers horizon vertically and in a spiral that ended the number in the center space.

Hard? It was "nozzing," said the doctor. He called for a three-digit number. Somebody gave him 347, and then another, 468. Dr. Finkelstein wrote them on the blackboard and in exactly 2.7 seconds put down the right answer, the product of their multiplication. This was slow time as the doctor works. He can add up 15 digits in a quarter of a second — or as fast as any of the rest of us can swat a fly.

The great Salo offers the explanation

The Truth at That "I fear you Americans are planning to give up prohibition," said the visiting Englishman to his American pitchman friend. "Did you ever give up a million pounds?" asked the friend in reply. "Oh, deah, no!" exclaimed the English Johnny, "I nevah 'ad a million pounds, you know." "Well," replied the pitchman, "we're not giving up prohibition either."

FREQUENTLY BILL GETS . . . request for a list of open and closed towns in a certain State, or even in several States. There is no reliable way these times) in which such a list could be compiled. In a lot of cases towns are closed one month and open the next. Or they may be open for one line and closed another. Such a list would be out of date even before it could be compiled. The best way to find out about any particular town is to shoot in a pipe, being sure to mention your line and the way you work. Then if there are any of the boys working in that town they will be able to pipe in the dope asked for.

HOW ABOUT THE New England States? Haven't heard much from up that way lately. Come on, boys, pipe in the news or the folks farther south may get the idea you are frozen in for the winter.

DOC BOB SMITH . . . and wife have both been ill with the flu, in and on, for several weeks. Doc wonders if Doc Harry Herbert remembers the time they tramped thru the Knobs of Tennessee together years ago.

NOT MUCH CANADIAN . . . news these days. How's for a few lines from the Dominion? Pipe up, you fellows in Montreal, Toronto, Quebec, Winnipeg, Vancouver, etc.

Los Angeles Notes By H. J. LONSDALE

Doc Stanley Howard was in from Long Beach for a visit. Pasche Indian Bassett is working in Howard's store—ask him to tell the story of "how he let the cat out of the bag."

Fred White (Lucky 13) visited the USPA clubrooms. He was laying off for the holidays.

Fred Bold (oldest pitchman on the coast) is all enthused over his new 1-cent scope.

Mr. and Mrs. Winchester are working and on Towne avenue.

Paul Reeves was in from the North. and business was okeh.

Hunter (wire worker), on Main street, was "Lots of buyers but 'cheap."

Plenty of inquirers for Johnnie Hicks and Jerry Russell. Pipe in, boys.

When this gets to the Pipes column the Christmas rush will be over and the boys will be settling down to the job of making 1933 a better and more prosperous year than 1932.

Johnny Hartley says "Business is best but prices are low." And that's that most of them on Broadway report. Gypsy Dan recently had a \$300 operation performed on his eye. Reports that he will regain his sight in that optic after 14 years.

ould say open for streets or doorways on certain corners, as the case may be. Many cities are open on private property or doorways when streets or corners are closed tight. Three years ago Columbus was reported wide open and pitchman drove 200 miles to get here, only to find he could not work on the street or market. He had spent all his ready money and I had to find him enough to get to another spot. Columbus has always been open for doorways, but the property owners are hostile—not the authorities. At present there is not an in-the-money doorway available. Boys, shoot straight and help Bill make Pipes a real service to us all. Take your information as to the readers and conditions plain and correct. If a city is open and not good for your line, it may be real good for some other line. Let's all work together and for the good of the game. The year 1932 did not treat us so well, but we can 'roll up our sleeves' and help each other make 1933 BIG YEAR. Once more I want to say that Pipes in the last three issues have been the best ever."

and proving a good draw. Visitors lately have been Herbert Tisdale, Madame and Dr. Hudspeth, Eugene Salus, Charles Lawrence and wife, Tom Hasson, Glen Porter, Sammy Applebaum, and Mr. Ellis of athletic show note.
JACK A. RYAN.

Clayton's, Traveling

SAN ANTONIO, Tex., Dec. 29.—Because of poor conditions, including a lack of suitable storerooms, in "The Valley," Clarence Clayton brought his attractions from Brownsville, Tex., to this city, to open in the Mexican Section on Commerce street, to remain there until he can arrange for a place on Houston street. While at Brownsville Ted Miller, who was advance agent, connected with the Quartermaster Department at Fort Brown, and before taking up his duties he staged a party for the entire Clayton troupe at Matamoros, Mex. All of which is from an executive of the show.

Cash Miller's Modern

FALL RIVER, Mass., Dec. 29.—New Bedford closed far above expectations; in fact, a very good week was recorded. Saturday the annual civic Christmas party was held on City Hall lawn, directly across from the museum (estimated 20,000 people during the day and evening), so the museum benefited from the crowds. The radio broadcasting of Madam Bernard helped to no small extent. This week she is answering questions over WJAR. Yesterday a show was sent to U. S. Veterans' Hospital with the following entertainers: Capt. Paul Herald and Little Lord Leo (giant and midget comedy team), Bessie-Bessette; Madam and Louis Bernard, mentalists, and son, Norman, dance bit; Harry and Lilly McGregor, fire act, and Harry pulling a car with his eyelids (biggest hand from the vets); Determination Eddie, doing carpentry, etc.; feats; John the Alligator Skin Man; Maxie Sauser and Hosea Wheeler, dwarfs, in a torture act; Laurie Johnson, assisted by the missus, in sword swallowing; Agnus Schmidt, Rubber Skin Girl; Sadie and Leopo, spotted people, who were presented by Manager Miller; George Johnson and Bill Lomasney acted as emcees. The museum was closed for two hours to make the trip. Much good was derived thru the local press—even getting a break in Boston Record (daily tab). A wonderful Christmas party was staged by the Millers for the troupe Christmas Eve with a tree, on which were over 400 presents (the whole troupe interchanging), and a turkey dinner served by Mrs. Wheeler and Mrs. Leopo Williams. The show moved here Sunday and remainder of the day was spent attending the theaters by the majority, while Cash and Gertie motored to Manchester, N. H., to visit their son, Jackie, and Cash's mother; Laurie Johnson and wife went to his home, Westboro, Mass., to visit mother; Determination Eddie spent the day with friends at Nashua, N. H.; the writer, Lit-

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All Pipes communications to Gasoline Bill Baker, The Billboard, 25 Opera place, Cincinnati, O.

HOWMEN'S LEAGUE

(Continued from page 41)
Frank E. Taylor, co-chairmen; Sam J. Gray, Jack Folk, A. L. Miller, Arthur Mann Jr., Edgar I. Schooley, Earl Taylor and Ernie A. Young.
House: Harry W. Russell, chairman; Jack Benjamin, R. P. Brumleve, A. R. Olin, Frank Ehlenz, H. J. A. Ernst, Charles H. Hall, Harry Mamsch, John S. Olfant, Ray S. Oakes, Harry Ross and J. J. Schulz.

Square Deal Shows

CLAXTON, Ga., Dec. 28.—The Square Deal Shows were recently organized at Idalia, Ga. Opened an engagement there last Saturday and have been having satisfactory business; in fact, the best the writer has seen in the South at this time of year for several years. The roster includes the following: A. Engesser, Pinkey Autodrome; Jack Cotting, African Show; Cody Fleming, Athletic Show; Alrplane Ride; Tommy Fallon, girl show and concession; W. L. Wiesman, trap and concession; Sugarfoot Minzels; Tom Hale, one concession; Louis Bert, two concessions; Pinkey Edgar and wife, two; Madam Mathilda, one. Bill Thomas, electrician; T. L. Dedrick, manager and advance; Mrs. T. L. Dedrick, secretary and treasurer; the writer, two concessions.
FLOYD R. HETH.

New York Garden Earnings

NEW YORK, Dec. 31.—Corporation reports made public this week show that Madison Square Garden Corporation and wholly owned subsidiaries for the six months ending November 30 had a net loss, after depreciation and other charges, of \$130,133 against a \$237,181 loss last year. For the quarter ending November 30 net income after same deductions was \$26,011, as compared to \$77,671 in the Boston Madison Square Garden Corporation, partly owned, is not included in the figures. Boston Garden, for the six months ending November 30, showed a net loss of \$38,261 against a loss of \$9,045 in 1931. Local Garden is a leading sports and amusement structure in the city and one of the top shows in the country.

Boston Park Meet Deferred

BOSTON, Dec. 31.—The meeting scheduled for December 29 in offices of Smith & Hamid between Fred L. Markey, secretary of the New England section of the National Association of Amusement Places, and Major P. F. Healey, department of public safety, for the purpose of amending bills to be laid before the Legislature to permit Sunday operation of various amusements was postponed until January 5. Major Healey was called to New York and could not be present.

MAX GRUBERG

(Continued from page 29)
In few equals in museum circles. The Frank West chimpanzees are held over in the second week and take the No. 2 spot with ease. In No. 3 is Ralph, the baby. Madame Ada (Mrs. Jack Kelley) private life) increases her following daily and many patrons come to the museum just to hear and see this little baby. Francis-Franchette is the extra attraction, a native of Philadelphia

ORDER FORM

E. M. HOWE, INC.,
483 Greenwich Street, New York, N. Y.

Attached is the sum of One (\$1.00) Dollar in payment for one HOWE Safety Razor and ten HOWE Blades. Please mail the package and ten Order Forms to me at the address given below, and allow to me a registered number.

This order is given on the understanding that after I have sold three HOWE Razors, similar to that now ordered by me, I shall be entitled to commissions as provided in your chain plan.

FROM (Print Clearly)

Name

Street or P. O. Address

Town

State

tle Lord Leo and Owen (Slim) Webb motored to Providence, taking in the shows and calling on Singer's Congress of Freaks, playing a date at Fay's Theater with Will Hill's circus unit. Blacky Costello was called home, Johnstown, Pa., because of illness in the family. Tony Benedict went home to Somerville, Mass., to become a groom. The third "closed" town was opened this week by the writer-agent, when a permit was secured to play Springfield, Mass., following this spot, to be located at 1293 Main street, facing Court Square.
RAY MARSH BRYDON.

Earn More Money on Profit Sharing Plan. MEN'S SILK-LINED TIES.

\$1.50 DOZEN—\$15.00 GROSS.
High Priced Labels—French Shape.

\$2.75 DOZEN—\$30.00 GROSS.
Hand-Tailored—Silk Lined—Open Ends.

Beautiful assortments. Plain colors and smart patterns. 25% Deposit with Order. Satisfaction Guaranteed or Money Refunded.

MICHAEL CRAVATY,
Dept. NW-52, 37 Union Sq., New York.

Upturn in Business Noticed In the South and Southwest

LITTLE ROCK, Ark., Dec. 31.—For the South and Southwest, from here, 1933 will be a far more prosperous year than 1932. Not saying much? Probably not, in volume of business. But some sort of upturn in this part of the country is evident. The most serious hindrance of them all—lack of confidence and distrust of seasoned judgment—is gradually being dissipated in the expansive activities of large corporations and industries operating in Oklahoma, Louisiana and Arkansas, but owned elsewhere.

For example, a great mail-order house has announced in a front-page newspaper story its intention to double the size of its already big store in this city and employ twice as many people. Things like that, continually emanating from other sources in surrounding States, show that faith in the future of this region is not entirely gone, and those here who must, to a large extent, depend on their living from these Northern and Eastern-owned firms, realize that they see in this section of the country a promise of a new dawn, commercially and industrially.

At least you correspondent shall state this and stake his reputation for authentic news gathering on it: In the coming year money will still be spent on reputable amusements in Oklahoma; the State fair will continue to flourish and the big circuses will draw handsomely in Oklahoma City and Tulsa.

The whopper of the State fairs at Dal-

las will come again next year and many thousands will file thru the turnstiles with a little more money than they had this year.

Louisiana, from New Orleans to Shreveport and from Natchez to Junction City, will again welcome with its patronage the traveling shows.

Old Missouri, of course, will continue to be the field for anything good in show business; the rigid grip of idleness for thousands of workers cannot last much longer, and the farm lands will as usual continue to be good.

Next year, as this one, Tennessee will again turn loose with its amusement-loving public.

As for Arkansas, to be fair it must be stated that conditions do not look very promising. But neither did they last year, nor the year before. But this is a fact, business conditions here, be they appalling to the show business or otherwise, while not very flourishing at present and likely to be far behind the other States mentioned when revival does come, will not be built on that artificiality that precipitated the crash. This city and State have never had a boom as have the others mentioned herein. So when things around here do get going again they will be on a sound basis, and while recovery or progress toward recovery may be slow, it will be certain, and the lessons taught by the flood, the drought and the depression will be used in good stead. In short, people in this

Ten Commandments For the Year of 1933

- By ERNEST H. EATON
- 1—Thou shalt love thy brother showman with thy whole heart.
 - 2—Thou shalt pay all thy honest debts.
 - 3—Thou shalt not cover thy brother showman's paper until thy brother hath left town.
 - 4—Thou shalt visit thy brother showman when he is in trouble and offer him thy assistance.
 - 5—Thou shalt not talk about thy brother showman's show except to praise it.
 - 6—Thou shalt not allow thy show to pass thru places where thy brother showman is exhibiting his show.
 - 7—Thou shalt advertise only what thou hast; nothing more, nothing less.
 - 8—Thou shalt be ready at a moment's notice to co-operate with public officials in order to leave a good impression.
 - 9—Thou shalt conduct the affairs of thy show so there will be no chance to criticize. Thou shalt see that thy employees behave themselves on and off the lot and that thy employees are kind and considerate to the little children.
 - 10—Thou shalt not forget to send The Billboard thy route regularly. This thou shalt do without fail, for an emergency might arise when said route would be of the greatest need.

State will work for their money steadily, lay by part of it faithfully and spend it judiciously. But they will spend it. So this correspondent hereby expresses his faith in the South and Southwest during the coming year, basing his confidence on the faint signs not heretofore noted, and while the big volume of business will not come like an explosion it will come.

MAIL ON HAND AT CINCINNATI OFFICE 25-27 Opera Place.

Parcel Post

Alberta, Leo. 15c
Amos, Mrs. E. B.
Anderson, Mrs. J.
Blankenship, Harry.

Johnson, June
Johnson, Mrs. Cleone
Johnson, Mrs. Edith
Jordan, Alice
Kashie, Mrs. Dick

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.

Ladies' List

Abend, Mrs. Anna
Ada, Madam
Adams, Dot
Adams, Mrs. Gladsy

Howell, R. N., 3c
Kirk, Arthur, 3c
Leland, Mrs. J. E.

Gentlemen's List

Aarons, Moe
Adams, George V.
Adams, H. (Toby)

Corey, Roy
Corley, Harry (Red)
Corrie, Pete
Corrie, Christopher A.

Green, Tim
Greenawald, W. B.
Greenwood, W. G.

Adams, Pearl
Adams, Peggy
Adams, Jessie
Adams, Selma

Kitchen, Marie F.
Kline, Mrs. Danny
Korhan, Myrtle

Allison, Wm.
Allen, Al
Allen, H. P. Punch

Cornell, John
Cortright, R. C.
Costello, George

Hammer, Hector
Hager, Lawrence
Hager, O. K.

Adams, Mrs. Anna
Adams, Madam
Adams, Dot

Lee, Alma
Lee, Mrs. Victor
Leigh, Wm.
Leighton, Wm. J. D.

Anderson, Rudolf
Annin, James
Anwood, L. B.

Crawford, Tex
Creoch, Eric
Criswell, Dan

Hanson, Fred G.
Harmon, Ted
Harmon, Ted

Adams, Mrs. Anna
Adams, Madam
Adams, Dot

Mason, Dorothy
Mason, Martha
Mason, Mary

Archard, Charles
Ardell, John
Arnold, Art

DeWalt, Linton
DeVoe, Roy
DeVore, Olie

Hickman, Red
Higgins, John
Higgins, W. A.

Adams, Mrs. Anna
Adams, Madam
Adams, Dot

McIntyre, Lucille
McKeck, Mrs. Ruth
McLaughlin, Virginia

Barney, Capt. David
Barnett, Edmond
Barron, Billy

Edwards, Dick
Edwards, Earl
Edwards, Glenn

Hollander, Eddie
Holman, Samuel
Holman, Samuel

Adams, Mrs. Anna
Adams, Madam
Adams, Dot

Stanley, Mrs. Daisy
Stanley, Mrs. Joyce
Stanley, Nina

Beckley, Chas.
Behrens, Kenneth
Belcher, J. M.

Franklin, George
Franklin, George
Franklin, George

Holman, Samuel
Holman, Samuel
Holman, Samuel

Adams, Mrs. Anna
Adams, Madam
Adams, Dot

Taylor, Mrs. Louise
Tennyson, Edythe
Tennyson, Edythe

When Writing for Advertisment Mail, Please Use Postcards.

Edwards, Dick
Edwards, Earl
Edwards, Glenn

Holman, Samuel
Holman, Samuel
Holman, Samuel

Also state how long the forwarding address is to be used.

Dick, Marcus... LaZella, The... Mack, Coral... Nichols, J. L... Richardson, E... Siegfried, Ray... Van Horn, C. C... Whittle, J. G... Albert, Dewey... Leforn, Al... Leland, Jimmie... Lester, Bert A... Littlejohn, Frank P... Lockwood, Alex... Lynn, George... MacLean, Paul E... McCall, Albert... McCollum, Ernie... McDermott, Thos (Dermost)

Richardson, E... Siegfried, Ray... Van Horn, C. C... Whittle, J. G... Albert, Dewey... Leforn, Al... Leland, Jimmie... Lester, Bert A... Littlejohn, Frank P... Lockwood, Alex... Lynn, George... MacLean, Paul E... McCall, Albert... McCollum, Ernie... McDermott, Thos (Dermost)

Whittle, J. G... Albert, Dewey... Leforn, Al... Leland, Jimmie... Lester, Bert A... Littlejohn, Frank P... Lockwood, Alex... Lynn, George... MacLean, Paul E... McCall, Albert... McCollum, Ernie... McDermott, Thos (Dermost)

MAIL ON HAND AT NEW YORK OFFICE

Camille Trio... Ladies' List... Honey Family... Kavanagh, Arthur... Kellar, Henri... Keller, Hans... Ketter, Edward... Kerr, S...

MAIL ON HAND AT CHICAGO OFFICE

Parcel Post... Ladies' List... Barker, Mr. & Mrs. Burke, Leo H... Glenn, 170 Roller, Doris... Hott, Dan... Hopper, Arthur... Hutchins, Albert E...

MacLean, Adeline
McBride, Flo
McNulty, Ann
Maxwell, Mary A.

Rosa, Bill
Sexton, B. Thos. J.
Sperry, Mabel
Stanley, Alene

Schultz, Jack
Scott, G. L.
Seall, Harry A.

Tobias, Toby
Tucker, Mr. & Mrs.
Turner, Mr. Earnest

Wells, Mrs. A. J.
Wright, Mrs. Etta
Wright, Mrs. Hazel

Gentlemen's List

Adler, Felix
Albarado, Alfredo
Aldridge, Mr. & Mrs.

Lesques, Louis
Lequis, Larry
Lindquist, Mr. & Mrs.

Allen, Joseph D.
Andrew, Mr. & Mrs.
Arviz, Mr. & Mrs.

Allen, Mickey
Allen, George
Allen, George

Blakeley, Mr. & Mrs.
Blawie, Mr. & Mrs.
Blawie, Mr. & Mrs.

MAIL ON HAND AT KANSAS CITY OFFICE

Adler, Felix
Albarado, Alfredo
Aldridge, Mr. & Mrs.

Allen, Joseph D.
Andrew, Mr. & Mrs.
Arviz, Mr. & Mrs.

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AMUSEMENT-VENDING

COIN MACHINES

A Department for Manufacturers, Distributors, Jobbers and Operators

Edited by Walter W. Hurd

Address All Communications for This Department to WALTER W. HURD, Care The Billboard, Chicago Office.

Million-Dollar Firm Inspects Model With a View to Big Order

PEORIA, Ill., Dec. 31.—The design and experimental departments of the Field Manufacturing Corporation have just finished a model of a new merchandising machine that is the center of unusual excitement thruout the firm. This model is being submitted to a \$1,000,000 corporation, which plans on placing 40,000 of the devices within the next six months.

"Naturally, we are quite breathless with anxiety and anticipation," said Mr. Field, "for a firm does not get to figure on a half-million-dollar job every day. Irrespective of whether we get the order or not, these people have the smartest merchandise-vending idea I have ever seen, and it will introduce a new item to machine operators and a big money maker of proven merit. This company has been testing the item for two years and has spent \$30,000 in making tests on actual locations. They have a tieup with all the leading hotel chains, railroad companies, etc., enabling them to place the entire 40,000 machines at once, without soliciting any new trade. We expect to have a decision on our model within two weeks. The enterprise is backed by internationally known bankers and business men, and right now the model is on examination in the office of the largest bank in the United States. "The prestige of the coin-machine in-

Big Effort Is Made To Spur Play of Games

WASHINGTON, Dec. 31. — All signs pointed to a slight falling off in receipts from coin machines thruout the holidays, but operators put forth some extra effort to keep them up to the highest possible point. In some near-Washington territory Christmas candies were offered as prizes, again a handsome cedar box and the like. Business continued good for the operators right up to the eve of Christmas, due to this special effort.

With social events by the hundreds scheduled for Christmas week, and with house parties being planned for Christmas and New Year's, the vogue of having a coin machine at hand for the entertainment of guests was relied on to bump out an otherwise slow week. Due to the fact that the President ordered a full holiday for government employees covering Saturday and Monday, for both Christmas and New Year, there were more people at leisure and in the mood for spending on the machines.

Coin men expect business to be a little slow thruout most of January, but they expect the play then to get back to normal. The Coin-Machine Operator's Association of the District of Columbia has in mind some extra effort during the new year. At a social gathering of the members recently there was the biggest attendance, probably, in the history of the organization.

A fine dinner was served, and, business for the moment being forgotten, guests indulged in a social good time during the rest of the evening. The finest spirit of harmony seems to prevail among both the officials and the members.

Side Streets Show Pay

HOUSTON, Dec. 31.—Like the miniature golf rage of a few years ago, coin-operated machines have swept this section of the country. It is now hard to find a drug store, cafe or any other public place where coin machines are not on display, and usually there seems to be no shortage of players. An angle to the locations in this city is that machines need not be on principal streets, as it has been noted by coin men that side streets are getting their share of the players where machines are found.

The most prominent dealer in coin machines here is Foechner & Bunin. The firm has promised to give some details about its experiences soon.

dustry is growing more than any of us know," Mr. Field continued, "when bankers, brokers and internationally known financiers spend large sums of money just to test on locations new ideas in the vending field. Many nationally advertised articles will be sold by machine when large syndicates of bankers successfully put over an enterprise like this. So here's hoping."

Europeans Say Venders Too High and Too Stiff

WASHINGTON, Dec. 31.—A bulletin issued by the Bureau of Foreign and Domestic Commerce quotes at length from a letter received from a commercial attaché abroad. It is stated that American-made machines in many cases are much higher than machines of European make, and that American manufacturers are not inclined to give attention to special orders for machines made to specifications. The bulletin is as follows:

"Early in September we informed the industry that N. V. Internationale Nautische Handel Maatschappij, of The Hague, Netherlands, wished offers of vending machines for selling cigarettes, candy, fruits, pastry, salads, etc. Six firms responded. Commercial attaché Van Wickel at The Hague has reported upon these offers in a letter dated November 3, which seems to present a definite challenge to the American industry. "You will undoubtedly be interested, he says, 'in the extract of a letter which I have just received from the local firm which embodies the outcome of our activities:

"You will no doubt be interested to know about the response we had from the United States to our recent inquiry for vending machines which you were so obliging to work thru your bureau. We had offers from six American manufacturers. Unfortunately we find that there are several points which make it exceedingly difficult, not to say altogether impossible, for us to handle American vending machines.

"First of all, the type of machines appears to be entirely different from the current models used in this country. At least this goes for what we have been offered thus far. Then these models are standard; deviations are either impossible or terribly expensive. Besides, prices for such types as can be more or less compared with continental ones are very high. European manufacturers are more elastic in taking into account the customer's special desires. European makers in most cases attend personally to assist their agent in handling details for large contracts and, generally speaking, these are very pliable.

"These are the main reasons why we have decided for the time being to abstain from taking up American vending machinery."

The commercial agent continues to emphasize the effect of the new law compelling retail shops to close at 8 p.m. Retail shops must also be closed on Sundays, and there has been noted a decided increase in the use of vending machines in the Netherlands during recent months. Many vending machines are seen in front of retail shops.

Report on Show Booths

CHICAGO, Dec. 31.—Only 11 booths remained unsold this week on the main exhibit floor of the 1933 Coin Machine Exposition, according to Joe Huber, secretary of the Coin Machine Manufacturers' Association. There were five applications waiting for assignment at the time also. This is considered as an unusually favorable indication of what the 1933 show may be. The space on the mezzanine floor of the Sherman Hotel is now being let in the order applications are received.

The manufacturers who have reserved booths are elated about the early prospects for the convention, according to

Candy

"I am greatly interested in the penny coin machines vending penny Hershey bars which were mentioned in your column in the December 10 issue. I would appreciate full information on where to buy these machines, cost, what commission the operator gives the location, also where and for what price I could obtain the candy bars." (A reader in Oregon.)

Manufacturers of any particular machine can usually give the most accurate information as to details about commissions, sources of supply and other operating ideas. One experienced operator of candy machines suggests a business alliance with a local candy jobber, which has a number of advantages, according to his experience.

Mr. Huber. The manufacturers will, in practically all cases, have new machines ready to place on the market in the near future and they are depending on the show to be a big stimulus to the coin-machine business in general.

Mr. Huber states that there is already considerable rivalry in planning exhibits. One of the largest manufacturers in the industry, he says, has assured him that he will display one of the greatest coin-machine exhibits that has ever been seen at any convention. Furthermore, they plan also to have attractions at their booths for the entertainment of operators and visitors. "Something doing all the time" will be their objective.

Machine His Greeting

CHICAGO, Dec. 31.—"The best New Year's message we can send to operators," says P. C. Smith, of the Exhibit Supply Company, "is our sincere thanks for the hearty reception given to the new 20th Century Digger. It has all exceeded our expectations and naturally we feel good about it. This new hand-operated digger has been developed from our long experience in building Iron Claws and it also has some very late improvements."

According to Mr. Smith, he expects a very steady business thru 1933, with a gradual increase during the first six months. Beyond that he cannot see what lies ahead, he says.

Improves New Machines To Vend One Cigaret

NEW YORK, Dec. 31.—G. A. Roth reports that developments and expansion on his new penny cigaret vander are making rapid progress from day to day. Scarcely a day goes by, he says, that some new and encouraging development does not occur.

Forty more machines were placed on locations in New York the past week, according to report. Gas filling stations, beauty parlors, confectionery stores, restaurants and lodging houses were the types of locations used in placing these machines. The lodging houses, beauty shops and confectionery stores went completely over, selling out entirely each day, so Mr. Roth says. Filling stations were not so successful, altho they showed a good profit. A restaurant which is open all night at entrance to subway, also showed good sales. The finer locations have not yet been approached, altho the YMCA and YWCA hotels have requested that the venders be placed in their buildings.

A group of young men are now busy trying to organize and get a concession on all the news-stands in New York City. They have experimented with two machines in these locations and were greatly impressed with the possibilities. These locations are at the foot of all the elevated lines.

The newer machines have been improved by constructing a more or less air-tight metal container for the cigarettes. Tests on these new machines have shown that cigarets will remain fresh up to 12 days, the inventor says.

Report Lower Dividends

NEW YORK, Dec. 31.—Financial reports for the present week showed that two firms of interest to the coin-machine trade had reduced dividends. Hershey Chocolate Corporation, maker of chocolate bars that have proved to be popular sellers in vending machines, reduced the dividend on common stock from \$6 to a \$5 basis. In addition to the disbursement of \$1.25 on common, directors declared the usual extra dividend of \$1 on convertible preference and the regular quarterly dividend of \$1.

Horn and Hardart, of automat restaurant fame, declared a quarterly dividend of 50 cents on common stock, thereby placing the issue on a \$2 annual basis compared with \$2.50 previously paid.

Roxy Approves Ku-Ku

NEW YORK, Dec. 31.—The Roxy Vending Company is now backing the Ku-Ku machine in the East, giving it prominence at the headquarters at 1133 Broadway. Miss Grant, manager of the firm, feels that the machine is one of the flashiest she has ever had on the display floor.

The firm sent a number of the machines out on test and has found them very satisfactory. Letters from operators who have purchased the machines report very satisfactory business on locations. Miss Grant states that they are confident they have a winner for 1933.

BALLY bringing home the bacon - \$25 TO \$50 A DAY!

NO MARBLES—NO REELS OR ANY SIMILAR MECHANISM..

Entirely New Principle

7 THRILLING GAMES IN 1

Sample Machine \$19.75

To Operators Only

In Lots of 5, \$18.75 Each; in Lots of 10 or More, \$17.75 Each. Machine Equipped with Poker Discs. Other Discs, \$1.00 per Set. PRICES INCLUDE TAX and are F. O. B. CHICAGO.

SEE YOUR JOBBER AT ONCE



Height, 12"; Width, 10"; Depth, 6 1/2"; Weight, Only 16 Lbs.

BALLY MFG. CO. 308 W. ERIE ST. CHICAGO, ILL.

Growth of Dime Package Idea To Help Sale of Goods by Machine

NEW YORK, Dec. 31.—*Printer's Ink* in a recent issue published a review of the progress made in merchandising many products in 10-cent packages. The conclusions that the 10-cent package has proved to be of permanent appeal will be encouraging to backers of modern merchandising machines. But other conclusions might not be so favorable to machine selling. One is that the present low-price range makes it possible to pack a larger quantity in the dime package, and when prices advance again there may be changes necessary that will be to the disadvantage of machine selling. The survey also states that the real appeal of the dime package is the fact that it can be seen and felt in open display by the customer.

According to the study made, the practice of purchasing standard goods in 10-cent packages has become firmly established as a habit with large numbers of consumers. This applies to many types of packaged products heretofore available only in larger sizes. It is noted that 10-cent packages are becoming a means of selling staple supplies instead of merely a method of permitting a customer to try out a small quantity of a standard product. It is no longer a case of succumbing to impulse buying induced by display, but a deliberate shopping for regular needs. The manager of one store has estimated that the average sale of food products in these dime sizes was around \$3 to a customer. The convenience of the dime package is evidently the big appeal.

It is stated that sampling is one of the basic appeals in selling staple products in the dime packages. It is doubtful if the sampling appeal would be to the advantage of machine selling, since the backers of machines desire regular patronage above everything else to produce a steady income. Coin men, of course, would emphasize the matter of convenience, both as to size of package and also the means provided for purchase.

In the promotion of dime packages in the stores the matter of display has been a big factor. Special 10-cent tables and display racks have been generally introduced in thousands of stores. Where the 10-cent table was given proper prominence, and new and fresh merchandise displayed, they were generally considered successful. But where the tables were used to get rid of distress merchandise and shop-worn items, they were considered a failure. The experience of retailers with the dime tables so far, however, has not seemed to suggest the need for vending machines to sell the dime packages in the stores, rather than dis-

Speaks at Jobbers' Meet On Merits of Handicap

NEW YORK, Dec. 31.—Ed A. Ginsburg, of the Universal Novelty Manufacturing Company, came to town recently and talked long and loud about his new Handicap machine. This machine was presented at the regular weekly meeting of the Automatic Jobbers' Association, Inc., and is reported to have had a very enthusiastic reception.

"There is really a two-field playing game on the single board of this machine," Mr. Ginsburg said in describing the merits of the machine to the jobbers. "Each board incorporates the features of the two most outstanding successful games of the present day. When the player invests his nickel he is given the opportunity to play the first game and then release the balls to play the second part of the game. One of the games is a modern pin game, still the soundest idea in coin-operated amusement machines. And the second is a race horse game, the latest craze to catch the player's fancy."

The leading jobbers in the city, when questioned a few days after the meeting, expressed enthusiasm for the Handicap game. Along with this machine Mr. Ginsburg also presented the story of the new Shamrock game. This machine has not yet been shown in this territory. Some of the jobbers who expressed approval of the Handicap machine are Charley Richmond, Coin-Operated Machines Company; Babe Kaufman, "America's only woman jobber"; William Blint, of the Supreme system; Nat Cohn, of Modern Vending Company, and others.

Mr. Ginsburg is now visiting other cities with the Handicap and has had to lengthen his stay away from Chicago on account of business being obtained, he reported.

playing them on tables. There has been a hope all along in vending-machine circles that some new trend in retailing would suggest a modern use for merchandising machines within the stores. But the dime-package movement so far does not seem to have convinced the retailers that machines would do a better job than their tables.

Now that the dime package seems to be permanent, it might be possible for some vending-machine firm to develop an idea or system that will indicate the profitable use of machines rather than tables in the stores. It is also recognized that if dime packages continue popular the merchandising machines will be able to carry the packages closer to the customer than the corner store.

A Couple of Naturals

NEW YORK, Dec. 31.—Among a score or more of ideal locations for pin games in the Times Square district are two in the midst of a great metropolitan flow. One is in the bus terminal of the Hermitage Hotel, 42d street and Seventh avenue, and the other is on the cigar counter of the Strand Theater building, next to the theater of the same name.

The hotel location is a natural in that people are there thruout the day and evening, waiting for their busses to arrive, so that they tackle the coin games to kill time. A majority of the game



ENLARGED DISPLAY ROOM of the Markepp Company, Inc., of Cleveland, which claims to be the largest distributor of coin-operated machines in Ohio. The firm's business has been increasing rapidly. The company was recently incorporated. George J. Keppler, president, is a veteran in the coin-machine field, and M. M. Marcus, general manager, has had considerable experience in sales work.

patrons in the Strand are actors, agents, musicians, etc. Local stores featured the pin games in their window displays as suitable holiday gifts.

Pin Game Wizard Found To Play Newark Champ

CHICAGO, Dec. 31.—Paul Gerber, who operates one of the leading coin-machine playgrounds in the Middle West, has issued a statement saying that he has a champion to meet the challenge sent out thru the Globe Vending Company of Newark, N. J. A story of the champion being backed by this firm was published in the December 31 issue of *The Billboard*, which has stirred Mr. Gerber to bring forth his champion.

According to the story, Howard Kass is the champion being supported by the Globe Vending Company. It is reported that Kass first displayed his ability on the Ballyhoo games. When the newer games appeared on the market his friends thought that he might lose some of his prowess with the machines, but not so. He now aspires to extend his title nation-wide by meeting champions from other sections. He even offers to let any competitors for the title choose their own type of game.

Mr. Gerber claims to have uncovered in Jack Lefkowitz, formerly of Newark and now in business in Chicago, a dangerous opponent for any challenger on any type of amusement machine. Mr. Lefkowitz, during his leisure time, has met all comers at the Playground here and has been a consistent winner of the prizes offered. When interviewed about Mr. Kass, he stated that he was a very intimate friend of Mr. Kass and would

be delighted to engage in a contest with him. Mr. Gerber believes that this would be an excellent match and he is anxious to see the contest between the two claimants to the title arranged in some way.

Test on Plating Patent

WASHINGTON, Dec. 31.—The patent on chromium plating process is now up for challenge in the Supreme Court, in a petition just filed by the International Silver Company. The patent is said to cover every known process of chromium plating and will be of interest to the coin-machine trade, due to the use of chrome plate on vending machines and the metal parts of amusement machines.

The petition asks reversal of a decision by the Circuit Court of Appeals for the Second Circuit, which held that the Fink patent No. 1581188, as assigned to the respondents, United Chromium, Inc., discloses an invention and is valid. As grounds for reversal the petitioner's brief claims that the recipe for the plating solution in the Fink patent is the same formula prescribed by George J. Sargeant, of Cornell University, in a paper published five years before the application for the patent in suit was filed, and that hundreds of manufacturing establishments thruout the United States plate with chromium according to the teachings of the Sargeant article.

The factors in chrome plating are practically the same in the patent as in the article, but the patent claims that it is the sulfate radical in the Sargeant plating bath which is the effective agent, acting as a catalyst to promote the plat-

Amusement Park Reports Profits on Coin Games

CANTON, O., Dec. 31.—Meyers Lake Park here, one of the largest amusement parks in the Middle West, has experienced marked success with coin machines in recent years, according to K. Rosenberry, manager of concessions at the resort. He is also treasurer of the Meyers Lake Park Company and one of the best known concessioners at Eastern Ohio amusement resorts.

More than three years ago coin machines were installed in the men's lounge and the ladies' restrooms at Moonlight Ballroom, one of the largest and most beautiful dance places in this section. More of an experiment at first, the coin machines proved highly profitable and within a short time several more were added, and machines were also placed at other points of vantage about the playground.

For the past two years coin machines have been given much attention on the part of the park operators here. A caretaker has been assigned to look after the machines in the men's lounge at the ballroom and to make needed changes for the patrons of the machines. Not only have the machines paid the park a nice profit, but they have netted a nice sum to apply on operating expenses at the resort.

Rosenberry gives the coin machines his personal attention, making frequent inspections of all the machines in his charge, and today he boasts of a battery of machines including every type allowed from a nickel to 50-cent denomination. The machines on big days at the park have experienced an almost continuous play, and it has been necessary on some occasions to employ extra attendants.

Rosenberry expressed himself as being highly pleased with the return on the investment in the many machines he has spotted about the park, particularly those in the ladies' restrooms at the ballroom and other concessions. He is of the opinion that the feminine patron of the park are not to be slighted when it comes to coin machines, and he believes from past experience that women patrons spend nearly as much money on machines in these times as the men, since more women are employed now than men.

Income Tax Threatens To Stir Michigan Operators

LANSING, Mich., Dec. 31.—An amusement tax that will affect all coin-operated machines is the newest threat in Michigan, according to Herman W. Bilzer, of the Inter-City Novelty Company here. He states that well-founded rumors of such a tax have been traced to a local Senator, who plans to back an amusement tax bill on coin machines at the present session of the State law-making body.

"It is to be an income tax at that," says Mr. Bilzer, "and you realize that this will not only make it darn tough for the large operators, but will start killing the business, too. We want to get every operator that operates coin machines in Michigan to co-operate with us to fight this trouble before it gets started. There are two avenues of approach to kill or reduce this trouble before it gets started. One is to lobby, and the other is to support and try to make the bill as light as possible for the operator."

"Several plans are now under consideration, but I would like to receive information from organizations that we had to fight this sort of trouble. It will save us a good many dollars. Also, we must have the help and co-operation of every operator in the State. We need to be more strongly organized to get attention. We must go to the extreme to defend our games."

Plan Amusement Rooms In Honolulu Hotels

HONOLULU, Dec. 31.—A local operator recently revealed that a move will soon be made to place machines in the leading hotels here. They will be placed in amusement rooms to be called amusement rooms. Each room will have no less than 15 machines and a digger, according to present plans. This is reported to be the first time such an undertaking has ever been made here, and its progress will be of great interest to coin machine men.

There has been some shifting about in locations recently, resulting in increased business, according to reports. A leading operator stated that he was well pleased with the average intake of his machines when questioned about earnings.

Quick Action the Rule to Get Overseas Trade

PARIS, Dec. 31.—Theodore Wolfram, Paris correspondent of *The Billboard*, considers the modern arcade movement in France and in other European countries as a new and profitable market for American-made coin machines.

"I have purposely stressed the good field for sales that exists here," he says, "without in any way exaggerating. There is a drawback which might be mentioned to American manufacturers, however, and that is that any popular foreign novelty introduced over here is immediately certain to be copied by some European firm. There are firms that have become this by so thoroughly flooding the market and so aggressively pushing their goods that they had already skimmed the market before imitations were on the market, except in quite limited quantities."

"You can truthfully inform coin-machine firms that the leading arcades and machine operators in France are led by *The Billboard* and read the in-machine section. Among these are Paul Brown, Luna Park, Paris; Four and Berger, Palais Berlioz, Paris, and Louis and Leca, 6 Place Messena, Nice. As these firms are closely in touch with practically all of the French, Belgian and Italian operators and showmen, *The Billboard* naturally reaches the biggest part of the European field."

Operator Not Guilty

WASHINGTON, Dec. 31. — An automatic cigaret vending machine located in a night club, where the prohibition law was being violated, was not subject to forfeiture, according to a case reported in Missouri recently. (United States vs. One Cigaret Machine, etc., D. W. D. Mo., No. 11748, Nov. 19, 1932). The court held that the cigaret vending machine were not subject to forfeiture as articles used as an "incident to sale" of liquor under section 1185 of Title 26 of the United States Code. The machines, which maintained on the premises of a person other than the operator of the night club without knowledge of the lawful nature of the business conducted on the premises, would have been subject to forfeiture under such statute used as an incident to the sale of liquor, but the court in sustaining the operator's claim to the machines held that the machines were not so used in that there was no relation between the sale of the cigarets and the sale of the liquor.

Law Speed in Patents

WASHINGTON, Dec. 31.—A new record disposing of patent applications was set by the Patent Office during the past year, according to the annual report of the commissioner of patents. A number of coin machine applicants have realized the benefit of this increased speed during the past year. The commissioner also urges the repeal of the increased patent fees as provided by the 33rd Economy Act.

Disposal of patent applications reached a high mark of 100,960, the first time the office had passed over the 100,000 mark. The new record was set in dealing with work in arrears, for the total number of new applications declined from the 1931 figure. A special bill has also been followed during the year of giving special status to applications for patents likely to lead to the investment of capital and the employment of workers.

At the time of the report there were 1,723 applications on hand, the lowest number for almost five years. The office handled about 10,000 fewer new applications this year, but the old cases were handled in greater number, so that during the year the office received 242,520 amendments to applications.

Introducing Penny Rainbow

CHICAGO, Dec. 31.—The Watling Manufacturing Company had reason for gay lights and big celebration during the holiday period, according to Johnny Watling. The firm's penny-play twin jackpot machine, especially the ball game under bell, has received an unusual response from operators all over the country, and the Watling firm also deserves credit, he says, for putting the first machine of its kind on the market. Due to the demand for the ball game under model, production is being steadily increased for that type and the entire organization is entering the year 1933 with gay anticipation of turning out the new machines by the thousands.

Digger Boys Join Club

NEW YORK, Dec. 31.—A new club idea in modern merchandising is being introduced by Eric Wedemeyer, importer of novelties, gifts and premium merchandise. He has introduced the idea to his customers thruout the country and under his leadership they have formed the Viking Club. Most of his customers specialize in the operation of machines, such as the Iron Claw, Traveling Crane, Diggers and other machines of this type.

All members of the Viking Club will have the advantage of receiving every week in 1933 samples of the latest importations in gift and premium merchandise. These will be mailed to members on approval free of charge. Such policy keeps the operator in touch with the latest novelties and the variety of merchandise will stimulate the play of machines.

In addition to the sampling service, members of the club will also receive information and suggestions as to practical automatic merchandising. Recruits to the Viking Club are coming in steadily, it is reported.

Uses Big Storage Space

NEW YORK, Dec. 31.—Assured of having a hit for the 1933 season, Nat Cohn, of the Modern Vending Company, is making arrangements for abundant storage space here to care for a tremendous stock of the new Daval Baby Reel Gum venders. The firm is beginning its publicity campaign on this machine the first week of the new year and plans to push it extensively as a 1933 item.

Mr. Cohn states that more than 500 of these machines were sold in the first few days they were displayed in New York City. He stresses the non-shakable reels, the modernistic design, positive coin release, the extreme quietness and the five-year guarantee given with each machine as the qualities which appeal to operators.

He further states that facilities have been arranged now to make prompt deliveries of the machines and assures operators that their enthusiasm in this machine will not be misplaced.

Buying System Spreads

NEW YORK, Dec. 31.—Retaining only its New York office, the W. J. C. Vending Company has appointed William Blatt and the Supreme Vending organization to be buyers of all merchandise and machines used by them. This move has been made by the W. J. C. Vending firm, it is reported, because it recognized the tremendous buying experience and power that had been gained by the Supreme organization.

Mr. Blatt now buys for the eight direct branches of his firm, for the two offices of Budin's Specialties, Inc., for W. J. C. Vending Company and also for 20 smaller outlets thruout the country, according to latest reports. His own offices are sometimes called the "mad house" of Brooklyn because of the constant stream going in and coming. The Supreme firm has recently acquired a storehouse right next door that serves as a warehouse and will also include the repair department. Offices and the display room remain in the original location.

Predicts Better Business In Smaller Cities, Towns

CHICAGO, Dec. 31.—Jack Fischer, well-known coin-machine man and one of the Fischer brothers, was very busy on the last day of the old year expressing his greetings to old friends and acquaintances. He has been a representative of the A. B. T. Manufacturing Company for years and also represents the Caille Bros.' Company in Detroit.

According to Mr. Fischer, 1933 is going to see more attention paid to the smaller cities and towns by coin-machine men. Operators are going to build up better businesses in them, he thinks. Conditions in the smaller cities offer better opportunities for the operator who devotes his time to his business. Mr. Fischer reported that his brother, George, who spends too much time around Boston and who has been ill for four years, is now on the job again.

Decree Is Permanent

CHICAGO, Dec. 31.—The temporary injunction restraining K. Wilkerson, doing business as the Brunswick Manufacturing Company and also the Midwest Furniture Company, from infringing on the design patent of the Steeplechase machines was made permanent this morning by an interlocutory decree by Judge Johnson, according to reports.

PERSONAL

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PIN GAME OPERATORS

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TO OUR MANY FRIENDS and PATRONS

WE THANK YOU and express our deepest appreciation for your wonderful spirit of loyalty and co-operation during this past year. With a full sense of our obligation to you, we are prepared to meet the new year with some real surprises.

Watch Our Ads for These New Announcements. FOR A MOST HAPPY, PROSPEROUS NEW YEAR.

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TO HANDLE OUR LINE OF MINTS FOR ADVERTISING PURPOSES. Every merchant and business house a prospect. New and novel idea. Good commission to producers. Write for free samples and salesman's proposition.

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This permanent injunction covers the design patent of the Steeplechase machine only, and it is reported that proceedings are still under way to protect the mechanical patents of the machine. According to the inventor, this and other experiences have shown that action on design patents can be secured in the courts with much greater speed than on mechanical patents. The Steeplechase machine is protected by both design and mechanical patents, and the manufacturers state that these patents will be protected against all infringements.

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Sample Only 25c

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FLEXIBLE STEEL RULE, 18 In., Bakelite Case. Sample 50c

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CHAMPION SPECIALTY COMPANY, 814 Central Street, Kansas City, Mo.

DRAMA PERKS

(Continued from page 5)

ing to it in satisfying numbers. Because of the heavy demand for seats there were four matinees.

The Good Earth, American Theater Society Chinese drama at the Erlanger, opened to a packed house December 28, and has had excellent patronage all week. *The Family Upstairs*, newcomer at the Garrick, received very good notices and is getting a fair play.

The Left Bank, at the Harris, in spite of unfavorable notices from most of the critics, has had fairly good attendance. *Sprightime for Henry*, at the Blackstone, is doing well enough to continue until January 7, when it will go on tour. Its itinerary has not yet been definitely decided.

Ed Wynn, in *The Laugh Parade*, continues to draw well. The engagement at the Grand Opera House will close January 14 and the show will be taken on tour, opening in Kansas City January 16.

Show Boat, with Helen Morgan, comes into the Auditorium Theater January 8, and Guy Bates Post, in *The Play's the Thing*, begins an engagement at the Blackstone on the same date. In the cast with Post are Katherine Standing, Roy Murdock, Roger Quinlan, Richard Lloyd, Edgar Jepson and Don Willson.

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RADIO LEGISLATION

(Continued from page 5)

more costly, and today it amounts to something like \$800,000 a year. With the million-dollar mark in sight Dill believes licenses should pay this amount or a big portion of it.

The Davis (Tennessee) omnibus radio bill, as reported to the Senate after passing the House, carried the licensing feature, but the Senate committee cut it out. Dill's action in introducing a separate bill, the bill of Representative Davis, who is chairman of the House committee in charge of radio, would, if enacted into law, make a number of changes in present laws on the subject.

If measures affecting radio, and these include almost everything under the sun in the way of suggested legislation, should happen to become law, the result would be to cause chaos, some observers believe. But few of these, if any, as suggested have any chance at this session.

Students in Congress of radio are advocating one amendment to present law under which appeals from decisions of the radio commission could be filed in any Federal District Court, instead of in the District of Columbia Court of Appeals, as now provided. But this proposal is certain to meet with stiff opposition, whenever it does happen to get really to the forefront on the calendar of either the House or the Senate. There is one vacancy at present on the radio commission, but whether President Hoover will attempt to fill it is a question. If not filled until after the new administration comes in, a Democrat will be named, making the commission stand three Democrats and two Republicans, the usual ratio, politically, the rule being for the party in power to have a majority of the body.

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Texas Operators Win Long Tax Battle by High Court Verdict

FORT WORTH, Tex., Dec. 31.—A defective caption was given by the Texas Court of Criminal Appeals as ground for invalidating a section of the omnibus tax law passed at the regular session of the 42d Legislature, according to an Associated Press dispatch. The section invalidated was an attempt to levy an occupational tax on the operation of coin-vending machines. The defeat of this tax comes as the result of a long and relentless fight waged by the Texas Coin Machine Operators' Association.

The caption did not set out effectively the purposes of the bill, the court held, in ordering the prosecution of I. W. Turner, of Fort Worth, dismissed. Turner had been charged with operating a cigarette vending machine without paying the occupational tax. He took the case to the Court of Criminal Appeals on a writ of habeas corpus, and this case became a test case in the State for the organized operators.

That portion of the law held void was Subdivision 23 of Chapter 212, enacted to amend Subdivision 23 of Article 7047 of the revised statutes of 1925.

The caption failed to recite that one of the purposes of the act was to levy a tax on vending machines, the Appellate Court held, and also ruled that the amendment to tax the machines contained new substantive matter and was not pertinent nor germane to the subject matter contained in the original article.

A graduated tax on vending machines was levied in the amendatory act, an annual tax on machines operated with a coin in excess of 5 cents; \$5 on machines that used 5-cent pieces and \$1 on machines that used pennies was proposed. The court held that the amended subdivision was "legislation on a subject not expressed in the caption of the bill and therefore is void."

"Nothing appears in Subdivision 23 (the original act) relative to coin machines and it deals with an entirely different subject," it said.

Under the decision no tax can be levied on any kind of a vending machine as classified in the statute, the list including electric pianos and phonographs, weighing machines, target pistols, miniature golf, baseball, race track, stereoscopic, gum, candy, cigaret, handkerchief and sandwich machines.

Altho the occupational tax law as applied to vending machines was not held invalid until December 21, the tax collector had been restrained by a court order for more than a year from collecting the tax in this county. The recent decision was entered in the case of I. W. Turner, whose appeal from the County Court here was taken to the Appellate Court November 7. The writ of injunction was issued in the District Court September 21, 1931, on application by Coin Men C. F. Souter, A. F. Wright, C. V. Smith, F. C. Ewing, C. E. Winn and J. D. Willson.

The dismissal of Turner's case was made December 21, and the next day the Texas Coin Machine Operators' Association sent the following notice to all operators:

"The tax on all coin-operated ma-

chines has been declared void by the Texas Court of Criminal Appeals. A meeting will be held at the Westbrook Hotel at 8:30 p.m. Thursday, January 5, 1933, Fort Worth, Tex., in the interest of the coin-machine industry and to strengthen our organization so that we may effectually discourage further attempts to tax machines. Do not fail to be present. Our attorneys advise taxes paid under protest may be recovered by civil action. Write secretary for instruction on recovery of taxes."

The notice was signed by F. C. Ewing, secretary-treasurer of the association, P. O. Box 832, Fort Worth, and by Attorneys J. C. Duvall and A. W. Dawson.

New Jersey Group Will Help Its Members Only

NEWARK, N. J., Dec. 31.—Police Chief Joseph McConnell of Orange, N. J., issued a statement to *The Daily Courier* of that city, December 21, that his men were being instructed to warn proprietors of all places having amusement games that they will have to get rid of them to avoid prosecution for having gambling devices in their possession.

The drive got officially under way by firing Victor Quinlan, colored, a store-keeper in Orange, \$60 in the police court, on the charge that he is alleged to have offered a \$2 weekly prize for high score. Chief McConnell says:

"Whether or not prizes are offered, I believe the machines are illegal because nothing is given in return for the nickels spent, except the right to knock the balls around. Their popularity would drop considerably if prizes were not offered and there was not some kind of gambling connected with them."

"We will not take this opportunity to dispute the chief's claim that amusement games are illegal because nothing is given in return for the nickels spent except the right to knock the balls around," says an official bulletin sent to members from the headquarters of the New Jersey Automatic Merchandisers' Association, at 1125 Broad street. "Members of this association are familiar with this condition and in order to obtain the backing of this association, must identify their property with a current association label. This is your only surety whereby the Orange police can distinguish between members and nonmembers who brazenly offer prizes on their machines. We are confident with our many court victories, which have been rebukes to impetuous police officers, that the amusement game is in itself not a gambling device. Chief McConnell has no doubt consulted the town council and we presume will not molest games that are properly and legally conducted."

May Take Case to Court

DULUTH, Minn., Dec. 31. — A drive against pin games, as well as other forms of alleged gambling by means of machines, has been ordered by Police Chief R. E. Donaldson. Store owners have been notified to remove all coin-operated machines or they will be seized and destroyed.

According to Donaldson, the order was given following a large number of complaints from parents of school children. One parent, it was said, stated that his son had played \$7 in cash into one of the machines.

Operators of the machines describe them as games of skill and not chance. Indications are that court rulings will be sought by the operators as to whether or not police can order the removal of the machines.

Agency Gets More Room

CHICAGO, Dec. 31. — Confident that business conditions are definitely on the upgrade, Frankel-Rose Company, on January 1, will double its office space by moving to new quarters in the American Bankers Building. The new year will find the firm completely settled and equipped to continue its services, according to announcement.

This agency is well known in the coin-machine industry, having been engaged in the creation of publication and direct-mail coin-machine advertising since the early days of the business. Among their accounts are numbered some of the leading manufacturers and jobbers in the trade.

\$50.00 1c PLAY TWIN JACK POT



ONLY TWIN JACK POT IN THE WORLD

No. 1 1c PLAY \$50.00

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| B16—60 x 80 Block Plaid or Solid Color Sateen Bound Part Wool Blanket, in Pastel Colors. 85c Each..... 85c |
| B17—Indian Design Part Wool Blanket. Size 64x78 In. Each..... \$1.25 |
| B18—Block Plaid Blanket, 68x80, 4-In. Sateen Binding. Each..... 1.65 |
| B19—4-Piece PIPE SET. Dozen.....\$6.00 |
| B20—PERFUME, Flashy Bottles. Gr..... 9.00 |
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9,000 PIECES, Streamline Model FOLLY WATCHES. A Watch for Trad-cers.

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Assorted Fancy Dials, Rich Gold Polished Finish.
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Advertising In The Billboard—you'll be satisfied with Results.

ASK any one who has a SARATOGA SWEEPSTAKES on location what he thinks about the game. Dollars to doughnuts he'll not trade it for any other! Why? . . . Simply because it is bringing him more big cash than all other games combined. Flashy? . . . Yes! Sturdy? . . . Yes! Fast? . . . Yes! But more than that . . . it's THRILLING! When horses PASS AND REPASS with lightning speed and the winner is a "toss up" . . . it's the next thing to being at the track! Play SARATOGA SWEEPSTAKES and you'll realize why thousands are in action—earning sensational profits!



No balls nor imaginary gadgets, but actual model horses running on separate tracks! 6-Way Play Trade Stimulator and Amusement Game. Write, Wire or Phone for Details.

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18 Inches Square, 9 1/2 Inches High, 1c, 5c, 10c, 25c Play, Last Coin Visible.

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SMOOTH EDGE SAFETY RAZOR BLADE

FREE — One Safety Razor with every Carton of Smooth Edge Blades.

88888 — Double Edge for Gillette Type Safety Razor. 10 Blades in Package, 10 Packages in Carton. In Lots of 10 Cartons, Per Carton (100 Blades) **75c**

'Bar-None' Safety Razor Blades. Each Package Cellophane Wrapped.

No. 8C98—5 Blades in Package, 20 Packages in Carton.

No. 8C99—10 Blades in Package, 10 Packages in Carton.

Per Carton, 100 Blades. **1.25**

FOUNTAIN PEN SPECIALS

CLOSE-OUTS—American Made Fountain Pens. Assorted Colors. Both Men's and Ladies' Styles.

B618153—Men's Per Gross, **10.50** Per Dozen, **.90**

B648154—Ladies' Per Gross, **10.50** Per Dozen, **.90**

Glass Point Japanese Fountain Pens. Coral Red Finish. Lever Self-Fillers.

B648123—Men's Per Gross, **12.00** Per Dozen, **1.10**

B618130—Ladies' Per Gross, **12.00** Per Dozen, **1.10**

WRITE FOR OUR LATEST PRICE LIST OF NEW FOUNTAIN PENS.

GOOD PROFIT MAKERS—NOW IN DEMAND

B15C308—Zinc Pot Cleaners. Per Gross, **3.25**

B11C8—Crystal Razor Blade Sharpener. Per Gross, **2.25**

B17C12—Styptic Pencils. Each in Glass Container, Gr. **2.75**

B15C234—Lightning Mineer. Per Dozen, 1.10; per Gross, **12.00**

B22D85—50 Count Gold Eye Needle Wallets. Attractive Full-Up. Per Gross, **3.00**

REAL FLASH ARMY & NAVY NEEDLE BOOKS. B22D61—1.85 Popular Priced. Per Gross

B22D58—The Old Reliable. Per Gross, **4.25**

B22D13—Aluminum Needle Threaders. Per 1,000, **4.00** Per Box of 250, **1.05.**

B21C8—Perfume, 1-Oz. Modernistic Style Bottle. Each in Box. Per Gross, **9.75**

B20C12—LaRita Face Powder. Fresh Color. Per Dozen Boxes, **.90**

N. SHURE CO. ADAMS and WELLS STS. CHICAGO

Double Ramp Appears on New Horse-Racing Game

CHICAGO, Dec. 31.—One of the most recent entries in the field of horse-race games is the new Jockey Club machine made by the Standard Manufacturing Company. This firm made its debut into the coin-machine business by announcing the Majestic game.

In explaining the Jockey Club, S. Simonsen, head of the company, pointed out the principle of the double ramp as being unique. Down this the balls roll with rapid speed. Being on an incline, the playing field assumes the third dimension. Walls of the ramps are said to be of aluminum, presenting a unique design. Six regulation marble balls are used and are ejected onto the track by means of a device which the makers claim to be a new principle eliminating the old-fashioned elevator. The race idea is provided by the balls running around a track and then emerging on the stretch. Here they encounter well-placed pins and in their course downward pass the judges' stand, balls nose out each other, making it possible for even the last ball to come first.

The makers also state that this machine may be supplied with either penny or nickel chute. The advantage of using a single denomination chute is said to be that it overcomes the possibility to cheat by inserting a higher denomination coin after the winner is declared. The chute is mounted on the front panel cash drawer and is protected against slugging.

The Standard firm furnishes playing methods with each machine that have been tested and adjusted to suit almost every location owner and operator. Production on the new machine is reported to be in full swing, with the expectation of placing a double shift within the next few days.

Hoffman Has "Patience"

ATLANTIC CITY, Dec. 31.—In way of information to E. L. Laundrie, of Philadelphia, and others who have been seeking data concerning the "Patience" machines they saw at fairs the past season, the entire known output is now in Atlantic City in the possession of Howard Hoffman, 2808 Fairmount avenue, who has followed fairs and carnivals for a number of years with same. There are only a limited number in existence and he holds patents on all. The Boyce Coin Amusement Machine Corporation, of Tuckahoe, N. Y., original maker of the machines, is out of business.

The machines of Hoffman were bought from the Steeplechase company here and have been either personally operated by Hoffman or his partner, Lewis Watson, or leased out. Hoffman is leaving within the next week or so for Miami, Fla., where he expects to set up.

Holdups Prefer Machines

DENVER, Dec. 31.—In a recent holdup of a barbecue stand here the holdups paid no attention to the cash register but grabbed two nickel machines and carried them off. The machines probably contained several dollars in nickels.

FLASHLIGHTS FOR EVERY PURPOSE

Special Low Prices to Concessionaires, Salesboard Operators and Agents.

Buy direct from the manufacturer. We make a complete line of best quality Flashlights and Lanterns — as low as a 19c complete with bulb and battery.

Write for Free Catalogue and Sample Offer

BLAKE MFG. CO. SPRINGFIELD MASS.

SPECIALS FOR QUICK SALES!

We Need the Room for New Stock—So While They Last Take Advantage of These Exceptional Values

- CANDY COATED PEANUTS, Per lb.80
- Quantity Buyers Write for Prices.
- COLUMBUS 16 PEANUT Machines. Ea. \$ 3.00
- COLUMBUS 16 PEANUT Machines. Ea. 5.00
- MASTER TOY VENDERS, Each. 3.50
- INTERNATIONAL OLD MILLS, Ea. 12.00
- VICTOR MERCHANDISERS, Each. 3.50
- BALL GUM VENDERS, Each. 2.00
- RINGS and BOLL-A-BALLS, Each. 2.00
- SUPERIOR POOLS, Each. 4.00
- RAFFLE BALLS, PLAY BOYS, etc. Ea. 3.00
- MILKYBOOS, Each. 5.00
- WHIP BANGS, Each. 5.00
- SKI-DOO, Each. 7.00
- RAINBO, Each. 9.00
- Stands for above machines, 50c extra. Iron
- Stands to fit all machines, \$1.00 each.
- POST CARD MACHINES—Exhibit, \$3.00; with 1,000 Cards, \$5.00. Advance, \$4.00; with 1,000 Cards, \$6.00.

BUDIN'S SPECIALTIES, Inc.
174 So. Portland Ave., Brooklyn, N. Y.
Tel.: NEVINS 8-7828.

SPECIAL: WALTHAM, \$1.75 Each engraved, Chromium Finished, at Yellow Indian Head Cases, same in 17-J, \$2.50 Ea. Samples, 50c Extra. Deposit 25c, bal. C. O. D. Every Watch Guaranteed. Send for Free Catalog. **FALTER & SMITH, INC.**, 132 Nassau St., New York City.

TIES — TAILOR-MADE. \$1.00 DOZ., \$11 GROS. Sample Doz., \$1.15. Latest Novelty Patterns. ATLANTIC CRAVATS, 688 Broadway, N. Y. 4.

PICK THE WINNER!!! HANDICAP

THE LAST WORD IN AUTOMATIC AMUSEMENT GAMES

Amazing New Two-in-One Game. Doubles Profits With Double Player Appeal!

1. A MODERN PIN GAME
2. A RACEHORSE GAME

Still the soundest idea in Coin Operated Amusement Machines. The latest craze to catch the player's fancy.

WHAT a game! A riot of flashing colors—a design that catches and holds attention—TWO GAMES IN ONE, yet played as fast as any game so that the money keeps coming. At the top of the board—a pin game! For the player who wants to show off his skill. The lower portion—a racing game to satisfy that human instinct to "take a chance!" Play can be scored separately or together. Pay off on either or on the combination.

HANDICAP! The game of the hour because it gives players, locations and operators what they've all been seeking! Skill! Suspense! Thrills! Steady Play! Cash Profits! Designed by master craftsmen—tested by experienced operators—here's a game that's got it. You can depend on HANDICAP for steady, consistent profits. You can put it next to any game and know in advance it will hold its own—and then some!

If you are interested in a game that's perfect in construction—smart in design—sure of its player appeal—priced to make you money—

Then Play Handicap "Across the Board"
QUALITY CONSTRUCTION THRUOUT ASSURES LONG LIFE

See Your Nearest Jobber or WRITE AT ONCE to—

UNIVERSAL NOVELTY MFG. CO.

1209 W. Washington Blvd., CHICAGO, ILL.

EASTERN CANADIAN DISTRIBUTORS:

Paramount Novelty Co., 1470 Peel St., Montreal, Can.



SPECIAL SAMPLE PRICE

\$19.95

Including U. S. Govt. Excise Tax, Deposit, Balance C. O. D. STEEL STANDS—adjustable Legs—Adjustable Supports. Made To Fit Any Game. A "Universal" Product. **\$2.00**

Size, 33x17 1/2 In.

Mechanically Perfect and Equipped with the Finest of Fittings, including New Guaranteed CHICAGO LOCK Coin Chute That Can't Be Bent or Broken, and Cheat-Proof-Fool-Proof Chicago Lock.

Production Speeded Up As Cities Wait Orders

CHICAGO, Dec. 31.—It is reported that orders from several large cities for the new Bally game have been held up, pending the granting of injunctions against interference with their operation. The Bally Manufacturing Company plans to extend this form of protection to its operators wherever it seems to be necessary.

Pat Millette, production manager, and John F. Krema, nationally known coin-machine expert recently added to the Bally staff, have been working almost night and day to speed up production on the new counter game announced a few days ago. They have increased the daily output considerably and are confident they will soon be in a position to meet all orders promptly. The demand for the counter game took them by surprise, they say.

Mr. Buckley is making preparations for an extended trip shortly after the first of the year, when he will call on Bally jobbers in the South and East.

Speed Suggests a Name

NEW YORK, Dec. 31.—At a recent meeting of the Automatic Jobbers' Association, Inc., Arthur Cohane, of the Richard Manufacturing Company, Winock, Vt., presented the new machine called Flash. This is the third arrival of the new 1933 machines in New York, so it is reported.

The Flash machine, in keeping with the previous machines made by the firm, is described as having a superior cabinet construction. It also has a flashy playing board and is reputed to have the speediest play of most any game on the market today. The speed of the ball traveling around the course is what gave it the name of Flash, it is said.

Both jobbers and operators who were present at the meeting when the game was displayed are reported to be enthusiastic about it. The speed of the ball and the possibilities of high score were said to be impressive points in the game. The Richard firm also placed on the market the King Tut and the Loony machines several months ago.

Mr. Cohane indicated that he would go from New York to visit the Philadel-

phia jobbers' association, and that he hoped for as cordial a reception for his machine as he had received here.

Pin Games Are Favored

CHICAGO, Dec. 31.—In a checkup of the past year's business in the British Isles, the firm of D. Gottlieb & Company reports that it finds the Five Star Final a reigning favorite with Englishmen. The proverbial slowness of the Englishman to grasp a joke doesn't at all hold true with his ability to appreciate the entertainment value of a coin machine, Dave Gottlieb says.

Altho introduced in America only last June, Five Star Final, with its original figure 8 action, is claimed to be the popular game abroad also. Men and women are reported to be quickly succumbing to its appeal. Mr. Gottlieb states that this machine has proved a solid foundation for his faith in the pin games. His firm has been a staunch advocate of the permanence of the pin-game principle, and the fact that this game is still popular at home and abroad is ample proof that the life of a pin game, properly designed and well made, is a long and profitable one.

Jobber on Fifth Avenue

NEW YORK, Dec. 31.—The fifth direct branch of the Irving Bromberg Company will open at 220 Fifth Avenue. This is said to be the first distributor to open an office on that famous street. There will be a grand opening January 2 with all the trimmings and other things necessary to the celebration.

The new Fifth Avenue office is to provide all the Manhattan customers of the company with a more convenient and better service, according to Mr. Bromberg. The main offices will remain in Brooklyn, but it is planned to give prompt service from the new branch in its territory. The same large and varied display of machines will be kept at the new office, including the same free repair service, it is announced.

Mr. Bromberg is reputed to be one of the first men in the country to recognize the possibilities of the pin game and he has grown in the business along with the game itself. He is sometimes styled the "world's largest distributor of pin games."

★— FIVE STAR FINAL ★— Going Stronger Than Ever! ★— ★— ★—

Still The Best Pin Game Ever Made!



Jr. Sample, **\$16.50**

5—\$15.00
10—\$14.00
Wood Stand, \$2.50
Steel Stand, \$2.00
(Plus 10% Tax)

Sr. Sample,

\$37.50

5—\$35.00
10—\$32.50
(Plus 10% Tax)

D. GOTTLIEB & CO., 4318 W. CHICAGO AVE., Chicago, Ill.

*CANADIAN BRANCH—Canadian D. Gottlieb & Co., 115 Phoenix Bldg., Winnipeg, Manitoba, Canada.

Order from Nearest Jobber, Branch Office or Factory Warehouse

SPECIAL NEW YEAR CLEARANCE

SLIGHTLY USED SAMPLES

- 5 STAR FINAL..... \$ 9.00
- MAJESTIC..... 10.00
- CLOVERLEAF..... 13.00
- HOT CHAS. with Stands. 6.50
- 5 STAR SPECIAL..... 8.00
- MILLS WOWS, Pirates or Tangles..... 2.00

Buckeye Puritan Baby Vender **\$11.50**
Ball Gum \$10.75 Per Case

BRAND NEW MACHINES TAX PAID

- KU-KU, with Stand..... \$14.50
- JIGGLO, with Stand..... 14.50
- 5 STAR SPECIAL, with Stand..... 12.50
- CLASSIC, with Stand..... 14.50
- CIRCUS, with Stand..... 14.50
- WHO'S GOOFY, with Sid. 14.50
- FLOT, with Stand..... 15.50
- DYSCUS, with Legs..... 29.50

WRITE FOR COMPLETE NEW PRICE LIST Including 5 Star Final, Jiggers, Cloverleaf, Majestic, etc.

MILLS

Silent, Front Vender, Escalator, Double, Reverse Jack Pot, Serials 285,000 and up **\$46.50 ea.**



ROXY VENDING CO.
Tel. CHelsea 3-9109
1133 Broadway • New York

Write for Complete List of Slot Machine Bargains.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Greatest Value on the Market



Announcing JOCKEY CLUB

THE ONLY "De Luxe" TABLE
HORSE RACE GAME

New Idea! Double Ramp!

UNLIKE any game you've ever seen! Designed differently! Operates differently! A bigger money-maker than you ever expected a game to be. JOCKEY CLUB is a realistic reproduction of a race track. At the pull of a knob, six vari-colored marble balls are ejected at one time. Speedily they dash down the track . . . bunching at the turns . . . downward they plunge along the Double Ramp . . . zigzagging through the play . . . balls nose out each other . . . pass the Judges' Stand . . . and the winner is declared!

NOVEL CONSTRUCTION EXCITES CURIOSITY

The inclined Double Ramp with walls of aluminum is the most unusual feature ever installed in an amusement game. This, together with a flash of brilliant coloring, will make JOCKEY CLUB the outstanding machine in any location. Operation is entirely automatic. No elevators to jam or get out of order. Single coin play prevents cheating and eliminates legal objections. New ingenious device ejects balls. Comes complete with legs which are rigidly secured to cabinet with four nickel screws to each leg. Absolutely wobble-proof leg adjusters attached. Famous "STANDARD QUALITY" throughout.

ABSOLUTELY LEGAL EVERYWHERE!
WALNUT FINISHED CABINET, COMPLETE WITH LEGS! FRONT CASH BOX!
FOOLPROOF! CHEATPROOF! SILENT OPERATION!
WINNER ALWAYS IN DOUBT UNTIL FINISH!
CONFIDENTIAL OPERATING PLANS FURNISHED WITH EACH GAME!
TRADE STIMULATOR—STRAIGHT AMUSEMENT!

ORDER JOCKEY CLUB TODAY! BOOK THIS WINNER NOW!

STANDARD MANUFACTURING CO., 4121-25 W. Lake St., Chicago, Illinois

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PENNSYLVANIA—Forbes and Stevenson Streets, Pittsburgh, Pa.
WEST—1036 West 7th Street, Los Angeles, Calif.
WISCONSIN—1125 North Water St., Milwaukee, Wis.
OHIO-KENTUCKY—811 Main St., Cincinnati, O.
NORTHWEST—1643 Hennepin Ave., Minneapolis, Minn.
MIDWEST—1504 South Grand Boulevard, St. Louis, Mo.

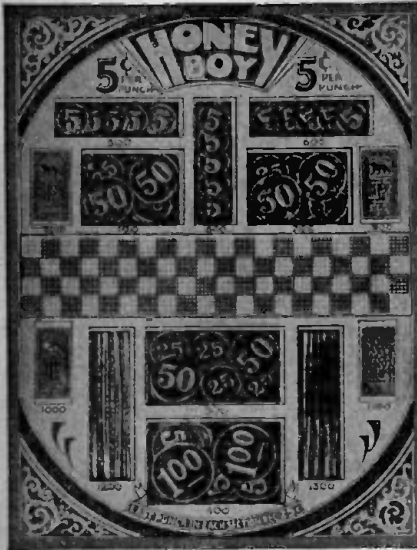
SOUTH—1108 Main St., Dallas, Tex.
SOUTHEAST—123 Hurt Bldg., Atlanta, Ga.
CANADIAN BRANCH—Canadian Standard Manufacturing Co.,
115 Phoenix Bldg., Waukegan, Manitob., Canada.
BRITISH ISLES—Mando Brothers, 44 Park St., Lillington, London, England.

Sample
\$17.50

With Legs, Includes Tax.
5 or More \$17.00
10 or More \$16.50

1/3 with Order, Certified Check, Balance C. O. D.
7-Day Money-Back Guarantee.

1933—GLOBE SPECIALS—1933



HONEY BOY

—9 Jack Pots—
Filled With Golding Coins on a 2000-Hole Board.
Takes in \$100.00. Pays Out \$41.00. Your Profit \$59.00.
Plus Profit on Merchandise Snappy—Attractive—Colorful.
LIST PRICE
\$4.44 Each
This is one of the many of our New 1933 Numbers.
Send for our 1933 Globe Special Illustrated Circular.

GLOBE PRINTING COMPANY

1027 Race Street
PHILADELPHIA, PA.

FOR CARNIVALS, BAZAARS, PREMIUMS AND SALESBODIES
NEW! "LUCKY DOG" Rayon Kapok Filled PILLOWS
\$2.50 Doz. Add 50c for Sample Dozen, Prepaid.
FREE CATALOG.
Large Size Silk Fringe Pillow, without Filling, \$4.00 Dozen.
Add 50c for Sample Dozen, Prepaid.
KAPOK FILLED, Dozen, \$7.50.
Add \$1.00 for Sample Dozen, Prepaid.
For quick action wire money with order. Ship same day order received. 25% deposit, bal. C. O. D.
WESTERN ART LEATHER COMPANY
P. O. Box 484, 1646 Arapahoe St., Denver, Colo.

SILENT JACKPOT JACKPOT FRONT BELLS FRONT VENDERS
MINTS, BALL GUM, BABY JACKS, DANDY VENDERS, STEEL SAFES, STANDS
Write or Wire for Prices.
KEYSTONE NOVELTY & MFG. CO.
26th and Huntingdon Sts., PHILADELPHIA, PA.

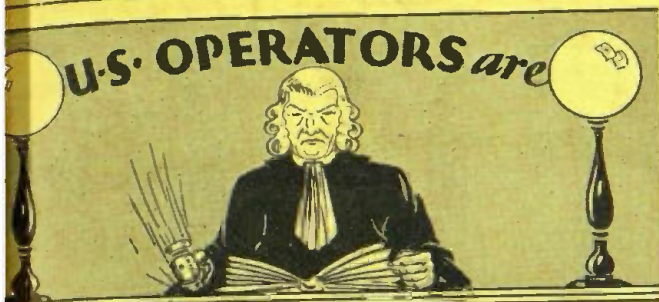
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HOUSE-TO-HOUSE SALES PEOPLE
65c PREPAID Send For Our List.
Containing Complete Line of Salesboard and Premium Merchandise. Write for Yours. Be Sure to Mention Line of Business.
Cash with Order, or 25% Deposit, Balance C. O. D. (Stamps Accepted.)
The Midwest Novelty Co. KANSAS CITY MISSOURI

PIN GAMES
HOME OF CELEBRATED ELECTRIC TRAVELING CRANE
INTERNATIONAL MUTOSCOPE REEL CO., Inc.
LATEST MODELS. RIGHT PRICES. PROMPT DELIVERY.
37 YEARS Of Successful Manufacturing of Coin-Operated Machines. 451 W. 31st St., New York, N. Y.

All latest machines at lowest prices
WE HAVE ON HAND FOR IMMEDIATE DELIVERY
HANDICAP, STEEPLECHASE, BALLY, JIGGERS, GOOFY, SCREWY, FIVE STAR, FINAL, THE PILOT, SHUFFLE BALL, CLOVERLEAF, FLASH, CHURCHILL, DOWNS, PURITAN GUM VENDORS, EMPIRE VENDORS, Etc.
Also Used Machines. Write for Complete Catalog.
D. ROBBINS & COMPANY
1141-B Dekalb Avenue, (Est. 1916) BROOKLYN, N. Y.
NEW JERSEY BRANCH: 1125 Broad St., Newark, N. J.
NEW YORK CITY BRANCH: 315 East 13th St., Phone ALB. 4-7317. SEE NEAREST BRANCH.
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MILLS Latest Silent Escalator Type
FRONT MINT VENDERS DOUBLE RESERVE JACK POTS \$47.50 SERIALS OVER 285,000
COIN-OPERATED MACHINES CO.
217 West 125th Street, New York City
All Guaranteed 100%.
PURITANS \$12.50 Each

Advertise in The Billboard—You'll Be Satisfied With Results



U.S. OPERATORS are GUILTY! OF FAVORITISM!!



and you can't blame them because they are showing Favoritism toward the Game that is making the MOST money for them... the new **JIGGERS Sr.**

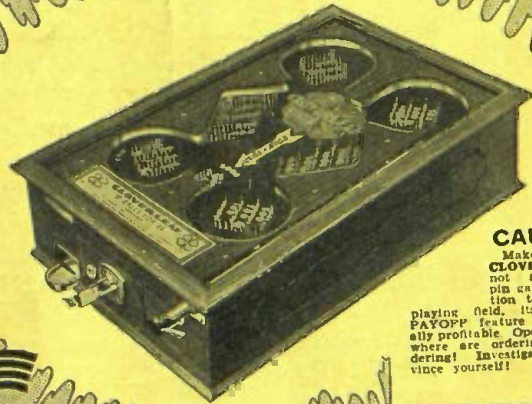
SEE JIGGERS Senior and the increasingly popular Junior at your nearest Jobber... and YOU will show favoritism too... to your own Pocketbook.

Canadian Buyers Write CANADIAN GAMES MFG. CO., Ft. Market St., East, Winnipeg, Man., Canada.

GENCO INC. CHICAGO ILL. 2625 NO. ASHLAND AVE.

PROVED! The Phenomenal Money-Maker!

32" Long
21" Wide



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CLOVERLEAF

See This Great Machine That's Harvesting Real Profits!
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FACTORY BRANCH OFFICES AND WAREHOUSES:

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| PENNSYLVANIA BRANCH —Forbes and Stevenson Sts., Pittsburg, Pa. | OHIO-KENTUCKY BRANCH —511 Main St., Cincinnati, O. | SOUTH —1108 Main St., Dallas, Tex. |
| WEST —1018 W. 7th St., Los Angeles, Calif. | NORTHWEST —1041 Hennepin Ave., Minneapolis, Minn. | SOUTHEAST —123 Hurt Bldg., Atlanta, Ga. |
| CANADIAN BRANCH —Canadian D. Gottlieb & Co., 115 Phoenix Bldg., Winnipeg, Manitoba, Can. | BRITISH ISLES —Mansie Brothers, 44 Park St., Islington, London, England. | |
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HERE'S the LITTLE DUKE!

You've Never Seen a Machine With Better Looks. And—WOW, What a Money Maker—TRY ONE AND BE CONVINCED. A 1c PLAY MACHINE WITH AUTOMATIC PAY-OFF.



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| MODEL (A) Without Vender or Jackpot..... | \$49.50 |
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- The Above Prices Include the Federal Excise Tax.
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| MILLS PENNY JACK POT FRONT VENDER, \$68.50 Net, Taxpaid. | |
| WATLING TWIN JACKPOT, PENNY PLAY, BALL GUM VENDER, \$68.50 Net, Taxpaid. | 19.50 |
| JIGGLE BALL MACHINES, Each..... | 3.50 |
| CLOVER LEAF (Tax To Be Added to This Price), Each..... | 19.50 |
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- GOOFY MACHINES. (Write for Prices.)
100 STEEPCHASE MACHINES, With All Latest Improvements, Sold 10 Days, Each..... 11.50
10 GOOFY MACHINES, Penny Play, Used as Demonstrators, Like New, Sample Machine, Complete with Stand, \$12.50; Lot of 5 or More, \$12.00 Each, Complete with Stand.
- We have All Kinds of Used Machines in Pin Games at Low Prices. Write for List. 1/3 cash deposit with order, balance C. O. D. Write for Quantity Prices on Anything Coin Operated Before Buying Elsewhere.
- Metal Stands for Juggle Ball and Clover Leaf, \$2.00 Each.
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MOSELEY VENDING MACHINE EXCHANGE, Inc.,

HAMILTON SALES BOARDS

AMERICA'S FASTEST SELLING QUALITY SALES BOARDS

NEW IDEAS, COLORFUL DISPLAYS, BIG PAYOUTS



SEND FOR CATALOG ILLUSTRATING NEW NUMBERS

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Gold! Gold! Gold!

Jack Pots Filled With GLISTENING COINS
1200 Hole - 2000 Hole - 3000 Hole
Take Your Choice - Each One a Flash

For Quick Cash Write For Our Punch-Em Circular and Price List Catalog

CHAS. A. BREWER & SONS
Largest Board and Card House in the World
6320-32 Harvard Avenue, CHICAGO, U. S. A

COIN MACHINE OPERATORS

THE NEW MOON — A new replacement Playing Field for EVERY leading type of level playing idea; slips in any machine in one minute's time. Name machine wanted for to secure correct model. Price, \$4.25 Each. Tax included.
Write for our new 1933 prices on complete line of Baby Venders, 5 Jacks, Sunny Boy, 2 Jacks, Jackpot Pin Games, and see our complete colored circular on Automatic Jackpot Salesboards.
MANUFACTURED BY

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NOVELTY MERCHANDISE AT LOWEST PRICES

<p>Beacon Blankets and Shawls. Newest Colors and Patterns. Star Values.</p>	<p>Send for a Copy of Our 1932 CATALOG</p> <p>Glass-Cutter Knives, per gross, \$10.50. Keen-Edge Knife and Scissor Sharpener, per gross, \$12.00</p>	<p>DICE CLOCKS, each 62c DICE ASH TRAYS 2 1/2x2 1/2, per gross \$3.75</p>
<p>TOOTHPICK KNIVES</p> <p>3-Bladed, per gross, \$1.75. 5-Bladed, per gross, \$2.10.</p>		

GELLMAN BROS. MINNEAPOLIS, MINNESOTA 119 North Fourth St.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS

NOW—

THE entire amusement world is facing the new year with problems of construction, rehabilitation, improvements and additions in a determined effort to attract more of the general public to the many places of entertainment. Total expenditures will be large—but orders will be few for those concerns who do not make a determined effort to get the business.

Obtaining a profitable amount of this business depends upon the number of times your sales message reaches potential buyers. Right NOW, when owners and managers are planning for the 1933 season, is the time to tell them all about what you have to sell. They are in a buying frame of mind—so take advantage of the opportunity—by advertising in *The Billboard*.

To the new manufacturers with limited capital, the complete and thorough coverage by one publication—*The Billboard*—assures effective, economical contacts with purchasers. And, of course, the small or large firm of long standing appreciates the economy of this direct sales attack, too.

The extensive interests of show people as well as the interlocking business relations of the various divisions of the amusement field require that your message be brought to the attention of all concerned, and *The Billboard* does just that with its large circulation. Merchandise, supplies and equipment for the theater, movie, auditorium, rink, radio, circus, fair, carnival, park and pool can be profitably and economically advertised in *The Billboard* because of its thoro coverage which reaches all the overlapping interests. Individuals, too, such as concessioners, pitchmen, streetmen, demonstrators, agents, salesmen, distributors, coin machine operators and performers, can be reached and sold with the same medium, for *The Billboard* is their trade paper.



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