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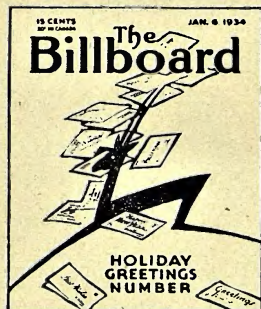
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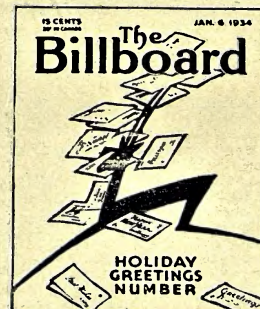
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The Billboard

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December 30,
1933

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WOULD MERGE PARKS, POOLS

New Setup at Dallas Fair

Herold given post of general manager on full-time basis—Coke is president

DALLAS, Dec. 25.—A new setup in anticipation of increased activities of the State Fair of Texas has been approved by directors. Otto Herold, twice president of the fair association, who recently reported a net profit of \$50,000 on the 1933 exposition, was given the newly created post of general manager. It is a salaried job to which Mr. Herold will devote his full time.

Rosser J. Coke, Dallas attorney and vice-president of the fair association under Mr. Herold, was elevated to the presidency. Hugo W. Schoellkopf was elected first vice-president; T. M. Cullum, second vice-president, and W. O. Connor, treasurer.

Roy Rupard is continued as secretary, E. Paul Jones as publicity director and the divisional superintendents also are unchanged.

Creation of the general manager's post and Mr. Herold's selection for it was a development of the directors' plans to construct a \$200,000 racing plant and to hold annual spring and fall racing meets.

Another phase of the program for which the general manager was needed is beautification of grounds and buildings, now being planned. It is proposed to seek a federal public works loan for the project, the cost of which is as yet undetermined.

Plans for the racing plant are virtually complete. The track will be built on the site of the fish hatchery and the old stadium. A grand stand seating 6,000, bleachers for 10,000 and clubhouse for 5,000 are planned. The proposed racing plant will be one of the finest in Texas, holding its rank with Arlington Downs, (See NEW SETUP on page 57)

Theater Reps Ally To Battle Dragon of Government Excise

NEW YORK, Dec. 23.—Representatives from the departments of the theater allied themselves in one purpose in Washington Thursday to present their objections to the existing government tax of 10 per cent on legit admissions. The committee appeared before the House Ways and Means committee and, according to Dr. Henry Moskowitz, it appeared that the Congressmen who heard the discussion were in accordance with the pleas of the theater reps. Favorable action may be forthcoming at an early date.

Moskowitz, speaking for producers, said that the road is dead and that it is vital that the tax on legit should be eliminated in order that a reincarnation may take place. He stated that 3,000 legit theaters are now dark.

Fred J. Dempsey, general secretary of IATSE, said that there are 1,700 stagehands in New York City alone, and that only 500 of them are working on a short-time basis.

Frank Gillmore, president of Actors' Equity Association, took a decided stand against the present taxation, stating that it had much to do with failure of the chance for the theater to exist, and that actors are in a far worse state than they were two years ago when the tax went into effect.

A. C. Expects Record Holiday Business

ATLANTIC CITY, Dec. 23.—Atlantic City and its amusement interests will this year reap a reward from the Philadelphia blue laws prohibiting movies, shows, sports and beer and liquor selling, due to fact that Christmas Eve and New Year's Eve both fall on a Sunday night. Looking forward to a record-breaking holiday period, a number of places of amusement and concessions are making hurried preparations to open. In the case of New Year's Eve, Philly council at the last minute decided to lift the ban a couple of hours, otherwise there would be no celebrating in (See A. C. EXPECTS on page 57)

First Census, in Detail, of All Amusement Businesses in Making

WASHINGTON, Dec. 25.—As a further attack on unemployment, and particularly those unemployed coming within the so-called "white collar" class, the Census Bureau is now engaged in appointing supervisors by States and local supervisors by counties for the purpose of making a "Census of American Businesses," which will include "amusement businesses." This promises to be the first such census, in detail, of all amusement branches ever held. At least 16,000 people will be named to do this work. Many are already at work. The others will be at work shortly after January 1.

For the amusement business, as well as other businesses included in the census, the report will cover particularly the volume of business done in 1933, the number of people employed, amount of pay roll and other expenses, stocks on hand to obtain the total value of saleable commodities at the various stages of economic distribution and other data required to make the results comparable with the reports of the 1929 census of distribution. Complete employment data resulting from the census will show relative employment opportunities in the

Representatives present were Gillmore, of Equity; Moskowitz, representing producers and managers; William Jastie, of the Leblang office; Dempsey, of IATSE; Matthew Zimmerman, of Public Service theatrical ticket agency, and a representative from the musicians.

Farnsworth, of NRA, Suggests Amalgamation of Associations

Subcommittee is named to consider new phase developed at code hearing in Washington and to render later report —C. H. Potter is added to pool authority

WASHINGTON, Dec. 25.—William P. Farnsworth, assistant deputy administrator of NRA in charge of hearings on the tentative code of fair competition for the seasonal park, beach and pool industry, said to a representative of *The Billboard* after close of the hearing here on December 19, which was attended by officials of the National Association of Amusement Parks and American Association of Pools and Beaches, Inc., and informal conferences which followed with representatives of the industry, that he felt the situation will be materially clarified and that there are opportunities for going ahead with development of a code which would appeal to all elements affected.

At an informal conference, following the hearing, which was adjourned to February 14, Mr. Farnsworth suggested that the park and pool associations should be amalgamated and certain changes made in the by-laws of the amalgamated association providing for fuller and broader membership of all code employers.

A subcommittee consisting of Norman S. Alexander, Woodside Park, Philadelphia; Arthur E. French, Joseph P. Day, Inc., New York; Charles H. Potter, Miramar Pool, New York, with A. R. Hodge, secretary of NAAP, Chicago, as ex-officio member, was named by Code Chairman Frank W. Darling, New York, to consider these suggestions of Mr. Farnsworth and render a later report. Mr. Potter was named as an additional member to the Code Authority representing pools. It was felt by the operators that no such radical changes could well take (See WOULD MERGE on page 61)

Jay Goldie's Five-Floor Expo Starts Its Grind in New York

NEW YORK, Dec. 23.—It's called New York's Century of Progress World's Fair and it opened tonight with plenty of light and color in a fine five-story building on 70th street and Broadway. Event, under the joint auspices of *The New York American*, Christmas and Relief Fund, Inc., and the Boy Scouts Benefit Division, is generated by Jay Goldie and there's a gate admission of two bits. There are 500,000 merchants' tickets distributed around and the scouts are participating in noising the thing about on their own. Gate charge is justified by the NYCPWF by a free floor show and

cabaret layout on the top floor, an ideal expanse. The attractions on the other shelves are getting from 10 to 15 cents and Christmas week should be the tale as to the kind of business to be expected thruout the run, which is indefinite.

Main floor houses Captain Schack's whale, Turpin's pin games, Otto Brunz's shooting gallery and the eateries of Darrow and Cohen and Arowitz. On the second landing are Rogers' Midget Village, Turpin's Moorish Palace, Princess Rajah's tearoom and bazaar, Simonds' African Dip, Ernest Jones' kiddie Auto Ride and the Joe McKee-Doc Morris World's Tiniest Circus. There's also a kids' nursery. Third floor is labeled Streets of Belgium and contains Professor Armand's City of Yesterday, Stone's Human Mermaid, Frank Sterling and Mme. Lillian Zenda's Life of Christ, Joe Vincent and Sterling's Reflections and Chief Manoedi and his African Primitive Players. Fourth floor—Sterling and Vincent's Miss America, Harold Murray's Devil Dust, Werblood's art gallery; Grant Peace Book of the World Peaceways, Inc.; Great Manta, the much-talked-about devilfish, owned by Captain Kuhn and on which F. Ralph Gervers gained wide publicity when the attraction was set into a store on Sixth avenue; Susie, the Elephant-Skin Girl, presented by Julius Kuehnell and who was one of the top money getters at the World's Fair as the annex feature of Charlie Doena's Freak Animal Show. Top—Padella's line of girls, with rumba dancers, native music and a lot of other (See JAY GOLDIE'S on page 57)

In This Issue

	Pages
Bands	15
Broadway Beat, The	26
Burlesque-Tabloid	22
Carnivals	38-41
Chicago Chat	26
Chorus Equity	17
Circus and Corral	28-31
Classified Advertisements	47-48
Coin Machines	58-66
Fairs-Events	34-36
Feature News	3-5
Final Curtain	52
Forum, The	27
General Indoor News	24-25
General Outdoor News	56-57
Hartmann's Broadcast	56
Legitimate	16-17
Letter List	49-51

	Pages
Lists	45-46
Little Theaters	24
Magic	24
Minstrelsy	25
Motion Pictures	18-21
Music	15
Night Spots-Gardens	11
Out in the Open	56
Parks-Pools	32-33
Pipes	42-44
Possibilities	26
Radio-Orchestras	12-15
Repertoire-Stock	23
Rinks-Skaters	37
Routes	48 and 54-55
Song Tups	15
Thru Sugar's Domine	25
Vaudeville	6-10

HOUSE WORKERS ORGANIZE

To Claim Violations of NIRA in Appeal to National Labor Board

Claim affidavits of discharges because employees joined union — Skouras janitor reinstated — 1,000 members with 20,000 as goal—union entrenched in five cities

NEW YORK, Dec. 25.—In an intensive effort to unionize all unorganized workers of theaters throughout the country, the Building Service Employees International Union will file a blanket complaint with Senator Robert Wagner, of the NRA Labor Advisory Board, this week, charging the circuits with intimidation and coercion against employees in an effort to restrain them from joining a union. The union will claim the circuits have violated the collective bargaining clause of the NIRA (Section 7). This action will be based on affidavits of Local 118 here, which was organized November 2 and has already signed up 1,000 theater workers. The local has set a quota of 20,000 for the Greater New York area.

Local 118 came out of its undercover operations two weeks ago when it filed a complaint with the NRA Compliance Board, charging the Skouras Academy of Music with firing Johannes Wittberg, head janitor, because he had joined the union. The case was shifted to the NRA Regional Labor Board. The Skouras representative claimed the man was fired for incompetency, but the union produced affidavits from 13 employees who claimed they were told by the management he was fired for joining the union and were warned they too would be fired if they followed suit. The labor board last week ruled Wittberg be returned to his job.

ORGANIZATION PRESSED

With the first open move a victory, Local 118 is pressing organization work. It claims it has organized the Radio City houses, Capitol, Paramount, Roxy and Madison Square Garden. It has AFL jurisdiction over ushers, janitors, doormen, ticket takers, ticket sellers and any others who are not already covered by some other AFL union.

The Building Service Employees International Union is 18 years old and has 100 locals. It is only this year, however, that it has gone after theater workers seriously. It has already called a closed (See *HOUSE WORKERS* on page 63)

Novarro's Concerts, Play

HOLLYWOOD, Dec. 23.—Ramon Novarro leaves Hollywood in February for a concert tour of eight countries. Dates in England, Mexico, Sweden, Norway, Holland, Germany, Greece and Egypt have been arranged.

Following the concert tour Novarro plans producing *It's an Old Story*, his original play, in England next summer.

NRA Theater Meet Postponed a Week

NEW YORK, Dec. 25.—The local NRA board has postponed a meeting of representatives of theatrical organizations until this week, William H. Charlton, head of the theatrical division, promising action before the first of the year. Charlton is working on plans to create employment for musicians, actors and theater employees, these plans to be coordinated with efforts of the NRA to help white-collar workers.

Theater workers will be helped thru the State Civil Works Administration, which is now oking projects to aid the white-collar unemployed. As soon as Charlton can lay out a practical plan for re-employment he will submit it to the CWA for approval and the necessary appropriation.

Charlton is seeing Ralph Whitehead, of the Actors' Betterment Association, early this week. Whitehead has a plan for re-employment of vaude actors. Later Charlton will call a meeting of some of the various theatrical organizations and ask for suggestions. The revamped committee consists of Gene Buck, Dr. Henry Moskowitz, Lee Shubert, Luise Silcox, Henry Chesterfield, Frank Gillmore, Joseph N. Weber, Walter Reade, Edward Canavan, Henry Cline, Helen Hayes, Antoinette Perry, Joe Kelman, J. F. Casey, Ralph Whitehead, Harry Sherman and Otis Skinner.

Paris Night Clubs Booked by Morris

PARIS, Dec. 11.—Lartigue & Fisher, Paris representatives of the William Morris office, are booking American acts and music into several of the leading night clubs of Paris. Among recent bookings obtained by Eddy Lewis, of the Paris staff, are Nina Mae MacKinney, *Hallelujah* film star, and James Worth's *Mirimba* Band into the Chez Florence club in Montmartre and Bart Curtis, American band leader, with Volta's Band at Ciro's. Also booked Lud Gluskin's Band into the Montmartre cabaret.

Earl Leslie, American dancer; Marino and Norris, sepien warblers, and Danny and Eddy, roller-skate hoofers, are at the new Cote d'Azur night spot.

Jim Witteried in Paris

CINCINNATI, Dec. 23.—Jim Witteried, former Cincinnati boy, has forged to the front as a hustling press agent for several of the leading Paris, France, night clubs. During the past summer Witteried was on the firing line for the de luxe summer spot, the "Ambassadeurs," and is at present putting across sensational publicity stunts for two of the best known of the Paris gloom-chasers, Chez Florence, in Montmartre, and the Lido, in the fashionable Champs Elysees quarter.

Chautauqua To Continue

BUFFALO, Dec. 23.—Chautauqua will continue operations in 1934, altho the organization has been filed in receivership proceedings, according to Dr. Arthur E. Bestor, president of the institution. Receivers were appointed Thursday by Judge John Knight in Federal Court here. They are Alburn E. Skinner and Dr. Charles R. Haskin.

Apollo, A. C., to Combo

ATLANTIC CITY, Dec. 23.—The Apollo Theater on the Boardwalk, which is now undergoing complete renovation, will reopen as a combo house, using first-runs and units, February 22.

Dr. Lowell Says Film Code Gives No Aid to Exhibitor

BOSTON, Dec. 23.—Dr. A. Lawrence Lowell, president emeritus of Harvard University, has declined the post offered him on the film Code Authority and gives as his reason the inability of the exhibitor to get an even break with block booking permitted. Dr. Lowell called block booking monopolistic and finds no relief for the exhibitor in the code.

Dr. Lowell, as a government appointee, would have no vote on the code and he took exception to this. In a letter to General Johnson he complained on this point, but Johnson is said to have replied: "Of what use is a vote in the face of a certain majority?" In answer, Dr. Lowell said that since the government takes the view that the producers will have a certain majority, the exhibitor can look for little aid in the code as it now stands.

Not So Dumb

NEW YORK, Dec. 25.—Circuit and indie bookers are playing dumb on minimum salaries set by the code. For example, an RKO booker offered the Prospect, Brooklyn, RKO's showing house, to a flash act at a salary less than the code minimum. When the act owner inquired politely if the booker wasn't aware the salary was below code figures, the booker answered innocently like: "Oh, what is the code salary?"

Morris Agency in Ash-Silver Firm

CHICAGO, Dec. 23.—The William Morris combined agencies now have a 50 per cent interest in the Ash-Silver Enterprises, Inc., recently organized to conduct the Paul Ash College of the Stage, it was announced this week. The original corporation was Ash and Morris Silver, manager of the local Wm. Morris Agency. But following a visit of Abe Lastvogel of New York to Chicago last Saturday the Morris Agency bought into the new venture. Ash owns 50 per cent of the firm.

Lineup now is: Paul Ash, president; Abe Lastvogel, vice-president; Ida Ash, secretary, and Morris Silver, treasurer. Ash will have general supervision of the school and his agreement calls for a salary and a percentage of the profits.

Vincent Lopez, noted orchestra leader, has been signed to teach modern piano. Balance of the faculty is now being engaged and the school will open shortly after the first of the year.

Flippen To Tour Northwest

CHICAGO, Dec. 23.—Jay C. Flippen and his *World's Fair Follies* start a tour of the Northwest January 1, opening at Duluth, Minn. The show will jump to Duluth from Ohio. Robert E. Hickey, well-known press agent, is handling the advance. Hickey joined the show at Marion, Ind., late in November and handled Marion, Toledo, Newark, Zanesville and Springfield, O.

In addition to Flippen the company consists of 35 people, among them Jack Dalton and Company, roller skaters; Mahon and Rucker, ballroom dancers; the Burns Twins, and Barney Dean, clown. Clare Carter, formerly with Earl Carroll, is featured, as is "Elenore," fan dancer from the World's Fair's Oriental Village.

Chi Theater Actors Robbed

CHICAGO, Dec. 23.—Several members of acts playing the Chicago Theater, Loop B. & K. house, were victims of sneak thieves, who entered the dressing rooms Friday. Dixie Lester, member of the Evans ballet, lost a \$350 fur coat and \$27 in cash, and several other girls lost smaller amounts. The thief also took several pay checks, but payment on them was stopped as soon as the theft was discovered.

Famous Buys Publix Ent.

Deal of \$1,800,000 as simple as a lady buying a new dress—reorg set

NEW YORK, Dec. 23.—Paramount bought itself a nice Christmas present when Famous Theaters purchased assets of Publix Enterprises for \$1,800,000, thereby benefiting some creditors with expectations of somewhere between 40 and 50 cents on the dollar and freezing out some of the heaviest liabilities. The sale was cut and dried a month ago, and there were no other bidders Thursday when the sale was made in the presence of Referee Henry K. Davis.

Samuel Zirn said today that he would attack Davis again in court in about a month on grounds stating that Davis was incompetent as referee in the Paramount case. Zirn lost a previous effort to remove Davis and trustees last June.

Reorganization of theaters is coming along in good shape, according to Ralph Kohn, vice-president of Publix Theaters, and it is predicted that Paramount reorg will have been effected by March, 1934.

Association To Boost Local Entertainment

WEST WARWICK, R. I., Dec. 23.—An idea deserving of special comment is fast growing in certain sections of the East. It is the banding together of people in the smaller communities for the purpose of furthering the presentation of good entertainment, including vaudeville, dramas, minstrel shows, musical comedies, the local fair, circuses, etc.

A particular instance is the Entertainment Fans' Association, now forming here with the expressed purpose of awakening the public to encouragement of good local amateur activities and the creation of a demand for, and a willingness to support, good traveling shows of all kinds.

The formation or booking of entertainment to exchange on a circuit plan with similar associations of neighboring towns is also being considered as a possibility. The committee organizing the Entertainment Fans' Association consists of Herbert A. Spears, William J. Hammond and Dr. Raoul J. Cartier. Becoming a member of the association costs nothing. It is merely an act that signifies willingness to aid in providing the community with more and better entertainment.

BEN BERNIE This Week's Cover Subject

THE Old Maestro launched his brilliant career as a piano player (not a pianist) in one of Marcus Loew's nickelodeons. His first try at vaude was in the team of Klass and Bernie. Later came the oft-referred-to combo with Phil Baker. When Phil went to war Bernie blossomed out as a single, and during these monologic years he acquired that wisecracking gift that has made his name and his favorite bon mots household words from Coast to Coast.

In Philadelphia he picked up the remnants of a stranded collegiate band and brought the Bernie-ized outfit to the Roosevelt Grill for a two weeks' engagement. They stayed five years. Subsequently came successful vaude tours and the engagement at the College Inn, Chicago, where Bernie became the rage of the town. He was one of the pioneer entertainers on the air. At A Century of Progress he drew crowds at the Blue Ribbon Casino. Now Bernie is broadcasting for Blue Ribbon Malt and Beer on NBC; also recording for Columbia and touring in vaude. He will shortly make his debut in films via Paramount.

MUSICIANS IN RIOT AT MEET

AFM Officials Booed at Meeting Planned To Help the Unemployed

2,000 musicians at gathering which is part of NRA move to help the white collar man, turned talk into a near riot and vent of hates—nothing accomplished

NEW YORK, Dec. 25.—A meeting of 2,000 union musicians, called to devise means of relieving unemployment thru the NRA, was turned into near riot in which the names of Joseph N. Weber and Edward Canavan were booed and old and new grievances of the rank and file were aired. Meeting in the St. Nicholas arena, musicians denounced the administration of Local 802 and the "czar rule" of Weber, while guest speakers looked on in amazement, and the chairman, ex-magistrate Charles O. Oberwager, tried in vain to keep order. When it was all over not a single definite plan for re-employment had been acted upon.

The meeting was part of the effort of the NRA to help the white-collar class and came only after a group of union musicians took the initiative to call the gathering and invite NRA officials to attend. Abraham Nussbaum, Maurice Bernhardt and George Brenner, co-operating with Julius Hopp, raised money to cover the meeting's cost and were promised by Grover Whalen, head of the local NRA committee, that he would attend. Whalen did not appear, but his representative, George H. Van dersee, promised "quick action" and announced an NRA committee to relieve unemployment among musicians and actors.

The meeting started innocently enough. Oberwager said the meeting was called to discuss means of creating employment for the 25,000 musicians in this city. Emily Dot Partridge, head of the Women's Division of the local NRA, said Mayor-Elect LaGuardia's plan to build beer gardens of the Viennese type would give musicians work and also pledged co-operation of the women's clubs.

When Vanderside began reading the NRA theatrical committee, vociferous booing met the names of Weber and Canavan. William H. Charlton, head of the NRA entertainment and radio division, told the audience Whalen "will not mix in your internal affairs" and then went on to give suggestions for re-employment of musicians.

Charlton urged establishment of an apprenticeship system that would include a music test and a license, unlicensed musicians to be prohibited from playing in public for salary. He urged classification of employers into A, B and C and also the shelving of municipal bands which compete with union bands.

Julius Hopp, who promoted the Shakespeare Repertory Company at the Jolson Theater last season, urged city-sponsored concerts and operas. Then musicians took the floor—many without the consent of the chair—and aired their problems. Among the speakers were Abraham Nussbaum, Charles Kunen, David Fried, George Brenner, Arthur Alga and Harry Gellert.

Among their suggestions were local autonomy for their union, dropping Weber's stagger system, no doubling in a pit orchestra, prohibition of amateur and student bands, correction of the rehearsal system, closing the membership book of Local 802, no doubling on jobs, two orchestras for seven-day-a-week houses, stricter enforcement of the minimum number of pit men rule and taxing picture houses for musicians' relief.

In addition, most of the speakers denounced the 33-year "czar rule" of Weber and demanded end of the 13-year condition whereby Weber appoints the chairman and six of 12 on the governors' board of Local 802.

The meeting closed with the chairman being empowered to appoint a committee of five to represent unemployed musicians at NRA hearings. The musicians then stormed their way out, arguing heatedly and taking passes at each other, in addition to electioneering for the Blue and the Yellow tickets at the coming union election.

THE PITTSBURGH CIVIC Playhouse will present as its third production of the winter season, *Up Pops the Devil*, by Albert Hackett and Frances Goodrich. It will be given for three nights beginning January 9.

School Goes "Nitie"

FORT WAYNE, Ind., Dec. 23.—Herb Clemens recently opened a new night spot on the Decatur road, south of Fort Wayne, Ind., called the Country School Inn. Interior has desks, blackboard, teacher's desk, etc., resembling a country school. Before the night club started activity there the spot was an old country school. Music is furnished by Pick's Bad Boys, under the direction of Wilbur Pickett.

CRC Gives Permit for New Canadian Outlet

MONCTON, N. B., Dec. 23.—A permit has been issued by the Canadian Radio Commission for the establishment of a new broadcasting station in Moncton after the city council of Moncton supported the application of local parties for the permit. The new station is the aftermath of a complaint by the city council against the removal of CRCA, a broadcasting station which had been active in Moncton for six years.

This 500-watt station was dismantled recently by the Canadian Radio Commission on the ground that a new 500-watt station in Fredericton, N. B., would supply the need. The Moncton council claimed the Fredericton station could not be heard in the Moncton zone.

Conger & Santo Players Laying Off for Few Weeks

CLOVERPORT, Ky., Dec. 23.—Conger & Santo Players are laying off for several weeks and will reopen January 15 in this State. Company has been on the road three solid years, under canvas and in houses, with very few changes in personnel. Eight weeks were lost during this period to permit time for long jumps and reorganization from house to tent. Six people are in the company at present. Conger and Santo motored to their home in Akron, O.

Show will play territory in Kentucky, Tennessee, Alabama, Mississippi and Louisiana, and then to Northern Wisconsin and Michigan in the spring.

South Bend's Legit

SOUTH BEND, Ind., Dec. 23.—A capacity audience witnessed *There's Always Juliet*, featuring Glenn Hunter, which was shown on the evening of December 14 at the Central High Auditorium. It was the first stage or legitimate production here for over a year. The performance was sponsored by the Progress Club of this city.

DETROIT.—Jean Coy and his 11 Blackbirds replaced Cuba Austin's Orchestra at the Graystone Ballroom, under the management of Job Milton, last week. Austin's Orchestra, which consists of the majority of the personnel of McKinney's Cotton Pickers, was not held on for the full engagement as anticipated. The Jean Coy Band is being held over for an extended engagement, alternating for Christmas Eve with Fletcher Henderson's Orchestra for the one night only. Coy is touring east from Hollywood with engagements to make records in New York before returning to the Coast.

Cafes Are "Stores" Under Calif. Ruling

SAN FRANCISCO, Dec. 23.—San Francisco entertainers and dance orchestras are enthusiastic over the new ruling made this week by the State Board of Equalization whereby liquor may now be sold in cafes and hotels throughout the State. As a result hostilities know where they stand, and long-withheld plans for "flesh" talent will now go forward rapidly.

Since repeal was declared the State Board of Equalization had hotel and cafe men in a constant state of uncertainty because of various new rulings, which changed like the weather. The lid was being clamped down tighter than during prohibition, due to the board's interpretation of a State liquor control law voted in by the wets themselves, but which was more drastic than even the dries had hoped for.

According to the law, bottled goods may be sold only by licensed liquor stores. However, under the new ruling, cafes and hotels and other eating places will be defined as "stores." A patron may now send a waiter as a buyer's agent for a bottle and have him served as the buyer desires. Or the customer may purchase his liquor elsewhere and have it served to him at a table provided with a setup.

The new ruling went into effect all over the State, with cafes and hotels immediately communicating with bands, singers and dancers to provide entertainment as "in the good old days."

JIMMIE HULL'S SHOW WANTS QUICK

VERSATILE TEAM, young; lady Ingene Leads; man as cast; specialties preferred. Other useful people write. Floaters and boozers save stamps. Now entering sixth straight year. No common-sense and don't owe a dime back salaries. Permanent job to people who appreciate good treatment. JIMMIE HULL, Abbeville, La.

WANTED

Sober, reliable Advance Agent with car. Percentage basis. Advances on verified contracts only. Nothing too large or too small for us to play. State your territory. Those who wrote before, write.

BLACKBURN'S ARIZONA COWBOYS
General Delivery, LOUISVILLE, KY.

Wanted Immediately

Ten Chorus Girls, looks essential; Musicians all instruments, read and fake. People all lines answer. Enlarging show. State if have cars. No tickets unless know you—been stung. Wire SEABEE HAWORTH ATTRACTIONS, Stevenson Theatre, Henderson, N. C.

WANTED Young Leading Men with good singing voices. State all you do. Photos. Use clever people any time. Shows opening New Year's Day.

WATNE'S THEATRICAL EXCHANGE,
415 Chambers Bldg., Kansas City, Mo.

WANTED, AGENT

To book high-class Vaudeville Act, including young lady Pianist and young man Tenor. Doing high-class Singing and Playing. Successful runs with Keith houses. Communicate with R. B. KINNEY, 18 Maple Ave., Swamscott, Mass.

WANTED QUICK

Young, pretty, clever Ingenue. Specialties, ability. Consider young Team. House show. Wire lowest quick. Other useful people write. PHIL DUNCAN, Gen. Del., Baton Rouge, La.

RICTON WANTS

Sketch Team, Man for Straight and M. C. work. RICTON, Odum, Ga.

WANTED WIRE WALKER. State all you do and lowest salary. Howard For wire, BOX 436, care Billboard, 1564 Broadway, N. Y. York City.

League Inaugurates Theatrical Nights

CHICAGO, Dec. 23.—To better acquaint theatrical people with its aims and advantages the Showmen's League of America, now headed by Ernie A. Young, has inaugurated Saturday night parties which will be in the nature of the theatrical nights popularized by leading night clubs.

First of these parties was held last Saturday and proved so successful that League members are confident the parties will become a popular feature. Ole Olsen, of Olsen and Johnson's *Take a Chance*, was a guest; the *Take a Chance* quartet was there, also Peggy Connors, Alfred and Delores, the Pady Twins, Buddy Howe, Jade Rhedora, Evelyn Hoffman, Les English, Art Hoffman and other well-known performers, and a jolly evening was spent.

Burlington Get No Shows

BURLINGTON, Vt., Dec. 25.—Local expectations of the road-show business this season have not been fulfilled. In anticipation of a good legitimate season the management of the Strong Theater spent a large sum during the summer modernizing the house and preparing for the advent of the road companies. But so far not a single company has ventured into the city. Even tabloids, which have always done capacity business here, have not put in an appearance so far. As a result, little theater and other amateur offerings are doing a brisk business.

Additions to Interstate Staff

SAN ANTONIO, Dec. 25.—The Interstate Circuit Theaters here recently appointed Raymond B. Willie as their managing director. Barney McDevitt is the latest addition to the staff of the Majestic Theater here.

New Sparton Program

NEW YORK, Dec. 23.—The Sparton Triolians, with Frances Langford, the Three Scamps and the Richard Himber Orchestra, will start a new program for Sparton Radio on December 31, sponsored by the Sparks-Washington Company. Joey Nash will sing with the orchestra. Program will be heard in the afternoon at 3:30 p.m. on Sundays.

Actor Killed in Auto Crash

TUCSON, Ariz., Dec. 25.—J. D. Downey, of San Francisco, was killed and Janet Morris, of Beverly Hills, was injured in an auto accident near here last night. Members of San Francisco troupe, *Jazzmania*.


Broad, Philly, Reopens

PHILADELPHIA, Dec. 23.—After two months of darkness, Samuel F. Nixon-Nirdlinger starts off the Broad Street Theater tonight with the booking of Peggy Fears' *Divine Moment*. Following on January 1 is Carol Sax's production of I. J. Golden's *Re-Echo*, with *Among Those Sailing*, starring Constance Binney, on January 8.

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Producers of Units, Troupes Say Code Stifles Production

Many shelving acts rather than risk violations—claim they are at the mercy of circuits, only offices that can offer consecutive bookings—many questions

NEW YORK, Dec. 25.—Producers of singing or dancing ensembles for vaude will have to revolutionize producing and booking methods in order to keep within the vaude code. Many of them complain that it is impossible for an independent flash owner to keep within code rulings under present conditions. Chorus Equity has been flooded with complaints from its members in flash acts. In addition it has scores of queries from producers of flashes and girl troupes who want an interpretation of certain code provisions. Several owners of flashes have shelved their acts rather than run the risk of violating the code. In practically each case the girls were willing to continue working regardless of code benefits, but the owners would not risk a code violation. Most of the owners claim they could not afford paying \$3 a day for layoffs or even the weekly minimum wage. They point out the impossibility of getting steady bookings, let alone trying to get minimum wages even when they do get work.

Chorus people with traveling units are complaining to Chorus Equity that they have to take half salaries this week, because of the expected poor holiday business. In most cases the half salaries are below the code minimum.

Meanwhile producers see themselves at the mercy of the circuits. They point out they can now produce flashes or ensembles only if they have advance and consecutive bookings at code minimum salaries. Only the major offices can hand out these bookings, and if a producer can't produce directly for the major offices, he can't produce at all. The indie bookers can't pay much or lay out steady dates.

The code will probably drive the shoestringers out by hanging the fear of a code violation over his head. Only the reliable producer who can sell his act while still rehearsing it will be able to stay in the business.

UNIT OWNERS HIT

The owner of vaude units will be hard hit. Most units playing the road on percentage carry a line of girls. Under the code the girls get paid for layoffs. And on the road, most wildcatting units don't know where they're going from week to week. From now on unit owners will have to lay out routes carefully before going on the road.

Up to now the usual procedure of flash producers has been to pay half salaries the opening week and two-thirds the next two. Under the code the producer must pay minimum salaries the first day out. Of course, this is balanced by the fact that every theater must pay the code minimum whether the act is breaking in or not. The code may drive some acts to break in outside of vaude, in places like clubs and cafes, where the vaude code does not apply.

Another angle is the enforced layoff. Suppose an accident occurs and the act must lay off, will the owner have to pay lay-off salaries? Still another angle: How will territories like New England get acts when almost all the N. E. time consists of last halves and naturally cannot provide steady bookings?

Obviously, the next few months will be tough on act owners. But when this difficult period of transition is over, vaudeville should be the gainer. Starvation salaries will be outlawed and the chiseling act owner will not be able to bid legally below the code minimums. With a living wage legalized by the NRA and the actor organizations acting as policemen, bookers will begin buying acts for talent rather than for price. Booking and producing standards will be raised automatically.

Rubinoff at N. Y. Palace

NEW YORK, Dec. 23.—Dave Rubinoff has been booked by RKO to solo next week at the Palace here. His salary is around \$2,500 or \$3,000.

Vaude Back in Freeport

NEW YORK, Dec. 23.—The Grove, Freeport, L. I., is going back into vaude again, starting next Saturday. Arthur Fisher will do the booking, with the policy five acts on a four-day week.

Billing the Booker

There are two houses in Endicott, N. Y., now playing vaude, one booked by the Dows and the other by the Godfrey-Linder office. The Dow house uses plenty of paper, featuring both the picture and the stage show and giving the entire lineup of the acts. Houseboards at the other theater state the combo policy, give the name of the pix, and then in heavy caps list Godfrey's and Linder's names and give biographies and blurbs of the bookers.

Chorus Equity White List

NEW YORK, Dec. 25.—Mrs. Dorothy Bryant, secretary of Chorus Equity, says the organization has been receiving so many complaints of code violations that it is a pleasure to announce a few instances in which producers have cooperated completely in observing the code.

Chorus Equity brought to Ned Wayburn's attention the fact that the chorus in the unit, *Artists and Models*, was slated for half salary this week and had filed a complaint. Wayburn, producer, and J. J. Shubert, unit owner, went into a huddle and immediately announced full salaries.

Fally Markus, booker of the Fox Theater in Brooklyn, phoned Chorus Equity last week for an interpretation of the code clause on hiring extra line girls. The theater was adding girls for the holiday week and wanted to be absolutely within the code.

One-Acters' Further Play

DETROIT, Dec. 23.—The policy of one-act plays which has been so successful at the Fisher Theater for several weeks is being tried out for Christmas week by Publix at two suburban houses, the Riviera and the Eastown. The week will be split between the two houses. The Jewell Players will present the mystery, *The Lone Ranger*, which played the Fisher a week ago. With shift of the players for the week to the suburban houses, Del Delbridge, now at the Michigan Theater, moves to the Fisher for the week only, conducting the stage band and acting as m. c. Delbridge returns to the Michigan following this engagement.

PEONY-UPEP Split

NEW YORK, Dec. 25.—The Professional Entertainers of New York has issued a statement that it has set aside all arrangements and agreements between it and the United Entertainment Producers, a club booking office.

It adds, "This action re-establishes the PEONY in its original status as a fraternal, benevolent and social organization, with no connection whatever with any club booking office."

Bernivici Unit Changes Name

CHICAGO, Dec. 23.—The Count Bernivici vaude unit, formerly known as *International Revels*, has changed its title to *Spices of 1934*, it being figured the new name has more box-office appeal. The show has been doing nice business. Engagement at the Michigan, Detroit, the past week was very good, according to reports. In addition to Count Bernivici and his 15-piece girl orchestra the show includes Harriet Cruise, Joe Besser, Bobby (Uke) Henshaw, Bordini and Carrol, Mile, Caroline, Diane and Annette, Paul Sutton and Sam Critcherson. Walter Reichtin is managing the show and Max Gallin is ahead.

RKO Asst. Manager Changes

NEW YORK, Dec. 23.—Marvin Sandusky and Joe Cullen were let out by RKO as assistant managers of the 81st Street Theater and 58th Street Theater, respectively. W. E. Cook, of the 86th Street Theater, was transferred to the 81st Street, with Arthur Mester taking his spot, and Ray Koch was appointed to Cullen's job at the 58th Street.

ABA Election Set January 4

Price resigns—code violations acted upon—meeting held last Friday

NEW YORK, Dec. 25.—The Actors' Betterment Association will elect a new administration Thursday, January 4. This was decided at a special meeting Friday in the Hotel Edison after the ABA had received requests for a postponement from members busy with holiday dates. It is expected that most of them will be in town January 4 and that the "dynamite" names to be proposed for office will be present.

The organization meanwhile has cleared decks for action. It is setting up the machinery for a big membership drive now.

George Price, first vice-president, resigned Wednesday. He had been expected to run for president of the reorganized ABA. His wife of resignation says: "I would gladly accept the presidency or any other lesser office and give it my time and energy as I have done in the past if it were not for the lack of interest shown by the actor and actress in general." With Price out, it is anybody's guess now as to just who will run for the presidency.

In the meantime the ABA has arranged to file complaints of vaudeville code violations with the District Compliance Board, pending the functioning of the film-vauve code authority. J. Freund, administrator of the board, will receive the charges. It is also continuing to act as a clearing house for vaude code info.

At the Friday meeting Ralph Whitehead, secretary, explained the necessity for postponing the elections and suggested turning the meeting into a discussion for building up the ABA. Among those who spoke and pledged support were Pat Rooney, Bob Hope, Charlie Mosconi, Dave Vine, Alan Corelli and Irving Schneider. Whitehead announced that Corelli and A. Warner were organizing an ABA American Legion Post and that Magistrate Jonah J. Goldstein had promised to contribute the colors. Benefits were again denounced and Corelli and Vine cited specific cases in which benefit promoters were forced to buy shows because the ABA refused to permit its members to play gratis.

Jack B. Shea denies he had recently asked the ABA to take over the indebtedness of his vaudeville publication, as Whitehead stated last week. He has written Whitehead stating "at that time, I did ask you if the ABA would be interested in publishing the Guide and if they were, I told you that it would cost about \$400." Shea says this would have been the initial cost of reviving the publication and insists the ABA's turning down the offer is not the cause of his denouncing the organization.

BENNY DAVIS' Revue will make a two-week stay at the Proctor-Palace, Newark, starting January 5.

HELP WANTED!

THE BILLBOARD wants you to help its staff! The Route Department (appearing in this issue on Pages 48 and 54) represents one of the most important functions this paper performs for the entire profession. Most listings for the Route Department are obtained regularly from official sources, but certain listings—such as acts playing independent vaudeville houses, legitimate attractions wildcatting thru uncharted territory, bands playing in isolated resorts—are obtainable only thru the close and consistent co-operation of the performers and showmen involved.

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

Freeman Busy On Unit Route

Seven units so far—only given five Texas weeks—await balance of time

NEW YORK, Dec. 23.—The affairs of the contemplated Interstate and Paramount-Publix unit route have not been completed as yet, but Charles Freeman, booker, has been lining up shows for the Texas time only, and indie theater operators have been besieging him for more details about the shows. Karl Hohlitzelle has not yet come to any agreement with P-P about the monetary arrangements, but this is expected to come thru shortly. Freeman expects to move into the Paramount Building next week.

The units which Freeman is currently lining up are gambling with just the Texas time at present, totaling about five weeks, and will take a chance on getting the other weeks expected. The five weeks are in Dallas, Fort Worth, Austin, San Antonio, Waco, Houston, Wichita Falls and Amarillo.

Freeman claims to have been approached by operators in Tulsa, Oklahoma City, Little Rock, Memphis, Louisville, St. Louis, Indianapolis, Pittsburgh and Buffalo, and also Toronto (Mike Shea). The time expected from P-P is about four weeks, covering such towns as Omaha, Cedar Rapids and Minneapolis. Later on, if the policy clicks, P-P is expected to throw in most of its old presentation route, including New Haven, Boston and others.

In addition to these houses, Freeman also is angling to build up the time to cover from Coast to Coast. In this direction he is seeking to land houses in this vicinity. A couple of break-in and showing houses around here are in the making, with one, the Rivoli, Hempstead, L. I., already approaching Freeman.

Up until yesterday Freeman had seven shows booked for the Interstate Time. The first is Thurston, to be followed by *Bottoms Up*, with Pop Cameron. A unit is to be built around Johnny Perkins and the 12 Aristocrats and the Weaver Brothers' show will follow. Arthur and Morton Havel, the Honey Boys and 16 Chester Hale Girls will be the nucleus of another unit, and Bill Robinson's all-colored show, with Jazzlips Richardson in Robinson's place, will follow that. Kate Smith's unit is the seventh for the tour.

Jack Partington, of F&M Stageshows, approached Freeman last week with a view to having his office produce shows for the tour. Freeman said it would be okeh as long as the shows meet with his approval and that he could not give him any guarantee beforehand.

VAUDEVILLE NOTES

TERRY TURNER, former RKO theater publicity and exploitation head, left New York a week ago. His first stop was Arizona, and from there went to the Coast.

HARRY MOSKOWITZ, of Loew's maintenance and construction department, left New York the other week-end for Australia. Will supervise the building of some theaters there. He was feted by his friends before he left at the Tavern.

ARTY FOX writes from Hope, Ark., about his latest talent discoveries. He raves over Carl Dean Henderson and Betty Harris, of Pensacola, Fla.; Edward Miller, of Marlton, Ark., and Mayme Faulkner, of Fort Smith, Ark.

MITCHELL AND DURANT have been signed for the coming Fox *Movietone* *Follies* and begin studio work December 26. Booked thru Romm, Meyers, Betsy & Schuing, who have also placed Mitzi Green with RKO for a picture, *Just Off Fifth Avenue*.

THE OHIO PENITENTIARY in Columbus enjoyed a Thanksgiving Day vaude show, supplied by K. E. Miller and C. M. Calloway, of the Central Ohio Booking Office. On the bill were Bill Wegel's Orchestra, Bob Shinn, Claire Mae Gregoire, Doc Austin, Chenowith and Johnson, Helen Richter, Charlie Arling-

Alarm

Going into Hershey recently, Keller Sisters and Lynch left word at their hotel that they be called at 7:30, which would give them time to make the opening performance. Lynch awoke at 8, with no call, and the act dashed to the theater and just made the show. Returning to the hotel, they bawled out the desk clerk, who said he'd make an investigation. The next morning at 7:30 the act was called. Desk clerk just couldn't understand anybody wanting to get up at 7:30 in the evening.

Sherman Has Fay's; Booking 18 Houses

PHILADELPHIA, Dec. 25.—Eddie Sherman, local indie booker, has landed Fay's Theater and begins supplying it with eight acts on a full week January 1. The house is now a split week, booked thru the Dows of New York.

Sherman resumes booking the State, Harrisburg, and the State, Allentown, Pa., both Wilmer & Vincent houses, today. They are split weeks. Sherman is now booking 18 houses, amounting to about six weeks. The other houses are the State and Hippodrome, Baltimore; the Girard and Carmen here; Camden, N. J., and several one and two-day stands.

Racket

NEW YORK, Dec. 25.—Bookers of club shows are burning over a girl trio making a racket out of collecting taxi fares to shows it is not even booked for.

It seems the trio works in with an agent, who calls up the entertainment committee of a society just before its show goes on and offers to send over the act free. Naturally, the entertainment committee welcomes the free act and the act is permitted to go on when it arrives. Then comes the chisel. The act asks the entertainment committee if it can please have taxi money. And of course the committee can't refuse.

The taxi money usually runs from \$5 to \$25. Three affairs a night and the act is making nice dough.

Wilmer & Vincent Vaude Back in 2 of 5 Houses

NEW YORK, Dec. 23.—Wilmer & Vincent are reopening to vaude but two of the five houses which dropped flesh recently. The houses getting the shows back are the State Theaters in Harrisburg and Allentown, Pa. Eddie Sherman has been given the booking job, which is split-week.

Norfolk, Richmond and Reading were not okeh for vaude again because of the losses sustained in the previous attempt.

ton, Elsie Bard, Three Housebuds, Erma Leonard, Midget Dolly Dixon, Eddie and Johnnie, Billie Dubray, Conrad and Butler and Buss Connell. In the audience was an old troupier, in the pen for life.

HOWARD ST. JOHN, of Three St. John Brothers, broke his ankle while playing Buffalo, but did not find it out until a few days later in Chicago. It's in a plaster cast now.

HERBERT ABRAHAMS, Belle Baker's pride and joy, will be bar mitzvahed (confirmed) this Saturday at the Institutional Synagogue, New York City.

PHIL TYRRELL had salesmen galore in his hair for the last couple of weeks. Somebody sent in his name to a number of firms handling appliances to relieve deafness.

FREDDY MACK opened at the New Lafayette, Buffalo, this week for an indefinite run as m. c. F. & M. Stageshows just got the house.

SAM THALL, RKO's transportation head, is not so well these days. He's having a toe amputated. Thru it all he's always in high spirits.

ELLA EDWARDS, pianist, writes in to say she's a patient at the Eastern Star (See VAUDEVILLE NOTES on page 10)

Looks Like Curtains for Pantages Booking Office

Reports spread as result of Coast inactivity—may mean dissolution, and continued partnership of Hamid and Fisher—latter awaiting definite word from Pan

NEW YORK, Dec. 23.—The Pantages Booking Office is reported to be passing out of existence again after a brief and unsuccessful attempted comeback by Alexander Pantages. Latter's inactivity ever since he shut down four of his five Coast buses, blaming it on union trouble, has led to the spread of this report. The other officers in the company, George A. Hamid and Arthur Fisher, have been awaiting definite word from Pantages, and this week finally wrote him that they must know one way or the other as to what his plans for the future are.

In the event that Pantages replies that he expects to make early adjustment with the unions and thus reopen his activity on the Coast, Hamid and Fisher claim they will be content to continue on and build up the books in the East and Midwest. However, if Pan says he has nothing definite in mind, it is most likely that the company will be dissolved and that Hamid and Fisher will continue their association as an indie vaude booking office.

Pan insists that he closed down Seattle, Portland, Vancouver and San Francisco because of the unions reneging on a private deal they had with him. He claims that he'll keep the houses dark until the unions come around. However, it has been reported that the closings were also due to poor business, with Pan sinking plenty in a couple of weeks.

Hamid is president of the Pantages Booking Office, while Fisher is secretary and booking manager. Pantages is the general manager, and his son Rodney is vice-president. The life of the organization has been in the East, where Fisher's books have been consistently totaling about 12 weeks. Billy Diamond, of the Chicago branch, has stretched his books from about three to eight weeks.

Two American entries in Nice, Florio and Lubov, acrobatic and dancing comedy trio, and the Monroe Brothers, comedy trampolinists, are the current hits at the Holborn Empire.

The Mae Wynn Foursome, American dance flash, is proving a sensation at the Dominion, an important West End house, where the act is accorded a succession of tab calls after each performance.

Business remains good at the London Palladium, where the "crazy month" continues with the Great Yacopis, springboard sensation; Rosette and Luttf-man, artistic novelty dancers, and the Chevalier Brothers, a swell pair of acrobatic comedians, all from America, proving solid hits.

Max and his Gang, a great dog act novelty, and Sonia and Vernon, a fine musical act, are two popular American entries at the Troxy, Stepney, and Hibbert, Bird and Ready, a trio of American comedians in a brilliant dance travesty, win honors with Jack Hylton's Band at Finsbury Park Empire.

ATLANTA, Ga., Dec. 25.—Frank D. Adams has been appointed booker of the Roy Martin Circuit with office in the Walton Building here. The circuit operates 22 houses in Georgia and Alabama and opens two more next week.

Lewis Scandals' *Girls in Cellophane* and Harry Shannon's *Revue* are now working the circuit.

Rendon, Johnson Take Lease

PORTSMOUTH, O., Dec. 25.—Col. Bill Rendon and J. M. Johnson have taken a lease on the Westland Theater here, opening it this week with a two-a-day family vaude policy. Dramatic stock shows may intersperse the vaude bills later on. Rendon and Johnson operate two other houses here.

Coast Band Acts

LOS ANGELES, Dec. 23.—Anson Weeks and his orchestra, from the Mark Hopkins Hotel in San Francisco, have been booked into the Paramount Theater by Fanchon & Marco for the week opening February 4. F&M took the contract over from Fox-West Coast, which had booked Weeks for Loew's State before stage shows were discontinued.

Guy Lombardo and his band play two weeks at the same house starting January 4.

Max Baer on Loew Time

NEW YORK, Dec. 23.—Loew has booked Max Baer for three more weeks on the circuit. He will appear in Baltimore the week of January 5, in Washington the week of January 12 and will be at the Metropolitan in Brooklyn the week of January 19.

Watch for
"TRANSPORTATION POINTERS"
 By Sam Thall
 in the
HOLIDAY GREETINGS NUMBER
 of
The Billboard
 Dated Jan. 6, 1934

Palace, New York(Reviewed Friday Afternoon, Dec. 22)
(First Show)

While most of the other houses on the street were making an effort to appeal to the children over the holidays, the Palace confined its appeal to those who are children in mind only. In conjunction with Joe E. Brown in *Son of a Sailor* (First National) on the screen, it played the Messrs. Shubert's tabloid version of *Artists and Models of 1934* on the stage. For a week at least there is an extra burly house on Broadway.

Our Mr. Spelvin remarks that the supply of nude pictures in the lobby displays has received a boost from the openings of the new cabarets. The Palace also is contributing its quota. From the time you walk into the lobby (where the Christmas wreaths look pretty sick surrounded by the poses of bare cutties) to the time you walk out, the whole atmosphere is burlesque. At the first show opening day there was a capacity crowd—but it's doubtful if there were 20 women in the entire house.

And there was no reason that there should be. *Artists and Models* starts off with a posing number a la Minsky, follows up with an acrobatic dance done by a lass who is clad modestly in gauze only down to the waist and follows up with as dull and aged a collection of blue blackouts and faded production numbers as the ghost of Paddy Cain's warehouse could imagine.

Jans and Whalen and Jimmy Savo are given the billing, and Joe Herbert, Kendall Capps, Halene Eck, Dorothy Van Hest, Edith King and Frances Foley are featured. Outside of the starred players and Joe Herbert, none of them could be identified. There was no particular reason to try.

Herbert gave a passable imitation of Richman and sang some songs neither better nor worse than the average male singer in a flash act. Jans and Whalen appeared in skits and came on in the early part of the show for their own act, featuring their loud and dirty crossfire.

It is an unintelligent and completely boring hodgepodge, with only three numbers in the whole thing having anything to recommend them. One is a feature in which gals in national costumes sing lullabys of various nationalities, blended together at the end—but even that was ruined by a tableau of recently denuded show gals draped in white, backed by pink eagle's wings—or were they supposed to be angels?—a cheap and shoddy attempt at production. Another number had a stageful of xylophones, with the chorus pretending to play them, led by a mixed team. And the third recommendable number—and there's no reservation about this one—was, of course, Jimmy Savo in his grand, uproarious, delightful and completely enjoyable pantomime. Mr. Savo pulled down the house, scoring the only real applause hit in the show and getting as solid a show-stop as the Palace has ever heard. You could have heard the noise from here to the Shubert office. And he deserved every ounce of it.

The 12 gals concerned—a line that was not too pretty and certainly not too well trained—went on a small turntable for the finale while a ruder descends from the flies. The whole thing emphasizes this reporter's contention that only a hairline divides burly from a certain type of legit revue. All that was missing was a series of strip women (who you expected them to appear at any minute) and thigh-length skirts for the usherets.

Any house that has a regular vaude patronage should steer clear of this stuff. Drawing the hanger-on stag crowds for one week doesn't make up for the permanent loss of regular family patronage. EUGENE BURR.

Chicago, Chicago

(Reviewed Friday Afternoon, Dec. 22)

The members of production department have done themselves proud on this week's overture, one of the most lavish and colorful yet reviewed by this scribe. It has been beautifully costumed and combines a massed singing ensemble in the pit with the orchestra and an Italian village scene on the stage using the Evans Ballet, all masterfully directed by Cherniavsky. *Neapolitan Airs* is its name, based on Italian street songs, and during which the singers do *O Marie* and *Finciculi, Finciculi*, among others. As a finale Cherniavsky has taken the symphonic composition, *Caprice Italian*, by Tchaikowsky, and set its *Taranella* to lyrics, which is sung by the ensemble while the Evans girls dance. Every one who is responsible for this marvel-

ous overture deserves a pat on the back for their efforts which were rewarded today by vociferous applause at its conclusion.

Dave Apollon's *Surprises of 1933* has been mounted with a nice set by Leo Stahr. It opens with the Evans Ballet dressed in white Russian costumes doing a routine which is followed by Zita and Annis doing some difficult twirls and steps. Dave then makes his appearance and leads his Filipino string orchestra thru two numbers. Jean, Ruth and Gail go thru a hotcha number of taps and are followed by Nora Williams, blues singer, who does *The River's Taking Care of Me*, *Piccolo Pete* and *Uptown Low-down*, and left a hit. *Dark Eyes* and *Two Guitars*, played by the orchestra, were next, with mandolin work by Dave that was a gem. Harold Aloma, steel guitarist of the band, sang a number and played *The Last Roundup*. Danzi Goodell then offered an eccentric tap and some shuffle snakeships that went over big. Manuel, guitarist-comedian, did *Sweet Sue*, with some Russian interpolations by Dave, and the act closed, with Dave doing *Some of These Days*, with the ballet and Jean, Ruth and Gail on for the finale. During the entire running of the act Dave and his cohorts keep up a running line of chatter that had the audience in stitches. Were a hit. F. LANGDON MORGAN.

Academy, Chicago

(Reviewed Saturday Afternoon, Dec. 23)

Years ago this house was Kohl & Castle's pride and considered the best vaudeville house outside of the Loop. Since then it has housed almost every form of entertainment and of late years has had a rather checkered career. Six weeks ago vaudeville was again installed and reports are that business has been steadily increasing each week. The policy at present is five acts, changed three times weekly and booked by Dick Hoffman out of the Billy Diamond office. The admission being only 15 cents for the vaudeville, a feature picture and numerous short subjects, naturally the budget for the flesh bills is low, running about \$500 a week for the 15 acts.

Meeks and Werner, two men, opened the bill with a tap dance to a rustic tune, returning for another routine of fast dancing that gave each an opportunity to show what he could do. Act would be much better if they split their two routines, which are too long in the present form, and opened and closed with fast numbers, spotting their rustic number in the center.

Dick and Ruby Wken, in Scotch costumes, first offered a song and then Ruby did a Highland fling. Dick returned to sing *I Belong to Glasgow* in dialect and then played *Annie Laurie* and gave a bagpipe imitation on the violin. Closed with woman boom-booming the bass drum and the man blowing the bagpipes to what was supposed to be *The Stars and Stripes*.

George Marko, next, sauntered out in overalls and proceeded to tell about his farm and the animals on it and gave imitations of numerous barnyard noises, coming back to do the proverbial model T Ford.

Freddie Stritt and Company, the company being Roy Rohder and Ann Saber, got going with a song by Freddie called *You Remember Me?* He is interrupted by Ann and Roy for some gagging and nut comedy by Roy in misfit clothes. Later in the act there is a bit too much of this kind of hokum and it gets a little tiresome. During its running time several songs are sung and a tap contributed by Ann. Finish has all on for a dancing finale. Act is new, just breaking in here and probably will be changed considerably. If not it should be. Applause good at curtain.

Hollywood Four, all men, opened "in one" singing *You've Got To Be a Football Hero*, then going to full stage for a session of Indian club throwing that pleased. Two of the men act as comedians and the teamwork of all sent them off to a good hand. F. LANGDON MORGAN.

Loew's State, New York

(Reviewed Friday Evening, December 22)

Again the State's banking a lot on its pit; this time it's Joan Crawford in *Dancing Lady*. Probably will work out all right, as the house was okeh at this last show opening day. Stage show, however, is certainly a sorry spectacle, having for its headliners Lee Sims and Ilomay Bailey. They went a little floppo. Rest of the bill is tried and true vaude, but the booking office must have had a hangover when putting this layout together. Not the right assortment and

thus the spotting was all screwy. The flesh rubs 66 minutes.

Oddities of the Jungle makes a pleasant opener, in keeping with the holiday spirit. The male, in India garb, puts an elephant, zebra and dog thru paces, the pachyderm taking the honors. Latter is indeed clever and has a wide assortment of tricks. Folks liked it.

George Wiest and Ray Stanton, aided by Bernice Goessing, Ed West, Patricia Morley and Selma Marlow, are on the spot in such an early position, but they manage well anyway. A good comedy flash, different from the usual run, and there's no trouble in entertaining the audience. It's light and breezy, with very funny blackouts dotting the running time.

Lee Sims and Ilomay Bailey didn't get anywhere in the following frame with their piano and singing act. Not for vaude at all—the kind of an act that has the palm pushers wondering if they're hearing or seeing things. The getup of the act isn't the thing, altho the couple appears to have talent.

Joe and Pete Michon pick up the going with their rough-and-tumble hoke. These boys are indeed funny and certainly disregard their physical beings, considering the falls, etc., that they take. Get laughs galore no matter how many times you may have seen them.

Virginia Lee and Tommy Rafferty head a flash that's peopled with talented young folks, but unfortunately proceeds along stereotyped lines—a stair dance, a Will Mahoney number, etc. Gets over because of the good talent, but would fare bigger if it were given some true production. Miss Lee, undoubtedly the blonde, is a grand tapper, and another girl, Adelina Bendon, does nice toe and acro stuff. There's another boy dancer in addition to a girl pianist. SIDNEY HARRIS.

Earle, Philadelphia

(Reviewed Friday Afternoon, Dec. 22)

(Second Show)

The ill, with a nurse in constant attendance between shows, Buddy Rogers, erstwhile film star, put on a good show for the Earle patrons at the opening today. His *California Cavaliers* revue was greeted by good business and a top-notch holiday week is expected.

The orchestra opened with a flash number, serving to introduce Buddy, who got a big hand on his first appearance. Dashing from their seats, the bandmen came out front to sing *The Last Roundup*, with Gene Conklin as a corking soloist.

Jeanne Goodner, young, attractive dancer, then gave a graceful acrobatic number, followed by Rogers' first solo effort, a trombone selection of *Liebes-traum*. Jack (Screw) Douglas followed with some grotesque comedy, chief bit being a burlesque fan dance that kept the house in stitches.

At this time Rogers introduced Gracie Barrie, held over for the third week at the Earle, who sang *Anything I Have Is Yours* and *Puddin'head Jones* to good applause. Raymond Baird follows with his double-saxophone stunt, playing part of *William Tell* overture while playing both instruments at once.

Nella, a throaty blues singer, follows with *Devil* and *the Deep Blue Sea*, after which she takes her place in the band as pianist. Rogers then introduces Milton Monson as a "hitchhiker from Montana" who had come east for a radio audition. Monson brought down the house with his clear renditions of *When Irish Eyes Are Smiling* and *My Buddy*. Jeanne Goodner followed with another acrobatic dance.

Finale was a novel orchestra arrangement, *New Deal Rhythm*, in which the band plugged the name Roosevelt and NRA with letter effects, while for an added kick Rogers introduces his scene from the motion picture *Close Harmony*, where he plays practically every instrument in the band. Film is *Son of a Sailor*.

H. MURDOCK.

Roxy, New York

(Reviewed Friday Evening, December 22)

As the perspicuous may have remarked, the word "original" is missing from the name of the house at the head of this review. That is, of course, because what was once known as the RKO Roxy has now become the RKO Center, after a legal battle for the use of the Roxy name that dragged for a year thru the courts. The Roxy is still the Roxy—which, if a personal opinion may be indulged, is as it should be.

The stage show this week, supporting Will Rogers in *Mr. Stitch* (Fox), is aimed thruout at the kiddie trade over Christmas. And while by no stretch of

the imagination does it ever become sensational, it is still a pleasant and attention-holding show that possesses plenty of the holiday spirit. There is no "name"—unless you want to include Santa Claus in that category. And even he doesn't appear in person.

Dave Schooler and his boys are in the pit this week, probably because the cage in which Captain Frose keeps his tigers takes up their place on the stage. Captain Frose opens the show and does it excellently. He has five huge striped beasts, and he puts them thru their paces without the use of a gun, whip or any other paraphernalia usually indulged in by trainers. The climax, in which he is literally smothered in tigers, is a sock. Off to a big hand.

The Gae Foster Girls, in tiger-striped costumes, follow in a grand acrobatic routine, with various of the kids stepping out for specialties. Impressing particularly was a lass named Nadine, who's at one end of the line. Her last name wasn't announced.

Next come the Miller Brothers, colored steppers, whose excellent tapping is lent further interest by the series of strange contraptions on which they do it. And then comes A. Robins, to score with a trick costume that disgorges all manner of objects until a huge trunk is filled, and that then changes itself into an evening gown and then into a porter's outfit. A nice novelty, particularly for the kid audiences.

A very pretty Dresden ballet comes next, with York and Johnson, two girls, singing lovely accompaniment for the Foster Troupe's gyrations, and then Gine, De Quincey and Lewis inject some comedy with their always amusing hoked adagio. They're followed by Stan Kavanagh and his juggling. It doesn't matter how many times you see him; he's always fresh and amusing, and the crowd went for him plenty.

Schooler gets up on the stage to lead a dance from the Foster kids, who are dressed in grand red costumes, aided by Nadine (pardon the familiarity) and Mildred Patterson, the latter also from the line. Both kids do excellently, holding down their featured spotting with ease and ability. Then Schooler hands out dolls to the entire troupe and they do a doll routine that is both excellent and particularly fitting for the holiday trade. And then the usual all-on finale as the curtain closes in.

Attendance was rather light at the supper show opening day. But Christmas shopping has to be done. EUGENE BURR.

Academy, New York

(Reviewed Wednesday Evening, Dec. 20)

While this show was caught at supper time and in miserable show weather and Christmas week, yet there was little reason for there being any more patrons than there were, somewhere in the vicinity of 70. *Love, Honor and Oh, Baby*, as a picture support is okeh, but the stage show was certainly not good. *Scandals* is coming next week, so let's forget this off week as it may be good business after all to let down occasionally.

While we're on a flight of free speech we wish to call attention once again to two very glaring defects in this house: the dirty, faded and water-spotted curtains on stage, and the sound system which (when it works at all) sounds like one of those 1920 radios. Lew Preston, the manager, is not to blame. It's the long story of economy that is one of the biggest reasons for the death of vaudeville. Give the audiences their illusions, Messrs. Skouras, or they'll stay away from the Academy, even at the cut price of 40 cents. Getting now to the bill at hand:

Great Gretonas is a balancing act that is a humdinger for opener. Six people with balance poles on tight wire, with bike and chair and a feat that is nothing less than tremendous. Two men supporting another performer standing on a chair and a girl standing on his shoulders. We recommend it highly as real stuff without the usual faking.

Forsythe, Seamon and Farrell, comedy, dancing and song, failed to get over at the show caught—possibly because of the sparse crowd. The fellow in act has a good voice, but doesn't use it to any advantage.

Johnny Hyman, with his play on words act and up-to-the-minute news, is always okeh and registers fine with any audience.

Harry Burns, in political parade and dialect speech, is right for this house off Union Square, and the company finishes off with some good song and string quartet music. Grabbed a nice hand.

Valaida Snow and Berry Brothers and sepla girl ork have the stuff that sells

well in a house like this, altho some of act smacks of amateurishness: Valaida Snow is sure-fire blues and she has a personality that wows 'em on completion of her songs. Berry Brothers are smash hits in novelty act and tap dancing; then there is a Negro spiritual feature that is rather impressive. Act needs much polishing, but ought to fit.

BILL WILLIAMS.

Radio City Music Hall, N. Y.

(Reviewed Thursday Afternoon, Dec. 21)
(First Show)

There's no telling what you can expect next from the Music Hall so far as its stage shows are concerned. After making a hideous routine, elephant-studded batch of a ballet, based on Rimsky-Korsakov's grand *Scheherazade* (which the composer never wanted one of his ballets anyhow), the house comes thru this week to do a grand, joyous, thoroughly amusing, entirely tasteful and altogether splendid job of the *Coppelia* ballet, an adaptation of Delibes' work. The explanation is, one suspects, inherent in the difference between fancy and imagination. The *Coppelia* takes fancy of the first water to put it across, and the Music Hall has fanciful minds with the ability to put their fancies beautifully upon the huge stage. But a thing like the *Scheherazade* demands true imagination—and that is a thing which the Music Hall simply does not possess. For the matter of that, very few theatrical organizations in the world do possess it.

In any case, two big ballets in succession mark a definite break from the old presentation policy of a singing ensemble number, a ballet number, the Roxettes and a big and very silly presentation scene, repeated with only minor variations week after week. That was a policy which made this reporter almost as sick as the rest of the regular customers. The ballets seem a definite attempt to break away, to do something different, and for that reason they may be hailed; for that reason the ill-advised *Scheherazade* may be washed off the records as an abortive attempt in the right direction. It is to be hoped that in the future the Music Hall will stick to its new plans, and will confine them to projects which it has the ability to carry out.

But *Coppelia*, as it is now being shown in Roxey's huge showshop, can depend on more than its intentions to put it over. It is finely successful. Done in *Mittel Europa* sets, with the bright coloring and general makeup of a *Cocq d'Or* on the *Chauve Souris*, it competes successfully with almost any other show in the same tradition. Vincente Minnelli did the settings and Montedoro the costumes, and they are both to be highly commended. So, too, are Florence Rogge for her choreography and Leon Leonidoff for his staging. The production is entirely successful, completely fulfilling its own purposes. And more than that even the most captious critic couldn't ask.

The story, told by a gentleman sitting in a fireside nook where the right-hand organ ought to be (and that's the only incongruous note in the whole production) is of the magical toymaker and his wondrous doll that steals the hearts of all the village lads. The girls grow jealous and break into the toymshop, setting the toys in motion—and Svanhilde, whose Franz has been bewitched by the doll, takes the lifeless charmer out of the window and sits herself in her place. Franz breaks into the shop and is bewitched by old Coppellus, a drop of his blood being taken by the magician to bring the dolls to life. But when the masterwork is approached, Svanhilde throws off her doll's raiment and wakens Franz, falling into his arms. The finale, which is as joyous a thing as this reporter can remember seeing in a theater, has everyone—the mayor, the townsfolk, the toys and even the magician—dancing blithely as huge golden bells descend and the stage becomes a heady whirl of color.

The whole thing is studded with delightful dances from the Roxettes, the ballet and the soloists. Joan Webster and George Herman stand out as two of the dolls. Nicholas Daks is excellent as Franz, but chiefly the production offered startling confirmation of the reporter's huge regard for the loveliness and great talent of Maria Gambarelli. The programs hadn't come up at the first show opening day, and the first mezzanine is entirely too far away from the stage to make the recognition of faces an easy matter. Your reporter didn't know who Svanhilde was, but in his rough notes appears the citation: "This is by long odds the finest ballerina—with the possible exception of Hootor—to grace the Music Hall stage." And

then, getting a program on the way out, he discovered that the lady in question was Gambarelli, who, he has always contended, would be just that.

Gambarelli does a magnificent job. Her surpassing loveliness of motion and of form, her personality that reaches out to encompass even the vast reaches of the Music Hall, her fine art, all combine to make her Svanhilde something to cherish and remember. Now that they have got her back at Radio City, Roxey and his henchmen would be stark, staring mad to let her go again. It is only fitting that one of the finest of our ballerinas should have the world's greatest playhouse as her workshop.

The stage program before the ballet consists of a Roxeyette number in which the girls pretend to be Christmas tree ornaments, and a program of Christmas hymns played by the orchestra and sung by Susan Clough and the singing ensemble. On the stage during the hymn singing the ballet postures before an altar, and throught the number at least one customer had a dreadful feeling that that altar was going to open. In the end it did, to reveal the manger scene. Then, immediately, the orchestra went into the tinkly strains of *Jingle Bells* as a prelude to Walt Disney's *The Night Before Christmas* on the screen.

The feature picture is *Flying Down to Rio* (Radio) and the house was comfortably filled. EUGENE BURR.

Capitol, New York

(Reviewed Friday Evening, December 22)

Business was brutal the opening day, and will probably continue so the rest of the week, despite the fine stage show and a good picture, *Going Hollywood* (MGM), with Marlon Davies and Bing Crosby. And, incidentally, a vaude act, *Three Radio Rogues*, is the laugh wallop of the picture.

The stage show this week is of the old-style presentation type. No comedy talk or hoke, but plenty of color and fantasy in keeping with the Christmas idea, with a bit of singing and pantomime comedy as spice. The mood is established by Yasha Funchuk conducting the symphony orchestra thru light gypsy tunes, followed immediately by a Christmas card effect and Aileen Clark and a chorus caroling some choice carols.

Then the show switches to the silvery screen and *Santa's Workshop*, a Walt Disney *Silly Symphony* in color, is unrehearsed. It fades right into a large replica of Santa's toy bag on the stage, and this sets the idea for the rest of the show. Out of this bag prance the Chester Hale Girls as charming wooden soldiers, while the chorus parades in gaudy toy costumes.

This gay scene is followed by excellent comedy relief from a Punch and Judy show, with George Prentice taking the bows as the clever manipulator. The next scene, *Toytown Topics*, is thru the courtesy of Lawrence Langner, who, in fact, has a finger in most of the Broadway pie already. It's a toy-shop idea, effective despite its age. Ivan Trisault, as the kind old toymaker; Aileen Clark, as the doll with a lovely soprano trill; Mario Rio, as a frilly, dainty ballet doll, and a small dolly with a big blues voice animate the quaint old shoppe. The baby dolly, in fact, stopped the show.

Gautier's toy shop, utilizing four frisky ponies and five small dogs, is another kiddie heart-thumper. Then come the Harris Twins and Loretta, who excite the adults as well as the kids with their excellent acrobatics and adagio work. They drew a very big hand.

For a finish, the Hale girls, transformed magically from wooden soldiers to Hansel and Gretel teams, parade in pleasant formations while streamers of tinsel come down for a very Christmasy closing. All in all, a swell show for the kids.

And, to complete the record, the trailer for next week's picture, *Dinner at Eight*, is preceded by a song duet by Lawrence Lee and Fifi Dawson. They invite you and you to drop in some time next week. It's all in the Christmas open-house spirit, you see. PAUL DENIS.

State-Lake, Chicago

(Reviewed Sunday Afternoon, Dec. 24)
(Second Show)

There is a nice holiday show on tap here this week headed by Vic Oliver, who makes his third appearance in the Loop this season, having already played both the Chicago and Palace.

Victoria and Lorenz, working before a ship drop, gave the bill a good start with backflips and other knockabout acrobatics. The hand balancing by Lorenz on a stack of cigar boxes and his seq-

NEW ACTS

Reviewed in New York

Solly Ward

—Assisted by—

Imogene Coca and Helen Carrington
Reviewed at Loew's State. Style—
Skit. Setting—In one. Time—Thirteen
minutes.

Solly Ward, who doubles from musical comedy into vaude, is back with a new turn modeled along old lines. It's one of those pleasant little acts which neither excite nor bore. Solly does very nicely as a bewildered hen-pecked husband, while his two assistants are more than able in handling lines.

The turn has Ward out with his wife, who is a tough female, believe us. When she steps out a minute, who should come along but a pert little brunet with some-hither eyes? Solly flirts and is caught by the wife, whereupon the three drop recriminations for a few minutes of singing.

Ward is an oldtimer at handling lines and gets quite a few laughs, the trio walking off to a nice hand. Spotted third here, the act did okay. P. D.

Max Baer

Reviewed at Loew's State. Style —
Singing, dancing and talk. Setting —
In one. Time—Twelve minutes.

Baer is the boxer who skyrocketed into b. o. fame with one picture, *The Prizefighter and the Lady*. He is now

saw table trick sent them off to a nice hand.

Bob LaSalle and Company opened with Billy Joyce at the piano, while Bob sang a couple of comedy songs, later being joined by Dorothy LaSalle for another song and some chatter. Bob's comedy songs are a little risqué but got plenty of laughs at this show. The acrobatic dance, done by Jim Rentch, gave them an exit to heavy applause.

Ann Pritchard and Company, on next, started with Ann's beautiful and graceful toe dance, and was followed by Jack Golde and a couple of girls for some tap specialties that clicked. Ann returned to sing *Isn't It Heavenly?* and do a solo tap with twirls. Their finale had all on for dancing, with knee falls by Jack Golde. Good hand.

Vic Oliver just about stopped the show with his clever patter and music in the next frame. His piano work, beginning with off-key notes and ending with some brilliant playing, got a big hand, and his clowning and mugging and cross-fire stuff with Margot Grangle had the audience laughing heartily. Ended with a satire on radio announcing, with violin accompaniment by both. Three bows. A hit.

The stage revue opened with Verne Buck and the boys playing Christmas tunes, followed by George Goebel, "The Little Cowboy," from Station WLS, who sang *Little Joe the Wrangler*, *Danny Boy* and *Berry Pickin' Time* in a sweet boyish soprano voice. A number by the State-Lake girls and then Bud Harris and Bert Howell had them laughing with comedy talk, vocalizing and violin playing by Howell and a fast tap by Paul Harris. A hit. Finale was a clever mechanical toy routine by the girls, with a Christmas tree background. F. LANGDON MORGAN.

Paramount, New York

(Reviewed Friday Afternoon, Dec. 22)

After a useless and long-winded moving curtain unwinds on the Paramount stage, giving the names of past Pickford successes, the announcement is flashed that Mary Pickford, America's Sweetheart, will appear in person. Whereat

picking up some loose dough playing clubs and vaude, and made his local vaude debut here at a reported \$3,000 per week.

He is doing a passable personal appearance. Altho he does not strain himself to put on a regular act, he gets by easily enough by just being himself. Baer has a great personality. Good looking and favored by a winning boyish smile, he makes a regular heart-thumper for the gals. Here, he came out in street clothes and did straight for George Givot, coming up from the audience, the first six minutes. Then he does a couple of minutes of song and dance from his picture, assisted by a line of eight pretty gals. He winds up with solo singing of *Dinner at Eight*. He has no real voice, of course.

Altho, we imagine, most people would expect him to come out in fighting togs and do a bit of boxing, Baer manages to get over nicely nevertheless. P. D.

Consuelo Gonzales

Reviewed at the Original Roxy. Style —
Singing and comedy. Time — Ten
minutes.

In the presentation show at this house, Miss Gonzales came out for comedy cross-fire with a heavy Latin tinge, using Dave Schooler, house emcee, to do straight for her. Then into song number. (See NEW ACTS on page 10)

Miss Pickford does appear, to give approximately the last half of the first act of *A Church Mouse*, in which Ruth Gordon played at Mr. Brady's Playhouse a few years ago and in which Louise Broody was seen in Mr. Chamberlain Brown's revival last spring. The locale has been shifted to America for the easier comprehension of customers who enjoy going to de luxe houses, but otherwise it remains about the same.

It remains about the same, that is, with one important exception. The acting of the title role is now one of the most silly, shallow, saccharine and ineffective interpretations that this reporter has ever been unfortunate enough to see. In the first place, Miss Pickford, appearing only in the first act and being bound to display the Pickford smile and precisely curled hair, appeared about as much like a poor little church mouse as Queen Victoria might have. In the second place, she overmugged tremendously, went coy until it hurt and introduced pantomimic bits too cute for words. The only trouble with them was that they completely destroyed any possible effect that the script might have had.

Ruth Gordon may have mannerisms and a hand-to-the-forehead habit; she may have been (and was) acclaimed when she played little Susie Sachs, but it took Miss Pickford to prove just how good Miss Gordon really was. Miss Pickford gave the part about as much interpretation as the prize piece at the fourth grade promotion exercises. The main thing was to get across the Pickford sweetness—and it was put across in spite of any demands of the lines. For once you wished that a picture star were making only a routine personal appearance.

The rest of the Paramount's stage program consists of *Yuletide Greetings*, an orchestral production with Charles Previn conducting; a gingham ballet from the house troupe, which also includes an amazing eccentric dance by Jean and Doris, and the Radio Rogues, who socked over nicely with their familiar other impersonations. *Alice in Wonderland* (Paramount) is on the screen, making a fitting Christmas program. EUGENE BURR.

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Detroit's Variety Club

DETROIT, Dec. 23.—Organization of Detroit's new Variety Club took formal shape Monday with dinner at the Book-Cadillac Hotel. Fifty members were present, and 63 charter members were admitted. Membership for the first year was limited to 100.

Constitution and by-laws were adopted, and dual purpose of the club was confirmed by members: One, to promote goodfellowship between the members of the various branches of the show business, and, two, to promote certain charitable objectives. Twenty-five per cent of the net proceeds of all organization activities was reserved for charity in addition to other specific charity projects.

Officers elected included John E. Flynn, president, of Metro-Goldwyn-Mayer exchange; Edgar A. Kirchner, secretary, and manager of the Family Theater; secretary, David Newman, owner of the Pasadena Theater, and treasurer, Carl Shultz, of Columbia Exchange.

All branches of the industry were represented, including commercial film producing companies, exchanges, theater managers, Michigan Vaudeville Managers' Association and the two large circuits, Publix and Butterfield.

American Acts in Paris

PARIS, Dec. 11.—Only picture houses presenting American acts are the three Gaumont theaters. Stadler and Rose are featured at the Gaumont Palace, with Jenkins and a bevy of girls. Billy Wells and Four Fays are at the Olympia, while Gaston Palmer, European juggler, heads bill at Rex.

Nina Mae MacKinney entertains at Chez Florence with James Worth's Marimba Band. Cote d'Azur, new night spot, offers several American acts, including Earl Leslie, Marino and Norris, and Danny and Eddy.

The Four Whirlwinds, roller skaters, head bill at the Corso in Milan, Italy. Paul Gordon, wire walker, also in Milan, as is the Malinoff Trio, featured at the Trianon.

Pencil in Berlin Show

NEW YORK, Dec. 23.—Irving Berlin's vaude show has been penciled in by RKO to open March 16 in Rochester and play the route. It will be a specially built show along the lines of the condensed versions. Production hasn't been started on it yet.

Golde Gets Bayonne House

NEW YORK, Dec. 23.—The Opera House, Bayonne, N. J., has been landed by Lawrence Golde for his vaude books. Opens Monday under a split-week policy, with shows changing Sundays and Thursdays.

Powell Operated On

CHICAGO, Dec. 23.—Walter Powell, vaude wire act, who injured himself recently in a fall, was operated on for rupture Wednesday at American Hospital. He is reported as getting along nicely.

Comedian for Parliament

LONDON, Dec. 12.—Gillie Potter, leading English vaude and radio comedian and monologist, will stand as a candidate for a London constituency at the next Parliamentary elections.

Long Tack Sam Has New Unit

CHICAGO, Dec. 23.—Long Tack Sam, whose vaudeville act has been a headliner for years, has needed the fashion for unit shows and is launching a new full-hour-length show to be called *A Night in China*. The show has been in rehearsal here for the past two weeks and is making its debut at the Marbro the current week. Show is presented by Frank Crikshank and Jack Garrity is manager. Fred Evans of the Chicago Theater put on the dances. There are six principals and 12 girls in line.

Eddie Cantor's Dates

NEW YORK, Dec. 23.—Eddie Cantor has been booked for another jaunt in vaude, carrying his own show with him. He will open January 5 at the Paramount, Brooklyn, and follow into the Earle, Philadelphia, on the 12th. It is expected that he will go into the local Faramount the week of January 19.

Arizona Vaude Goes Up

TUCSON, Ariz., Dec. 23.—Vaudeville, dormant here for the last six months, is again being used to resuscitate drooping revenues. The Fox Arizona chair, operated by Thomas D. Scriero, is playing vaude three days a week in Tucson and Phoenix, with scattered days at the other Arizona houses. The Publix is billing free-lance specialty acts and has booked *Jazzmania*, San Francisco road show, for next week in Tucson and Phoenix.

Reno Wilk has been named manager of the Tucson Fox Lyric, where Spanish vaude is regular fare. He succeeds R. Rodgers, transferred to the Phoenix house.

American Dancers Return

LONDON, Dec. 12.—Jim Ricards and Nick Castle, American tap dancers, lately with Billy Creedon's Four Western Stars, left for New York this week after a year's stay in Europe. For the last four months the boys have been successfully showing their two-act in England and Holland. Their late partners, Pearl Adelaide and Rose Sawyer, are fulfilling an engagement for the month of December at the Versailles Hotel, Kovno, Lithuania, being the first American act to play that spot.

Apollon Enlarging Act

CHICAGO, Dec. 23.—Dave Apollon, whose act is appearing at the Chicago Theater this week, is making preparations to enlarge his show to a unit of 55 or more people. He intends to use his present act and in addition several Russian importations, and will present a show on the order of the *Chaupe-Souris*.

Moss Leaves Hillstreet

LOS ANGELES, Dec. 23.—Richard Moss has resigned as manager of RKO's Hillstreet, effective immediately. Jack Frost moves in, taking Moss' place.

George Sackett, former manager of Warner Bros. Downtown and with the Warner houses for eight years, takes Frost's place as manager of the United Artists' Theater under Sid Grauman.

NEW ACTS

(Continued from page 9)

bers, comical and straight. Later reappeared to sing during a number danced by the Gae Foster Girls, the house troupe.

Her voice is a bit nasal, but when she lets it out in her Spanish songs she handles it well—and she does the numbers to a fare-thee-well. Has life, verve and plenty of personality. Altho the Latin angle was heavily accented in her comedy cross-fire, it wasn't like most of the Latin stuff that you get. Miss Gonzales actually has personality, and she depends on that and a real sense of comedy values to get her laughs—which is a welcome relief from the sex-tossing that most of the Latin threats depend on to get them across. She has the stuff, and makes the most of it. A really entertaining singing comedienne.

William and Elsa Newell

Caught at the Palace. Style—Singing and comedy. Setting—In one. Time—Eleven minutes.

The Newells are back with a comedy turn featured by the insane range of Elsa's voice, which pulls laughs whenever it whoops out. Billy starts and Elsa interrupts, and from there on it's comedy cross-fire and what-have-you, excellently delivered and pulling excellent response. Standout is probably Elsa's Helen Morgan takeoff, in which she stands behind a minnie piano with a couple of stuffed-dummy legs hanging over the sides. The legs' contortions as the number progresses provide plenty of laughs.

Deuced here, and customers responded heartily.

Fred Berrens and Orchestra

—With—
MARTHA RAYE AND PAUL KEAST
Reviewed at Loew's State. Style—Orchestra and specialties. Setting—Full stage (special). Time—Nineteen minutes.

Berrens, now broadcasting over the CBS network, is back in vaude with his orchestra, a couple of vocalists and a dance team. He puts on a pleasant act,

the 17-man band and the specialties blending into nice entertainment.

The orchestra supplies excellent rhythms, specializing in simple arrangements of popular songs and never going in for any freak or comedy tricks. The music is snappy without being brassy. Berrens is an unobtrusive leader, staying in the background and coming to the fore for a violin solo, and to announce the specialties. Paul Keast is on for one good vocal number, followed by a boy and girl team, eccentric dancers, who drew the biggest individual hand in the act. Martha Raye, hotcha blues singer, socked over three numbers. Her strutting and mugging help make her stand out.

In closing spot the act held keen interest right thru.

VAUDEVILLE NOTES

(Continued from page 7)

Sanitarium, Macon, Ill. She'd like to hear from her friends.

HARRY ZETTLIN, son of the late Olga Zeitlin, came home from military school for the holidays and dropped up to see Uncle Johnny Hyde and his sister, Judy, at the William Morris office. Everybody gasped at how he grew and his military carriage.

CHANEY AND FOX, impressionistic dancers, will entertain guests of President and Mrs. Roosevelt in the East Room of the White House December 27. The dancers are personal friends of the Roosevelts.

THE MIDDLETONS, with their mari-onettes, have just completed a series of Comerford dates during which they played in nearly a score of Pennsylvania houses. They will spend Christmas at home in Reading, Pa.

LEE GAILS, musical comedy favorite, heads the tabloid cast of *Bottoms Up*, now playing the Pitt in Pittsburgh. Beth Miller, the Four Camerons and 16 Chester Hyle Cocktail Shakers assist.

TEDDY JOYCE, popular emcee of stage shows at the Penn Theater, Pittsburgh, back in 1929, is in the Smoky City this week, where he emcees the tabloid version of *Bottoms Up* at the Pitt. With him is Jerry Goff, New Brighton, Pa., tenor, who will accompany Joyce to London at the end of their current engagement.

SOUTH AND JACOBS, well-known black-face team, have split and are in new teams playing time around Detroit. Jacobs and Holley have joined up as a new white-face act, while South went with Al Lubin as a new black-face turn.

BARDO AND CUNNINGHAM, dance act, are playing Detroit dates.

THE MARVELS, two-man skating team, are playing in their third consecutive week at the Commodore Club, new swanky Detroit spot.

RUSSELL AND FIELDS, modeling and specialty act, are playing a series of night-club dates around Detroit.

ROGERS AND GORDON, colored dance act, have been held over at the Club Alabam, Detroit, for an indefinite run.

MISS BILLIE HAAGA, former vaude single, is at present holding down jobs at the box offices of the Maumee Theater and the Uptown night club in Fort Wayne, Ind.

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Talent Enjoys Holiday Pickup

Detroit clubs and gardens hiring extra musicians and acts—bookers rushed

DETROIT, Dec. 23.—Entertainment has noticeably taken a big jump in the past week with a trend toward holiday bills in cafes and gardens around town. This is true of practically all classes of places, from the outlying beer gardens, which are re-enforcing their solo piano player by two or three other musicians, to spots like the Detroit Athletic Club which is augmenting Bob Chester's Band with two other name bands for New Year's.

The holiday nights will be big affairs for all local gardens. Reservations ahead are being booked in many, a new policy which is lending "class" even to the smallest locations. Local booking offices have been rushed this week with garden operators coming in for acts, altho there has been a tendency to hold off signing up until the last minute. One result is that there will likely be a holiday famine of good acts, altho many are booking independently.

Typical of entertainment being offered, both for single night specials and for the Christmas and New Year's Eve events, is the Indian Village Harbor. An enlarged floor show of about 10 acts is being presented, with a special sur- (See **TALENT ENJOYS** on page 53)

Milwaukee Clubs Want Uniform Regulation

MILWAUKEE, Dec. 23.—Objection to the 12:30 closing hour for night clubs has been filed with Milwaukee's 27 aldermen by Coleman & Kloo, Inc., leasing agents of the Warner Building. They ask to be given a fair chance to compete with clubs outside the city limits.

The agents say that the Warner Building owners have an investment of more than \$50,000 in the basement, now occupied by a restaurant and night club. Coleman & Kloo favor either county or State rules for uniform regulation.

Park Central Hotel Opens Tic Toc Room

NEW YORK, Dec. 25.—The Park Central Hotel will open its new Tic Toc Room New Year's Eve, with Irene Bordon, George Murphy, Adair and Richards, and Gypsy Markoff and orchestra supplying the entertainment. Manager Harry A. Lanzner, of the hotel, is making it a membership club and is said to have spent \$100,000 in building a glass top and a continental atmosphere. Wanny Frank and Phil Berle booked the show.

Ozzie Nelson's Band remains in the hotel's Coconut Grove.

Rogers for Paradise

NEW YORK, Dec. 25.—Buddy Rogers and orchestra go into the Paradise Restaurant January 26.

Rogers is filling in with vaude acts for Paramount, RKO and Loew before going into the Paradise.

Unusual Nite Club Under Construction

BOWLING GREEN, Ky., Dec. 23.—An unusual development in the night club and amusement field is now under construction at Lost River, three miles south of here. The central feature of this development will consist of an underground cabaret and night club, located in one of the larger caves of the famous Kentucky cave area. For years Lost River Cave has been noted for the fact that it has one of the shortest and deepest rivers in the United States, and one that completely disappears in a cave. Where it comes out, above ground again, no one has been able to determine.

Lost River rises from what is known as a "blue hole" and soundings made there have shown this to be more than (See **UNUSUAL NITE** on page 53)

Bal a l'Air Granted \$4,648.60 Verdict

BOSTON, Dec. 23.—Entertainment, Inc., which operates the Bal a l'Air dance pavilion in Shrewsbury, was given a \$4,648.60 verdict this week by Judge P. M. Keating, of the Superior Court, in a suit against the sheriff of Worcester County, H. Oscar Rocheleau. The owners of the open-air dance hall claim that the sheriff's deputies wrongfully entered the dance property, smashed doors, etc., and that \$400 was wrongfully taken from the cash drawer.

The trouble occurred on August 19, and it was contended that after making about \$1,000 a week before the sheriff's visit, business fell off afterwards. In view of the failure of the sheriff to appear in court, the suit was defaulted and was heard only on the question.

Night Spots Are Still Taking on Orchestras

NEW YORK, Dec. 25.—Musicians are getting a break with the increasing number of night clubs and hotel grills using double orchestras. Most of the new class eateries are using two orchestras, while some grillrooms have added smaller orchestras for lunch and cocktail hours.

The New Yorker Hotel is doing such good business since repeal that it has given Abe Lyman a second orchestra. The Embassy Club has Bob Grant's Band for supper and Val Olman's for lunch. Among the other clubs having two bands are the Greenwich Village Inn, Murray's, Casino de Patee, Manhattan Music Hall and Palais Royal. The Waldorf-Astoria Hotel is using three orchestras. The Towers, Brooklyn, has two.

Bands are getting a break from the opening of new dining rooms by hotels. Last week the Hotel Great Northern opened its Crystal Room, with Angelo Ferdinand's Orchestra featured. The Hotel Lincoln Grill opened last week with Lester Lennin's Orchestra and Fro Grimes, vocalist, featured.

With competition getting keener hotels are being forced into adding dance music more than ever.

Clubs and Hotels See New Year's Eve Thru Rose-Colored Glasses

NEW YORK, Dec. 25.—Night spots and hotel grills are looking at New Year's Eve thru rose-colored glasses. Despite the terrific competition they are hoping there will be enough trade to divide up. Of course, prices will be rockbottom and cover charges will be out in almost every spot, the big money this year being in liquor.

Most of the bigger spots have their liquor licenses, and with liquor prices coming down they expect to make some nice dough. Reservations are coming in at a better rate than last year, it is

generally agreed, and a few of the major spots are booked solid already.

The class profiting most this year, of course, will be the hotel grills. Under prohibition their New Year's Eve business was never anything to rave about. The element that made big-time whoopee once a year usually went to the speakeas. This year the speakeas are not dangerous competitors, while the hotels have already built up a trade thru grabbing their liquor licenses early and adding dance music.

A. C. Association Favors Old Ordinance

ATLANTIC CITY, Dec. 23.—The Atlantic City Beverage Men's Association, composed of the leading men of the industry here, this week emphatically went on record as opposed to any attempt to put over Boardwalk bars or taprooms or the issuance of liquor licenses in chain food places or drug stores.

At a meeting held in Hyman's at Inlet, first since repeal, members favored old ordinances governing liquor selling in the prohibition period, which placed a ban on bars within 150 feet of Boardwalk, and further provided no entrance should be on the Walk. Joseph Hyman, vice-president, presided in absence of President Harry Hackney.

Another for Grand Rapids

GRAND RAPIDS, Mich., Dec. 23.—The city's newest night club opened this week at 144 Division avenue, downtown spot. L. W. Miller, manager, indicates club will play two acts in floor show and have a permanent dance orchestra. Spot has a capacity of 350, with a staff of 20 employees. As yet unnamed, a contest is being held among patrons to select a title. Opening night floor show included Willard Armstrong and Dorothy Duane, tango dancers, with Leo Wentick and orchestra playing. Fireproofed dressing rooms on location have accommodations for company of 60 people. All equipment is new.

'ROUND THE TABLES

ELAINE WALTERS, contralto, has joined the Dave Abrams Orchestra, with which organization she is singing nightly at the Brown Derby Restaurant, New York.

THE WORLD'S PLAYGROUND, Atlantic City, is to have the longest bar in the State of New Jersey and several adjoining ones. It was announced this week by Pete La Rosa that once famous Beaux Arts, New York avenue and Boardwalk, will reopen for Christmas holidays with a 65-foot long bar. Bartenders will wear roller skates!

ANTHONY PORCELLI was installed as president of the Atlantic City Musicians' Protective Association at annual installation meeting Tuesday night in headquarters, Moose Building. Vincent E. Speciale was re-elected secretary and treasurer without opposition. Other officers elected were: E. Hurst, vice-president; Francis Coviello, sergeant at arms, and William Madden, M. Rinaldi and M. H. Medholdt, directors.

BETTIE BURNETT, colorful featured dancer of the Melody Club, Chicago, missed a show the other night in order to appear at the annual Showmen's League Banquet and Ball. But the applause elicited for her snappy and graceful number was ample compensation, for most of the audience was made up of professional showmen and entertainers, from whom applause means a great deal.

FEATURING a brilliant floor show and the music of Bob McGowan and his 10-piece orchestra, the Club Montmartre in Hollywood is getting its share of the night club business in the cinema capital. The floor show, including a chorus of girls, is produced by Will Cowan, formerly of Fanchon & Marco. Ralph Hamilton heads an imposing array

of vocalists, and Peggy Carroll is attracting attention with her Apache "Canaan" dance.

CAFE HENRY VIII, 45th near Eighth avenue, New York, opened last week. Eddie Worth's Orchestra and a floor show, headed by Evelyn Myers, from burlesque, go on three times nightly.

FRANK FARR, popular master of ceremonies and recently of the stage and screen, is presiding over the festivities at the new Club Vernon in Los Angeles.

ELSIE GILBERT, celebrity impersonator and blues songstress, is headlining the new floor offering at the Club Airport Gardens in Los Angeles. Teske and Wayne, Ruth and Lester, Marissa Flores, Kearney Walton and Eva Olivotti are also on the bill. George Redman and his band furnish the dance tunes.

LIONEL HAMPTON, well known as the world's champion drummer, is getting his share of the applause at Frank Sebastian's Cotton Club in Culver City, Calif. Anderson and Taylor head the bill and Les Hite and his band offer the dance melodies.

HOMER GRIFFITH, Trojan football star, has transferred his activities from the gridiron to the Gold Room of the Beverly-Wilshire Hotel in Beverly Hills, Calif., where he is now being featured nightly with Gus Arnheim and his band.

VILLA ROYALE, Pittsburgh's newest night spot, features an all-girl revue, including Jean Wald and her 10-girl ork. The place is managed by Lew Mercur.

COMMODORE CLUB, one of the newer important Detroit clubs, is headlining Misses Berhard and Henry, comic and song act on the current floor show, com- (See **'ROUND THE TABLES** on page 22)

Palais Royal Back To Life Once More

NEW YORK, Dec. 25.—Broadway's newest class night spots have finally opened. Ben Marden's Palais Royal, the former Palais D'Or spot, and the Manhattan Music Hall both opened Friday night.

The Palais Royal, on the original site of same name, with both beer and liquor licenses in hand, put on a flashy opening. The exterior of the restaurant is placarded with brilliant electric lights, while the interior has been remodeled at great cost. The floor show, going on twice a night, is composed of Jeanne Aubert, Boswell Sisters, Yacht Club Boys, Weidman-Humphrey Dancers and Fred Keating, emcee, with Emil Coleman's Orchestra and an Argentine rumba band providing the music.

The Manhattan Music Hall has a big show staged by Jack Pomeroy, with Josephine Earle responsible for the dances. The completed cast consists of Roy Sedley and Louis Mann, Adler and Bradford, Lilly DeLyse, Kathleen Karr, Roy Cropper, Helen Shaw, Ramon and Ruth, Jerry and Turk, Dave Robel, Dick Turpin, 40 girls, and Hans Bruno Meyer and Tom Brown orchestras. The hall can accommodate 1,000. It's going after the pop-priced trade, listing its dinner at \$1.50. It has its beer license, altho its liquor license hasn't yet come thru.

Neither spot has a cover charge, which is in keeping with the current trend for all night spots.

Cleveland Notes

CLEVELAND, Dec. 23.—Moist night spots have set a five-buck price for New Year's Eve parties and report heaviest advance reservations in many years. Several cafes report complete sellout already.

Furnace Club head man, Henry Levin, inaugurates theatrical night as Chick Anderson's Melodymen move in with those brown-skin madcaps, Leon (Sonny) Carr, Jean Brown, Jim Rutherford, Oscar Williams, Edna Richardson and Chick Harris.

George Young, of the Roxy Theater, opened the Backstage Club in downtown area with gala theatrical night. Performers from practically all Cleveland showhouses attended the formal opening of this latest and newest night spot and theatrical rendezvous.

Elaborate floor shows at night spots are being supplanted by variety bills and musical presentations. Managers report the change as being most satisfactory and incidentally more economical, not to mention less worry and a more frequent change of entertainers.

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INDIES RESENT PRESS DEAL

NAB Members Kick to McCosker As Coast Outlet Screams Murder

KNX gives listeners earful on newspaper publishers—The Los Angeles Times cancels tie-in with KHJ, which then takes CBS News Service

NEW YORK, Dec. 23.—First reaction of the average indie broadcaster to the proposed 10-Point Plan as a means of ending the war between radio and the press is one of strong resentment and in some quarters radio station owners have openly announced that they will continue the fight regardless. Leaders of both the press and radio, however, hope to eventually override the opposition and bring about a suitable give-and-take agreement by the time January is well on its way. Not a little kickback came from the ranks of the National Association of Broadcasters. It is learned on reliable authority that nearly three-score broadcasters who are members of the NAB strongly complained about the proposed deal. Alfred J. McCosker, president of the NAB, attended the first session only of the recent conference between radio, newspaper and press association heads, and many NAB members are wondering whether he withdrew to cover himself and play safe, and whether he should have stood and given the NAB members better representation. Opinion is also shared that McCosker, seeing which way the wind was blowing, decided to withdraw and let the others arrange the best possible deal, anything for the trace.

LOS ANGELES, Dec. 23.—Open warfare broke out this week between the radio stations, chain broadcasting and the daily papers, with the radio stations taking time on the air to criticize the newspapers' attempts to keep news from the public.

KNX, Hollywood, is taking the forward step in the movement, and in its daily news periods is telling the public how the American Newspaper Publishers' (See **INDIES RESENT** on page 55)

NYLT Will Squawk On Studio Shows

NEW YORK, Dec. 23.—The New York League of Theaters is reported as preparing to put its Washington man on the job next week to start a squawk against studio audiences at radio broadcasts.

League will contend that free admission to new large capacity studios such as NBC has at radio city and seating over 1,200 in some cases is hurting the legit attendance and taking many potential theatergoers off their beaten path. It will also argue that free admissions to entertainment is a violation of some NRA code or other.

Wave Ready for NBC

LOUISVILLE, Ky., Dec. 23.—Station WAVE joins the National Broadcasting Company network on Sunday, December 31. The new NBC affiliate can be hooked up to either the WEAF or WJZ web and will inaugurate its network programs with a one-hour show, beginning at midnight, with talent from both New York and here.

Watch for
"THE NEW SHOW BUSINESS"
 By Georgie Jessel
 in the
HOLIDAY GREETINGS NUMBER
 of
The Billboard
 Dated Jan. 6, 1934

Rudy Vallee Selects
 NEW YORK, Dec. 23.—An ideal program, as chosen by Rudy Vallee from among guest stars that appeared on his program the past year, and also the ones he considers as having standout performances to their credit, is as follows:
 Mae West; George Gershwin, playing his "Concerto in F"; Tom Howard; Judith Anderson, in her "Elizabeth the Queen," dramatic sketch, and Joe Penner. Promising artists for 1934 he sets down as Barbara (Snooney) Blair, Gertrude Niesen, Joe Penner and Alice Faye.

O. G. Offers \$4,000 To Wheeler-Woolsey

LOS ANGELES, Dec. 23.—Wheeler and Woolsey were offered \$4,000 weekly for a half-hour series of broadcasts for Old Gold cigarettes following an audition piped east from Hollywood. Ted Fio Rita and orchestra furnished the musical end of the program, while Dick Powell, Warner film star, acted as emcee.
 Audition was unique, taking into consideration the fact that the average audition is handled with utter secrecy, particularly those emanating from the studios of KHJ. Wheeler and Woolsey program, however, was piped from the stage of the Figueroa Playhouse with a packed audience and encouraged to applaud as it saw fit as the regular broadcast. Burt McMurtry, CBS supervisor of commercial programs, is here from New York. Wheeler and Woolsey, incidentally, were heard Wednesday night on the Burns and Allen program.

opera broadcasts, but does not want to go on twice on the same day, since Saturday afternoon will be the regular date for the lengthy programs and there is no reason why the same sponsor should want to go on again the same night, even though the program is of a different nature.

Opera for Canada Minus the Credit

MONTREAL, Dec. 23.—Altho both the Canadian stations, CFCF in this city and CRCT in Toronto, are scheduled to take the Lucky Strike broadcasts of the Metropolitan Opera Company, thru NBC, it is understood that when they get under way next week it will not be a commercial program insofar as these two stations are concerned. Length of the sponsor's advertising talk is believed to be over the limit provided for by the Canadian Radio Commission. Also, it is presumed that the Lord & Thomas agency, and its client, the American Tobacco Company, will not be billed for these two outlets.

NEW YORK, Dec. 23.—Lucky Strike definitely relinquishes its Saturday night time next week when Jack Pearl goes off the air, since arrangements have been made for B. A. Rolfe Orchestra and Hudson Motor Car Company program to be moved down from 10-11 p.m. to 9-10 p.m. Rolfe will take the spot on December 30. It is the understanding, however, that the cigaret sponsor will take another show in addition to the

Radio Fans Vote "No" Generally; But "Yes" for Specific Artists

NEW YORK, Dec. 23.—Further publication by *The Literary Digest* of its figures tabulated on its recent test as to what its readers like and dislike on the radio reveals a rather confusing sense of proportion in the mind of the dial twisters. Preferences noted by 16,400 readers may be said to indicate only what this type of reader likes and dislikes, with the former outnumbering the latter by 124,065 to 81,271, however.

As *The Digest* points out, the direct vote on crooners in general as announced last week was 9,836 against, with only 64 favorable. Yet Rudy Vallee, the original crooner, rolled up a favorable vote of 1,330 to 756 against. Similar instances apply to Amos 'n' Andy and Jack Pearl. The test as reflected by *Digest* readers as to some "radio favorites" and "major likes" in radio are given below:

	Dislike	Like		Dislike	Like
Walter Damrosch, Music Appreciation Hour	14	1,370	MUSIC		
Jessica Dragonette	34	916	Symphony orchestras	320	5,458
John McCormack	10	498	Bands	122	4,522
Lawrence Tibbett	10	446	Operas	286	3,490
Goldman Band	12	248	Light opera, operettas	22	1,190
Albert Spaulding	16	278	Classical music	132	2,606
Ben Bernie	300	474	Organ music	224	2,492
Wayne King	54	634	Dance orchestras	200	1,096
E. A. Rolfe	90	244	Dance music, if good, without		
Rubinoff	26	326	Old-time songs and music	72	1,150
Rudy Vallee	756	1,330	Instrumental and orchestra music	128	1,722
Paul Whiteman	112	1,006	Fiancés and vocal music	548	1,294
New York Philharmonic Orchestra	18	1,038	Male quartets and quartets	166	1,776
Philadelphia Orchestra	4	650	Violin solos	56	908
Amos 'n' Andy	1,144	2,476	Concert music	30	692
Baron Munchausen (Jack Pearl)	382	1,324	Choral music and choruses	59	882
Burns and Allen	130	536	Pianists and piano music	134	1,772
Eddie Cantor	460	992	Chamber music	16	583
Irvin S. Cobb	32	388	String quartet and trios	20	532
Will Rogers	58	1,366	Minstrel shows	138	430
Ed Wynn	794	1,114	Folk songs and music	40	272
Radio Guild Plays	8	406			
Boake Carter	74	750	TALKING		
Floyd Gibbons	146	1,72	News commentators, current events	74	4,862
William Hard	150	1,50	Educational features, talks, etc.	92	2,768
Edwin C. Hill	24	1,630	Speeches	368	2,726
John B. Kennedy	6	170	Football news and sports generally	446	1,378
David Lawrence	12	150	Travel talks	6	780
Alexander Woolcott	42	2,168	Scientific talks	13	362
Lowell Thomas	12	906	Poetry reading	106	282
March of Time	10	178	Debates	22	172
Dr. S. Parkes Cadman	116	374			
Father Coughlin	6	524	DRAMA		
Harry Emerson Fosdick	46	164	Plays and playlets	360	1,114
Billy Bachelor	26	956	Historical sketches, talks, plays	23	722
President Roosevelt	18	316	Short sketches and skits	332	722
Major Bowes' Capitol program	18	316			
Major Bowes	34	976			
Roxy and His Gang					

New Biz, Renewals; NBC Going Strong

NEW YORK, Dec. 23.—National Broadcasting Company continues to sell considerable open time, having signed six new accounts and three renewals the past week. Two of the former, however, are of short duration, such as the extension of the Ford Industrial Exhibit, which brings in two additional dates for the Landt Trio and White, plus Lowell Thomas, and the one-time shot for General Electric.

NBC new business: Ford Motor Company (Ford Industrial Exhibit), thru McCann-Erickson, Inc., December 17 and December 21, on WJZ only. Lowell Thomas and Landt Trio and White.

The Pepsi-Cola Company (Junis Fudge Cream), thru Lord & Thomas, Chicago office; starts December 28, Thursdays and Saturdays, 7:30-8 p.m., on WJZ network of 17 stations to the Middle West. Eddie Duchin's Orchestra.

Spratts Patent, Ltd. (dog biscuits-food), thru Pert & Paris, Inc., starts January 21, Sundays, 4-4:15 p.m., on WJZ network of 17 stations. Dramatic sketches and stories by Albert Payson Terhune.

General Electric Company (electrical goods), thru Charles Francis Coe, Inc., Friday, December 22, only, 7:45-8 p.m., WJZ network of 47 stations to the Coast. Owen D. Young and Charles Francis Coe presenting two youths in a stunt broadcast.

R. B. Davis Company (baking powder), thru Ruthrauf & Ryan, Inc., starts January 3, Wednesdays and Fridays, 9-9:15 a.m., on WJZ network of 11 outlets. *Mystery Chef*—food talks.

American Tobacco Company (Lucky Strike Cigarettes), thru Lord & Thomas. First two broadcasts on Monday, December 25, and Saturday, December 30. Approximately two hours from 2 to 5 p.m. Other dates to be advised. Combined WJZ and WEAF networks of 82 stations to the Coast. Metropolitan Opera Series.

NBC renewals: General Food Corporation (Jello), thru Young & Rubicam, Inc., starting December 25, Mondays, Wednesdays and Fridays, 5:45-6 p.m., on WEAF network of 27 stations. *Wizard of Oz*, dramatizations of Oz stories.

General Food Corporation (Diamond Crystal Salt), thru Benton & Bowles, Inc., from January 4, Thursdays, 8-8:30 p.m., on WJZ, WBZ, WBA and KDKA. *Cape Diamond Light*, dramatic sketches. Tastyeast, Inc., thru Stack-Gobles Advertising Agency, Chicago, from December 17, Sundays, 12:15-12:30 p.m. (See **NEW BIZ** on page 55)

Anheuser-Busch Offers Symphony

ST. LOUIS, Dec. 23.—Anheuser-Busch will put on a one-time program tomorrow at 5:45 p.m. over KMOX, as a matter of trial and will offer the St. Louis Symphony Orchestra for a full hour. Vladimir Golschmann will conduct and there will be the usual advertising talk.

Anheuser-Busch will frankly ask the audience to write in and ask for it if they want the broadcasts to continue and think them worthwhile. August A. Busch Jr. will introduce the program in a brief talk, and Arthur Gaines, manager of the St. Louis Symphony Society, will act as announcer.

CBS Theater Bookings; Kate Smith for South

NEW YORK, Dec. 23.—Columbia Broadcasting System's Artist Bureau has booked the following artists into theaters: Kate Smith and unit as it now stands, eight weeks on the Interstate Time, beginning February 17.

Gypsy Nina opens for Loew at the Paradise February 12. Tito Guizar opening at Loew's Theater January 5. Charles Carlile opening at Loew's Paradise January 5.

Col. Stoopnagle and Budd have been signed for a new series of two-reel shorts for Educational Films.

Air Briefs

By JOE HOFFMAN

Scrappy Lambert and Billy Hillpot will again assume their familiar roles as Trade and Mark in a new series of broadcasts over the CBS network, beginning January 6, for Smith Brothers' Cough Drops. Nat Shilkret's Orchestra will be featured on the same program. Kay Francis will be the guest of the Ipana Troubadours over WEAJ December 27. Leah Ray, featured with Phil Harris' Orchestra at the St. Regis Hotel, will make a series of singing shorts during her New York engagement. "The Playboys" have been signed for a new weekly series of programs over CBS, sponsored by Pepto Mangan, beginning January 7. Eddie Duchin's Orchestra does its first broadcast for Junis December 28. Edward Nell Jr. has been signed to sing of the new Kopper's Coke program which starts over WOR this week. Sydney Mann, NBC's "Girl With the Violin Voice," features a song in a different language during each of her Tuesday evening WJZ programs. Miss

Mann is an accomplished linguist, able to speak in seven different languages.

Tito Guizar, the Mexican troubadour of song, opens an engagement at Loew's State the week of January 5. The Leaders started a series of programs for the Hartford Life Insurance Company over WTIC, Hartford, Monday. Phil Ducey now making solo recordings for Brunswick. Verna Burke, featured with Ed Kirkaby and his California Ramblers, auditioned for Limit and Old Gold and, in addition, is slated for a sustaining period on CBS. Jack Fulton, tenor, may go commercial with B. A. Rolfe's Orchestra in January. Charlie Golden and his Rainbow Inn crew, one of the more promising of the newer bands, is slated for a Broadway hotel spot shortly. Joey Nash and Dick Hinber's Orchestra start a series of programs for Spartan Radio over WEAJ this Sunday. Phil Parker, tenor, may go back on the A. & P. Gypsies program within two weeks. The Davies Lawrence Orchestra is now purveying popular melodies over WRNY each Tuesday and Thursday at noon. Aldo Ricci's "Phantom Strings," heard over the WJZ network each Sunday, will shortly be given another spot on the air. Ricci's string ensemble was formerly featured for four years in the Oval Room of the Ritz-Carlton Hotel.

Gene Marvey, the WMCA tenor, recently auditioned for CBS and may go commercial soon. Hal Brown, "Just Plain Bill," melodian, is the originator of the whispering violin blend for air bands. Bert Hirsch's Orchestra was renewed by the Fox Fur Trappers over CBS for another 26 weeks. The Riviera Boys have been reorganized with Phil Sheridan, formerly with the Vanities, as the tenor. The Don Hall Trio open a vaudeville engagement in Newburg, N. Y., next week. This NBC act will be routed in and about New York following this date. Charles Martin's *Five Star Final* and *Criminal Court* programs, two of WMCA's most popular programs, which ceased with that station's ban against dramatic

Big-Hearted Sponsor

SAN FRANCISCO, Dec. 23.—Fred Benioff, furrier here, who sponsors dramatic sketch programs on KJBS, KTAB and KGDM, received a surprise vote of thanks as a result of his other slogan, "Jewels From a Jeweler—Furs From a Furrier." The National Jewelers' Association sent Benioff a letter of thanks and commendation for mentioning them in his advertising.

shows, are now under consideration by several sponsors for network programs. Jack Teagarden, NBC tenor, recording for Brunswick. Ray Heatherton, the "Old Troubadour," is an ancient polo man. Gregory Stone's "International Tidbits" Orchestra returns to the NBC network after an absence of two weeks this Sunday, when it will be heard from 3:15 to 3:30 in the afternoon. "Wizard of Oz" is the only network show that uses original music for each show, with Frank Novak doing the composing. Bob Grant's Orchestra at the Embassy Club, broadcasting over WMCA, has been extended thru the spring. Howard Marsh's entire programs for his series with Buick have already been laid out. Jack Arthur, WOR baritone, studying foreign languages. Contract of Jack Berger's Orchestra at the Hotel Astor has been renewed for an entire year. Tony Wons will have three different programs on CBS next month. Don Bestor will soon introduce his new choir. Annette Hanshaw will blossom forth as a dancer as well as a songstress when she makes her stage debut.

Red Davis program, sponsored by the Beech-Nut Packing Company, has been renewed on the NBC-WJZ network. Script will continue to come from the pen of Elaine Sterne Carrington, with Curtis Arnall doing the lead as Red. Others in the cast are Jack Roseleigh, Marion Barney, Elizabeth Wragge, John

Kane, Eunice Howard, Peggy Allenby, Mary Howard and Jean Colbert.

New Year's Eve dancing parties have been lined up by both networks and as usual there will be several hours of orchestra music, the bands being picked up from east to west, keeping pace with the new year as it creeps westward. CBS will cover some 21,000 miles of wire and will hold forth until 4 a.m. EST.

WBT, Charlotte, N. C., continues to get letters and wires on its new coverage since its power was boosted to 50,000 watts. Three experimenters in London, Eng., have been recording programs direct from WBT broadcasts.

ICC Investigating The "Wire Charges"

NEW YORK, Dec. 25.—The Federal Radio Commission has finally acted upon the many complaints from indie stations on excessive wire charges and last week directed the Interstate Commerce Commission to make an investigation of the situation.

The bigger indie stations have already been officially contacted for information.

FERDE GROFÉ
TUESDAY WOR
8-8:30
FRIDAY WEAJ
9-9:30



PHIL BAKER
"THE ARMOUR STAR JESTER"

NBC-WENR Coast-to-Coast Network
FRIDAYS 8:30 P.M., CST

ET Spot Broadcasting Continues To Gain; Upturn Is 50 Per Cent

NEW YORK, Dec. 23.—Spot broadcasting via electrical transcription increased in volume during the past year approximately 50 per cent over that of 1932, taking an index the number of programs that used copyrighted music in whole or part. As recently indicated in these columns, the license fees collected for music publishers and other copyright owners by the Music Publishers' Protective Association from advertising agencies and clients will total about \$100,000 for the year 1933. This compares with about \$68,000 collected during 1932.

In 1932, however, one program alone, which has since stuck to live talent, contributed an item of \$13,000 for music. This came from Chevrolet Motors. The current season really has an item of \$20,000 to its credit, altho the money will not be forthcoming until the disks are released by Sound Studios, Inc., which recently recorded a strong sustaining library of a series which may also be sold locally as commercials also. Apparently this sum will be added to the 1934 license fees. Concerns having ET programs made and arranging for the local dealer to buy his own time is getting to be a widespread practice now, while three live-talent programs are being recorded from the air for subsequent spot broadcasting releases later on. These are Red Davis, *Richfield Oil* programs and *Rheingold Beer*.

NEW ET programs being recorded and scheduled for early release include the following: General Household Utilities, a series of 10 programs of 15-minute duration to be broadcast in 25 States thru local dealers, recorded at the Brunswick Laboratories, Chicago. Musical program.

Marmola Company, thru Ruthrauf & Ryan Agency, Chicago office, a new series made by the Columbia Phonograph Company studios. Music and talk.

Nyal Drug Company, thru A. T. Sears agency, Chicago. Series of eight 15-minute programs recorded by RCA-Victor. Scheduled for 43 stations.

Plymouth Motors Company, thru J. Stirling Getchel agency. Series of 13 one-minute announcements scheduled for 80 stations. Recorded by RCA-Victor Company.

Lavens programs, thru Lord & Thomas, Chicago offices; Hal Kemp Orchestra on 13 programs, 15 minutes. Station list not set.

Household Finance Corporation, Series D, of 15-minute programs, with 30 stations set and more time being bought. Recordings by Marsh Laboratories, Chicago.

Climalena Company, of Canton, O., series of 13 quarter-hour programs. Recorded by RCA-Victor. Time now being arranged.

Billikin Shoe Company, 13 quarter-hour programs, thru Hanif-Metzger agency; Ray Perkins is the artist used, and programs are being sold to dealers by the shoe salesman. Same agency, 26 programs, musical and talk, for Natural Bridge Shoe Company.

Acousticon Division of Dictagraph Products, 13 programs of musical comedy and other musical fare.

Atherton Currier Company using the Bake Sall Serenaders, a Hawaiian orchestra, set for seven stations and 26 quarter-hour programs.

Boncilla Facial Cream has series 13 quarter-hour programs made by Gennett Record Company, of Richmond, Ind.

Aladdin Mantel Lamp Company of America, no agency, series of quarter-hour programs recorded by RCA-Victor studios in Chicago. Smilin' Ed McConnell is the artist, with disks now set for 51 stations, with more to follow, as time is bought by local dealers.

Standard Oil Company of New Jersey starts its *Babe Ruth Presents* series of ET programs on January 3, the Eastern outlet being WOR. Program will be on Monday, Wednesday and Friday evenings at 6:30 p.m. Boys' club will be organized and a 10-week contest, with 50 prizes of as many trips to Babe Ruth's training camp next spring.

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COAST TO COAST
DIRECTION COLUMBIA BROADCASTING SYSTEM

SPONSORED BY EX-LAX
Every Monday, 9:30 to 10 P. M.

PROGRAM REVIEWS

Cadillac Concerts

Reviewed Sunday 6-7 p.m. Style—Symphony orchestra, guest conductor and soloist. Sponsor—General Motors Corporation. Station—WJZ (NBC network).

Cadillac, product of G. M., being a high-priced car, its program is primarily aimed, of course, at a high-grade clientele on 17 selected outlets to the Rockies. This is the first time that Cadillac has ever had a program to itself, and it makes its debut to listeners with one of the finest concert-type hours that radio has had the good fortune to present. Yet it is not so highbrow but that any dial tuner with the slightest appreciation of good music will readily accept the treat each Sunday evening and make it a strict part of his radio diet. Internationally famous guest conductors and soloists each week further enhance the programs' value.

Bruno Walter was the guest conductor and Jascha Heifetz soloist. Opening announcement was in keeping with the type program in hand, particularly taking into consideration it was a first program. Mention was made of the "one hour of beautiful music," which was certainly telling the truth, and further reference pertained to the artists that were to appear on subsequent hours. Walter came on for his introduction with studio applause that may well have taken place in the concert hall. He spoke briefly and possibly a bit nervously. First selection by the 60-piece orchestra was *Leonore Overture No. 3*, by Beethoven, and it was evident at once that he at least had an excellent aggregation of musicians to lead. Heifetz offered a composition of Saint-Saens, not overdoing the technique stuff, and wound up to a terrific burst of applause from the studio audience, which apparently was going wild. Altho it seemed like 15 minutes at most, the hour period was half over, or to be exact, 28 minutes had elapsed and the announcer called a 2-minute intermission, with the frank information that this would be better than a break in the program to tell about Cadillac's standard of 25 years. Credit further touched on the fact that Cadillac was not yet ready to reveal its 1934 stuff, but that the 25th G. M. anniversary would bring the usual presents from its engineers; also that they did not depend nor dwell on past developments, but the forthcoming auto show would find Cadillac ready to spring its usual surprise.

Nat Shilkret, who did the job of getting the orchestra together, conducted the organization for its next selection, which was the second movement from Dvorak's *New World Symphony*. The narrator first told of the composer's visit to America and picking up a theme which he developed into that which was to be heard. The theme version was also heard, a male voice singing to guitar accompaniment, the rest followed. This proved somewhat in the nature of a buildup for the short credit that followed on old and new relation of creative genius, whether music, art or a good motor car.

Bruno Walter returned to another reception and offered the Rhine Journey from Wagner's *Goetterdaemmerung*. Heifetz, with piano accompaniment, played three short selections of varied style, introducing his own numbers as he went along. At the close mention was made only of the artists that were to follow as soloists and guest conductors. Milton J. Cross, who has done so excellent a job as narrator for the Metropolitan Opera broadcasts, proved equally as good in this spot. M. H. S.

Col. Stoopnagel and Budd

Reviewed Wednesday, 9:15-9:30 p.m. Style—Orchestra, comedians and soloist. Sponsor—Buick-Olds-Pontiac Sales Company. Station—WABC (CBS network).

Another General Motors program, one of a series of three, each of which is to be on twice weekly on CBS hookups. This program is heard Saturday and Wednesday evenings, while two others for the Buick and Oldsmobile cars, respectively, are scheduled for early debut, the former possibly this week. Product being popular priced, the programs have been arranged accordingly. For a 15-minute proposition this combo is a winner, and the quarter hour seems to flit away all too soon. And if the Colonel and his colleague hold up as

good as they have on their first two broadcasts G. M. ought to build up a healthy-sized audience for its show. Being spotted just ahead of the Burns and Allen half hour is also a break not to mention Stokowski preceding it. With the comedians is the Jacques Renard Orchestra and Vera Van, contralto.

Opening this fast 15-minute run is a bit of Indian music for the Pontiac tie-up, after which the announcer gives Stoopnagel and Budd a little sendoff. Program soon gets under way with the orchestra doing one of its smoothly played tunes, with Miss Van doing the chorus. The Colonel and Budd then offered some of their inane dialog in the form of a short interview. It seems that the Colonel has been prizing a piece of soap which has lasted him for weeks; it develops, however, on close inspection that it is really a doornob. The piece de resistance followed with a takeoff on *The Voice of Experience*, and in their case it was the Boys of Experience. This travesty might be considered by some as rather dispartaging of the old "counselor," but if he could get a hearty series of laughs out of it himself he is not following his own teachings or advice rather. This choice bit was a panic and nicely handled.

Orchestra played *I'll Be Faithful*, with Miss Van coming in later. Girl has held down 15-minute programs of her own to good advantage, and of course, the orchestra was then subordinate to her singing and acting more or less as accompaniment. In this case, altho time is short, it seems a pity to have her rush thru a number as she was just a singer with a band. This angle might be arranged so that the program lost no speed, but Miss Van was given sufficient time to do a number in the style to which she and her audience is accustomed. Not that her efforts were bad; far from it.

Credit at the close brought in the comedy duo really talking seriously for once, which was in the nature of a short interview by the announcer, Lewis Dean, who brought out the fact that the Colonel and Budd had visited the factory and had driven a Pontiac around the proving grounds and liked it. The

two G. M. improvements also came in for a mention by the team. No signature at the finish, fortunately, but additional bars by the ork of the last song played, which, incidentally, creates the illusion of the break for the credit having been very short. M. H. S.

"The Big Show"

Reviewed Monday, 9:30-10 p.m. Style—Orchestra, comedy and songs. Sponsor—The Ex Lax, Inc. Station—WABC (CBS network).

Revamped edition of *The Big Show* is a semi-musical comedy form, also authored by David Freedman, who did the other shows that held Lulu McConnell in a comedy role. Isham Jones Orchestra is still on tap more refreshing in style than ever, and Gertrude Niesen, contralto, still does the warbling. Added to the cast is Lionel Stander, who has been heard to excellent advantage on various comedy programs, including that of Fred Allen. Stander, altho heretofore unbilled, comes from the legit field where he has held forth in numerous plays and now seems destined to create a standard as to Russian dialecticians. Others in the cast are Stephen Fox, as a wealthy banker's son; Geoffrey Bryant, as Bob Brewster, a close friend of Fox. Paul Douglass has the announcer emcee job.

Locale is now the Clover Club, a night spot, and Niesen is the flame of Brewster, who hasn't a dime but insists on going the limit as to fibs and his alleged fortune. The story takes the listener into the night club, to Fox's apartment and further action takes place on the street and in a motor car. Gag is also worked in whereby Miss Niesen is heard doing a song via the radio in Fox's apartment from the Club, etc. All of which revolves around a romance which may or may not prove so hot. Exclusive of the orchestra and Miss Niesen's singing, much of the revised program's action and comedy relief evidently will depend upon Stander and his heavy, involved Russian waiter character. Also, more night club atmosphere is needed at the Clover Club, since nothing seems worse than a place where the atmosphere is thin. Orchestra, of course, takes care of itself in ample style and an occasional burst from Miss Niesen is also okay. Freedman's best bet appears to be to build up situation comedy around Stander and keep the "romance" moving in the background. M. H. S.

CHI AIR NOTES

By NAT GREEN

Occasionally news breaks badly for script writers. Kay Chase, who does the continuity for *Painted Dreams* on WGN-CBS, encountered such a situation a few days ago. An episode prepared for the program called for the doctor to attend a police officer shot by a politician. Then a Chicago alderman up and shoots a policeman under circumstances closely identical to those Kay Chase had imagined. Result—that day's program had to be junked and another one written in its place. "I hope the front pages lay off my scenarios after this," is the New Year's wish of Miss Chase.

Roy Weston, guitarist, formerly with the WLS team of Tom and Roy, but now a member of Gene Autry's Band, suffered a broken leg when he walked behind an auto which suddenly backed up, knocking Roy to the street.

The Pickard family, of WJJD and CBS, have gone back to their native Tennessee hills to spend the holidays with homefolks. . . . Morgan Eastman's Orchestra will render *China Town* backward on the Contented Hour New Year's night, when a rollicking evening of musical hilarity will be staged. . . . Phil Culklin, young six-footer from the University of Michigan, the school from which Chase Baromeo and Barre Hill also graduated, has become the bass baritone of the Merriemen Quartet, replacing Norman Cordon, young basso, who has joined the Chicago Grand Opera Company. . . . The John Maxwell Company, Orlumwa, Ia., has contracted for a series of 39 five-minute programs to be heard on WLS on Mondays, Wednesdays and Fridays. . . . Henri, Hurst & McDonald handled the account. . . . Wendell Hall, Irene Beasley, the Commodores Quartet and Harry Kogen's Orchestra will be heard December 30 on the program welcoming Station, WAVE, Louisville, Ky.

Mayor Kelly's "Chicago's Own Christ-

mas Benefit Show," staged Monday night at the Stadium, was probably the most successful benefit show held in Chicago in years and the receipts will provide a happy Christmas for some 40,000 boys and girls. Radio was splendidly presented in the show, with such well-known names as George Jessel, Amos 'n' Andy, Phil Baker, Pat Barnes, DeWolf Hopper, Bob Nolan, the Kings Jesters, the Merriemen, the Nell Sisters, Truman Bradley, Tom, Dick and Harry; the WENE Minstrels, Margery Maxwell, Alice Joy, Pat Kennedy, the WLS Barn Dance, Harry Richmond, Irene Rich, Olsen and Johnson, Vincent Lopez and several of the better known orchestras.

Paul Ash, heard over WENE and NBC from the College Inn, is still discovering talent, and during the past week he introduced three of his finds to the radio audience. . . . They are Jack Law, young baritone, who has been singing in Los Angeles; Joan Barth, novelty singer, still in her teens, and Ned Simons, a crooner. . . . Clyde McCoy celebrates his 30th birthday December 29. . . .

Irving Margraff returns to WGN on Christmas Day, leading a quartet of musicians known as the Blackstone Hotel Concert Ensemble. . . . Margraff started his radio musical career nearly 12 years ago when his music from the Blackstone was picked up by KYW. . . . He also was one of the first guest artists to appear on WMAQ when that station was located on top of the Fair store.

Gale Page, pretty brunet blues singer, who has been a sensation in Chicago night spots, made her NBC network debut December 19. . . . Miss Page recently came here from Spokane. . . . David B. Forgan Jr., member of a prominent Chicago family, has joined the executive staff of CBS. . . . Tom Shirley, CBS announcer, is recovering from a nasal operation at West Suburban Hospital. . . . Jules Allen, singing cowboy and a real range rider from the

West Coast Notes; Autographs Heavy

LOS ANGELES, Dec. 23.—For years the autograph seekers have guarded the entrance to studios in Hollywood and have made themselves a nuisance at every film premiere with their breaking the line to get the autograph of some film star.

Now with screen premieres few and with the biggest stars in radio and a heavy sprinkling of film names broadcasting weekly from the stations in Los Angeles and Hollywood, the autograph mob have transferred their guard from the studio entrances and theaters to the radio stations. They're finding happy hunting grounds in the radio studios, with the Mills Brothers, Burns and Allen, Joan Marsh, Kay Francis, Wheeler and Woolsey, Dorothy Lee, Guy Lombardo, Rudy Valle, Mary Pickford, Clark Gable, Jeanette MacDonald, Jean Harlow and John Boles broadcasting from the local plants. When Charlie Chaplin went up to KHJ a week ago to talk in behalf of the NRA he was seized with name collectors, and his scheduled 15-minute talk was 10 minutes late while Chaplin was battling the mob out front trying to get inside to the mike.

Fred Shields, KNX announcer, has been borrowed by NBC for the broadcasts of Rudy Valle and his Fleischmann hour while the crooner is here making *George White's Scandals* at Fox. During his sojourn on the Coast, Guy Lombardo and his orchestra will do two commercials for MJB Coffee from the NBC studios in San Francisco and for Coast release. Pio Rita, presently being featured on the program, will resume, following Lombardo's pair of broadcasts.

The open-air concert by the Los Angeles Philharmonic Orchestra, which is part of the entertainment at the Pasadena Tournament of the Roses, will be broadcast from Coast to Coast thru the facilities of KHJ, which will pick the program up direct from Busch Gardens and give it an airing between the parade and the afternoon football game.

Capt. Don Wilkie, who conducted a 15-minute series of talks on his experiences in the secret service over KFI last winter and broke all station records for listener response, has joined the writing staff of RKO pictures to work on the screen play of *Crime Doctor*, from a novel by Israel Zangwill.

Wilbur Hatch has resigned as press agent for KMTR, Hollywood.

Guy Earle, of KNX, is in Washington for the hearing on the shared frequency of KELW, Burbank, and KTM, Los Angeles. Frequency was granted Hearst by the Federal Radio Commission some time ago and immediately five applicants for the wave length filed protests of the ruling. Hearing this week is to decide whether or not KELW and KTM will be allowed to turn over the frequency to Hearst and if not shall it be granted to Earl C. Anthony, Don Lee or James McClatchy.

The Cadillac Motor Car Company has signed for a series of programs over the 12 Columbia stations on the Coast. This is in addition to the weekly Cadillac hour originating in the East. Coast programs will feature Raymond Paige and his orchestra playing half-hour programs of old-fashioned music.

SAN FRANCISCO, Dec. 23.—Benny Rubin, featured every Monday at 8 p.m. as m. c. of the Shell Oil Company program over the Don Lee chain, concludes his last performance Christmas Day. It makes his 22d program.

"Rusty, the Boy Aviator," featuring Jack MacKinnon, 15 years old, is broadcast (See WEST COAST NOTES on page 55)

Southwest, made his NBC network debut December 22 and is to be heard each Monday, Wednesday, Friday and Saturday.

Material Protection Bureau

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

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

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

New Song Tips

"On the Wrong Side of the Fence"

Ballad. By Benec Russell and Althe Wrubel. Published by Donaldson, Douglas & Gumble, Inc.

During the past season or so publishers have added to their catalogs a certain type of songs known to the trade as "narrative numbers." Otherwise, songs that tell a direct story. In a few instances these issues have made the grade, outliving by a considerable period those dandelion products their sponsors have to get out in order to retain a relative standing in the ASCAP. Some have yielded a substantial profit besides attracting attention to the firm's other compositions. As outlined in the chorus (definitely stated this time) the sentiment is addressed to the lady in the case. It is about a rejected suitor who pauses before a cottage that he and she had at one time dreamed of occupying, but now shared by his successor. There in the shadows of a summer evening he contemplates what might have been, as the writers have ordained, from "On the wrong side of the fence." A momentary jealous tinge creeps over him as he surveys the exterior of the home, with a "toy left on the lawn." All is peace and happiness. There is a desire to open the gate, enter and say "Hello!" Pride, tho, holds him back. Eventually, with a final glance thru the "rose-tinted curtains" that screen the one dearest to his heart, with sorrowful eyes he passes on his way.

No doubt there will be many who will classify the edition as another ultrason affair. Still there is no denying that it contains more than the usual human interest quota, which, after all, should be a good selling and buying argument. The rhythm is a replica of another recent successful ballad with some of the strains almost identical. However, the theme is entirely at variance and, we might add, not too mushy in its building and construction. As a situational effusion with the proper background its acceptance is clear.

"I'm Weaving Rainbows for Those in Love"

Ballad. By Bartley Costello, Ed Rose and Billy Baskette. Published by F. B. Haviland Publishing Company.

Conceived, contrived and composed by three writers of experience, this versification looms as a probable strong contender for a place in the sun with competing ballads. Despite a decided leaning to what might be termed astronomical philosophy, it bears the imprint of having been given deliberate thought rather than hasty execution, a point in its favor. Again it contains a theme which permits the use of the first person. This is carried out with consummate skill and treatment without any apparent straining for a happy climax or satisfactory ending. There are several moods and turns in the melody, altho it cannot be said that the tune is strikingly original or a departure from the rank and file. Upon initial hearing it listens well. Besides, it never gets too far out of range, which means that it will be retained and hummed if it is "plugged" often enough.

There is no mincing of words at the start. A direct statement is made with the singer claiming to have received a message from a "lucky star" with the assurance of being not a "faker" but "just a maker of dreams, rosy dreams," etc. There is further admonition not to pay attention to petty quarrels "for those in love" since all you have to do is to "tie your troubles to a rainbow" and let it go at that. No second verse, with the majority of the so-called "punch" lines confined exclusively to the refrain.

"Roll Out of Bed With a Smile"

Fox trot. By Joe Young and Milton Ager. Published by Ager, Yellen & Bornstein.

With other songs in the offing, treating this subject and that, some disseminating sentiment, humor and philosophy and so on, it evidently was in the cards for some of our tune-writers to compose one that must be styled optimistic. Of course, we have had them from time to time and no doubt they

will be written from now on or as long as there are enough publishers to accept them. In the end, naturally, the public will have to decide. This one is surely wedded to a catchy jingle. The kind that should instill renewed courage in dancers who cannot reconcile themselves to a variation of the old two-step.

As this firm was responsible for that recent and seemingly enduring gesture of hope and cheer, *Happy Days Are Here Again*, by the same musician, it is not surprising that there is a resemblance in the way of tempo and melody. The lyric, however, is another matter, being a decided departure in every respect. The writer of the "words," Joe Young, insists that if one arises, or rather wakes up in the morning buoyed with that spirit that spells joy and happiness, the rest of the day is sure to be one broad smile rather than a sinister grin. Furthermore, he states, this feeling that everything is okeh with the world may be enhanced by singing under the shower as you watch all "your troubles go bubblin' down the drain."

BBC Man Completes Trip

NEW YORK, Dec. 23.—S. P. B. Mais, of the British Broadcasting Corporation, will complete his tour of the United States on December 29 after traveling more than 10,000 miles and covering 37 States by train and auto. His tour has been in the nature of a "Modern Columbus," his assignment being to tune in on U. S. stations and look in on studios in the hope of finding something or an idea of value to the BBC. He plans to return to England early in January.

Memphis Ork Notes

MEMPHIS, Tenn., Dec. 23. — Name bands continue to find favor in Memphis. Blue Steele's Orchestra will succeed Smith Ballew at the Peabody Hotel on January 1 and Red Nichols will bring his pennies to the Claridge 20th Century Room December 28, following the departure of Jimmie Joy.

Steele is reorganizing his band for the Peabody engagement. He has been here for the past several weeks assembling the personnel. His return to the Peabody is in the nature of a homecoming, for it was in the Memphis territory that he first made a name for himself as one of the musicians with Watson's famous Bellhops and it was here that he branched out on his own. His orchestra played the Peabody time and again, but has not been here for nearly five years now.

This will be Nichols' first local engagement of any kind. Jimmie Joy goes to the Lowry Hotel in St. Louis. This will be his fifth engagement there.

Ted (Cookie) Cook and his orchestra are still holding forth at the Silver Slipper Night Club, where they recently opened following an engagement at the Orpheum Theater. Cook's musicians are doubling from the Orpheum on the weeks in which vaudeville plays the theater.

Orchestra Notes

By DON KING

ALL OFFICERS of the Manitowoc (Wis.) Musicians' Union, Local No. 195, have been re-elected for their fourth consecutive term as follows: Emil Swenson, president; Roland Neiltz, vice-president; Delmar Hansen, secretary, and Paul Unnus, treasurer. The local now has a membership of 200.

TAL HENRY and his North Carolinians opened the Carter Hotel's Rainbow Room, Cleveland, Friday. In addition to strictly dance tunes Henry also offers some real entertainment with the Rang Sisters, Sari Sonnell and Deval, Nancy Nolan, Katherine Rand, Gypsy Burns, and Mickey Albert, emcee.

JOHNNIE MELISE and his orchestra recently opened an indefinite engagement at Bohemian Gardens, Detroit. Personnel includes Ray Leavitt, George Cornell, Bud Carney, Emory Cummins, Steve Boyus, Hand Andrews, and Jerry Mark, emcee.

CLARK ALEXANDER'S Orchestra, one of New Orleans' most popular dance units, is finishing up work. Clark is connected with the Blue Crystal Ballroom. The nine-man lineup: Tony Venturini, Hutta Dixon, Tom Mooney, Gale

Jazz Bands Ponder Russia as Outlet

NEW YORK, Dec. 25.—Musicians are wondering if they are going to get a break from American recognition of Soviet Russia. Stories are coming from Russia that American jazz is extremely popular, the government having lifted its original disapproval of jazz as "bourgeois degeneration."

Jazz bands are common in the restaurants of Moscow and other cities. They are composed of natives who imitate jazz by picking it up from phonograph records and musical talkies.

Bands from near-by countries will probably benefit the most from any demand for good jazz, but Russia might begin importing American bands now that diplomatic relations are okeh. Already the William Morris office has effected a booking tieup and is sending out Alex Hyde's Orchestra to break the ice.

Lee (Zeke) Allen Rejoins Otto Gray's Okla. Cowboys

CINCINNATI, Dec. 23.—The vacation of Lee (Zeke) Allen took many unexpected turns, including a narrow escape from death. Zeke left the outfit to spend a vacation with his wife and family at Jacksonville, Fla. While driving thru Alexandria, Va., his practically new car was crowded from the road by a truck. The car swerved, hitting an iron light pole and was demolished, but Allen was unhurt except for a few minor cuts and bruises, which were dressed at the local hospital.

After spending two enjoyable weeks with the family at Jacksonville he rejoined the Otto Gray troupe.

Sory Joins WINS; Succeeds Levitow

NEW YORK, Dec. 25.—Bernhard Levitow, musical director of WINS, quits January 1 and is succeeded by Vincent Sory. Sory has been with WABC, where he directed music for several sustaining and commercial programs.

Levitow meanwhile is planning to go in more for popular music and possibly head his own dance orchestra.

Ballrooms

By DON KING

YOUNGSTOWN, O.—Eddie Gilronan, for several years identified with the management of Idora Park, has become associated with Tony Cavalier in the management of the Elms Ballroom, ace downtown dance place.

WARREN O.—Regal Ballroom, under management of Greenie Senes, has been opened in the heart of the theater district. New dance place is one of the finest in this section, and night-club features have been incorporated. George Williams' NBC orchestra, which recently completed several weeks at the Chez Paree in Cleveland, played for the opening recently. Williams is a native of Warren, and his band for several years has been one of the best known dance units playing Eastern Ohio dance spots.

PITTSBURGH—The Savoy Ballroom, located on the site of the former Elmore Theater, will open for biz Christmas night and is scheduled to operate three nights weekly thereafter. Verne Stern and his orchestra will open the place. Claude Hopkins' Band is scheduled to follow. The ballroom is managed by Harry Handel.

LONG BEACH, Calif.—Jack Maurice and his band have done so well since opening the Majestic 10 weeks ago that owner and manager, Harry Myers, has urged a four-man addition for the first of the year. Maurice will now have one of the largest ballroom bands in Southern California.

BUFFALO—Ray S. Kneeland, managing director of Vanity Fair Ballroom, writes that business is very good, especially so considering the opposition of beer gardens, etc. This Kneeland's second successful season at Vanity Fair. Joe Russell and his band, one of Buffalo's finest, is current. Kneeland's weekly floor shows are real pleasers. Spot has a heavy party booking over the holidays.

Television

By Benn Hall

W9XAL Fan Mail

W9XAL, of Kansas City, Mo., sends us a reprint of its fan mail. Enthusiasts in Alabama, Kentucky, North Dakota, Kansas, Illinois, Minnesota and Iowa have written their applause. Among those who sent messages are E. B. Kurtz, Martin J. Wade Jr., A. T. Haugh, radio merchants and dealers.

Such remarks as "... signal in Pittsburgh, Kan., is very strong," "Picture coming in well at Waukegan," "The pictures were very plain," and "I tuned you in tonight perfectly, no fading or drifting" are most encouraging. W9XAL is one of our most active experimenters and also conducts a technical school.

Butterfield Sees Zworykin

Charles Butterfield, radio editor of the Associated Press, recently interviewed W. E. G. Baker, of RCA Victor, and Dr. Vladimir K. (Iconoscope) Zworykin. Butterfield's story, as it appeared in *The New York Sun*, was another of the many encouraging reports of television.

Zworykin said in part: "... At the transmitting end the iconoscope is proving itself practical. With this device it is possible to take outdoor scenes, even on a cloudy day, for the amount of light required is not nearly as great as with mechanical systems. It is just as easily portable as a microphone. In fact, the iconoscope, upon which the laboratory has been working for some time, has given television one of its greatest boosts."

Entertainment Problem

Baker, also interviewed, gave his thoughts on entertainment. "Another thing," he said, "is the question of programs. Are we going to try to television everything that is broadcast or run programs on the order of a theater, with limited matinee and night performances? If we have 16 hours a day, from where all the material will come is a question that I can't answer. Certainly there is no indication right now that it will be available on such a basis."

Excellent photographs of different "line" systems illustrated the articles. Sixty to 240-line pictures were reproduced. Dr. Zworykin, Mickey Mouse, a model pose and an outdoor scene showed the advantage of the 180 and 240-line methods.

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Productions Down But Hits Up as Season Shows Strength

Quality, not quantity, the keynote as 59 shows go on up to December 15 against 72 in the same period last year—hits go up from 13 to between 15 and 18

NEW YORK, Dec. 23.—With angels scarcer than corsets in a burly strip-woman's wardrobe, and with the managers finally waking up to the fact that one good production is better than two pretty good ones, the legit season is changing its complexion. It started late, fewer productions have come on than last year—which hit a new low—but business has been better than at any time since Wall Street brooded in 1929 and the percentage of hits so far has been higher. Managers have realized that the public will support a good show—but it has to be good. The middle class shows, which held on for eight or 10 weeks, are out and have been out for three seasons. But managers kept putting them on and hoping that they'd go, like the fly hitting his head against the windowpane and figuring he'll get thru if he tries long enough.

They finally learned their lesson last year, the most disastrous in the history of the modern legit stage. This season first-line men held off until October, instead of shooting the first rockets in mid-August, which is tradition—and it takes plenty to break tradition in a legit mind. The early field was left to a few scattered shoestringers and unwary angels whose turks had a tougher time than a gobbler on the day before Thanksgiving. One effect of the new policy of fewer but better shows was to postpone the actual start of the season for about two months.

Up to December 15 the number of productions had dipped even under last year—but the number of hits had gone up. On Saturday, December 9, there were 24 shows running on Broadway, while last year on the corresponding Saturday (10) there were 31. But last year almost all of them were starving and this year there was generally good business, even in spite of the pre-Christmas drop.

To December 15 last year 59 non-musical productions had gone on, plus 26 rep productions put on by three groups, the Irish Players, the Shakespearean Theater and the Civic Rep. That totals 85 productions. In the musical field 13 shows had gone on up to December 15, making the grand total 72 plus three rep groups. This year there were 52 non-musicals up to December 15, with seven musicals and the operetta revivals produced in August by the late Milton Aborn. That makes 59 productions and one rep group, a drop of 13 shows and two rep outfits from the low ebb of the 1932-'33 season.

But, on the other hand, hits have gone up. With productions still running, no accurate figures are available, but there are plenty of shows in the current season which have either already passed the 100 mark (arbitrary run standard for a hit) or else are sure to do so in the future. Among the plays there are eight hit certainties so far, with five more problematical, the probable. In the musical division there are three certainties and two more that are practically certain. That makes 11 sure hits and seven that seem in the bag, or 18 all told against last year's 13. Last year there were five musical hits and eight dramatic. Even ruling out three of the seven maybes, this year's total hits 15, an increase of two, while the total number of productions went down.

In addition, patronage at all shows has gone up over last year. It looks as tho that corner has been turned.

Labor Seeks Voice In Press Releases

NEW YORK, Dec. 23.—Following upon the heels of the expulsion of a *Billboard* reporter from press conferences of the Legit Code Authority, it was learned today that members of labor organizations have complained to their chiefs, who represent them on the committee, that employees should have a representative on the press board.

Members of labor organizations were considering the request of such an appointment today.

"Sailor" to Los Angeles

LOS ANGELES, Dec. 23.—The Mayan Theater will present the first play of the 1934 season in Los Angeles when *Sailor, Beware!* opens January 2 under the Belasco & Curran banner. Comes to Los Angeles following a four-week run at the Curran in San Francisco. Regis Toomey and Muriel Kirkland head the cast.

Lederer, Swanson for "Crocus"

HOLLYWOOD, Dec. 23.—Henry Duffy this week signed Gloria Swanson and Francis Lederer for the star parts in the Duffy & Curran production of *Autumn Crocus*, to open at the El Capitan soon after the first of the year. Lederer will direct.

Dramatists Indifferent as Managers Try New Methods

NEW YORK, Dec. 23.—Dramatists are satisfied with the original basic agreement, and, according to Luise Silcox, executive secretary of the Dramatists' Guild, are indifferent as to any changes suggested so far until managers make up their minds just which proposition they themselves want.

An amendment prescribed for the code by managers and passed by them was rejected by dramatists in a meeting following a managers' session. This called for a division of profit with the manager for motion picture rights if a play should run for less time than three weeks, which was the minimum time set in the code originally whereby a manager could collect. Managers decided that either plan would be acceptable to them, but dramatists replied that either one proposition or the other must be decided upon before the dramatists' board could take action.

The salary of Joseph Bickerton Jr. was set at a flat \$15,000 per year rather than the 3½ per cent previously received, and the depository for moneys collected was decided upon as the Chemical Bank and Trust Company. In the naming of a bank, managers gave

in a point, as they had been holding out on this, allegedly because it made it difficult for dramatists to receive their shares when no official bank was agreed upon.

"White Horse" Fight Maybe

NEW YORK, Dec. 23.—With the announcement that a corporation headed by Leo Singer, of midget fame, would do a musical called *White Horse Tavern*, there is the chance of a legal fight from Erik Charell and Felix Bloch Erben, who hold the rights to the much-threatened *White Horse Inn*. The latter, which has played in Germany and England, had music by Ralph Benatzky and Robert Stoltz, and the book was written by Harry Graham from an adaptation of the original play by Hans Mueller. The Singer version is announced to have been prepared by Frank Herendeen, with music by Edward Moran, from an adaptation by Sydney Rosenfeld, of the German original. Plans are to bring it to the Casino, with John Murray Anderson directing.

FROM OUT FRONT

By Eugene Burr

Scrambling once more to the back of his old hobbyhorse, your reporter turns again to realism. Don't blame it on me; blame it rather on Osbert Burdett's *The Beardley Period*, a book published a few years ago in London, which is an excellent critical autopsy of the jaundiced *sturm und drang* of the *Yellow Book* buckaroos. Mr. Burdett covers the background of the period, and the facts he brings out suggest the startling observation that perhaps that of 'debilit Victorianism was responsible for the 1920 epidemic of realism, after all.

In the Victorian era, as Mr. Burdett and plenty of others suggest, all things were tied and denied by the tenets of respectability, the great god that was substituted for intellectual belief and spiritual faith in an era of materialistic comfort. Then, when the break began, realism was a fine protest against the censoring smugness of Mrs. Grundy. The mere fact that certain things could be said—and were—constituted a splendid advance. The first realists forced the intellectual and artistic boundaries further afield by their choice of subject matter. It was only natural that artistic form should be momentarily forgotten in the excitement of new subjects, forced willy-nilly down Mrs. Grundy's throat. The prettiness of the Victorian formula was expanded.

But, once the new subject matter was gained, a problem still confronted the artist. That subject matter must be worked into form. And that last tenet is what those surviving realists—actually they are merely relics of a bygone day—forget. Realism, as a means toward an end (freedom of subject and treatment from the Victorian valentines that dominated art) was necessary and enthusiastically commendable. But realism was not and can never be an end in itself. It was forced into being by the circumscriptions of Victorianism, and served merely to gain a higher and better medium of art. Many authors have taken the advances made by the realists and used them to advance still more. Others, yet living in the intellectual atmosphere of the beginning of the century, see realism as an end in itself. Instead of being ultra-modern, as many of them fancy themselves, they being back on the shelf with Aunt Tilly's bustle and Uncle Oscar's moustache cup.

Hearing that this corner was a sucker for folk songs, John White, the Lonesome Cowboy, sent on the collection of songs of the plains and hills that he and George Shackley compiled. It's a grand collection, including *Sam Bass, The Dying Cowboy, The Old Chisholm Trail, Git Along, Little Doogie, Old Paint*, and plenty more, and your reporter is extremely grateful for it. There'll be plenty of pleasure in the tunes—but the pleasure would be even greater if only somebody in the family could sing 'em the way Mr. White does.

Another thing that this corner is a sucker for is a revival, arguing that it is better to see a good play twice than a bad one once. The question has been taken up at some length in the past, and now John Mason Brown, of *The Post*, rallies 'round to the defense in an article written last week. Mr. Brown brings up the fact that, lacking revivals, we are unable to judge our actors by any comparative standards. "We must accept," he says, "almost every part as it is played and remain in ignorance of the variations to which it is susceptible and the qualities which an actor is bringing to it as an interpretive artist."

But more of this later. The column has reached the bottom of the page

16 Houses Have Good Biz, 6 Bad

Not bad considering yule season—improvement over last week—some to close

NEW YORK, Dec. 23.—You can't say business is good, but you can't say legit business is bad either. If you want to be accurate you should say 16 shows are doing very nicely, thank you, and 6 shows are doing quite badly. You know how it is when you have to buy all those Christmas presents. The six shows that are on their last legs will fold after New Year's. With five more coming in before then, it looks like a round score of solid shows that will start the new year right.

Among the winners are *As Thousands Cheer* in the musical realm, with a \$27,000, and *She Loves Me Not* in the dramatic list, proving that the public loves it to the extent of \$20,000 and S. R. O. *Mary of Scotland* added another grand to its receipts this week over last, bringing it up to \$24,000 and still in its subscription list. *Ah, Wilderness*, hit 'em for a boost this week. The figure is \$17,000, with surprisingly good houses on Monday and Wednesday nights. *Roberta* took a nice jump to \$19,500 even with a weak house on wet Wednesday night. Let *Em Eat Cake* made a gain of a grand and a half over last week, which was rather shy, and hit the bull's-eye for \$15,500. *Her Master's Voice* is doing strong biz this week, with \$12,000, which is two grand better than last week. *School for Husbands* increased by 2½, making it a \$10,500 for the week. *Dark Tower* built up to \$8,000. And as for the rest some are doing fair and six not so hot.

Shean Makes His Peace

NEW YORK, Dec. 23.—Al Shean, who was threatened with expulsion from Equity because of failure to pay claims of \$840 still owed from his production of *Light Wines and Beer*, made his peace with the organization Tuesday and made arrangements to pay off. An arbitration had been decided in favor of Equity, with Shean still arguing the question, and Equity was set to take action on his case this week.

New York a Try-Out Town

NEW YORK, Dec. 23.—John Golden is in the process of turning the stem into a try-out spot for *Palmer*, which isn't due to open officially until January 2. Already Golden is holding paid performances before audiences recruited by charity outfits, with the tickets going under the usual scale.

"Pastures" Five Grand

SAN ANTONIO, Dec. 23.—*Green Pastures* played the Aztec Theater for three performances and grossed almost \$4,950, including the 10 per cent government tax.

BROADWAY RUNS

Performances to December 23, inclusive.

Dramatic	Opened	Perf.
Ah, Wilderness.....	Oct. 2.....	97
All Good Americans.....	Dec. 5.....	23
Dark Tower, The.....	Nov. 25.....	33
Double Door.....	Sept. 21.....	109
First Apple, The.....	Dec. 3.....	3
Green Bay Tree, The.....	Oct. 20.....	75
Her Master's Voice.....	Oct. 23.....	73
Jezebel.....	Dec. 19.....	7
Mary of Scotland.....	Nov. 27.....	32
Men in White.....	Sept. 25.....	105
Peace on Earth.....	Nov. 29.....	29
Pursuit of Happiness, The.....	Oct. 9.....	86
Sailor Beware.....	Sept. 28.....	101
School for Husbands, The.....	Oct. 16.....	78
She Loves Me Not.....	Nov. 20.....	40
Ten Minute Alibi.....	Oct. 17.....	79
Three and One.....	Oct. 25.....	69
Tobacco Road.....	Dec. 4.....	24

Musical Comedy

As Thousands Cheer.....	Sept. 30.....	89
Blackbirds of 1933.....	Dec. 2.....	25
Champagne Sec.....	Oct. 14.....	81
Let 'Em Eat Cake.....	Oct. 21.....	73
Murder at the Vanities.....	Sept. 11.....	119
Roberta.....	Nov. 18.....	41

THE NEW PLAYS ON BROADWAY

ETHEL BARRYMORE

Beginning Tuesday Evening, December 19, 1933

JEZEBEL

A play by Owen Davis. Staged by Guthrie McClintic. Settings and costumes designed by Donald Oenslager. Setings built by T. C. McDonald. Construction Company, and painted by Robert W. Bergman Studio, Inc. Costumes executed by Helene Pons Studio, Eaves Costume Company and Mme. Freisinger. Presented by Guthrie McClintic.

Miss Sally Cora Witherspoon
 Uncle Billy Lew Payton
 General Rand Frederic Worlock
 Daphne Frances Creel
 Bap Alston Burleigh
 Sam Orton Leo Curley
 Julie Kendrick Miriam Hopkins
 Mamma Winnie Laura Bowman
 Lulu Boyd Blais Jackson
 Zulu Anila Jackson
 Messy-Ann Rena Mitchell
 Dick Ashley Joseph Cotten
 Allan Dorsey Henry Richards
 Buck Buckner Gage Clarke
 Preston Kendrick Reed Brown Jr.
 Ted Kendrick Owen Davis Jr.
 Amy Kendrick Helen Claire
 Jean Labich, a Creole Bjorn Koefoed
 Joe Staley, County Sheriff Clem Willenchiek
 Sheriff's Deputies
 William Richardson, Gilbert McKay
 A Doctor Harold Martin
 Servants, Field Hands Ida Brown,
 Ruth Boyd, Romaine Johns, Henry May,
 James Waters, Joseph Maxwell, Ray Yeater,
 Twin Oaks Plantation, June, 1853. ACT I—
 The Front Gallery. Late Afternoon. ACT II—
 Scene 1: The Dining Room. That Evening.
 Scene 2: The Front Gallery. Immediately
 After Dinner. Scene 3: The Front Gallery.
 The Next Morning. ACT III—The Great Hall.
 The Next Morning.

For the first time within the memory of a conscientious playgoer Ethel Barrymore's picture is not appearing on the cover of the program of the theater that bears her name. Instead there is a photograph of Miriam Hopkins, star of Owen Davis' *Jezebel*, which Guthrie McClintic brought to the house Tuesday night. *Jezebel* is the play that had more storm and strife in its production than, it appears at the Barrymore, it has in its action. It was, according to Mr. McClintic's views, a glove-fit vehicle for the Miss Bankhead who is so famed for her brave and ominous heartbreaks Miss Bankhead took to the hospital, the play was postponed, Miss Bankhead suffered a relapse and finally Miss Hopkins was imported from the Hollywood hinterland to take over the title role. The change was not for the worse.

But all the pother over the play is a bit difficult to understand in view of the finished production. Mr. McClintic has done a splendid job; directorially he has given the drama more than it needs or deserves; as producer, with the excellent aid of Donald Oenslager, who did the sets, he has offered one of the most visually beautiful and convincing eve-

nings of the season. But the play itself is not important enough to justify all the effort. It is, in fact, about the least important play that Mr. Davis has written in recent seasons.

Even at this late date, it seems, our erstwhile First Melodramatist has been unable to shake Nellie the Beautiful Cloak Model out of his hair. *Jezebel* purports to be the study of a woman possessed simultaneously by a devil and an angel, torn and wriced by the extremes of her character, causing the death of one man and then, in the end, giving her life to save the life of another. If it ever got beneath the surface of that woman it might have been a gripping and moving play, but resolutely it sticks to the cheap and the obvious and the trite in her character, making her a puppet which, even in Mr. Davis' experienced hands, is creaky and wooden and expected in its movements.

And the central character is not all. The surrounding incidents show a smooth, adept and effective hand at theatrical hokum, at surface technique, but if *Jezebel* lays any claim at all to being a serious study of a woman, then theatrical hokum and surface technique are badly out of place. As a rip-snorting melodrama (with certain things touched up and a new last act substituted) it is one thing; as the soul-searching investigation of a twisted female ego it is something else again entirely.

Julie Kendrick, always a mad and unusual girl, comes back to her 1853 Louisiana plantation to win back the love of the man she left three years before. She will humble herself before him, she says, and marry him and live happily ever after. But, unfortunately for her innocent plans, Preston, the lad in question, is already married.

From then on the devil takes the upper hand, and Julie engineers a duel between Preston and the finest duelist north of N'Orleans. Preston's young brother, however, forestalls the plans by calling the duelist out himself and he kills the experienced man-killer in the cold light of the morning after.

Julie's perfidy, in that cold light, is seen for what it is, and all her friends leave her, even her faithful aunt packing up—and it seems as tho she were to become just a Louisiana counterpart of New England's Lavinia Mannon. But Preston contracts the dread Yellow Jack that was then ravaging New Orleans, and Julie goes with him to the quarantined island of the plague to give her life in an effort to save his.

As may be seen nobody, not even Mr. Davis, probes too deeply into Julie. He is, it would seem, more interested in the mere tricks of the trade. The Yellow Jack incident, for example, is dragged in ruthlessly to finish off a play in which it has no place or reason. The piece is all play and no drama.

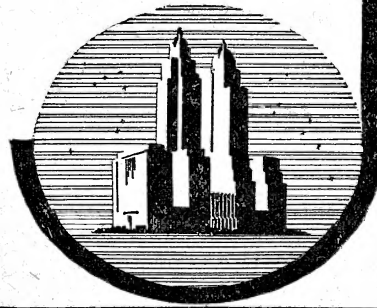
If *Jezebel* had been written frankly as a melodrama the extraneous incidents would have been excellently theatrical effective. But then many other things would have seemed out of place. The obvious intentions of the piece and its unfortunately just-as-obvious methods mutually defeat each other.

Miss Hopkins gives an uneven performance, but there is infinitely more in it to praise than to damn. If at times Julie's malicious fire was missing, if at the start there was a sing-song quality about Miss Hopkins' voice, they were more than counteracted by her tremendous and sympathy-compelling sincerity in Mr. Davis' "big" scenes. She was beautiful and for the most part she was effective—far more beautiful and effective than a *Jezebel* has any right to be. It can be stated conclusively and joyously that her long film sojourn has failed to mar her. She is as good—better even—than she was in *Anatole* three years ago. And that is very good indeed.

Reed Brown Jr. brought a bit too much of the Antarctic thunder of *The World Waits* to Preston's gracious Southern background. Cora Witherspoon was excellent as the aunt, as Frederic Worlock contributed a very effective bit as an incidental Southern general. Owen Davis Jr., who inevitably pops up in all of his father's plays, is Preston's brother.

All the colored folk concerned gave fine accounts of themselves. There were times when they threatened to run off with the play. EUGENE BURR.

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Chorus Equity Notes

DOROTHY BRYANT, Executive Secretary

The Council and Executive Committee of the Chorus Equity wish all of its members a Merry Christmas and a Happy and Prosperous New Year. We are hoping that the New Deal will bring better days to the theater.

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

We are holding checks in settlement of claims for Joan Abbey, Marge Adams, Nancy Lee Blaine, Adele Butler, Peggy Barrow, Alice Brent, Janet Carver, Carol Clyde, Charlotte Davis, Guy Daly, Betty Eisner, Margaret Freeman, Betty Field, Margaret Fitzpatrick, Vera Fredrick, Marie Gale, Inez Goetz, Gladys Harris, Marge Hylan, Marlon Hylan, Elizabeth Huyler, Fred Holmes, Edward Howell, Bob Long, Dorothy Mellor, George Marshall, Martha Merrill, Katherine O'Neil, Patsy O'Keefe, Robert Rochford, Carol Rafin, Percy Richards, Ragna Ray, Jack Richards, Martin Rhiel, Vivian Roscoe, Frank Shea, E. Santos, Hazel St. Amant, Virginia Whiting and Coleen Ward.

The third clause which the Chorus Equity had written in that part of the Motion Picture Code governing working conditions for its members in the vaudeville and presentation houses reads: "No singing or dancing chorus person shall be required to work more than 40 hours in any week and there shall be one day out of every seven during which the chorus shall be released from work with pay. Working time shall include the entire time of a performance or presentation in which the chorus appears in one or more numbers as an integral part of the presentation and all rehearsal time excluding dressing and undressing time. No chorus person shall be required to report at a theater before 9 o'clock in the morning.

"On the day a chorus person is released with pay, such chorus person shall not be required to rehearse or report to the theater or perform any service. This provision for a free day shall not apply to traveling companies.

"(1) There shall be a minimum wage of \$30 per week in any de luxe theater.

"(2) There shall be a minimum wage of \$35 per week in traveling companies.

"(3) There shall be a minimum wage of \$25 per week in other than de luxe theaters.

"(4) Wherever a theater augments the chorus by employing additional chorus

persons, such additional chorus persons shall not rehearse more than five days.

"(5) It shall be an unfair trade practice for any exhibitor or independent contractor to engage any chorus person under any agreement which would reduce the net salary below the minimum wage thru the payment of any fee or commission to any agency (whether such fee is paid by the exhibitor of independent contractor or by the chorus), or by any other form of deduction.

"(6) After the first two weeks of consecutive employment, if a lay off is necessary, the exhibitor or independent contractor shall pay each chorus person not less than \$3 per day for each day of lay off. In connection with a traveling unit, after the first two days of consecutive employment, if lay off is caused on account of traveling, the exhibitor or independent contractor shall be allowed two days' traveling without pay for each four weeks of employment west of the Rockies and one day's traveling without pay for each four weeks of employment east of the Rockies.

"(7) Wherever on August 23, 1933, any theater paid a rate to chorus persons in excess of the minimum wages or employed chorus persons for a number of hours per week of labor less than the maximum hours, said higher wage and lesser number of hours shall be deemed to be, and are hereby declared to be, the minimum scale of wages and maximum hours of labor with respect to such theaters in this section of the code."

There isn't sufficient space in this column to compare this with the clause proposed by the employers, but, roughly, it provided for a minimum salary of \$25 for 48 hours actual working time (actual working time would be counted only as to the time the chorus actually appeared on the stage, not the run of the presentation, and in rehearsals only actual rehearsal time, not time from the call until the chorus is dismissed) and further provided that a person receiving \$35 or more would be counted as a professional. Since a later clause provided that transportation would not be supplied to "professionals" it is easy to see that it would have been a costly honor to have been so classed.

DOROTHY BRYANT,
Executive Secretary.

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CODE AUTHORITY STARTED

Expect To Be in Full Swing in January; Boards in Key Cities

Exhibitors will have right to register voice in choice of grievance board members—battle in offing for job as executive secretary—Dr. Lowell declines membership

NEW YORK, Dec. 23.—The first Code Authority meeting was held here this week, but the chief activity of the session was that of naming committees to study the situation and make up recommendations that will be heard when the group meets again on January 4. At that time it is expected that agreements will be reached on all clauses and that the code will be in active operation by the latter part of the month. The Code Authority will establish in each key city, a board which will hear the grievances of the exhibitors and this will probably be the most important function of the organization. One stipulation is that all names of prospective members of the boards will be posted two weeks in advance of making the final choice and all due publicity will be given. Every exhibitor will have an opportunity to register his attitude toward any of the names proposed and should any name receive enough adverse criticism, that person's name will likely be withdrawn.

There was considerable discussion at the meeting as to the choice of executive secretary. John C. Flinn, exploitation manager for Paramount, was suggested, but the independents fought it. No other name was mentioned and the matter will not come up until the next meeting when other names will be submitted.

The committees appointed were:

Permanent headquarters, Charlie O'Reilly, Harry M. Warner, R. H. Cochran; committee to recommend an executive secretary, Nicholas Schenck, George Schaefer, Nathan Yamins; committee on rules, W. Ray Johnston, M. H. Aylesworth, Ed Kuykendall; committee on financing, Sidney Kent, Harry Warner, Charles O'Reilly, Nathan Yamins; committee to handle recommendation for local zoning and grievance boards, Charlie O'Reilly, Sidney Kent, George Schaefer, W. Ray Johnston and Nathan Yamins.

NEW YORK, Dec. 23.—Dr. A. Lawrence Lowell, former president emeritus of Harvard University, has declined to accept a place on the Code Authority. He was named several weeks ago by President Roosevelt, who, it is understood, expected Dr. Lowell to wield a strong influence on the moral side of the picture business. It is understood that Dr. Lowell declined to serve when he learned that he would be without a vote on the board.

Nudes Out in Detroit

DETROIT, Dec. 23.—Nudist films are definitely banned from all future showings in Detroit, according to Lieut. Royal S. Baker, police censor. "We tried them in big downtown houses, in the shooting galleries and in suburban houses and got squawks every time," according to Baker. While no formal order has been issued, no further bookings will be allowed.

Watch for

"LET'S TALK
TURKEY"

By Len Morgan
in the

HOLIDAY GREETINGS
NUMBER

of

The Billboard

Dated Jan. 6, 1934

Free Foodstuff a Lottery in Wis.

MILWAUKEE, Dec. 23.—The practice followed by several local neighborhood theaters of offering foodstuffs to persons sitting in "lucky seats" as a means of stimulating business has been ruled a lottery by District Judge A. J. Hedding and declared unfair competition.

Coupons were not given patrons, but "lucky seats" were read from the stage. Theater men contended that there was no lottery because no consideration was asked or taken other than the regular admission.

A Scoop

NEW YORK, Dec. 23.—The *Daily Mirror* broke out in a lather this week with streamer heads announcing that Katherine Hepburn was married. The fact that the sheet was five years late in announcing it made no difference, and it has caused considerable amusement on Broadway.

Miss Hepburn married Ludlow Ogden Smith in Hartford, Conn., in 1928 and there has never been any secret attached to the event. They make their home on East 39th street, New York.

Fred North Promoted

DETROIT, Dec. 23.—Fred North, who has been Warner branch manager here, is understood to have been promoted to division manager.

Texas Cuts List Of Dark Houses

FORT WORTH, Dec. 23.—Reopening of 12 theaters in the past month reduced the number of dark sound theaters in Texas to 64, according to the December 1 report of the Film Board of Trade.

Among houses operating again are the Angleton, Angleton; Nacional, Crystal City; Riggs, Marble Falls; Olney, Olney; Robinson's, Poteet; Texan, Roaring Springs; Ealace, San Diego; Majestic, Fort Worth; Victoria and Uptown, Victoria; Isis, Lockney; Majestic, Roscoe.

Chase National Controls Loew Thru Stock Transfer

NEW YORK, Dec. 23.—Federal Judge Knott approved the sale this week of 680,900 shares of Loew, Inc., stock, to the committee holding notes of \$18,604,335 against the Film Securities Corporation, which owned the shares. The committee represents the Chase National Bank, which places that institution in control of Loew's, Inc., and Metro-Goldwyn-Mayer studios, which is a subsidiary of Loew's.

The court stipulated that the stock must not be sold to any third party or parties without permission of the court. This is to keep the stock from another

Pass the Medals

MANHATTAN, Kan., Dec. 23.—As a protest against the citizens of this town voting for Sunday closings, the three theaters here have closed their places indefinitely. It is no idle threat of the exhibitors, for they expect to remain closed until the local merchants find how much business is driven to nearby towns during the process of learning the value of picture houses. It is expected that the merchants will bring enough pressure to bear to force Sunday openings thru as soon as their sales start to show the decided drop that is expected.

Milwaukee Ushers Threaten To Strike

MILWAUKEE, Dec. 23.—Complaining of low wages paid under the motion picture industry code, Milwaukee theater ushers told NRA officials they plan to unionize and strike if necessary to get better pay. Ushers claimed that under the NRA blanket code they were receiving \$15 per week, but have been reduced to \$10 a week under the permanent code provisions.

Since the Milwaukee compliance board has no jurisdiction over permanent code matters, the ushers have been advised to send their complaint to Chicago district compliance headquarters.

Detroit De Luxers Go Double Feature

DETROIT, Dec. 23.—Return of double bills to first-run houses as a permanent policy was threatened this week with three of the de luxers going double. RKO Downtown had a double bill booked, as has been the occasional policy at this house in recent weeks. The United Artists and State Theaters, Publix-owned houses, both put in double bills as the result of last-minute bookings. Neither house has used the duals in almost a year hitherto.

Three other major first runs, the Fox, Fisher and Michigan, had stage shows, thereby making the duals practically unanimous for this week.

German Players Fare Badly in Pittsburgh

PITTSBURGH, Dec. 23.—Local anti-Nazi circles and the general adverse feelings toward Hitlerland are far from helping those films which bill German stars. Lillian Harvey, reared in Germany and remembered for her UFA production of *Congress Dances*, held forth in *My Lips Betray* at the Fulton for only four days. And at the same time, it may be said, the pix critics acclaimed her performance and praised highly the entire movie.

The same reason, it is believed, caused Warner Brothers to move Dorothea Wieck's initial American film, *Gracie Song*, to the Warner Theater instead of the Stanley, which usually gets the first choice in choosing pictures.

AMPA Affair Draws 1,100

Hays claims employment in industry has reached '29 level—Cantor in good form

NEW YORK, Dec. 23.—When 1,100 people directly or indirectly associated with the picture business will give up their time for two hours during Christmas week to attend a luncheon, that's news. And that's what happened this week at the AMPA luncheon in the Grand Ballroom of the Astor Hotel, and to prey John Flinn all credit should be given. It was an inspiration to the publicity and ad men of the industry and was truly deserved.

Will Hays was the chief speaker and paid tribute to the organization and stated that employment in the motion picture business has reached the peak of 1929 and that "art has progressed thru all the trying days of the depression." Eddie Cantor, in a brief talk, said that giving is a habit that people must learn and "if you are not on the receiving end of charity, you must be on the giving end." He added that he has spoken at so many dinners lately that every time he passes a fruit store and sees a grapefruit he clears his throat and says "dear Mr. Toastmaster."

The object of the luncheon was to aid the Film Daily Relief Fund, and it is expected that the results will help to rebuild many men who have given their best efforts to the industry, but find themselves temporarily out of employment.

ERPI Wins Suit To Hold Equipment

DALLAS, Dec. 23.—In a decision handed down in the Southern District Court this week Federal Judge Kennemer stated that in the case of a landlord foreclosing on a theater for back rent the sound equipment which was leased to the theater owner cannot be attached by the plaintiff.

In this particular case Dunlap and Schorenberg, landlords of the Bijou Theater, La Feria, Tex., rented the house to E. F. Stein, who installed Western Electric sound equipment on a leasing basis. The landlords foreclosed and attempted to hold the equipment, which was claimed unlawful.

In addition to the verdict in favor of Western, the plaintiffs were ordered to pay \$1,400 for the time the equipment was in their hands during the litigation.

RKO Roxy Now Center

NEW YORK, Dec. 23.—Beginning next week, the RKO Roxy Theater will be known as RKO Center. The original Roxy won the use of the name thru court action. It is understood that the original Roxy was solicited to buy the modernistic signs which will be removed from the Center, but showed no interest. They'll be sold for junk.

Publix Wins Point

BATON ROUGE, La., Dec. 23.—The State Supreme Court handed down a decision in favor of the Paramount Publix Corporation, denying the State authority to collect a license tax on the leasing and distribution of films here by the company. The company, however, was liable, the court ruled, to a license for selling advertising matter in the State.

Paul Lukas Injured

PALM SPRINGS, Calif., Dec. 23.—Paul Lukas, picture star, was thrown from his horse here this week and suffered a broken collarbone. He will be kept away from the studio for about a month.

PERSONALS

Carl Hoblitzelle has decided to expand his Texas activities and his starter will be a new \$250,000 theater in Highland Park Spanish Village in Dallas.

A. J. Bethancourt, president of Louisiana Allied, has completed alterations to the Grand Theater, Houma, to the extent of \$10,000. The house has been completely modernized.

S. W. Neal, of Kokomo, has been elected president of the Associated Theater Owners of Indiana.

Joe Brandt, formerly with Columbia, after having been laid up for more than a week with grippe, is able to be out again.

Gordon White, director of publicity for Educational, has returned to New York after a visit to company exchanges in Canada.

The Harris Theater on 42d street, New York, advertises the following bill: *Lady for a Day*, *Private Life of Henry VIII*, *Three Little Pigs* and a one-reel comedy all for one thin dime.

Arnold Van Leer, of the Columbia exploitation staff, has been appointed deputy sheriff by Sheriff Higgins of New York County. A badge 'n' everything!

Pandro Berman, associate producer for RKO Radio, sailed this week for a month's vacation in Europe.

Fred Quimby, short subject sales manager for MGM, has returned to New York after a trip to the Coast, where he conferred with Hal Roach regarding next season's product.

Lewis J. Rachmil, vice-president of Goldsmith Productions, was married this week in New York to Helen R. Goldman, of Brooklyn.

Portland Picking Up

PORTLAND, Dec. 23.—Once again vaude has been pushed into the background and theaters are featuring double-picture programs in many spots. Admission prices have taken a downward dive in many first-run houses, with matinee prices extended to 6 p.m. However, theaters are not crying very much about poor grosses, most of the first and second-run theaters doing satisfactory business weekly, it is reported.

Educational Has 22 Ready for Release

NEW YORK, Dec. 23.—Twenty-two Educational subjects will be released by Fox Film between Christmas and the middle of February.

These will include, in the first month's batch, *The Freeze Out*, third in the Moran and Mack series; *What Does 1934 Hold?*, starring Wynn, the astrologer; the first of the new Stoopnagle and Budd comedies, now being cut, and *The Expectant Father*, starring Ernest Truex.

Hays To Keep Nation's Blood Pressure From Running Wild

HOLLYWOOD, Dec. 23.—The Hays office this week laid down a number of Thou Shalts and Thou Shalt Nots for the guidance of advertising and publicity men in laying out their campaigns on forthcoming releases.

The list was passed out to the advertising men as a special luncheon Tuesday at which time the stress was laid on a cleanup necessary in pictures. The rules as laid down are as follows:

No photographs shall be taken of girls posed in underwear, teddies, scanties, drawers, fine lingerie or less.

No photos of kissing, necking or any type of love-making scenes in which the principals are in a horizontal position. In all love-making scenes the principals must be standing or sitting.

No photos or layouts to show chorus girls or groups in scenes in which legs, thighs or outlines of bodies are shown thru the transparency of an outer garment.

Dig Deep

Well, it was a swell Christmas, what with vari-colored neckties and the wrong brand of smokes, but pause a minute and think of the poor chap who is being hounded by his landlord and perhaps a youngster crying for food. This situation faces many unemployed motion picture boys, and altho the Film Daily Relief Fund is doing all in its power, it needs more.

These unemployed men are not panhandlers. They have pride and it is up to every employed person in the picture business to help them keep it. Dig down in the jeans and send all your spare dough to the Film Daily Relief Fund, and it will help brighten the life of the fellow who but for the grace of God might be you.

Fanchon-Marco Sore At Paramount L. A. Deal

LOS ANGELES, Dec. 23.—The insistence on the part of Lou Anger, of the United Artists Corporation, for three Paramount films may result in Fanchon & Marco returning the operation of the Paramount Theater to Paramount-Public.

When the Paramount and U. A. deal was washed up several months ago U. A. reserved the right to select three films from the Paramount releases for their downtown U. A. house. Exercising this right Lou Anger has asked for *I'm No Angel* as the first of the three. Fanchon & Marco, who took the Paramount operation over from Paramount-Public, do not feel U. A. should be allowed to take the pictures inasmuch as Paramount no longer operates the house.

Roach Establishes Booking Record

NEW YORK, Dec. 23.—Joining in celebration of the 20th anniversary of Hal Roach's debut as a picture producer, which occurs January 8, over 5,000 theaters, it is estimated, will play Hal Roach products solidly during the week of January 8-15.

In cases where there is daily change of bills, as many as seven different Roach releases will be used. Theaters playing first runs will feature one of the latest Roach two-reelers, and the big majority of playhouses are planning special advertising and exploitation for the short features which they will show.

Ray Long With Fox

HOLLYWOOD, Dec. 23.—Ray Long, former editor of *Cosmopolitan* magazine, has joined the Fox organization in the story department. He was associated with Columbia as story editor for several months.

Dezel in Milwaukee

MILWAUKEE, Dec. 23.—Al Dezel has reopened the Majestic Theater, former legit house, for an extended run of the new all-talking version of *Road to Ruin*, which he has taken over for the Midwestern territory.

No scenes of a bawdy nature must be shown in which the only appeal is to the salacious-minded, the lewd and the obscene.

No photos must be shown or taken of girls in which the subject pulls up her skirts to allow more of her legs to show or the unfastening of a garter or the fixing of a gusset.

No photos of girls' bending postures which show legs above the knee or display a section of the thigh.

No photos of fan dance type in which certain parts of the body are covered by fans, lace, etc.

No advertising copy must be used that misrepresents the facts.

The word courtesan must not be used. No reprint of dialog from a film that standing alone might give a different meaning will be allowed.

No words or descriptions shall be used that would convey that someone is a base, dishonest, profane, unholly or otherwise person.

The Last Roundup

Word comes from the Coast that the major producers have decided to abandon Westerns and confine themselves to society and yarns of that type, believing that there is not enough demand for the good old horse operas to make them profitable. This is a sad proclamation!

We are not going to write an obituary of the cowboy epics, for we believe they will always be in demand and those producers wise enough to make them will find a never-failing public to cheer the posse as it comes dashing over the hill to save the hero.

It was the Western that built the picture business. In the days when a two-reeler was a feature, it was always the cowboys that brought the audiences to their feet and built a halo about Broncho Billy Anderson and William Hart. When the sex stuff finally entered the films the producers started going into the hands of receivers. Therefore, with the usual intelligence, the producers have figured that since sex has ruined them, the logical thing to do is to stick to sex.

In our years of association with the picture business we have never seen a Western that was not the acme of wholesomeness and wherein the bad man did not get his just deserts. It has built character in the youngsters who saved their pennies to sit thru two or more shows, and they have preserved the pioneer instincts in the younger generation. Therefore, they must go the way of all flesh.

It is our hope that the independent producers will continue to turn out Westerns if for no other reason than that they represent a truly American type of picture that cannot be duplicated anywhere else in the world. And it is our firm belief that the cow country operas will always find sufficient draw to warrant their production.

We don't think it would be necessary to go into statistics to prove that dollar for dollar production cost, the Western has made more money for producers than any other type of picture and will continue to do so.

We would be willing to wager our Christmas necktie on the outcome of a test as to the popularity of the Western among the youngsters of the country. Take two theaters in the same neighborhood. In one of them show "Grand Hotel" or any other multi-star production, and in the other show an ordinary horse opera and giving the kids free admission, we'll wager the horse epic will show greater attendance among the juveniles than the superdrama.

Whether or not the Western will fade from the screen depends entirely upon the independent and it is our fervent hope that the plainsman will live for other generations to enjoy.

LEN MORGAN.

BLUES HOLD UP BIZ

Columbia Study Most Complete

Sunday closings drive week-end business from towns—Johnson may act

NEW YORK, Dec. 23. — Contending that obsolete "blue laws" restrict employment possibilities and also revenues of the motion picture industry to the extent of millions of dollars annually, thru arbitrary Sunday closing of theaters in thousands of scattered communities, relief has been asked of Gen. Hugh S. Johnson, NRA administrator.

A survey of the film theaters of the United States—the first since the revolutionary advent of dialog and sound—was undertaken by Jack Cohn, vice-president of Columbia Pictures, when discussion of the Sunday problem disclosed that no reliable data on the subject existed. With the assistance of the personnel of Columbia's 33 branch offices throughout the country he has so nearly completed the survey that its disclosures may be forecast.

Armies of motion picture enthusiasts flocking to New York, Sundays, illustrate a condition more or less universal and which constitutes the principal complaint of theater owners. The outstanding exception is found in Philadelphia where enforcement of blue laws reverses the process. Picture fans have a choice of journeying to Camden or going without their favorite entertainment on the weekly holiday.

Maine To Act

Maine and Vermont, surrounded on both sides of the national border by communities permitting Sunday pictures, find revenue that naturally would flow to their theaters diverted elsewhere. Economic pressure is expected to correct this in Maine. Calculating that \$200,000 may be derived from a special license fee for Sunday screenings, a bill to authorize this method of raising revenue to balance the budget is being considered by the Legislature.

Massachusetts, with 329 motion picture theaters, permits all to operate on a seven-day basis after subjecting the films to special censorship, save houses located in Lexington, Melrose and Needham, which are closed under local option. Rhode Island, with 49 motion picture theaters, is wide open, and the same is true of New Hampshire with 71 open theaters. Lebanon, in that State, operates its own theater as a town enterprise, but does not permit Sunday exhibitions, with the result that picture enthusiasts go to adjacent towns on that day. In Connecticut, too, all of the 156 theaters, with the exception of one, operate on seven-day schedules.

New York Liberal

In New York control is local, with liberality observed in the larger cities and conditions similar to those disclosed adjacent to Albany holding true elsewhere, presenting a confused and puzzling picture. In the Buffalo district, for instance, where 262 theaters are in operation, only five are permitted to give Sunday screenings, altho Sunday athletic and sports diversions are unopposed. Theater owners claim that their business is adversely affected 25 per cent and that employment, too, is restricted, altho not to the same extent.

New Jersey presents a strange aspect with theaters operating in a few of the larger cities under local option thru an arrangement by which a percentage of the receipts are absorbed by charities. Elsewhere thruout the State theater doors are tightly closed on Sundays, causing a tremendous migration to Newark and New York.

Delaware and Pennsylvania have State-wide blue laws prohibiting all amusements on Sunday, altho in Pennsylvania an amendment will soon permit sports and athletic events between 2 and 6 p.m. Because of this some of the hundreds of theaters now idle every Sunday hope to operate during the same hours. At present about one community out of six in the southwestern

Austria Riled

VIENNA, Dec. 23.—Because they feel that "Reunion in Vienna" is a slur against the House of Hapsburg, all Metro films will be banned from Austria until the film in question has been completely withdrawn from world markets. In the picture John Barrymore plays the role of an Australian Prince, but it would require a heap of imagination to find any slur on the ex-royalty.

section ignores the blue law, permitting its picture theaters a variety of Sunday operations in co-operation with charity enterprises. Eastern Pennsylvania, Southern New Jersey and Delaware are linked in the motion picture distribution system. Of 705 theaters in the densely populated territory only 135 are permitted to operate Sundays.

South Is Tough

Maryland recently adopted local option and wherever the subject has been put to a referendum Sunday showings overwhelmingly were indorsed. Much of the Eastern shore still remains tightly closed under the old blue laws. Virginia's theaters are similarly closed, altho a tremendous public demand, radiating from Richmond, insistently clamors for Sunday recreation for those who cannot afford golf. These two States and West Virginia are linked with Washington in motion picture distribution, having 457 theaters, of which only 163 operate on Sunday, notwithstanding the number of large cities embraced in the territory.

In North and South Carolina only two out of 280 motion picture theaters are open Sundays, operating afternoons after the hours of church service under an arrangement thru which the receipts are divided into charities.

Georgia, Alabama, Florida, Louisiana and Tennessee have few motion picture theaters open on Sunday in spite of the national playgrounds flourishing in that section. Theater owners estimate that gross receipts would be increased from 30 to 40 per cent thru seven-day operation and additional employment provided for.

Kentucky Dark

Kentucky presents one of the darkest spots disclosed in the survey, with antique State blue laws forbidding any kind of recreation on Sunday, subject to being called into operation at the whim of any fanatic, regardless of the community sentiment. The larger cities generally recognize the community value of motion picture theaters and permit them to operate unmolested, drawing to town the business of the countryside. Self-interest causes the favored communities to refuse help to neighboring towns where the blue law is invoked, closing successful theaters and throwing a considerable number out of employment. Instances are cited where this has been done over the protest of the leading business men of the community affected, and others where theater owners who attempted to organize public sentiment were threatened with compulsory Wednesday night closing in reprisal, on the theory that film showings might interfere with attendance at prayer meetings. Altho exhibitors declare that either strict and complete

Exhibs Slam High % Films

N. Y. indies to lay off two United Artists 50% babies —UA expected to stand pat

NEW YORK, Dec. 23.—The Independent Motion Picture Exhibitors of Greater New York in a session here this week decided to put thumbs down on 50 per cent demands for big pictures. They chose *Roman Scandals* and *Nana*, both United Artist pictures, specifically, and expect to take up other high percentage pictures as they are released.

The exhibitor organization is united in its effort to battle high percentage pictures, and it is hoping to obtain the co-operation of other theater owner units in the country in order to further make its weight felt.

It is not considered likely that United Artists will reduce the percentage basis on the above-named films, and it remains to be seen whether or not the theater owners will stick to their guns.

enforcement of the blue laws, or submission of the question to popular vote would bring about liberalization, they are too greatly intimidated and too disorganized to act in unison in undertaking to bring about reformation of the situation.

Middle West Open

Ohio theaters operate Sundays save for a few towns. Michigan reports only one city, Holland, closed Sundays. Similar liberality obtains in Wisconsin. Indiana's principal cities permit Sunday pictures, but 150 towns restrict earnings and employment by compulsory Sunday closing.

Illinois and the immediate territory served by Chicago boast 488 motion picture theaters, with only one town in which Sunday operation is forbidden, thru local option.

Missouri has no blue laws touching the theater. Kansas, after years of legal battling, has substituted the principle of county local option with the result that the theaters in all the more important communities are operating on a seven-day basis. The others, idly watching their patrons migrate elsewhere Sundays, are insistent upon enjoying the advantage of Sunday operations.

Arkansas repealed its rigid Sunday closing law a year ago, leaving the question to local option, with the result that 75 motion picture theaters now operate on a seven-day basis and 93 on a six-day schedule. In Oklahoma 346 out of 356 motion picture theaters are operated seven days weekly. Texas, under local option, permits all but five of its 600 theaters to operate Sundays. In some communities the hours are restricted to prevent screenings during church services.

N. Dakota Vote Close

Heading the central tier of States, Minnesota is free from Sunday inter- See **BLUES HOLD** on page 44)

Paramount Recaptures Lead In Billboard Bowling League

NEW YORK, Dec. 23. — Paramount crawled back into first place in *The Billboard* Bowling League this week. Altho they have won and lost the same number of games as RKO, they have a higher average of pins than the Radio boys.

At the session this week Paramount

was high total with 2,705. Warners took high for single game with 972. Fuchs, of Paramount, was high individual for three games with 554, while Jackman, of Warners, took high for one game with 245.

	Won	Lost	Per Cent	Average
Paramount	18	3	.857	871
RKO	18	3	.857	761
Fox	16	5	.762	853
Warner Bros.	15	6	.717	861
Universal	11	10	.524	786
Columbia	10	11	.476	779
MGM	10	11	.476	753
United Artists	2	19	.095	692

Step Up Your Man-Power

Greater opportunities exist today for producers and distributors of Motion Pictures to augment their organization with experienced, capable and resourceful publicity men, than at any time in the past ten years.

Industry events, mergers and decentralizations have created a situation where active companies may select unusual man-power during this brief readjustment period.

Associated Motion Picture Advertisers, Inc., in full understanding of all circumstances, are seeking diligently to raise the standard of motion picture publicity and advertising in all branches of our industry.

Men of experience, some of whom in the past have handled outstanding, profit-making attractions, are being recommended by the AMPA to employers who have the vision to take advantage of the current unusual condition.

Our committee has a registration bureau ready and eager to give advice and assistance to those who will take advantage of the present opportunity to "step up their man-power."

Communicate with

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Film Daily

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Tel. Circle 7-4736

MONROE GREENTHAL
United Artists

729 Seventh Ave., New York City
Tel. BRyant 9-7300

Sincerely,

ASSOCIATED MOTION PICTURE ADVERTISERS, Inc.

FROM THE BOX-OFFICE POINT OF VIEW

"Fugitive Lovers"

(METRO)

Previewed at Alexander, Hollywood
Time—78 minutes.

Fugitive Lovers is good, clean, exciting and amusing. Richard Boleslavsky has developed a dandy flicker from this screen play by Albert Hackett, Frances Goodrich and George B. Seitz, who adapted it from the novel by Ferdinand Reyher and Frank Wead.

Fugitive Lovers is the story of a transcontinental bus loaded with people in all walks of life. Madge Evans plays the part of a New York showgirl trying to shake loose from Nat Pendleton, a self-centered individual who couldn't understand why any fan would want to earn him. Ted Healy, with a bottle, is also aboard, and a prison break lands Bob Montgomery, as a fugitive, on board. Miss Evans falls for Montgomery. The manhunt soon envelops the speeding bus and becomes the central thread of the story, running along and tightening with thrills and suspense as it goes.

Pendleton is constantly on the point of revealing Montgomery's identity, but the tipoff finally comes to cops from Healy, who has had a suit stolen by Montgomery. Bus is then snowbound in a Western town and Montgomery and Miss Evans abandon the bus and try escaping in the blizzard. Montgomery hears the cries of a bus load of children, stuck in the snow and freezing, and risks his freedom to save the youngsters. Finally when captured Montgomery becomes a hero for his rescuing act and a full pardon is the result.

Story is unusual and cleverly told. Montgomery handles his part with fine repression and genuineness and Miss Evans does equally as well. Healy provides the needed laughs. *Blackford.*

"Massacre"

(WARNER)

Previewed at Warner's, Beverly Hills, Calif.
Time—68 minutes.

Altho intended as a superspectacle, the Warner Bros.' production of *Massacre* falls miserably to pack any entertainment value and will not help Richard Barthelmess.

Weak yarn deals with Barthelmess, a young Indian wise to the ways of the clever and tricky white man. Dick is a crack shot and chief attraction of a side show at the World's Fair in Chicago, where he is the secret pash of all the society gals. His father is taken ill back on the reservation and Dick leaves the show to go to his father's bedside. While on the reservation he learns of the cunning tricks of the government Indian official thru a tip given him by Ann Dvorak, an educated Indian lass employed as a clerk in the reservation offices. The father dies and Dick swears he'll get even with the men responsible for the neglect that killed his father.

From then on it's like a good old-time meller-drama — fast riding, quick shooting, fancy and plain fighting and poor entertainment.

Dudley Digges, Henry O'Neil, Clarence Muse, Tully Marshall and Sidney Toller are also in the cast, but like Dvorak and Barthelmess their performances add nothing to the entertainment value due to the type of story and the poor screen treatment. Alan Crossland directed this opus.

At the preview the audience laughed repeatedly when they should have been using handkerchiefs. It's old-time entertainment, like before the war. In de luxe houses and week stands it will floppo beautifully. *Blackford.*

"Women in His Life"

(MGM)

Previewed in Hollywood studio.
Time—80 minutes.

Otto Kruger advances one step further toward establishing himself with picture audiences in this Metro production, directed by George Seitz, from an original screen play by F. Hugh Herbert. Resembling somewhat *Counselor at Law* and *The Great Mouthpiece*, this flicker is made for audiences the country over. Story deals with a criminal lawyer, retired, who is carousing the country over trying to forget the one love of his life. In his wanderings he becomes interested in a murder case and agrees to defend a man charged with

murdering his wife. In preparing his case he learns that the murdered woman was his former sweetheart. Kruger fails to gather sufficient evidence and Ben Lyon as his attorney fails to save his case. The man is sentenced to die in the electric chair.

From here on the film builds into a terrific pace and ends with a wallop that will have the audience on the edges of their seats. Working on a hunch, Kruger forces a confession of guilt from another man, during, which time flashbacks to the State pen show the condemned man on his way to the chair and in the chair just as the word reaches the warden of the confession.

Ben Lyon, Una Merkel, Isabel Jewel, Roscoe Karns and Irene Franklin lend suitable support and turn in excellent performances. Exhibs will have to sell this one on the story angle, as Otto Kruger's name will probably not draw them in as yet in most parts of the country. *Blackford.*

"I Am Suzanne"

(FOX)

Previewed at Westwood Village, Hollywood
Time—118 minutes.

When they pare about 30 minutes off this Jesse L. Lasky production *I Am Suzanne* will be a first-class picture, appealing mostly to the society element.

Lilian Harvey, while endeavoring to make the most of her role, fails miserably in parts and it seems as if American directors have not as yet found the proper means to bring out Miss Harvey's talented ability.

Miss Harvey, as a dancer unable to dance any longer because of an injury, is picked up by a roving troupe of puppeteers of which Gene Raymond is a member. Podrecca's Piccolo Marionettes are the puppets. Raymond feels that people are just like puppets and he endeavors to teach her the art of puppet manipulation. They fall in love. Later when she is able to dance again she returns to the stage and on a variety bill along with her are the puppets. During the engagement she convinces Raymond that people are not like puppets, that individuals have hearts, souls, reactions, etc. Thereafter the two marry.

More than half of the film is given over to performances of Piccolo's Marionettes. In one scene Miss Harvey dreams of being tried by the puppets for murdering some of their number. The part is carried out in lyrics and resembles a Gilbert and Sullivan miniature puppet play.

Sammy Lee staged the dance numbers and Foreman Brown handled the lyrics, but neither are outstanding and will not attract any recognition.

Exhibitors will find this a hard one to sell with the star having a very small following and the Piccolli Marionettes unknown in this country. *Blackford.*

"Moulin Rouge"

(20TH CENTURY)

Previewed at the Westwood Village, Hollywood.
Time—65 minutes.

Moulin Rouge looks like the best 20th Century production Barry Zanuck has turned out. Closely following *The Guardsman*, the story is brief, but its excellent treatment and dialog make it a worth-while picture for any house.

Constance Bennett plays the lead of masquerading as a French star to prove to her husband, Franchot Tone, that she possesses real talent. Meanwhile the French actress, also played by Miss Bennett, takes a short vacation with her sweetheart. Tone quarrels with his wife and goes on the make for the French star not knowing it is his wife. Thru this proceedings Miss Bennett recognizes that as Tone's wife she has lost her appeal to him and also learns that he is unfaithful. In the meantime Tullio Carminati also falls for the French star and gets Tone to plead his case for him. This Tone does and gets himself in deeper. When the opening night of Tone's production comes around the French star arrives at the theater only to be socked by Tone, her husband who loads her up and carries her off. At the end of the film Miss Bennett tells Tone who she really is and he tells her he knew it all the time, even tho the audience knows differently.

Al Dubin and Harry Warren wrote a couple of tunes for this film: *Your Kisses in the Morning*, which Miss Bennett sings with Russ Colombo and the Boswell Sisters helping out on, and *Boulevard of Dreams*, which gives Russell Market a chance to put his dancing beauties thru a few pleasing paces.

Miss Bennett and Tone are splendidly cast in this entertaining film. *Moulin Rouge* should pile up some heavy grosses in most cities. *Blackford.*

"By Candlelight"

(UNIVERSAL)

Previewed at the Ritz, Hollywood.
Time—68 minutes.

Universal has an excellent sex comedy in *By Candlelight*, starring Elissa Landi, Paul Lukas, Nils Asther and Dorothy Revier.

Smartly presented, the story has to do with Paul Lukas, a butler, masquerading as the prince, Nils Asther, to make an impression on the presumptive aristocrat, Elissa Landi, who in the end turns out to be a lady's maid.

Lukas handles his part very cleverly and in his actions is supposed to be following the philandering actions of his master. On the train he encounters Miss Landi. Both mistake each other and the masquerade begins. Landi steals a visit with Lukas in the prince's compartment and when Asther unexpectedly breaks in and senses the situation he plays it off to Lukas. The situation provides the opportunity for some uproarious comedy.

James Wale has turned out a delightful comedy in *By Candlelight*. Excellent photography, well-handled dialog and pleasing interior sets make this an outstanding piece of entertainment. *Blackford.*

"Miss Fane's Baby Is Stolen"

(PARAMOUNT)

Previewed at the Westwood Village, Hollywood.
Time—69 minutes.

Hats off to Dorothea Wieck and to Paramount Pictures for turning out a picture like *Miss Fane's Baby Is Stolen*. Everyone connected with the film can take bows for the best film of its type to come out of the Paramount studios in a month of Sundays. Based on the kidnap subject, the picture is particularly timely.

Miss Wieck plays the part of a devoted mother who has her baby kidnaped. She fears to call the police because of the resulting publicity keeping the kidnapers away. Miss Wieck's manager, who manages her film career in the play, informs the officers, who start a nation-wide search for the infant. During the first two reels following the kidnaping there is no flash-back to the child and the audience is kept in suspense as to where the baby has gone. A clever bit of business. When the baby returns to the film it is being held in a mountain cabin where close by reside Alice Brady and her husband, Irving Bacon. Their suspicions are aroused and when an opportunity presents itself Miss Brady steals the baby. A wild chase by the kidnapers follows and Miss Brady leads them into the hands of the police, returns the baby to its mother and all's rosy.

Baby Le Roy is the infant and Spanky McFarland, of Our Gang comedies, lends plenty of comedy by wanting to shed his pants continually. Alice Brady gives a wonderful performance, and Alan Hale, Jack LaRue and Dorothy Burgess, as the kidnapers, turn in a marvelous performance.

The continuity is nicely handled and the dialog is such that there are long pauses in which no lines are spoken, which helps to build suspense.

Miss Fane's Baby Is Stolen is a screen masterpiece. By word of mouth it will fill your theater and the handkerchief concession will be worth good, too. *Blackford.*

"Smoky"

(FOX)

Mayfair

Time—70 minutes.

Release Date—December 20.

Will James has brought his wild horse, *Smoky*, to the screen and it is a noble job. The story is the life of the wild horse from the time of his birth until

he kills the owner, who had stolen him, and is returned to his rightful master.

The picture is not strictly juvenile, for it has action, romance, human interest and everything that goes with it. Of course, the kids will eat it up, but it is adult fare as well.

The horse is a great deal more intelligent than some human actors we have seen, and he is a credit to the screen. This beautiful animal goes thru his paces before the camera and creates a place for himself on the silver sheet. *Smoky* should draw well wherever shown. Give the picture the buildup it deserves and it will repay you. *Morgan.*

"Criminal at Large"

(GAINSBOROUGH)

Mayfair

Time—62 minutes.

This English mystery feature from the pen of the late Edgar Wallace is one of those spotty affairs. It builds itself up nicely, and then when all is going well, it drops with a thud. It does, however, manage to keep the mystery in suspense until the final fadeout.

The story is that of an English manor where murders are taking place. Scotland Yard is called in and is baffled by the number of people under suspicion, but the murderer himself finally makes himself known.

The acting of Emlyn Williams, as Lord Lebanon, and Cathleen Nesbitt, as his mother, are particularly outstanding, but the remainder of the cast is way below par.

The photography is particularly bad and hurts the eyes.

This does not measure up to the average American film by a long shot, but it might find a spot on a double feature. *Morgan.*

"Flying Down to Rio"

(RKO RADIO)

Music Hall

Time—89 minutes.

Release Date—December 29.

Striking a new note in elaborate staging, *Flying Down to Rio* will appeal to lovers of musicals. It has haunting tunes, new dance routines, and the flight of planes with gals dancing on the wings will make the audience sit up and take notice.

The story is of no particular importance. It deals with a band leader who falls for a Brazilian maid. In order to be near her he books his band in a Brazilian hotel and when a permit is refused the hotel he stages the dance numbers on planes and flies them over the establishment. He wins the gal.

Ginger Rogers, Gene Raymond and Fred Astaire are the principals, with Astaire stealing all the honors. Del Rio has little to do except look alluring, which she does. Raymond acts all over the place, but it doesn't hurt the picture. Astaire appears in every sequence of importance and his dance with Ginger Rogers is an outstanding effort.

J. Roy Hunt, who is credited with handling the cameras, should be given a (See *FLYING DOWN* on page 22)

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Herk-Wilner Deal Still On

Merger expected in Jan.—about 16 weeks foreseen—Wilner has 10 at present

NEW YORK, Dec. 23.—The partnership between I. H. Herk and Max Wilner was not arranged this week, as was generally expected, but the deal is still in the making and is expected to be completed by January 8.

Besides getting the two Herk houses, Wilner's wheel got added strength with the return of the Hudson, Union City, after a week's absence and also the Gayety, Baltimore. The Parsons, Hartford, and Empire; Newark, take on Wilner shows tomorrow, as does Union City, while Hon Nichols' Baltimore house gets the shows Christmas Day.

If Herk merges with Wilner it would probably mean six more weeks for the wheel. At that time it is very probable that the Variety, Pittsburgh; Gayety, Buffalo; Orpheum, Paterson, and Worcester, Worcester, would join the wheel. Also two three-day stands, Syracuse and Albany, are expected. If Herk's deal for the Mayfair here goes thru, that house too would use Wilner shows.

In addition to the houses already mentioned, Wilner shows are currently playing the Irving Place here: Park, Bridgeport; Trocadero, Philadelphia; Howard, Boston; Gayety, Washington, and Modern, Providence.

Arthur Hawk's Revue Suffers Loss in Fire

FORT WAYNE, Ind., Dec. 23.—Fire almost completely destroyed the Family Theater, tab and movie house, early Sunday morning, causing a damage of more than \$5,000. Arthur Hawk's Sunshine Revue was playing stock at the theater and Mrs. Hawk stated that scenery, clothing and other property owned by the troupe was destroyed. The loss suffered by the troupe amounted to nearly \$1,000. Peter Mailers, manager of the theater, stated that the show would be repaired and open approximately the middle of January.

AILEEN LEE, one of the girls brought in from the Coast by Grover Frankie, was laid up last week in her room at the Claridge Hotel. The result of a fall while on stage at Werba's, Brooklyn.

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WANTED FOR RED HOT STEPPERS Chorus Girls, Musicians, Stript, Man, Dance Team and other useful people. Dave Rose. Do not answer. WAYLAND BROS., Columbia Theatre, Bristol, Tenn., week December 25. No tickets unless we know you.

Tab Tattles

H. A. (SLIM) POSTON'S show is now at the Lincoln Theater, New Orleans. In cast are Robert Ward, S. L. Smith, Misses Bowden, Ballard and Smith, J. C. Pool and Poston. Two new people will soon be added. Poston expects to go to Canada again in the spring.

Weaver Brothers, tap dancers, formerly of Joe Barnett's Melody Lane Players, are playing a series of night-spot engagements in Grand Rapids, Mich. Bill Miller's Aces are still playing for the revues at the Riley Theater, Fort Wayne, Ind., Houston, Tex., is supporting six tab shows and one repertoire company. H. B. Poole's Paris Follies Theater, on Congress avenue, has day and night companies, employing approximately 40 people. Ned Rao's Main Street Theater likewise operates a double company and also has about the same number of people. Jess Shoast with an all-colored tab show, is holding forth at New Roosevelt Theater on West Dallas street. Show is produced by L. C. Toland, with a company of 22, including street band and orchestra. The J. Crawford Francis Shows are operating a tab show playing lots.

MARION ANDREWS' Pep and Fun Revue is now playing a string of return dates in the Carolinas before jumping north. Business has been exceptionally good. A few changes have been made since opening. Roster now includes Hayworth, featured comic; 'Big Boy' Brown, blackface; Marion Andrews, leading woman; Millie Long, acrobatic dancer; featured; Blair Camp, emcee; Helen Tidwell, soubret; Gene Mathews, tap dancer; chorus—Jane Tidwell, Tiny Rifton, Thelma Osburne, Fester Smith, Pauline Hensley, Helen Tidwell; stage band, Earl Ward and his music; Ward; leader; Paul Sammey, trumpet; 'Speck' Hodges, trombone and banjo; Joe Kane, sax and clarinet; Ward Hinkle, drums; Bert Melville, business representative in advance; Carroll Phippen, stage manager and baggage master. . . . Danny Carter opened last Saturday at the Ritz Theater, Ybor City, Tampa, Fla., to a packed house. Doing three a day, two changes weekly. New people are Earle Meyers, straight man, and his wife, June Palmer, soubret. Six-piece band is conducted by Fred Carter, of Tampa.

GINO AND GIANO, dancers, are featured with Russ Ferriss and his Broadway Vanities, now touring the Southland. . . . Nig Shope is back in show business after four years' absence. Is at the Joy Theater, Oklahoma City, Okla. He reports biz good. . . . Rusty and Dot Williams, who have been in the South the last two seasons, are at present with the Al H. Miller Show. Rusty, who has handled the "black" with many tab shows, is still at it, also doing eccentric and G string; Dot doing parts, specialties and doubling piano. . . . Jack Burke, who recently closed his show, was in Cincinnati last week and gave The Billboard a call. . . . Marcy Cole and her American Dolls have gone in for night clubs for a while. Given two weeks at Scenic Tavern Club out of Bradford, Pa. At the Tavern Arnie Leopold and his 14-piece orchestra headed the revue. The American Dolls are in their third week at the Venice Restaurant, Olean, N. Y., changing bills every week. Maynard Visingard is busy producing.

PAUL RENO, manager of Marine's Ballyhoo Revue, states that business is very good and that he has some good dates lined up after the first of the year. He is enlarging company to play some big dates. . . . Brunell & Murphy, who have a booking office in Buffalo, have moved to a larger spot and report doing good. . . . The White Trio (Bob, Nelly and Bebe) are at the Rialto Theater, Dayton, O. . . . Star Theater in Cincinnati, managed by Maurice Zaidens, is doing nicely. Carl Frank and Charles Finch, musical directors, have special arrangements weekly. Vaude acts this week are Kathleen and Naomi Wiggins, harmony singers, and Naom and Jolly, singers and dancers. Stein and Barger, comedy singers, who had been at the Star, opened Christmas Day at Dreamland Garden in Cincy for an indefinite engagement. Jim Stein is emcee at the Garden. . . . Billy Moring, tabster, is now working with Wanda Vale in and around Cincinnati. . . . The editor of

this department extends greetings of the season.

OWEN BENNETT'S Vaudeville Vanities, after playing five weeks in West Virginia territory, a midnight show in Lexington, Ky., on December 16, and two days in Bowling Green, Ky., opened for Tony Sudekum in the RKO Princess Theater, Nashville, Tenn., December 22, for Christmas week. Company had a Christmas tree and everything. Manager Bennett has bought a new truck and if things keep going like they are he might take on another one. Cotton Watts and Jimmie Doss are still "sneaking" a bow now and then, as well as the rest of the people. Turk McBee Jr. came on last week with his 800 pounds of xylophone. Janet and Hardy, versatile dance team, finally discovered a formula for green bronze paint which sets their Chinese Adagio or Octopus dance in fine style. Arthur P. Almond has charge of a fast six-piece band that gives a nice backing to the show. There is a good lineup of kickers in the chorus. The girls are doing a strut number that is going over big.

Take Over Marcus Shows

DETROIT, Dec. 23.—Marcus Productions, Inc., is taking over management of the Marcus Shows, according to Benjamin D. Burdick, attorney for the company. Production policy for the shows will be maintained as at present, but general offices will probably be opened in Detroit.

Placements

NAT MORTAN AGENCY, New York. Brooklyn, Werba's Theater — Billie Hughes and Buddy and Betty Abbott opened Monday. Boston, Park Theater—Jack Greenman and Sidney Fields opened Monday. New York, Apollo Theater—Mildred Clarke, Dawn DeLees and Jeanette Lane opened Monday.

Burly Briefs

AL SOMERBY, of the Howard, Boston, was on the New York scene last week and visting with a lot of the boys.

MARSHALL AND LEONARD are a couple of sought-after boys. Altho they opened Monday for Minsky-Weinstock, Max Wilner was angling to get them. He tried to do it thru the contract held with the boys by I. H. Herk.

FRANK SILK was also in the middle last week between Max Wilner and Minsky-Weinstock. Latter got him, tho, for the Park, Boston, and Wilner had to rush Charlie McNally and Pat Kearney into the Howard, Boston.

SLIDING BILLY WATSON headed the Wilner show, which opened the Hudson, Union City, yesterday. George Montford is teamed up with him again.

JOHANNA SLADE jumped into New York ahead of time from the Star and Garter, Chicago, to bat for Margie Hart at the Irving Place, New York.

HAZEL MILLER opened Monday for Minsky-Weinstock at the Werba, Brooklyn. Incidentally, her roommate, Virginia Jones, is now a redhead.

NAZARRO HALLO jumped into the Central, New York, last week. She went in to pinch-hit for June Kennedy.

EDNA DEE carries over her stripping even to her Christmas cards! It's a cute card with a ribbon, etc.

RITA CUMMINGS, prim, finally reached New York last week from the Coast and opened Monday at the Apollo. She was due in with the Grover Frankie caravan, but was lost en route.

JACK GREENMAN and Sidney Fields, comic and straight, opened with the Minsky-Weinstock show at the Park, Boston, Monday.

CONNIE FONSLow will open for Minsky-Weinstock on the new year, agented by Nat Mortan.

ESTHER BURT and Dot Blue head-line the current Christmas week show

at the Variety in Pittsburgh. Labeled Holiday Frictions, its other cast principals include the famed dance team of Ford, Jordan and Regina; Charles and Grace Keating, Syd Burke, Eddie Kaplan, Eddie Lloyd, Lee Hickman, Billy Miffilin, Ada Lenard, Ruby Shipman, Paul Niles, Palmer Cote, Kirk Brown, Johnny Baker and Madeline Moore.

GEORGE JAFFE, manager of the Variety, Pittsburgh, has just returned from New York, where he booked his coming winter attractions. Due to the holiday trade he enlarged his current show with a bigger chorus and an ork of 15 men.

FLYING DOWN

(Continued from page 21) big hand, for his tricks with the lens are half the picture.

Vincent Youmans wrote the music for this feature and he has succeeded in putting together some excellent melodies.

If the picture was intended to be the ultra in musicals, it has failed, but as an above-average song and dance feature it has hit. Don't put your theater in book to book it, but it will click if you get it on a fair basis. Morgan.

'ROUND THE TABLES

(Continued from page 11)

ing from the Paramount Club, Chicago. Harker Thomas and his Commodores are playing. Other acts on the bill include: Jane Allen, dancer; Frankie and Ronald, skating team; Armida, Spanish dancer; Ruth Denning, blues singer, and Lewis Sisters' Trio, which is now being held over for a sixth week, establishing the house record at this spot.

LUIGI'S, prominent downtown Detroit club, is gathering a steady draw thru a new policy of continuous floor show instead of the spotted performances during the evening. Two alternating bands are used—Jules Alberti's Broadcasting Orchestra and Frank Padilla's Marimba Band. Satriale Walsh opened with the current bill as new master of ceremonies at Luigi's. Bill includes: Chico Reyes, Latin-American pianist; Joan Abbott, late of Take a Chance, singer, and the Jack Pomeroy Troupe, dance ensemble.

LEE SLEVIN, formerly of Shore Inn, is now affiliated with Joe Tazekas in one of Cleveland's latest and largest beer gardens, the Blue Danube. A gypsy orchestra plays and a floor show is featured Saturday nights.

THE HOLLYWOOD CLUB, Lancaster, Pa., opened November 29 under the management of Richard D. Clark. The G. Wolf Revue, of Reading, was featured for the opening and was followed by the LaFayette Club Orchestra, with Buddy Wurl in specialties and also as emcee. Included on the bill were Betty Kreiger, Romaine and the Four Demons.

JEFF ROLAND played the Hotel Utica, Utica, N. Y., week of December 12. Also on the bill were Ellen and Mary, Greta Love, Angel and Prince, Joe Lamonte, with Karl Von Roedel emsejing.

MARIETTA, internationally known dancer, has been signed by the Stanley Willis office, Boston, for a Miami spot, opening February 3. Marietta has appeared in musical comedies, vaude, etc. This will mark her fourth winter under the Willis banner.

EMBASSY CLUB, in Youngstown, operated by Perry First and Rummy DePaul, is doing heavy business with Charles James' Orchestra and a floor show. Johnny Penman is leading James' Orchestra and Billie Ambrose is featured dancer. Rags Gallagher, emcee, has gone to the Shanty Town Club, Syracuse, after a 12-week stand here. He returns next month.

BUSTANOB'S CAFE of yesteryear came in for a tearful eulogy in an editorial recently in The New York World-Telegram. It is recalled that the cafe introduced the ladies' bar, and it was there, for the first time, that dancing with meals and smoking by women in public were permitted.

THE CASINO in Central Park, New York, may be in hot water when LaGuardia takes office as mayor January 1. During his previous campaign LaGuardia had hit the Casino as being too high-priced. Sidney Solomon now operates it at an annual rental of \$8,500, leasing it from the city.

39-Week Season For Hawkins Show

CINCINNATI, Dec. 23.—The Bud Hawkins Players, who closed in Texas December 16, had a season of 39 weeks. Mr. and Mrs. Ben Heffner, who were with the show, report the best season it has had since 1929. Outfit is motorized and played three-day stands.

The Heffners, formerly with the Heffner-Vinson Stock Company, have been with the Hawkins Show for three years, on the advance the last two. They will spend the holidays with Mr. Heffner's mother, Mrs. Fannie W. Heffner, in Cincinnati, and then go to Little Rock, Ark.

Frank Winninger III

CHICAGO, Dec. 23. — Word was received here this week that Frank Winninger Sr., 66, for many years one of the leading stock and repertoire managers and producers of the country, is critically ill at his home in Wausau, Wis. Members of the Winninger family have been prominent in various branches of the theatrical world for more than 25 years.

Abbott Leaves Gardner

FITCHBURG, Mass., Dec. 23.—The Forrest L. Abbott Players, who have held the boards at the Whalain Park Theater for the last several summers and who opened at the Uptown Theater, Gardner, Mass., for a winter season, have left Gardner. It is said that Mr. Abbott is trying to place the company in some New England city that will support it.

Hila Morgan in Texas

HOUSTON, Dec. 23.—Hila Morgan and her company made a long jump from Louisiana territory into a near-by town and spent the week vacationing there, she being the guest of her sister, Lolo Axtell Hopkins. According to information furnished *The Billboard* representative, the Morgan Show has enjoyed a more than fair season. Smaller towns in the vicinity are being booked and there is a possibility of a stock engagement.

Billroy Show Briefs

INVERNESS, Fla., Dec. 23.—The writer has had the old magnifying glass out all week searching for news. Found plenty of it, but not the right kind to print in this column. Yowah! It's been a hectic week for Billroyans in this old "land of sunshine," resulting in numerous runs, several hits and plenty of errors with Johnny Finch walking away with the injury honors. In trying to make his getaway after doing *Love 'Em and Leave 'Em Joe*, Johnny ran "shin first" into an iron stake just outside the tent. Art (Puff-Puff) Farley, positive that John's leg was broken, canceled all dates, borrowed a gun and rushed Johnny to a doctor. It turned out to be only a bruise, and now Art is all "het up" at not having a legitimate excuse to use the gun.

According to Jimmie Stone, an NRA sign in a Florida hotel means "No Rates Anymore."

Manager Billy (\$) Wehle and Red (Trumpet) Jenks (Billroy's mighty hunters) are off to the woods every morning at sunrise and return at sunset. S'funny why they never "bring home the bacon," but, of course, they always have an alibi. So far all we've ever seen them bag is their trousers. Now let's see if they can alibi out of that one.

Mrs. J. L. Johnston (the writer's mother) and the writer (Mac, to youse guys) spent Sunday at Silver Springs, Fla. Words cannot describe the natural wonders and beauty of this Nature's Underwater Fairyland. Silver Springs is advertised as "The Eighth Wonder of the World," and William Jennings Bryan once called it "The Glory of Glories." After taking the glass-bottom boat trip, the writer can truthfully describe it as a scene that has no replica anywhere in the United States (except several spots in California). Among other places of interest was the zoo, where was witnessed a very peculiar scene. A kingfisher seemed to be enjoying a saxophone solo played to it by a keeper. It was explained that the experiment had not been tried on a parrot owing to the presence of so many women and children among the visitors.

MAC JOHNSTON.

Rep Ripples

GREETINGS of the season to rep and stock folks.

JOEY AND MAE LA PALMER are back with the Monroe Hopkins Show in Houston, Tex.

JACK AND JUNE ALFRED Show will lay off for a brief period. The Alfreds are spending the holidays in Hollywood, Calif.

LEW AND THELMA WALRATH, after closing an eight-month engagement with Harvey's Comedians in Nebraska, returned to their home in Cleveland, O., to spend the holidays.

CONNELLY AND RADCLIFFE have been in Detroit since the closing of the Jack Kelly Stock Company in September, playing night spots and vaude dates. Expect to go east after January 1.

LOUIS R. DELMAR, vaude performer and stock and rep actor, has been playing vaude dates in and around Pittsburgh. Week of December 4 his novelty act was featured at the Elks' Club. LeRoy (Happy) McNally and Dudley Gordon, comedians, also were entertainers at the club.

LARRY CONOVER closed a pleasant and successful 16-week engagement with the Rialto Theater Players, under management of Richard Handlett, in Fargo, N. D., on December 9. After resting at his home in the Ozarks (Rockaway Beach, Mo.) for a couple of weeks, he will join the Paul Adams Players in Ft. Smith, Ark., for the remainder of the winter season.

HOUSTON PICKUPS—Joey and Mae La Palmer arrived from the Brunk Show and are again with Hopkins Players here. . . . C. A. (Shorty) Cathcart closed with the "Skeeter" Kell Show and is with a furniture store here. . . . *Sweetheart Days*, *Harvester* and *Laugh That Off* were latest offerings of Hopkins Players, featuring "Keen Klever Kleen" vaudeville. . . . Maude Fleeger, pianist and orchestra director, now pianist on the Morgan show, was entertained by Houston friends during the show's layoff here. . . . Frank Clark and wife (Maxine Miles) are housekeeping for the winter and are being visited by Mrs. Clark's sister from Fort Worth and son from New Mexico.

MR. AND MRS. MONROE HOPKINS Players are running in the daily newspapers of Houston, Tex., a coupon good for free admission to the balcony on Wednesdays. Shows, changed twice weekly, are put on under a tent that is heated.

SKETEER KELL, 7, returned to the Kell Show with Mrs. Kell from Mem. (See REP RIPPLES on page 25)

Morgan-Helvey Shows

IRAAN, Tex., Dec. 23.—The Morgan-Helvey Shows played here week of December 11. It is an oil town. Caught one good pay day—missed the big one. Business, fair; auspices, Methodist Church. Writer preached in this church.

Charles Bernstein gave swell "greetings" party for Icel Nagle, leading woman. Al Larsh, old Seattle (Wash.) stage worker, charter member Local 15 there, doing well in Iraan oil fields. Jack Nonce, once in circus bands and leader of bands, teaching music in Iraan schools.

After General Agent Lee Cogwell booked Fort Stockton, Tex., under American Legion, J. Doug Morgan decided to lay off two weeks, thru the holidays, setting January 1 for reopening. Equipment taken to Fort Stockton and parked on lot adjoining Hotel Rooney. Mr. and Mrs. Morgan guests of Mr. Morgan's sister and young J. Doug Jr., his 12-year-old son, in Hollywood, Calif., during yuletide season. J. Doug Jr. pupil in Hollywood schools. With the Morgans, Lee Cogwell and his sister, Mrs. Clarence Holcomb; Neale Helvey, Jimmie Martin and the midget, Charles (King) Rector. Cogwell and sister to visit parents at Los Angeles. Richard Darling, Icel Nagle, Marvin Montgomery, Phil and Peggy Hart spending layoff at El Paso; Mr. and Mrs.

Bonstelle Opening Play To Run Indefinitely

DETROIT, Dec. 23.—Bonstelle Civic Theater, which is to reopen for the first season in the auditorium of Detroit Institute of Arts on Christmas Day, with presentation of *Tour Du Monde*, will give Detroit a repertory company for the first time on the strictly professional stage here. Opening play will run indefinitely, but succeeding productions will be given only two or three consecutive productions, being brought back into the repertory later in the season as the response justifies.

The two following plays will probably be Ibsen's *Wild Duck* and an American premier of Shakespeare's *All's Well That Ends Well*. Incredible as it seems, this play has never been given a full professional performance in America. Records have been searched in the major dramatic libraries of the country, according to Thomas Wood Stevens, managing director, and only two presentations of the practically tabloid Kimball version were recorded at Williamsburg, Va., in 1789 and at Boston in 1799.

Acting company of the Bonstelle Civic includes almost entirely new faces to Detroit, including several of stellar rank, headed by B. I. Iden Payne, former director of the Manchester, Eng., Repertory Players; Carl Benton Reid; Whitford Kane, late of the Theater Guild; Joseph Lazarovic, also formerly of the Theater Guild; Dorothy Raymond, formerly in *Street Scene*; May Ediss, director of the Bonstelle School of the Drama; Jackson Perkins; Martha Ellen Scott; Michael Paston, from the Croydon Repertory Theater, London; Hiram Sherman, Paul Showers, Lauren Gilbert and Isaac Watkins.

Staff of the theater, headed by Stevens, includes Les Marzolf, scenic designer, and Raymond Jones, stage manager. Business office is under management of Mrs. McKee Robinson, with Arthur Bailey, treasurer.

Mrs. H. James Back on Stage

UTICA, N. Y., Dec. 23.—Mrs. Harry James, socially prominent resident of Central New York, who resides at Waterville, will return to the stage Christmas Day in *Another Language* to be played by the Majestic Players at Majestic Theater. Mrs. James, known on the stage as Anna Cleveland, retired 10 years ago after closing in George M. Coonan's *So This Is London*. In the same presentation her daughter, Anna James, will make her stage debut.

North Before the Mike

LINCOLN, Neb., Dec. 23.—Frank North, one of the original North Brothers who tented with dramatic companies all over the Midwest, has for the time being forsaken the tenting routine. He's cooked up what he labels a circus consisting of 20 people, including a small band, and is offering the show, which will run about 45 minutes, to radio sponsors for Sunday afternoon programs. North has cut the old-time tear gushers, such as *East Lynne*, *Way Down East*, *Turn to the Right*, etc., down to tab size and does them before the mike.

E. C. Long, San Angelo; Hubert Hunt, Lufkin; Benonia Stone and mother, Dallas; Larry Lind, McCamey and in Iowa.

Doc Waddell, Al Harris, Billy Ketterman, Joe Smith, Dan Kelley, Ed Thorpe, Clifford Bass, Charles Pratt, Billy Fandre, Harry Nash and remainder of the 40 making up company sticking to the big top, with plans to celebrate Christmas with tree, etc. Trucks to be repainted, etc.; also poles, stakes, chairs and all show property made to look new. Commander James Wilson, of McCamey Post, and family, and Dolly M. Clayton, Dick Walker, A. F. McNamara McCamey visitors. From Fort Stockton came M. E. Gunter. . . . DOC WADDELL.

Stock Notes

JEAN JUSTYN is the new leading man of the O'Shea Players at the Davidson Theater, Milwaukee. Company presented *His Temporary Wife* last week.

ATTRACTION at the Playhouse in Cleveland last week was *Criminal at Large*, English mystery play. Margaret Perry and Katherine Wick Kelly were prominent in the cast.

APRON STRINGS, a comedy, was presented at the 69th Street Playhouse in Upper Darby, Pa., last week. In the cast were Bert Griscom, Arthur Behrens, Ellen Eaves (a new member of the company), Nat Burns, Helen Travers, Eileen Coyne and Phyllis Gilmore.

FRANCIS COMPTON, veteran character actor, appeared in Flint, Mich., December 19-20 as Mr. Scrooge in Dickens' *A Christmas Carol* in a benefit show under direction of Harold Higgins. He recently finished a tour of Michigan cities. Compton went to Boston.

AS THE FIRST step in what the Old Fort Players, Ft. Wayne, Ind., hope will be a steady and successful movement toward establishment of a Children's Theater there, the Civic Theater organization will present *The Bird's Christmas Carol*, by Kate Douglas Wiggin, as a special "Christmas gift" to Ft. Wayne children evening of December 28 and on afternoons of December 29-30. Play will be directed by Herbert Butterfield and Edith Nickell Bailhe.

Kansas City Jottings

KANSAS CITY, Mo., Dec. 23.—Johnny Brooks, formerly with Fletcher Bros., is now playing night clubs here.

Jack Collier was here last week casting a show for Christmas Day opening. Glenn and Donna McCord were here early this week engaging people for their circle in Nebraska.

Glenn Morris spent Thursday in the city, coming from his home in Webb City, Mo.

Fern Sutton went to her home in Climax, Kan., to spend the holiday season with her folk.

Jack Bogart, with his "Baby Grand Guitar," is playing around Mound Valley, Kan.

Lester Ayres, known in tab and rep circles, is back in Kansas City after a season with Mack & Long Minstrels.

Ewert and Barry, feature specialty team, now with Harley Sadler Show, will spend the holidays in Texas. The Sadler Show closed December 20 until after the holidays.

Mannette Omev, last season with the Sweet Show, is enjoying a rest at her home in Montpelier, O.

Clarence Kline closed with the Brunk Show and will spend the holidays here. Herschell Weiss will soon announce the completion of a new play.

Smith Show in Quarters

MT. VERNON, Ill., Dec. 23.—The Frank Smith Players closed their outdoor season early in November and equipment has been stored at quarters. Season's business averaged fair. Show played its usual route thru Illinois, Missouri and Arkansas. Outfit will have an early spring opening.



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MAGIC AND MAGICIANS

By WILLIAM J. HILLIAR

(Communications to Cincinnati Office)

BE SURE AND TURN TO The Forum page in this issue of *The Billboard*.

GEORGE is appearing daily at Joyland, in the 69th street district of Philadelphia. His stage setting is beautiful and his presentation perfect.

WISH I could have been at the Windy City Ring IBM No. 65 holiday party on December 19. With Kenneth Ernst as president and Mme. Pinsky secretary, this organization is becoming one of the liveliest magical organizations in the country.

BELIEVE IT OR NOT comes from Germany a very interesting volume appraising the importance of Jews in the world of magic. The author, Guenther Dahmann, is a well-known Jewish writer and amateur magician. He has been industrious in collecting biographical facts regarding magicians of Jewish descent. But when he says that Houdini was born in Budapest he is all wet, according to records which show that the immortal Harry first saw the light of day at Appleton, Wis. He also states that no Jewish magician ever became so famous as Philadelphus Philadelphia, who was born in Philadelphia in 1735. The name of Houdini is still the last resort of many an editorial writer, and he is the only magi to land in Funk & Wagnall's dictionary.

But on the whole the book is very interesting and should be in every magician's library.

PABLO is playing a number of dates in Detroit, being booked thru Michigan Vaudeville Managers' Association and other Detroit offices.

VICTOR KOHLER, 15-year-old magical prodigy, ran a way with the meeting of the G.A.M. at Hotel McAlpin, New York, December 11. Mrs. Harry Houdini, sitting in the front row, congratulated the boy and told him he might easily rank

with the best magicians by the time he graduated from high school.

DE CLEO writes he will close his show at Deerfield, Mich., December 23 and will jump from there to Marysville, O.

TOM J. MYERS, secretary Crafts 20 Big Shows, writes: "Note you were a great friend of the late Harry Houdini. We also were excellent friends. I was manager of the Orpheum at Los Angeles in 1898 when Beck sent Harry to us from the museum. I paid him \$90 a week, and he was such a hit I held him over for two additional weeks. Afterwards I played him at Kansas City and Indianapolis and when he got in the big money we had many a laugh over the \$90 salary."

BAL TABARIN, one of San Francisco's leading cafes and night clubs, in conjunction with its floor show, recently featured Tommy Martin, card manipulator and sleight-of-hand artist, who is well known in the East. Martin combines remarkable skill with natural showmanship and is decidedly a young man to be watched.

December 18, 1933.

Dear Mr. Hilliar: We wish to thank you for the numerous requests for information about our "Magician's Manual" which you have forwarded to us. These are receiving our prompt attention.

We certainly appreciate the splendid review you gave the book. It is meeting with a most enthusiastic response.

Cordially yours,
MAGICIANS' LEAGUE
OF AMERICA.

STAR PERFORMERS

Woodin and Durbin, now aren't they a scream? They are the nation's prize comedy team; Far be it from me such performers to raze, For who wouldn't like Woodin's delicate jazz?

While Durbin can add to most anyone's cheer By pulling a dollar right out of his ear, I wonder can he play a still better trump By pulling our dollar right out of a slump?

Me thinks these two prove that, while running a nation, Officials should practice some gay avocation; Hereafter let none to high office aspire, Unless he can juggle or twang on the lyre.

(George D. Riley's column in *Washington Herald* December 16.)

Is Harry Houdini Trying To Communicate With Me?

(By W. J. H.—10th Installment)

Mr. Lawrence sent me two prints from the negative—the first one he had made was almost a blank, so far as the picture of Houdini was concerned—the other was a very clear likeness of him. But friend Lawrence had done some experimenting with the film in the meanwhile, as is plainly visible on the celluloid.

Next week I shall reproduce on this page the two pictures, taken from the same negative, one while Houdini was alive and the other after he had "gone on tour forever."

In 1920 when I decided to leave my position with *The Billboard* and once again step out into the wide open spaces of outdoor show business I received a telegram from Houdini, advising me not to make the step. Here it is: "Think you are making unwise move regarding going back to circus. Heard Sphinx is for sale. My advice you buy on reasonable terms and bring to New York. This will insure living while you work out

Thurston Draws Family Trade

"Thurston draws family trade to Indiana Theater," says Walter D. Hickman in *The Indianapolis Times* of December 8, and continues: "The most successful theater in the world today is that which can attract family trade. And that's just why Howard Thurston and his daughter Jane stand at the very top of this branch of entertainment. There is nothing more thrilling than to see Thurston open his bag of tricks to a packed audience of children and adults. Last night when I caught the Thurston show I saw more children and family groups than I have seen in the theater since he was here last. The finest of clean entertainment is offered always by Thurston."

Thanks, Walter, for these kind but true words, but you are only repeating what I have always maintained that magic is the highest class and cleanest form of amusement in the world today. And our mutual friend Howard is the master.

"Dear Mr. Hilliar:

Altho I couldn't pass a quarter in a bucket, I like your column in *The Billboard*. In re the letter H, in so many important magic names, how about your own initial? Or are you just too modest to admit that it's in there?

Among the ancient Hebrews every letter had a numerical value, as Aleph for 1, Beth for 2, Gimel for 3, etc. Then the Greeks had a word for it, too, for their Alpha was 1, their Beta, 2, etc.

Now if you take our alphabet and put it under a line of figures from one to nine (numerology), you will see that the H comes under 8; thus

1	2	3	4	5	6	7	8	9
A	B	C	D	E	F	G	H	I
J	K	L	etc.					
S	T	U						

By the same analogy the word

S	U	C	E	S
1	3	3	5	1

when the values are all added up, would be 17. Now 1 and 7 make 8. So the word success and 8 have a similar value, and the number 8 person is said to have a special adaptability to public speaking.

(Yes, I have an H, too. Here's hoping.)

Cordially yours, JAMES P. HYDE.

OAKLAND MAGIC CIRCLE staged a "silk" night recently in the lobby of St. Mark's Hotel. Lloyd E. Jones acted as emcee. Silk effects only were presented. Carlo Cig Miller and Harry Shaw, of the Mystic 13, from San Jose, Calif., were the great artists, showing some beautiful and novel productions in this line. The affair is to be followed by a "paper" night, under direction of Joseph Switzer; performers limited to magical effects in which paper is the principal feature.

DUKE GERLICH, from Huntington, W. Va., called at magic desk. Inquired regarding Louis Zanto.

Little Theaters

Communications to 1564 Broadway, New York.

As the third production of its sixth season, the Seattle Repertory Playhouse is giving a holiday presentation of *Treasure Island*. Performances take place every Thursday, Friday and Saturday (with Saturday matinee) for four weeks and started December 21, 22 and 23. Direction is by Albert M. Ottenheimer and technical direction by Burton W. James. Settings were designed by Dorothy Woepfner, executed by Hugo Alder and painted by David Anderson. Costumes were designed by Betty Lou Barton.

In the cast are Ottenheimer, William Grant, Catherine Austin, Warren Manley, Jack Kennedy, Preston Wright, William Buhman, Noel Schram, Gerard Van Steenberg, Howard Edelson, Frank Graham, Albert Culverwell, Army Turi, Paul Hargraves, David Harris, Burton W. James, Curtis Balmer, Howard Duff, David Saxton, Jim Curnew, Fred Frink, Victor Biddle and Ted Albertz.

The Playhouse's last production was *Richard III*. Following *Treasure Island* will come *No More Frontiers*, which had a brief professional engagement at the Provincetown, New York.

The Dodge City (Kan.) Little Theater, which is in its third season, opened *The Servant in the House* December 14 as its second departure from comedy-drama in its history of 11 shows. The company played *Meet the Wife* for its November production.

The Allentown (Pa.) Little Theater presented Ibsen's *A Doll's House* December 4 to 8, inclusive, as the second show of the current season. The cast was under the direction of Winifred LeBlanc, and included James C. Baird, Jr., Anne Starrett Baird, Kathleen Hamby, Karl Schuen, John Greenwald, Elsie Weber, Mabel Rogers Kuhn and Carlton Egoil.

Frask to Harding, Chicago

CHICAGO, Dec. 23.—Art Frask, orchestra leader, who recently closed an engagement in Grand Rapids, opened this week at the Harding, B. & K. house, for an indefinite engagement. The Harding has gone to full-week vaude.

Fay Baker Scores in Canada

CHICAGO, Dec. 23.—Fay Baker, fan dancer, made a decided hit on her recent appearance at the International Fur Fair in Winnipeg, playing to turnaway crowds. After the fair Miss Baker was held over to play the Uptown and Roky theaters in Winnipeg.

Showman's Bookshelf

Reference

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

Motion Pictures

Motion Pictures and Youth. Three volumes: *Movies and Conduct*, by Herbert Blumer; *Motion Pictures and the Social Attitudes of Children*, by Ruth C. Peterson and J. L. Thurston; and *Attitudes of Movie Fans*, by Frank K. Shuttleworth and Mark A. May. *Movies, Delinquency and Crime*, by Herbert Blumer and Philip M. Hauser. Macmillan. \$1.50 each.

Radio

The Voice of Experience. The radio broadcasts giving advice on life and love. Dodd, Mead. \$1.50.

Published Plays

Play Parade, by Noel Coward. An omnibus volume of the idol of the sophisticates, including *Hay Fever*, *The Vortex*, *Post-Mortem*, *Bitter Sweet*, *Private Lives*, *Design for Living* and *Cavalcade*. Doubleday, Doran. \$3.50. *Men in White*, by Sidney Kingsley. The smash hit about the rigors of a surgeon's life, now running in New York. Covici, Friede. \$2.

MIND READING "SECRETS"

This book explains under one cover the Most Successful Verbal, Silent and Crystal Ball Mind Reading Methods used by Famous Stage, Club and Parlor Performers of the Present Day, such as the Vaudeville Musical Artist Thought Transference Act, Vaudeville Second-Sight Act, A "Complete" Original Vaudeville Mind-Reading Act, Winged Mystery—a Baffling, Sensational, Sure-Fire Mind-Reading Experiment, a Later Day Mind-Reading Act, "Different" Sort of Sure-Fire Test, Vaudeville Crystal-Gazing Act, Phonetic System for Silent Thought Transference Acts, Feature Mind-Reading Act, On Answering Questions, Method of Obtaining "Sealed" Messages, Written at Home by the Audience, The Blindfolded Drive, a Most Sensational Publicity Test, Publicity Stunts for Mind Reader, "Silent" Thought Transference and Mind-Reading Act, Written for Club Entertainers; The Chess Knight—Four Voice Culture Instructions and a two-hour Act entitled "Gambols of the Ghosts." Illustrated and Guaranteed. Only \$2.00, postpaid. "CALOSTRO" PUBLICATIONS, P. O. Box 76, Times Square Station, New York, N. Y.

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Large Professional Magic Catalogue, 25c MAX HOLDEN, 220 W. 42d St., New York City.



LAST season we suggested in these pages and directly to the heads of the companies concerned that something be done about cashing in, for the benefit of the actor, on the natural desire of the listeners to watch their other favorites broadcast. We suggested a system of taxation on tickets issued for studio shows by sponsors and the chains. It was the basis of this scheme that approved theatrical charities should reap exclusively the benefit from this innocuous taxation.

The broadcasting companies gave serious attention to the scheme, but decided against putting it into effect because of difficulties that might arise in their relations with sponsors. Now NBC is definitely lined up with a scheme of charging fees for the inspection of its new Rockefeller Center Building. This isn't exactly a matter of charging for studio look-ins, but it amounts to the same thing as far as the sightseer is concerned.

If there weren't broadcasting studios in the RCA Building the rubbernecker wouldn't be expected to include it in his itinerary. This might or might not explain the cold response given our charity tax scheme by NBC. The big moguls in the chair must have had the new idea in mind all along. Not so dumb.

But Columbia has no brand-new building to show off and it has plenty of big "names" on its talent roster. Developments in recent months in the matter of studio shows have eliminated the sponsor-objection element altogether. Here's a chance for Columbia to do something really wonderful for the actor without sacrificing money, prestige of good will. Columbia cannot charge a small sum for studio admissions for private purposes. But a small tax will not be resented by the sponsor, who usually welcomes being identified in the minds of the public with charitable works. The unfortunates in the acting profession will benefit from the plan, everybody else concerned will benefit.

Coming to think of it, this studio show proposition, unless settled quickly by smart men, will become the great pain in the neck of this radio age. It is unfair to always pick on Eddie Cantor, but when a man grows to his stature it is inevitable. Eddie is the idol of the masses. He can pack in as many as the laws of physics will permit at one of his broadcasts. And they will come back again and again if they're permitted. With Eddie's yen for charitable enterprise, the idea should appeal to him of making Chase & Sanborn broadcasts a wonderful channel for charitable donations by those who want to see as well as hear.

The studio shows are definitely opposition to theaters. They also are serving a peculiar function in the setup of American amusements. Fans flock to studio shows because of their inherent urge for personal contact with the objects of their adoration. When a Cantor, a Jolson or a Vallee hasn't been on the road in a long time or even has been kept out of theaters by studio work, there is bound to be a terrific reaction. The public will always flock to radio studios to see stars. Eventually the big broadcasting companies will commercialize the visual or theatrical angles of broadcasts. . . . Even before television becomes established.

The gradual crystallization of radio, theater work and films into separate spheres that are closely related will force the broadcasting companies to attempt to cash in—and in a big way—on public response to the lure of seeing radio biggies in the flesh. Until then men like Cantor can swing this potential earning power into charitable channels where too much can never be given. Cantor can put something like this over on a grand scale. He needs encouragement. That's all.

★
PORTRAIT SEVENTEEN

JOHN L. FOGARTY

JOHN might some day be used as an exhibit by reactionary temperance advocates. . . . He doesn't drink or smoke. . . . And it should be easy to

line that up with a honey-sweet voice. . . . John is frequently called the cowboy tenor. . . . But there's nothing of the Montanā prairies about him. . . . He's soft-spoken, too. . . . He competed at the Olympic Games in Paris in 1919. . . . In the one-mile run. . . . He started on the road to fame as a tenor—a Western edition of John McCormack—by singing and dancing at the Elks' annual show at Sioux Falls, S. D. . . . He got the biggest kick in his career out of his choice as featured soloist to commemorate the works of Victor Herbert at Madison Square Garden this past September. . . . This is John's ninth year in the profession. . . . He's now on the Jack Frost Sugar Hour on NBC.

Saranac Lake

Fred Rith received an okeh to visit his people in New York over the holidays.

Danny Murphy expects his wife and daughter to visit him over the holidays. Jimmy Marshall expects his wife and daughter to spend a few days with him over New Year's.

Dr. Edgar Mayer, our Lodge chief medico, is enjoying his stay at the Cornell (New York) Hospital on East 68th street.

The patients at the NVA Lodge wish to extend to all a Merry Christmas and a Happy New Year.

Peggy Beauchene, nurse, is back on the job after an absence of five weeks.

Mr. and Mrs. Jack Clancy are visiting friends at the Lodge.

Tommy Vicks, laid up with a cold, hopes to be up and about for Christmas.

Danny Murphy is being visited by his brother-in-law.

The nurses now at the Lodge are: At night, Mrs. Monroe and Miss Jennings; day, Peggy Beauchene, "Scotty" Thomson, Josephine Papineau and Flora (Rusty) Russett.

The big tree is up and the lounge is beautifully decorated for the holidays, supervised by Mike Murphy.

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

REP RIPPLES

(Continued from page 23)

this, Tenn., where he had been confined in the Baptist Hospital for six weeks, ill of scarlet fever. He underwent an operation and had a blood transfusion. Is working three nights a week and going to school. Show will play 14 weeks in houses. Is carrying two trucks of scenery and electrical effects.

ARTHUR BRADLEY WHITE'S production of *As the Clock Strikes* will open next month at Wardman Park Theater, Washington, D. C. John Donnelly, Betty Dugan and Harry S. Weatherby will have the leading roles. Weatherby's *Dark Moment* will be presented at the Walter Reed Theater in that city the latter part of January. It cast will be Ellis Bernbaum, Edith Osborne, Kenneth Loyd, Richard Moody and James A. Broadbent.

L. G. McHENRY has been placed in charge of the motion picture *Bring 'Em In Dead*, a new outlaw film, and will be handled on road-show basis from Coast to Coast. He will use the wax figures along the lines used with the old *Jesse James* picture, as well as new calliope trucks for street ballyhoo. The first unit is being built in Charlotte, N. C., and will be ready about January 19. A complete line of special litho and block printing will be carried on the picture.

LAURENCE DEMING and wife, following a trip to Miami, Key West and Havana, have returned to Daytona Beach, Fla., where they are contemplating buying a winter home. Mr. Deming, until his return to show business last year, was field representative for the Gordon-Howard Company. Last summer he handled publicity of the Ruth and L. Verne Slout Players. Mr. Slout informs Mr. Deming that he is in New York looking over plays and people for coming season.

REPERTOIRE PLAYERS wintering in Cincinnati have been appearing in Knights of Columbus halls in Price Hill and in towns across the river, also in a church auditorium in Southgate, Ky. In the company, the Freeland Players, are Drew Anderson, Sharon Charteress, Robert G. Toepfer, Reuben Lawson, Anna Brehme, Elmer Baughman, Al and Anita Freeland, Al being director. Toepfer addressed a church dramatic club on the history of American theatricals and in selecting plays for church use and also made up a cast for a Christmas pageant for a church.

MINSTRELSY

By BOB EMMET
(Cincinnati Office)

DICK ÜBERT, well-known writer of minstrel material and former publisher of the magazine *Old Doc Gags*, was tendered a farewell dinner at the Actors' Dinner Club, Hotel Woodstock, New York City, December 17. Dick is leaving New York to live in California. There were 50 guests and the usual good time was had by all. He plans to continue his writing activities after reaching the Coast.

FRANK KIRK writes that he enjoyed his 63d birthday November 28, and that he feels he can dance and turn a flip-flop with as much grace as he did in 1865, when he first went on the road.

FRANK GILMORE, Syracuse, N. Y., basso and interlocutor, is fast recovering from a recent sinus operation and will soon again be showing with the Merry Minstrel Monarchs.

RUSTY WILLIAMS, black-face comedian, is with the Al H. Miller Show around Edison, Ga.

AL SANSARCIE, with John R. Van Arnam's Minstrels for two years, has recently opened a 14 people all-male minstrel show in Massachusetts. The show will work thruout New England. They have already played to good houses in Bridgewater, Mass.; Woonsocket and Providence, R. I.

J. C. LINCOLN'S Mighty Minstrels closed November 16 after covering Arkansas, Missouri, Louisiana and Illinois. H. S. Palmer, manager, reports that the season was far ahead of 1932. The show is scheduled to reopen around April 1. J. W. Foster was agent last season and will again be ahead in 1934. Harry Sturgis is also returning and will be in charge of transportation. Palmer says present indications point toward even better business next season.

IVAN BAUMGARTEL (Ike Gartel), Glouversville, N. Y., writes that the recent minstrel show, *A Night of Harmony*, presented in St. Anthony's Hall, Johnstown, N. Y., was a complete success from business to entertainment. Saxy Marshall and his band are reported as a real hit. Buck Ramsey was his old familiar self in the afterpiece. Fred Ramsey and Charles Harding directed.

Cleveland Minstrel Notes

Ed Raymond, former minstrel and more recently professional clown, is doing his stuff at one of Cleveland's largest department stores. Incidentally, this is the fifth successive season that the funny boy has been booked for five-week engagement at this spot. . . . Annual yuletide party for Reed's Minstrels goes on at Hotel Statler on the evening of December 30. Some 75 or more minstrels and their friends are expected to be on hand for the burnt cork Christmas Jubilee Party. . . . Viola Hauseman and the Hollywood Harmonettes, girl minstrel band with the Reed outfit, scored a tremendous ovation on occasion of their appearance on floor-show bill at the Boulevard de Paris. . . . Jimmy Thomson, vet of the Al G. Field Minstrels, continues to register success in these parts as pop night spots bid for the services of this minstrel tenor. . . . Bill Craft is recovering from a severe cold, which had the minstrel down for several weeks, causing a layoff at a time when the voice of Santa is calling upon all good minstrels to renew their *Billboard* subscriptions. . . . Julius McFarlin and Jimmy Ague, minstrel melody makers of Station WHK, to stage large radio and stage revue at East Shore High School on evening of December 29. Advance ticket sale is reported as nearing complete sellout.

NMP&FA Notes

By Robert Reed, Secretary

Glad to note the "tune in" notation in recent issue of *The Billboard*—yes, we mean on the "Lasses" White minstrels at Nashville; they certainly rate top spot for radio minstrels. Perhaps you'll be glad to learn that Cleveland members have formed the "Lasses" White boosters' club and membership requirements call for faithful turning of the dial each Wednesday evening. "Lasses" recently dedicated a broadcast to Ohio and the NMP&FA. This is the time of year when all kinds of greetings are exchanged and we

can think of no better greeting to our members and friends than the one of "Long Live Minstrelsy," so let us resolve to do our part during the coming year; plan to boost minstrelsy in your respective localities; plan to interest your friends in the minstrel association; get that new member, and last, but not least, plan to attend the fourth annual convention meeting at Cleveland next September. Help your association grow and prosper. Tell it to the world with Minstrelsy.

Meantime the season's greetings go out to each and every member and friend of Minstrelsy. Your officers are fighting Minstrelsy's cause and must depend upon you for support in the building up of our minstrel association. Become an active member of your association. Certainly our beloved minstrelsy is worthy of support.

Annual dues are now payable for the year of 1934. The amount is one dollar. Send it in today and help us with our economy program. Your prompt action will do just that. Your 1934 membership card will be forwarded immediately. Remember that the 1934 convention committee is planning big things for you and you can help out by forwarding names and addresses of oldtimers, also photographs and programs for the History of Minstrelsy display during the convention meeting. Let us know if you will take part in the convention minstrel show. Tell us what you will do in the show.

President Harry C. Shunk and your officers extend every good wish for a most prosperous and happy season for minstrels and showfolk everywhere and call upon you to do your part for your minstrel association during the coming season.

New members, get 'em today! annual dues, forward promptly; your officers and your association appeal to each member today. Let's go, members of the NMP&FA.

Blythe Closes for Holidays

CINCINNATI, Dec. 23.—The Billy Blythe Players, who have been on tour 89 weeks, have closed for the holidays and will reopen next month with all new bills. Billy Blythe and wife (Constance Dana) went to Mrs. Blythe's home in Middletown, Pa.; Lou and Amy LaCledé to Harrisburg, Pa., and Tommy Elliot to his home in Carlisle, Pa.

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THE FILM WEEKLY AUSTRALIA

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Conducted by MARTIN BRENNAN,
198 City Tattersalls Building, Pitt Street, Sydney, Australian Office of THE BILLBOARD.

The Broadway Beat

By GEORGE SPELVIN

AT THE Richie Craig Jr. benefit at the New Amsterdam a week ago Sunday night, Bob Hope bid \$300 for a picture of the late comedian drawn by Murray Korman. . . . The drawing was autographed by all the stars at the benefit. . . . The coffee shop next door to the President Hotel has a sensaytumor. . . . A sign in the widow reads: "For your convenience we serve breakfast all day." . . . Ray Hodgdon is back in RKO again, this time as a student manager in Russ Emde's houses. . . . He used to be part of the booking office and also an agent, but recently he was in the cheese business. . . . No connection, however. . . . Frank Crumit and Julia Sanderson are back in vaude again. . . . They'll open for Loew Friday in Washington. . . . Pete Alonzo, former Poli vaude booker, is now manager of one of the Poli houses, the Bijou, New Haven. . . . Gene Gory, who used to be with Frank and Milt Britton, is back on his own again. . . . This time it's the act of Gory and Werner. . . . Tony Sarg's Bohemia, which didn't reopen this fall, is still displaying a sign that says: "Closed for the summer." . . . But which summer? . . . Nude pix are on the increase in the display frames, what with the openings of various cabarets. . . . Al Goodman celebrated his 15th year on Broadway last week. . . . And who ever told him that that was any reason to celebrate? . . . Ozzie Nelson (or so says his p. a.) describes Broadway as a place where the worm turns—and gets knifed in the back.

Mr. Spelvin's liquor observations anent repeal: Broadway restaurants are taking a new lease on life. Noon and late supper crowds run up big checks, with the charges for food dwarfed into insignificance by the amounts run up on cocktails. A lot of bartenders (can they be holdovers from the hot grill counters?) don't know what the mixing end is all about and have ready-made Martinis and Manhattans, usually too cold. As in the case of the Old-Fashioneds, the aroma of bitters has often long since evaporated. Childs goes in for plugging drinks by the waitresses before and during the meal, but doesn't seem to want customers to linger once the food is consumed. Department stores are a safe bet. One order for two pints of rye (blended), a bottle of gin, a bottle of sherry and a pint of imported burgundy (Charmes-Chambertin, no less) came to a little over seven bucks. Another, for bottles of Dubonnet, Three-Star Courvosier Brandy, port and imported vermouth totaled a little over 10 smackers. Repeal has its advantages. Broadway office girls and executives are falling into a lagoon cocktail habit, something that used to be a late hour ritual exclusively for the great majority.

Some of the smaller radio stations that can't pay for talent try to compensate by announcing after each program that so-and-so is available for club dates. . . . Many acts are making a living picking up dates thru their radio plugs. . . . The Lambs are pushing a big membership drive. . . . Initiation fee and dues have been cut to less than half. . . . Miles Ingalls almost fell over when he got a telegram signed "Honey." . . . But don't worry, Mrs. Ingalls, it was from his act, the Honey Family. . . . The horses fed Frank Mufson a few oats the other day, instead of the usual vice versa. . . . He claims he's ahead of the game now. . . . Two girls from the Paramount house line, Lillian O'Mara and Connie Hale, are busy practicing harmony singing. . . . They're doing a trio with one of the Buccaneer boys and Ben Bernie gave them a chance the other night at a benefit. . . . Mr. Spelvin is even breaking into the amateur ranks. . . . He played Dirk in the Seattle Repertory Playhouse production of *Treasure Island*.

The local press is running plenty of stories about Michael Saks, manager of the Second Avenue Theater, who has taken out an injunction to restrain the musicians' union from saddling him with a drummer he doesn't want in his pit ork. Saks claims the drummer isn't hot enough, but the union thinks he's so good that it made him leader of the orchestral Show business!

Babe Ruth coming to radio via electrical transcription is apt to prove somewhat disappointing. . . . ET is never quite as good where a personality is concerned. . . . The Cadillac Sunday concert is probably one of the highest grade commercials to hit the ether. . . . In case you think it's George Givot, the Greek on the Eddie Cantor broadcasts is Patsy Flick. . . . As a final radio item, Mae West may take a look-in on the air after all, provided she does straight stuff from plays—and also provided that the stuff itself passes the censors. . . . Who else can boast of such radio fattery? . . . Club bookers are glad that liquor is back—that is, legally. . . . For one thing, they expect beefsteak dinners to return to popularity (sotto voce: they always were popular with the hungry Mr. Spelvin). . . . A two-girl act, flopping at the Palace Theater recently, ad libbed, "Milton Berle must have done our act before us." . . . Billy Sunday comes to Calvary Baptist Church January 7 to January 21 and his engagement is being billed like a circus.



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

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

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

For RADIO

WILLIAM AND ELSA NEWELL—standard vaude act that should go nicely over the air. Some sight comedy included in their routines, but enough sound stuff left. Would, of course, need material for broadcasts, but their ability should easily put it over. Elsa's trick voice helping immensely on the air.

FRANCES ARMS—comedienne, who for the last three weeks has been doing a Fanny Brice in the character of Rubinfeld's wife on Eddie Cantor Sunday night Chase & Sanborn hour. Could carry an act of her own. Consistent quality of performance shows it to be not just a flash in the pan, and with proper script she should go big as a sort of dialectic Mae West.

LYA LYS—accented pix player, whose latest release was *Jimmy and Sally* (Fox). Plays a cabaret singer in that and does one song in a deep, flat, throaty voice that is peculiarly effective. Coast stations could use her to advantage.

For LEGIT

Musical

FRANK PRINCE—good-looking young singer, now with Ben Bernie. Has appearance and an excellent voice, with the romantic angles not overlooked. If he can handle lines, should be a good bet for operetta role.

DAVID AND HILDA MURRAY—vaude and ballroom dance team, recently returned from a successful European tour. Combine smooth and capable dance work with an excellent sense of polite comedy values, thereby making themselves definitely fine material for a revue.

Chicago Chat

By NAT GREEN

A BOX of holly from its native heath arrived a few days ago from Shreveport. No name of the sender, but we strongly suspect our dear friend Bill Hirsch, business man, fair man and showman of the Pelican State's capital. Anyway, we're thanking him and want him to know that the brilliant green and red sprays are adorning both our office and our home. The arrival of sundry other packages and scores of greetings is unmistakable evidence of the approach of yuletide. It is heartening to know there are so many individuals who have sufficient interest in the "Chat" scrivener to favor him with a cheery greeting! Makes us feel that our efforts to turn out a readable column have not been entirely in vain. We would like to thank each one of you, individually. But as that is out of the question we extend hearty and sincere greetings to each and every reader and hope you may enjoy a full measure of health, happiness and success in 1934!

Mme. Schumann-Heink, the grand old lady of opera, was in town this week bubbling over with enthusiasm, as she usually is. Would there were more like her! . . . Jess (*American*) Krueger off to Los Angeles for a vacation over the holidays. . . . The Schallmann boys are now booking the Strand Theater; Cincy, five acts, full week—just one of the numerous indications that vaude is coming back to life. . . . Casualties of World's Fair shows on the road continue heavy, which isn't surprising, as most of 'em are shoestring affairs with little talent and less cash. . . . And are Century of Progress officials burning at the adverse publicity the World's Fair is getting from these shows, most of which are advertised as "direct from A Century of Progress!" . . . Especially as the fair has "gone pure" and apparently is sincere in its intentions to have none of the trashy shows with which it was cluttered up last summer. . . . *Henry VIII* is playin' round. . . . That is to say the picture of that name is now in its third Loop spot. . . . Opened at United Artists, moved to the Roosevelt, and now is having its final downtown showing at the World Playhouse. . . . Teddy Majerus, mine host of L'Aiglon, is planning an early trip to Europe on a shopping trip to the wine centers of the Rhine and the Seine, which bodes well for the select L'Aiglon clientele. . . . Chief Shee-Noo, vocalist, whose splendid voice was heard midst the orange trees at the World's Fair Florida exhibit, is off to Florida for the winter. . . . A lot of the local bands are playing Chief Shee-Noo's own song, *Florida My Sunny Sunshine Home*, a lilting tune in march tempo.

The Randolph street studio of Harry Atwell, the old photo, is all cluttered up with well known these days—a pretty good indication that show biz is picking up. . . . As a result, Harry, the most hospitable of hosts, is deeply immersed in business. . . . Only last week we bumped into such widely divergent personalities there as Frederick Stock, of symphony orchestra fame; the incorrigible Ole Olsen and Chic Johnson; the shrewd showman and business man, Long Tack Sam, and a seemingly endless procession of folks whose names we see in electric lights every day, all bent on havin' their "pitcher took."

"Ladies, be good!" the censors admonished the other day when *Lady, Be Good*, opened at the Blackstone as a teachers' benefit or something. . . . Seems some of the blackoutees were not just the thing that one would associate with those who have the job of teaching adolescents the three r's or whatever they teach these days. . . . There was, for instance, that "she was a butterfly's daughter and he—" (you can finish it). . . . It and a couple of others were unceremoniously ditched after the first show.

That World's Fair midget show closed, owing plenty of oughday. . . . Just another of those things. . . . Talk of it going out again, but it will need a lot of doctoring. . . . Gardner Wilson, who was ahead, has gone with the *Oddities*, another World's Fair show, but one with which he's reasonably assured of collecting. . . . Faint hopes that the showboat Dixiana may open have been revived. . . . Its backers have been stickers and they deserve a break. . . . Captain Ralph Emerson, who was the boat's skipper, has bought the Cotton Blossom showboat, which had a stormy and unproductive season at the World's Fair, due to red tape and other causes. . . . "Cap" figures on playing towns on Lake Michigan next spring, it is understood. . . . Abe Lastfogel departed for N'Yawk after conferring with Charlie Correll and Freeman Gosden here on their theater bookings, which are handled by the William Morris office. . . . Long Tack Sam, who knows his Orjant, is of the opinion that some of the shows heading that way are in for some tough sledding.

Chickie Johnson, two-year-old daughter of Chic, of Olsen and Johnson, made her debut with the condensed *Take a Chance* show at the Palace and wowed 'em. . . . Bob Hickey back in town over Christmas, then to the Northwest ahead of the Jay Ellippen unit. . . . *Biography*, back for two weeks, had a tremendous advance sale. . . . It will be followed January 8 by Walter Hampden in a Shakespearean repertoire. . . . Karl K. Knecht got on a swell holiday issue of *The White Tops*. . . . Ditto Ralph Seabury with the CAPA, organ of the club artists. . . .

Licenses and Home Talent

Editor *The Billboard*:

I have been working the small towns of New England in circuses. I find it hard to book towns because the opera house is engaged by amateur shows that are run by lodges, schools and churches. I believe that this is unfair to the professional, who has spent years to acquire the necessary experience to put on shows, to be robbed of his bread and butter by people who have other ways of earning a living. Why not have show people give these entertainments on a percentage basis? They would get better shows and just as cheap as they would get by renting costumes, scenery and other things that they need to put on their amateur shows.

I read the code in last week's issue and consider it very good. I am sure that all show people will live up to it. But why not give us protection? I believe we are willing to pay for protection. Every profession, such as lawyers, doctors, etc. are protected. A man can't drive a car unless he has a license. Most all professions and trades in all walks of life, except performers or actors, are protected by licenses. I would suggest a federal license be issued to all entertainers, an application blank to be filled out and sworn to before a notary public before license would be issued.

There are thousands of actors and performers walking the streets, and amateur shows have helped to put them there. If every entertainer were compelled to have a license before making an appearance on a stage, whether an amateur or a professional, it would help to right this wrong and put the actors back to work.

If a home talent would have, say, 35 entertainers and they would each have to pay \$5 for a license that would soon abolish home talent. Then performers and actors would go back to work, and if they have steady work they would be able to pay the \$5-a-year license with ease and the revenue would more than pay the maintenance of an office to take care of theatrical people.

GEORGE BISHOP,
Holliston, Mass.

Doubts Houdini Manifestation

Editor *The Billboard*:

My business for over 30 years has been chasing ghosts, and in 30 years' research, 10 years a professional medium, I have found no direct evidence of the professed powers of mediums, consequently I have been dubbed "a menace to the cause of spiritualism." In our world we cannot define a fact; rather we must say "many people believe something to be true," and from that, by repeated demonstration, we find it easy to convince the majority. If anyone can prove Christianity without asking for faith it is his duty to do so, and this is precisely the position in the case of spiritualism today.

The spiritualist often says, in effect: "I have seen and heard things which cannot be accounted for without assuming that there is another world of sentient beings such as at one time lived upon this earth"—but I suggest that this is not putting forward logical argument which can be taken as proof. I realize that radio and cosmic rays would have seemed miracles a few centuries ago, but none of these discoveries disprove the basic laws of mechanics which have been known for centuries; rather do they confirm and adduce. If the dead are still in touch with us, either this is a very dangerous assumption or it is the most important discovery of all time.

If it is true, no one of us need worry. Churches can be turned into hotels and our courts of law may shut up shop. We are then asked to believe that our lives are settled in advance, and can only hope that wholesale suicides do not occur. "Ah," say the spiritualists, "that would be wrong and we would suffer." Why? Is it only the good who are lucky and must we take our view of right and wrong from a god who speaks thru Big Chief Laughing Water to a medium.

The term medium covers a multitude of sins in this age and it is an elastic expression referring to the great class of religious fanatics who infest the highways and byways; who use the cloak of religion with same purpose that a tramp will carry an ax thru a town—to keep from being arrested for vagrancy.

No one watching a magician produce a rabbit says "a miracle!" The more probable assumption is quite rightly made. When a very few people see something and a very large number cannot see the same object it should be

THE FORUM

assumed that the object seen is not normally in existence. Why do children who died years ago speak thru trumpets in a childish voice? Why should spirit voices resemble those of the dead body when we know that timbre depends upon stomach, lungs, teeth, mouth and the whole material mechanism of speech? More important than all is the trouble that the leaping of tables can only be observed when people are sympathetic or, in other words, when they are thinking that things will happen. Why should fairies have dainty little wings and figures which would win a beauty competition in Hollywood?

Spiritualism bristles with contradictions and with assumptions based upon no carefully repeated tests. Something should be done with the downright fakery in the interests of truth and justice. I do not believe one word that Houdini is trying to communicate with Mr. Hilliar. It is his mind that is playing a trick; it is wrong to deduce that we can talk or communicate with the dead.

Telepathy, autohypnosis, induced delirium and mind control do not prove anything of the kind. A medium who is exposed is hailed with the words, "This time she was not genuine; perhaps she was possessed by devils." I think so!

I happened to know Houdini for 25 years personally and, knowing Houdini's power of argument, I can't believe that he is trying to communicate with Mr. Hilliar or anyone else. J. J. GYSEL,
Toledo, O.

Great Combo in Lynn Musee

Editor *The Billboard*:

When it comes to oldtimers here's one forgotten or unheard of by many—I

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.*

presume, obscure in a sense, being located for a time in Lynn, Mass., a combination three-floor amusement resort known as the Lynn Musee and Theater, akin to old Austin & Stone's, Boston; Huber's, New York City; Bradenburgh's, Philadelphia; Cole & Middleton's, Chicago, circuit reciprocity booking principally. The proprietors of the Musee were Will Atkinson and Cook, Charles E. Cook, general manager, secretary and treasurer. Charles Frederick, billed as Frederick the Great, was superintendent of Curio Hall on the second floor, also amusement hall on third floor, theater being on the first floor.

Fixed features in Curio Hall were Alexander's Punch and Judy, Frazer's glass engine, illusions, magic and concession stands, freaks of nature, curiosities, monstrosities as chief weekly attractions; outstanding ones showing there were Mile. Christine; Jo Jo, the dog-faced Russian boy; Italian twins, with bodies joined together; LaLoo, the Hindu marvel, with a small headless body grown from chest; Johnathan Bass, ossified man; Barney Baldwin, the man with a broken neck; Old Zip, Barnum's "What is it?"; Wild Man of Borneo, and many others of the strange and odd, also Prof. Dix's London Flea Circus, which, I believe, was among the first if not the first to show this country.

Jim Kennedy, oarsman and strong man, winner of the Richard K. Fox championship belt for heavyweight lifting, also was exhibited. Circus acts, such as acrobats, jugglers, contortionists and aerial acts, also took their turn.

The vaudeville stage below was managed by Billy Burke, comedian, who staged afterpieces, supported by the entire company of vaudevillians. Among the latter on the weekly bills were old stagers such as Fox and Ward, who then had been on the boards nearly 40 years; Marlow and Plunkett, Frye and Evans, Mackie and Walker, Ed Kelley, Armand and Raymond, Thomas Glynn, Maggie Cline, Fitzgibbons Family, California Trio, Coogan Brothers and many more that deserve place that space forbids.

I afterward met the above play actors over and over again while engaged at Austin & Stone's and when I worked on the Steady staff in Fall River, Pawtucket, Newport and New York, also many new ones, Robert Hillard, Pauline Hall, Della Fox and others of the legit who then went "vodevil" on big time. I would sure like to see a combination of talent again give us a great big show like the "variety" of those days and see it "stick."

Portland, Me. C. CADOGAN HILL.

Magic "For the Fun of It"

Editor *The Billboard*:

The text for this sermon is not taken from the Good Book nor is it written in the Book of Life, but it is culled from *The Toledo News-Bee* of December 15 and is taken from a sort of subtitle of a little story written by the theatrical editor, Allen Saunders, who also is a good, loyal friend of magic and who writes a short story one day each week.

What a great amount of food for thought is in this topic for us who dwell in the world of magic! Here it is: "When men labor for the fun of it—look out!"

I wish I were rich enough to write

an article on this topic, have it printed and a copy sent to every amateur magician in the whole U. S. A. who persists in donating his act for each and every occasion for the proverbial slice of cake and cup of cold tea.

When one has other employment and can afford to be independent and accept or reject dates as one sees fit it's really not so bad, but if one were in a city and trying to make a living out of magic it would shed another and different kind of glow around the Christmas spirit that should prevail at this time of year.

Pick up the daily papers and you will find them full of Christmas entertainments and, sorry to say, it's the amateur magician who works for the fun of it, the chap who loves to see his name glaring at him from the pages of *The Daily Bugle*—that is the type of name you will see. Some years ago I tried to convert a young chap who was stung by the magic bug and who donated his act at each and every call. I tried to reason with him and show him that if he would charge just a small fee it would be something and magic would not suffer thru it and someone might benefit by turning these free dates into pay dates.

I could not budge him and finally he said, "I'll work for \$3, \$2 and \$1; in fact, I'll work for nothing to cut someone else out, as the publicity will help me." The moral of this is that three years have passed and, according to the newspapers, he works on; he is still classed as an amateur. Another chap loves magic so much that when he can't

get pay shows he'll step out and do a free show, thinking it will not be known, but eventually the news leaks out and, as is often the case, the amateur magician fools no one except himself.

So when you see, read or hear of anyone working for nothing, think of this text, "When men labor for the fun of it—look out!" And see what a world of meaning is behind these words. And now the choir will sing, "May Your Christmas Blessings Multiply as Do the Coins." HARRY OPEL.

En route.

Mourns Old Flying Returns

Editor *The Billboard*:

It has been stated by leading historians of the outdoor show world that aerial acts of the present day are greatly superior in every way over the oldtimers, while ground acts such as leopards, riding acts, wild animal acts, with exception of Clide Beatty's and few others, and contortion acts, with exception of Albert Powell's, and some others, were termed as not as good as the old acts.

I believe that the flying return act is the personification of the term aerial because it is a big act. All of the good old troupes, such as the Selgrist-Silbon, Selgrists and the Clarks, had six, seven and more people in the act, and at one time Selgrist-Silbon had 16 or 18 in a specially arranged act, I was told by many who were on the show at that time. Just think what a spectacular thing this must have been and how it filled out that big gap at the ceiling of the big top.

Now look what those majestic old flying acts are like—one catch bar, one fly bar, three people in most of them today. Is this the right spirit? Just enough to get by.

Of course, there is an exception to a revue playing fairs and such and presenting other acts with the flying act, as they are doing the best they can and are lucky to have that type of act. But the larger shows should work with all concerned to make this good old turn the spectacle it used to be.

I don't think it's anybody's fault, just a case of depression changing things, with people doing the best they can on their income.

AUBREY M. FRANKLIN,
Syracuse, N. Y.

Fairs Without Amusements?

Editor *The Billboard*:

The following editorial from *The Albany (N. Y.) Evening News* of December 14 is captioned "Not for Midways":

"It looks like an unfavorable year for State and county fairs and 'agricultural expositions' to stick to the modern ideas of attractions. New York State is cutting down appropriations for these purposes and so are other States. In Michigan Governor Comstock has told farmers that while the State expects to have funds to help the State Fair and the Upper Peninsula Fair there will be no money for midways and carnivals at these fairs. Instead the money will be spent for agricultural purposes and the real purposes of such fairs, and there will be good premiums to encourage agricultural exhibitors to greater efforts. The farmers to whom the governor made this announcement cheered him cordially. Farmers have been thinking that agricultural exhibitions help others more than they help the farmers. Sentiment has been deepening against spending money for special attractions at county affairs, against midway and carnivals and the like. The old county fair is not what it was intended to be in the first place. Perhaps we can get back to first principles."

submit that this type of sentiment has done more to ruin the average fair than anything else can do. "Perhaps we can get back to first principles," says the editorial.

Possibly they will. May I add that if they do, and succeed in fostering fairs without real amusement, the few fairs left won't be able to reach first base.

THOMAS F. O'CONNELL JR.,
Cooperstown, N. Y.

Midway Editorial "Absurd"

Editor *The Billboard*:

Referring to an editorial, "Not for Midways," in *The Evening News of Albany, N. Y.*, on December 14, the writer of this article shows such utter lack of knowledge concerning State and county fairs and the methods used by them in booking a midway that I thought it useless to write him, correcting his erroneous impression. It is so absurd and so ridiculous as to be almost an unanswerable argument. JULIUS GRIFFEL,
Pittsfield, Mass.

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HAMID HIPPI ARRAY BOWS

4 Shows Daily At Pop Prices

**Preliminary performances
draw poor attendance—
star acts on the program**

NEW YORK, Dec. 23.—The Hippodrome Theater shifted rapidly from grand opera to sawdust on Wednesday, when George Hamid's Circus invaded the historic temple founded by Fred Thompson and Skip Dundy, the late pioneers of specs, pageants and ambitiously designed projects. With four continuous shows daily at popular prices, the first couple of days didn't click as to attendance. Hamid, sponsoring the enterprise in conjunction with Cecil Mayberry and W. A. Carroll, of the theater, figures a healthy step-up in trade beginning this week-end and thru Christmas Week. Show is slated to run thru New Year's Week, and should business warrant it will be continued indefinitely thereafter. Allen Foster staged the show with the combined forces of Hamid and his lieutenant.

Show itself looked much better on paper than when caught in reality Wednesday evening. There were a number of unscheduled intermissions and inept spotting of acts, along with long waits for the setting up of props, and these were not properly taken advantage of by the clown walk-ons with their (See HAMID HIPPI on page 30)

Kay Bros.' Long Season

WACHULA, Fla., Dec. 23.—Kay Bros.' Circus, which played here recently, is having a long season, extended to fall-winter engagements in this State. When here the show was in its 36th week. In last issue of *The Billboard* a visitor to the circus gave a list of some of the feature acts. As additional to that list Charles X. Allen and wife are in the Wild West concert, and Bumpy Anthony, Bob Ketrov, Harry Hunter and Pee Wee and his dog are in clown alley. Mrs. William Ketrov continues a busy showwoman, superintending the commissary department and selling big-show tickets. Manager Ketrov announced while here that the show's closing date had not yet been set.

Walter L. Main Home

CINCINNATI, Dec. 23.—Walter L. Main early this week returned to his home at Geneva, O., where he and Mrs. Main will spend the winter. Mr. Main advises *The Billboard* that he has severed his connection with the show company he was associated with this year. He has had four seasons of motor circus experience. While statements in his communication were not of a decisive nature, from the tone of the whole one deduces that there might again be a Walter L. Main railroad circus en tour the coming year.

Watch for

"FROM SCOUT TO SHOWMAN"

A true story of how Colonel Cody (Buffalo Bill) came to quit the plains for the stage.

By Frank A. Small
In the

HOLIDAY GREETINGS NUMBER

of

The Billboard

Dated Jan. 6, 1934



G. E. (JERRY) KOHN, widely known in the outdoor show world, recently became associated with the Fulton Bag and Cotton Mills, Atlanta, Ga., in a responsible capacity. Mr. Kohn two years ago held the office of treasurer of the Showmen's League of America.

Eastern States Lays Off During Christmas Season

WICHITA, Kan., Dec. 23.—The Eastern States Circus, after a successful engagement at the Forum here, under auspices Elks, will lay off during the Christmas season. The show will resume its itinerary at Enid, Okla., where it exhibits in the Auditorium December 30-January 6.

The show, under management of Irv J. Polack, has been exhibiting continuously the last 26 weeks, this being its first layoff during that period of time. Michael (Micky) Blue and others of the publicity and promotions staff are at present in Wichita Falls, Tex., which date follows the Enid engagement.

Capt. Engerer Puts on A Yule Show for DAV

NEW YORK, Dec. 23.—Capt. Ernest Engerer staged a holiday circus last Saturday in Central Valley High School, Valley Stream, Long Island, for the Disabled American Veterans. Program consisted of Jackson and Jackson, acrobats; King, talking pony; Miles and Mazola, aerialists; Hughie Fitz, Hippodrome clown; Mo Lay, comedy juggler; Denver and Jimmy, trained animal turn; Billie Coogan, eccentric skater; Engerer Twins, kid bareback stuntsters; Basset and Bailey, equilibrist, and groups of performing animals, including Trixie and Rolf, police dogs, and May, performing lamb.

Captain Engerer was assisted by Madame Francis and others on the staff included Edward Wolff, stage director; John Zimmerman, electrician; William Quigg, props; Willy Engerer, charge of animals, assisted by Clem Tucillo and Dennis O'Neil; Leo Herber, carpenter, and Hugo O. Straub, publicity and announcements. Central band furnished the music batoned by Maestro Smith.

Clint Finney in Cincy

CINCINNATI, Dec. 23.—Clint W. Finney, widely known general agent, executive connected with Ripley's Odditorium at A Century of Progress, Chicago, and now in advance of Ripley's Believe It or Not Odditorium, playing indoors in large cities, was a visitor to this city early this week. Mr. Finney stressed the outstandingness of the traveling amusement offering he represents and his being pleased with the patronage he received at Cleveland, Pittsburgh and Boston.

PARIS, Dec. 23.—The Cirque d'Éver recently ditched its water spectacle and started presentation of a real circus and animal program, featuring a big menagerie in the new building that was erected as an annex to the circus structure.

Haag Closes Christmas; To Marianna Quarters

MARIANNA, Fla., Dec. 23.—The Mighty Haag Shows, with Mr. and Mrs. Ernest Haag, will arrive home here the day after Christmas to spend the remainder of the winter. A number of the performers, most of whom are known in Marianna, also will accompany the show here. Dick, Keno, genial advance man, already has arrived. The show will close what is reported to have been a most successful season with a performance in Apalachicola, Christmas.

Keno said the usual performance will not be given in Marianna this year, but a versatile circus performance will be given the "home town" next spring when the show departs for its new-season tour.

Henry Bros. Enlarging For Next Season's Tour

ALBUQUERQUE, N. M., Dec. 23.—J. E. Henry, of Henry Bros.' Circus, motorized, which closed and went into winter quarters here a few weeks ago, advises that the show will be enlarged for next season.

The transportation fleet will consist of 12 trucks, 4 trailers and 2 of more automobiles, according to Mr. Henry, and a 30-foot middlepiece has been added to the big top, making it a four-pole top, 135 by 55 feet. The performance is to be given in two rings and a steel arena for lion act, mixed group of animals and riding lion and bear.

Ringling to Sarasota?

NEW YORK, Dec. 23.—Authoritative information had John Ringling enquiring for Ringling-Barnum, winter quarters of Ringling-Barnum, yesterday or today, but those close to Mr. Ringling would say nothing about it. This move on his part would seem to eliminate an important meeting of the circus corporation's board of directors, which was believed to have been on the schedule for late this week. The same report said that Mr. Ringling would arrive back here shortly after the holidays. It is believed that he will have an important business conference with General Manager S. W. Gumpertz in Sarasota.

Bill Bros. Opens Its Winter Tour

MENROVIA, Calif., Dec. 23.—Bill Bros.' Circus opened its winter tour here with a two-day engagement last Friday and Saturday, auspices Elks, for Elks' Charity Fund. Three performances were given, each drawing good attendance.

A large ring was erected on the stage of Elks' Temple, in front of which structure, on the lawn, the menagerie and side shows, etc., were spotted. The outside attractions, along with a marquee entrance, 100-foot banner line, and flags and pennants at advantage points, gave a pleasing circus appearance to the occasion. A large banner, 30x3 feet, across the main street announced the coming of the show, also typical circus billing, with the press and radio co-operating.

The program moved smoothly under direction of Jimmie Wood. Acts included: Gasca Family; Edward Covington's dogs, ponies and monkeys, presented by Ova Thornton and Alma Taylor; Frances Dexter and Honeybee, acrobatic and contortion number; Dolly Jacobs, iron jaw; Frank Gusky, rope spinning and whip cracking, with Teddy, movie dog. Closing the show, Snooky, chimpanzee of Our Gang Comedies, Milt Taylor furnished all the clown numbers, and Prof. Charles Redrick's Military Band played the program in circus style.

The staff of Bill Bros.' Circus includes: William R. Dedrick, manager; Milt Taylor, general agent; Robert Thornton, superintendent tickets; Jimmie Wood, equestrian director; Terrell Jacobs, superintendent concessions; Ruby Wood, program advertising and banners.

Charles Kannely III

SARASOTA, Fla., Dec. 23.—Charles Kannely, assistant to General Manager Sam Gumpertz in winter quarters and executive of Ringling-Barnum Circus on the road, is in Joseph Halton Hospital here, suffering from an illness which struck him several days ago. His condition, while not serious, will require him to stay in the hospital for a week or more to avoid more serious complications.

A Few Thoughts for 1934

(Harper Joy, President CFA, in *The White Tops* Holiday Issue).

Here comes Old Man Santa Claus to cheer us up again. Why do grown-ups enjoy Christmas? Certainly it isn't because they are looking forward to the red necktie or the hot pan folder they inevitably receive. Is it because they have done so much to make others happy? Perhaps that's partly it, but isn't the real reason the fact that the holiday season enables them to capture some of their childish enthusiasm? They hear again the shouts of happy children on Christmas morning and they live again those happy days of their youth. Parents regale their children with vivid stories of their own childhood as they remember it.

In many ways the one great rival of Christmas is Circus Day. Only at the Circus will you hear the lusty-lunged youngsters shout as happily as they do at the fireplace on Christmas morning.

This busy world has turned a good many somersaults in the last 50 years, but Christmas Day and Circus Day are among the few occasions that remain essentially unchanged. Their fundamental flavor is the same. Enjoyed by young and old, these occasions speak a language we all understand.

Christmas will never change, and we hope the circus won't either. It is always amusing to read of those who would change the circus. It is certain that if it were radically changed they would be the first to disapprove, for the circus would then be something different from that fond recollection of their youth, and aren't we all anxious to keep alive the spirit that made those days unforgettable?

As president of this association I have been extremely eager to have my regime characterized by harmony and good will—to keep before us the Christmas spirit of unselfishness the year 'round. I feel that this can be accomplished by remembering about all three things: That ours is a fun organization; that the association is bigger than any of its members, and that we have joined our forces for the purpose of helping the circus.

It is a source of great satisfaction to all of us to know that the circus business has had, on the whole, a profitable year. That 1934 will be a great season is almost a foregone conclusion.

The Eighth Annual Convention was a great success. Nothing that we have seen in the last 20 years was so reminiscent of old-time Circus Day as the last day of our convention in Baraboo. Already plans are being made for our Ninth Annual Convention, and we believe we will hold in Norwich, Conn., this summer, another extremely interesting gathering of the association.

I should like to hear from you on any matter connected with the association. May 1934 be another year of accomplishment and progress.

With the Circus Fans

By THE RINGMASTER

CFA
 President, HARPER JOY, 425 Riverside Ave., Spokane, Wash.
 Secretary, W. M. BUCKINGHAM, 1011 1/2 W. 11th St., Norwalk, Conn.
 (Conducted by JOHN SHEPARD, P. O. Box 545, Wheaton, Ill.)

M. V. Hill, San Francisco, has recently been elected to honorary membership in the CFA.

On December 14 President Harper Joy and Sam Whittemore were characters in a show which they staged at the Rotary Club in Spokane, Wash.

On December 28 President Joy will put on a party at his house, called "The Last Roundup." This affair will be in honor of Mr. and Mrs. Ed Adams, of Portland, Ore., and Mr. and Mrs. Leonard A. Gross, of Tacoma, Wash. Harper sent us a finely gotten up illustrated announcement. President Joy had just returned from a trip to Butte, Salt Lake City and Boise.

Editor Karl Kae Knecht, cartoonist on *The Evansville* (Ind.) *Courier*, covered own party for his paper, same coming out in an extra edition. Karl says that he knew all details of the function and wrote the story in advance. Says program was not worth covering. Liked the 50-candle cake and got a big kick out of being with many friends and co-workers. He has spent half his life on *The Courier* and expects to live to be 100. Anyway, our genial *White Top* editor really did not know a thing about it in advance of his great 50th surprise birthday party. Article was profusely illustrated.

State Chairman George H. Barlow III, of Binghamton, N. Y., sent out as a holiday greeting a great souvenir, miniature circus stake sledge. George is indeed a wonderful modeler along circus lines.

Los Angeles Brevities

LOS ANGELES, Dec. 23.—Recent word from showfolks who went to the Hawaiian Islands with Eddie Fernandez stated that they were scheduled to dock at San Francisco on December 21. . . . Dan Dix, of Al G. Barnes Circus, is associated with William Wellman, movie director, in getting set another film of "outdoor show" life. . . . Local circus troupers are giving J. Sky Clarke visits and a holiday party. He is in practically same condition as for some months. . . . Abe Goldstein, formerly of circuses, more recently playing fairs and parks, has a holiday engagement at one of the downtown stores. Will winter on the Coast. . . . Everett and Tom Hart closed

in Miami and are back on the Coast for the winter. . . . Mabel Stark will give her usual New Year's party at El Monte to circus and other friends. . . . Bill Denny is another that will follow usual custom in partying showfolk. . . . Local showfolks did not have opportunity to see Clyde Beatty, as he flew in and was in town only a few hours. . . . Alfredo Cacotte says he is much encouraged by the improvement in his condition. The Al G. Barnes ring barn will soon see much activity, as the Hannefords will begin usual winter practice when Poodles arrives, and the Canestrellis and the Clarkonians will shortly begin work. . . . Jack Grimes, of Al G. Barnes, closed the Hockwald show and is now with M. D. (Doc) Howe at Fanchon & Marco offices.

Bob Morton To Request Fraternal Circus Code

JACKSONVILLE, Fla., Dec. 23.—Bob Morton returned to his home here yesterday from an eight-day fishing trip, on the yacht of a friend, that took the party thru the Florida Keys. Mr. Morton will leave for the North on January 2, and states that while en route he will stop at Washington and ask for a separate Fraternal Circus Code, which he considers as important as other codes that may be formulated.

Mr. Morton also advises that the Bob Morton Circus have five Shrine engagements in the West, and that a Western branch office will soon be established at Omaha, and within a short while he will be in Philadelphia to look after Eastern bookings. Also, he is seriously considering again launching an outdoor organization for 1934.

Here and There

ROSSLYN, Va., Dec. 23.—Will H. Holland, professional gymnast, former circus trouper and last year instructor at the Pennsylvania Athletic Club, Philadelphia, is now with the Chemcraft Corporation on one of its demonstrations at a Washington department store.

Frank Synder, last season with the Siebrand Bros' Piccadilly Circus, was here on his way to the Howe Bros' Museum in Kansas City, Mo.

Dr. William Mann's recent party for Con Colleano, dancing star of the wire, made the front page of the Washington papers, thereby giving Con and the Fox

Circus Saints and Sinners Club

For the Troupers—And a Home

NEW YORK, Dec. 23.—The Chicago tent had a rousing meeting on December 13. The name H. B. Gentry Tent was adopted and its membership was brought up to 25. Will meet the first and third Tuesdays of each month at Blackstone Hotel. To F. Darius Benham and Bill (Knows-a-Thousand-Friends) Semple must go credit for this wonderful organization. Mr. Benham at one time worked on *The Chicago Tribune* and is well known in the Windy City and flew there to help make the meeting a success. At a dinner at the Press Club, where old and new members of the tent gathered, Richard (Dick) Calkins, one of the world's foremost cartoonists, was elected to the presidency. Among the new members joining out with the H. B. Gentry outfit was another famous man, Pierre Nuyttens, one of the greatest etchers of his time. Pierre, it will be remembered, was paid a personal visit by Queen Elizabeth of Belgium when she was in this country and decorated Pierre for what he has contributed to art. Another famous joiner-out was Lafeton Whitney, a widely known war flyer. Among the members, too, are C. C. Conley, Thomas Higginson, Emery Smith, Al Dunlap, Kenneth Mitchell, James Wilcox, Gordon Taylor, Robert Hunter, John Ballou, John H. Galgare, H. E. Doney and George Jahnke. Pierre Nuyttens is working on some side-show banners for the tent. The executive committee consists of Bill Semple (chairman), Lafeton Whitney, Harold Carlson, Al Dunlap, Thomas Higginson, Pierre Nuyttens and Kenneth Mitchell.

The CSSCA rambling organizer, F. Darius Benham, visited Cleveland and called on Folsam Taylor, managing director of the Carter Hotel. Mr. Taylor, a CSSCA, is mapping out his plan for organizing a huge tent in his city. Fifteen charter members have been listed, but monthly luncheons will not be started until after the first of the

Theater, where he was playing, a nice publicity break.

Harry Sylvester (Sensational Sells), last season with the DeRizke Troupe, was in Elmira, N. Y., recently working for the Colonial Theater with his high-stilts-walking street ballet. Millie Long's Revue, featuring "Dixie's Sweetheart"—Millie Long herself—is playing indoor events and movie theater dates in the South.

Lester Patterson, circus legal adjuster, is back in Washington for the winter after a season with the Kay Bros.' and Barnett Bros.' circuses.

Five Jansleys are at a local theater with their Risley act.

REX M. INGHAM.

Gumpertz Opens Hotel, A Year-Round Hostelry

SARASOTA, Fla., Dec. 23.—General Manager Sam Gumpertz of the Ringling-Barnum Circus branched into the hotel business here last week when he opened the Lido Beach Hotel on Saint Armands Key as a year-round resort.

Located on the Gulf of Mexico, this hotel will be under the personal supervision of Mr. Gumpertz, with C. Roy Kindt as manager, and Joe Pontico, husband of Baby Ruth, Ringling-Barnum side-show fat girl, as chief steward. Both Kindt and Pontico have been identified with the Big One in the past. The hotel was moved from its former location in Sarasota across Sarasota Bay in seven sections.

American Acts in England

LONDON, Dec. 16.—The Yacopl Troupe, late of Ringling-Barnum Circus, made a hit at the London Palladium, where it made its European debut, and was added to the current "crazy month" program.

Joe Fanton and Company, American acrobatic novelty, a big hit with the Layton & Johnstone unit at the Hippodrome, Birmingham. Went to the Apollo, Düsseldorf, Germany, for the second half of the month, then back to America. Act has been in Europe for about nine months.

Kafka, Stanley and Mae Four, American aerial novelty, is headlining at the best theaters.

The Honey Family, teeterboard acrobats, after concluding seven weeks at the London Palladium, recently sailed for New York.

Beers-Barnes Remain Combined for 1934

MIAMI, Dec. 23.—Managers George R. Beers and Roger A. Barnes, of Beers-Barnes Shows, combination circus and other acts organization which recently closed its one-night-stand season at Al-

(See BEERS-BARNES on page 31)

A Santa Claus After All!

We thought the old boy a sham and a fake. When we'd spent our last dime—why—jump in the lake! And here all at once—Bang!—we find it all true. That business is better, with plenty to do. A real season ahead, a chance to make good: People spending their money for things other than food. So—Here's to you ALL, may your spots all be "red." May you get a real break in this New Year Ahead.

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 "Happy New Year"
 to ALL you folks in Show Business
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 Now Playing the Hippodrome, New York City. EXTEND YULETIDE GREETINGS TO ALL.
Wanted at Once FOUR TIGERS
 Two to three years old. Address BOX D-917, Billboard, Cincinnati, O.
SIDE SHOW BANNERS
 Reg. 8'x10's, \$20; Circus D. Deck, 10'x14', \$35. Ex. Wt. Canvas and Web. Har. Leather Corners-Rings. C. CADO HILL, 243 Middle St., Portland, Me.

Under the Marquee

By CIRCUS SOLLY

E. B. REED, of San Angelo, Tex., who had a railroad show on tour thru the Southwest five years ago, may put out another circus next year.

AMONG TROUPERS wintering at Fair Park, Dallas, are Goldie Hampton, Charlie Perkins and Howard Paine. Goldie at Sam B. Dill's cafe.

DODE FISK, who gave away a cow every day with his 10-car circus thru the Northwest for several years, is living in retirement at Columbus, O.

HENRI WESTIN JR., drummer, is spending his fourth winter in Salda, Colo., and doing showcard and window trimming for a local dry goods establishment.

WILLIAM S. EATON is scheduled to leave his home city, Terre Haute, Ind., January 16, for the Southwest to take up his duties with 101 Ranch Wild West, Inc.

HORACE LAIRD closed his department store clowning last Saturday and prepared to join the Frank Wirth-Buck Taylor indoor show this week in Philadelphia.

PROF. W. AND MRS. AGNEW and their Petrified Man attraction have been in Nashville, Tenn., where they closed the past outdoor season with side show of Hagenbeck-Wallace.

TAYLOR AND MOORE, aerialists, since closing their outdoor season have been playing theater and other dates in North Carolina, including Shrine Circus at Raleigh.

READ the reprint (on another page of this issue) of President Harper Joy's salute to Circus Fans of America, *A Few Thoughts for 1934*, from the Holiday Issue of *The White Tops*.

THERE WAS a "joker" in the cut on the first Circus page of last issue—a small fish in lower left. With both "deuces and the joker" ("wild") the finny tribe was a winner "hand"—"six of a kind."

BERNIE HEAD was recently in Roanoke, Va., in advance of Greater Marcus Show, which is playing one-night stands, mostly midnight performances—Roanoke an exception, matinee and night.

HERMAN JOSEPH, who has been a "resident" of clown alley on the Big One for many years, since the show's closing has been located at Goldsboro, N. C., where he is connected with a tobacco firm.

HARRY H. HILTON, who is wintering at Worcester, Mass., enjoyed visits with members of the personnel of the MITT Holland Circus when they played Worcester, among them Mr. and Mrs. E. B. Braden.

WHILE MOTORING toward Florida, Jack (Duke) Carey stopped in Allendale, S. C., where World Bros. is wintering, and met a number of acquaintances. In fact, Duke found such a pleasing trouper atmosphere he decided to winter at Allendale instead of in Florida.

W. JACK WALSH infos of having had a very satisfactory season with novelties on Wheeler & Almond Circus. Was formerly with Robbins Bros., Christy Bros and Cole Bros. Jack is planning to launch a traveling motorized museum out of Philadelphia in the near future.

JOLLY JENARO'S Great Wagner Show recently closed a series of engagements in movie theaters at Milwaukee and other cities of Wisconsin. Jenaro will reopen early in January and has a

A very prominent Circus Fan (also a prominent business man) of the East writes Solly concerning an article in a newspaper at Elmira, N. Y., recently, relative to a so-called strip team under the caption of "Circus."

"Too many entertainments are given under the name 'Circus,'" he writes. "The circus proper is a class of entertainment that does not have to have the approval of a board of review."

number of vaude dates, doing his juggling act.

MORRIS BROTHERS with their mule, "Maud," and clown band, consisting of Walter Farnell, Avery Fletcher, Chester Crosby, and Worth, Palmer, Jess and Maurice Morris (Maurice also doing Santa Claus), had a successful engagement at Sears-Roebuck, Temple, Tex.

CARL E. GIBSON, manager Carter Bros.' New Model Shows, advises that a new office truck is being built in winter quarters at Louisville, Ky., also that nine new sections will be built, and that the show will move on four trucks and three trailers next season.

GEORGE (SHORTY) SHIREY, formerly in the advance department and later on the concession of Barnett Bros.' the past season, writes that he has closed as agent ahead of Virginia Lee and her Girls and is now operating special shows thru Pennsylvania.

MAYME BUTTERS, who has been an invalid since she was injured in a fall while performing with a tight-wire act at Yankton, S. D., in 1930, is recovering from her injuries at the University Hospital in Columbus, O., and is looking forward to be trouping with Downie Bros. next season.

BILLY AND CONCHA FAPE, past outdoor season with Downie Bros., were on the program of the recent Shrine Circus at Macon, Ga., doing shoulder perch and foot slide. From Macon to Atlanta, where they presented perch in connection with *World's Fair Follies*. Planned motoring north to play vaude dates.

AT STILLMORE, GA., December 17, there were four motorized shows (not all circuses) passing thru town at about the same time. There were Lambert & Lewis Show, Georgia Amusement Company (carnival), Tod Vaudeville Company and Silver Bros.' Dog and Pony Show.

AT THE DECEMBER MEETING of Local No. 23, IASBPB, Sioux City, Ia., the following were elected as officers for the coming year: Lou M. Preston, president; Claude B. Gano, vice-president; E. L. Keefe, treasurer and recording secretary; Ray W. Butler, business agent; John (Scotty) Baillie, sergeant at arms. Baillie was formerly of Montreal.

RAY AND CLAIRE BRISON, of Silver Bros., while in Savannah, Ga., met "Bo Body" Ogden, son of the owner of the old James Selby Circus, who took them on a sight-seeing trip around the city, which ended at the White House service station of Charles Bernard, where they spent a delightful time with Mr. and Mrs. Bernard.

THE EGYPTHE SIEGRIST troupe, having completed a successful engagement with the James Bell Company Circus in Newark, N. J., week of December 9, joined the George Hamid Hippodrome Circus in New York starting December 20. Billy Siegrist is presenting his wire act and working in the flying turn, with Egypthe the catcher and Alfred doing double pirouettes.

WILL B. (FISH) FISHBACK, a circus trouper back to the days of a majority of wooden-block type stands (he started in 1896), is now hibernating in the "heart of the Ozark Mountains," on a rural route out of Galena, Mo. Will wrote *The Billboard*, in part: "Being located out here, I get to see few papers and certainly will be glad when your paper reaches me."

THE HOLIDAY ISSUE of *The White Tops*, of which Earl Kae Knecht is editor, is a crackjack special edition. It is chock-a-block with news and comment relative to units and members of Circus Fans of America, and circuses and circusfolk. Also, reminiscent show stories and cuts, among them publicity on "Jumbo" used by P. T. Barnum and associates.

JACK RIDDLE and his daughter, Annetta, arrived at their home city, Poplar Bluff, Mo., a few weeks ago, after closing the season with Sells-Sterling. They made a trip to St. Louis, where Jack purchased more steel tubing for Annetta's feature aerial act (she does several), rigging—foot revolve—increasing its height. Billie Green and Joe Worthing were recent week-end visitors to the Riddle home.

CHARLES COOK, the past season trumpet in L. Claude Myers' Band with

A veteran outdoor show agent who has of late years transferred his activities from the Central States to the West Coast is C. O. Shultz. He has been ahead of shows since 1879. Started as a billposter with the old Sells Bros.' Circus. Last several years has residence at Los Angeles, and in advance of various motorized tent organizations, and will be in same capacity next season.

Russell Bros., has returned to his wife and home in Cincinnati, and was last week seen Christmas shopping in the downtown district. Mrs. Cook, not in very good health, did not troupe this year. Charles formerly was bandmaster with many amusement organizations, also with John Robinson Circus some seasons.

A SISTER of the late P. H. (Red) Payne, circus bandmaster, who was found dead in a park at Savannah, Ga., recently, was a caller at the St. Louis office of *The Billboard* and expressed a desire of relatives to get word from showfolks in Savannah of late who knew her brother or could shed any light on circumstances surrounding his death. Get in touch with *The Billboard*, Eighth and Olive streets, St. Louis.

C. A. KLEIN, who lately has had riding devices, and Silvers Johnson, with his three "Funny Fords," have formed a partnership for next season and have contracted with a brewery firm to advertise for 15 weeks, to play fairs, according to a letter from Mr. Klein. Silvers to take one of the cars, Buck Lane another and Ralph Eyster, with another of the autos, to play the route Johnson had last season thru Ohio and Pennsylvania. Silver's midget clowns to be with each car. Klein, manager and booking agent.

REPORT FROM Glens Falls, N. Y., last week was that three masked men had entered an establishment, The Cellar, operated by Neuman Peabody, near that city, December 17 and searched Peabody's clothing and the premises. Report also was that the stick-up men obtained about \$100 in money and a quantity of jewelry, among which was the famous "Sig Sautelle diamond horsehead pin" and a valuable ring formerly worn by the late Sig Sautelle, which jewels were bequeathed to Mrs. Peabody by Mr. Sautelle, who was her uncle.

NEW BRITAIN, Conn.—Many parties were held for performers of the recent Masonic Circus here during their stay in the city. Their first night in town a crowd was entertained at the home of Harry Hastings, treasurer the circus committee, and the next night Bill Service did the honors. On Wednesday night a Shriners' party was staged for all the performers. David L. Nair staged the next function. The final one for all the circus personnel was at the home of Bill Ned and to which 30 or more guests were ushered by Tap Filz, equestrian director of the circus here.

THE DAVIS FAMILY, "Australian Kangaroosters," six in number, with Al G. Barnes several seasons, also with Hagenbeck-Wallace, some years ago disbanded as family acts in show business. Stanley Davis remained in professional circles, entering the dramatic field; also Dolly (now Mrs. Harold Hovel) and Babe, both of whom went into musical comedy. Their parents, Mr. and Mrs. Dan Davis, located in Chicago, where Dan is connected with a business firm and has a band, the Black Horse Troupe. The Davises joined the Barnes Circus from their native country, Australia, in 1921.

HOT SPRINGS (ARK.) "PICKUPS"—There seems to be more circus people than the last several winters. . . . Strikey and Kelley, of Sam B. Dill's Circus, have been preparing to open a museum here. . . . Bernie Head, who had been here since closing of John L. Wlender Circus, recently left to join a musical show in the East. . . . Buster Rooney is seen daily around the haunts of troupers. . . . Mickey Couglin, of Hagenbeck-Wallace, is registered at a local hotel. . . . Blacky Logan's place a popular place. . . . George Duvall, of Schell Bros., is seen driving the avenues in a new Cadillac. . . . Sam B. Dill was a visitor here for a few days. . . . McCollister and son, Barney, are on the job with their saddle horses.

HAMID HIPP—

(Continued from page 28)
particular brand of gags. Whole layout needs rerouting, which was developed somewhat the next day and thus crystallized into a more balanced program. It was a mistake to present the show without several rehearsals, but the promoters of the idea feel that the first three days this week served for the re-shaping and "aging" process, with today's innings thereby primed for the peak in performance.

All the above may suggest that the entertainment provided falls short of the mark, but this is not so. The caliber of the acts, plus the several smart production ideas fashioned into the layout, contributes a regular circus festival that has plenty of good show. It is only fair to state that the thing improved as it went along, and by next week should furnish some of the best circus stuff seen around for years. At the same time considerable cutting is needed and the addition of a more atmospheric setting. Then, too, the lobby could take more circusy billing matter and maybe a couple of grinders on ticket boxes or on platforms.

The program, which will probably be changed frequently, contains such sterling acts as George Hanneford riding family, the Hustrel high wireists; Schultz's combination turn, with Marlon Knowlton getting star billing in the lion's den; Pallenberg's Bears, Alf Loyal's Dogs, Alice's Pets, Bee Jung on trapeze to a background of six girls on double rings, Schultz's combo of elephant and ponies which are worked by a little miss, Billy Siegrist on tight wire and the Edythe Siegrist family in flying return act, Will Hill's baby elephants, Tiny Kline in a strong-jaw slide from the shelf to the stage, Brenke's golden steed and golden girls in statues, Schultz's military ponies, Six Lelands on teeterboard, Bee Starr in web work and one-arm kickovers, and a flock of interspersed material. Two juicy items in the latter range include a prolog, billed *Christmas in Jungland*, a neat bit of pageantry which has all the performing animals on the stage and a whimsical lasso enjoying the fete as she parades across, and a Streets of Bagdad finale, in which a fencing joust and some sinuous terpsichore are features as the stage characters join in the tournament. Arabian tumblers, the All Ben Hamid troupe, wind up the concluding item with much gusto.

Fire department officials complained that the Tiny Kline and Hustrel acts violated regulations by working outside the stage proper, and they were prevented from going on after Wednesday. Apparatus of Hustrel was set up directly above the band pit, with the guy lines going clear out to the center aisle. Act couldn't set up on the stage account the Siegrist flying trap act. Objection to Miss Kiline's act was the alleged danger to spectators as she slides above them. The Joe Basile band was, as usual, cue perfect. Andre Dumont, rigged out in true Victorian circus habit, announces in that very manner. His contribution would be effective if he went satirical about his regalia, a technique which is invariably sure in these cases of Beau Brummell stentorianism.

Crown Alley, headed by Al LaRue, is composed of Phillips and LaPlante, Jerry Bangs, Mickey Donovan, Al Sherwin, Oscar Lowande, once a truly great rider; the Five Lelands, Al Dine, Billy Ritchie, Phil Dwyer and others. They enriched the proceedings for the young in the audience.

Sam Wagner, of Coney Island, is operating the side show downstairs at a 10-cent admission. In the lineup are Koo Koo, the bird girl; Belle Bonita, with python; Lady Olga, the bearded lady; Alf Flossio's magic and Punch and Judy; Woof Oo, the immune man, and Chief Ogawa, the assassin. Doc Foster is lecturing, and assisting Wagner are his sons, Raymond and Justin.

Opening night brought out Mabel Tallafarro, the well-known stage player and the former Mrs. Fred Thompson. She made a speech from one of the boxes in which she said that the spirit of the Hippodrome under Thompson and Dundy is being perpetuated by the circus which now graces it. Miss Tallafarro is always remembered for her performance in the title role of *Polly of the Circus*.

McGuyre Again With Downie

CINCINNATI, Dec. 23.—Frank McGuyre, who is spending his off-the-road season at his home in Talladega, Ala., has been re-engaged as legal adjuster with Downie Bros.' Circus for next season, his fourth with Manager Charles Sparks.

The Corral

By ROWDY WADDY

HERE'S TO a banner 1934 for the rodeo and Wild West show fields!

ABE LEFTON will go to Denver for his third season as announcer at the Live-Stock Show and Rodeo.

EDDIE WOODS, Harry Knight (who is recovering from injuries received at Chicago) and Pete Knight and wife are wintering at Hot Springs, Ark.

SMOKEY SNYDER and his wife have returned to their home at Brea, Calif., to spend the holidays with Mrs. Snyder's relatives. They will go to the Denver, Tucson and Dallas rodeos.

CURLEY FLETCHER, who received a dislocated shoulder and slight concussion of the brain in the car accident in which Skeeter Bill Robbins was killed, is recovering at his home in Hollywood.

COL. ROMAINE'S *First Americans* and Frontier Shows recently closed its season, after conclusion of a Festival at Oklahoma City, Okla. Col. M. W. Romaine plans opening next season in June with the most extensive production of his career.

AN ERSTWHILE Wild West show woman who retains fond memories of old-time road acquaintances, and hopes for a bright future for the rodeo and cowboy sports branches of the amusement world, is Edna Gardner Hopkins, of San Antonio, Tex.

A. G. AND DELLA SHRIVER have returned to their home at Riverside, Calif., to spend the holidays after working at rodeos, among them Calgary, Pendleton and Portland. They will go to the Tucson (Ariz.) Rodeo in February, and the Dallas Rodeo in April.

DOROTHY MORRELL ROBBINS is in Burbank Hospital, Burbank, Calif. She is in a cast and will be there for several weeks, suffering three misplaced vertebrae she received in the motor-car accident in which her husband, Skeeter Bill Robbins, was killed, November 29. Cards and letters will help the hours to pass for her while in hospital.

NEWSPAPERS at cities in various parts of the country recently ran a press dispatch issued from Oklahoma relative to Old Patriarch, buffalo bull, that had led the Pawnee Bill herd for many years, losing out in a three-day fight for "kingdom" with a younger of the species. Pawnee Bill (Maj. Gordon W. Lillie) immediately named the new herd monarch "New Deal."

"PICKUPS" from the Fort Peck Rodeo Company.—The show has again established winter quarters at Guthrie Center, Ia. Owner O. A. Bristow states that he had the best season this year since 1928. Mr. Bristow recently purchased more bucking horses from Montana and Texas roughneck steers. These with the show at its season's closing included: Bill Wakefield, Ted Miller, Jack Omalley, Babe Slater, Buck Wener, Louilla Wener, Mary Carter, Curly Arkman, Bill Belter, Harold O'Neill, Clyde Powell, Art Praske, F. H. Benson, Art Kent, Curly Baden, Leo Kent and Dakota Red and Frankie Little Bear, clowns.

A REPORT, delayed in transit, of American Legion Rodeo, staged recently at the ball park, Torrance, Calif., and under direction of Cowboy Joe, reached Rowdy Waddy last week. In part, as follows: Rodeo drew heavy attendance. Judges were Curley Fletcher, Hugh Strickland and Andy Jauregui; Abe Lefton, announcer. Trick riders included Sam Garrett, Eddie and Buster Guelic, Juanita Hackett and Alice Van. Texas Tommy did a whip act, and Lois DeGroot, Bobee Kerr and John Kerr, juveniles, did menage with ponies, and a number of others took part in exhibition work. Contest winners: Bronk Riding—First day, Clay Carr, Johnny Slater—only two qualifying. Second day, Ervine Collins, Wayne Garrison—only two qualifying. Steer Riding—First day, Fox O'Callahan; Bud and Sy Cook split second and third. Second day, Halloway Grace; Rex Gaunt and Tex O'Callahan split second and third. Steer Decorating—First day, Clay Carr, Howard Brown, Johnny Drayer. Second day, Halloway Grace, Ervine Collins, Howard Brown. Calf Roping—First day, Hugh Strickland and Lloyd Saunders split first and second; Clay Carr. Sec-

ond day, Andy Jauregui, Lloyd Saunders, Hugh Strickland.

HOLLYWOOD, Calif.—An outgrowth of the NRA is the Riding Actors Association of Hollywood, just formed. Leading cowboys of the films had a meeting called of all the riders in pictures—cowboys, Indians, Cossacks, Char-nos, Hindus and others. The purpose of organization is to see that this group of men are given proper recognition. It is said that the cowboys who work in pictures, including some of the world's greatest, who double in all sorts of pictures, are among the most misrepresented of any class. They have needed organization for years and it is now working out thru the NRA. Following are the officers of the new association: Fred Burns, president; Silver Harr, vice-president; Ori Robertson, secretary-treasurer. Directors include Vester Pegg, Buck Bucko, George Sowards, Spick Spackman. On the membership committee are Bill McCormick, Scoop Martin, Roy Bucko, Augie Gomez, Pete Morrison, Bob Clark, Jay Wilsey, Bob Miles, Shorty Hendricks, Art Mix, Slim Balch, Whitey Sovern. More than 200 have already joined the association, almost the entire group of riders. Meetings are being held each Friday night at 8472 Santa Monica boulevard, Hollywood.

Old-Time Showmen

By CHARLES BERNARD

In North America December is an off month for circus news. The large shows are in the barn, and small outfits under venturesome management tempt fate in the Gulf States, Cuba and Mexico, hopeful of playing even while evading the expense that is a certainty in winter quarters.

A half century ago there were owners, managers and performers accustomed to making the circus business an all-year-round occupation. It was not unusual to find in the amusement publications the routes and news notes from several circus organizations touring in Central and South America. In these companies would be found the names of owners, performers and feature acts familiar to the circus patrons of the United States and Canada. Fifty-five years ago in December, 1878, John H. Murray's Grand Circus played an engagement in Georgetown, Demerara, in British Guiana. From an official program, printed both sides of an 8x11 sheet of pink paper (still in excellent condition), it is shown that O. P. Perry's Band played the overture. Opening act of the performance was Linda Jeal on the Running Globe. No. 3 was athletic acts by the company, No. 4 was principal act by John Barry.

W. H. Stowe in his great comic song, *Whoa, Emma*, was featured as the next number. The Lady of the Iron Jaw—Mile. Georgiana—was No. 6. Owner John W. Murray then introduced his twin ponies, Mars and Jupiter, in their routines, after which an intermission of 10 minutes was given. A second overture by Perry's musicians preceded the Leap for Life, announced as a wonderful performance on the LaEschelle by W. Milson. In the next number Lizzie Marcellus appeared as the featured equestrienne, doing flights over streamers, banners and thru balloons. Her riding was clowned by W. F. Aymar, who also held the balloon hoops from the ring bank. W. O'Dale Stevens followed with that famous manipulation of the globes and Maltese Cross, at which he was a champion. No. 12 on the program was W. H. Stowe's Educated Canines. The wording descriptive of the next act was unique, it read: "Champion lady hurdle rider of the world, Linda Jeal, on a naked horse."

The closing numbers were by Milson and Aymar as the "Two Comics," in clown specialties, followed by a comedy riding act. Perry's famous band played *God Save the Queen* as the finale. Noticeable on the program were 11 well-displayed advertising boosts for local business firms, arranged around margin of the sheet. One of the ads was captioned "Caution." It read: "If you want to invest your money profitably, don't spend it on the circus, rather invest it in bargains at the American Stelling Store, Smith Bros." The management also advertised its clown comic song and joke book, for sale by agents. Price, 6d. Admission prices were not given, but it was stated that reserved seats could be had from the usher at two shillings extra.

Readers of *The Billboard* who have followed the series of Old-Time Showmen articles will remember that in No.

50 as published in issue of January 9, 1932, details were given of a terrible disaster at Memphis, Tenn., on the morning of March 30, 1882, when the steamer Golden City was burned and sank in the Mississippi River in sight of the Anchor Line wharf. On the steamer as cargo the equipment of W. H. Stowe's Circus was being transported to Cairo, Ill., for the opening of its 1882 season. Members of the company were passengers. The fire had made such progress before it was discovered that approximately 50 humans were burned or drowned in the boat's destruction and the property of the show was almost a total loss. W. H. Stowe, his wife (professionally known as Lizzie Marcellus) and their children, Birdie and Willie, were victims of the awful conflagration. After their 1878 and '79 tour with John H. Murray's Circus, Mr. and Mrs. Stowe had enjoyed successful engagements, were very popular and in demand with leading circuses at top salaries and had eventually become owners of a show that had a promising future, all to be suddenly destroyed and their lives snuffed out in a steamboat fire. Mr. Stowe was a son of the early-day showman, John Stowe, who was owner of popular and profitable shows about 90 years ago. Both W. H. and John F. were born and brought up in circus atmosphere, and established records as capable members of the profession. John F. is still living after fully 50 years' active connection with tent show, now retired, he is enjoying a comfortable home in Niles, Mich.

Wm. Sneed Chairman Of Chicago CFA Top

CHICAGO, Dec. 23.—William Sneed, business man and ardent circus fan, was elected chairman of the John Davenport Top, Circus Fans of America, at a meeting held Wednesday. He succeeds

Clint E. Berry, past national president, who resigned because of pressure of other duties.

Mr. Sneed is a comparatively new member of the CFA but has been active ever since he joined. He has a wide acquaintance among circus people, both executives and performers, and is very well liked. It would be difficult to find a more ardent fan than he. During the course of a season he visits all of the leading shows, sometimes driving several hundred miles. Members of John Davenport Top are confident that under his chairmanship the top will take on new life.

BEERS-BARNES

(Continued from page 29)

bany, Ga., with their families are spending the winter here. Messrs. Beers and Barnes combined their respective shows late in the season.

Mr. Beers advises that a new top, a 50, with four 30-foot middles, has been delivered for use next season; also that the motorized equipment will include six Chevrolet trucks with three semi-trailers and five housecar trailers. Reserved seats will be folding chairs, elevated, and two light plants will provide illumination. A 10-piece band will be under direction of J. E. Mixon.

A. J. (HAPPY) MEININGER, well known in the circus field, is managing the Capitol Theater in Cincinnati. Has been with the 101 Ranch and other shows.

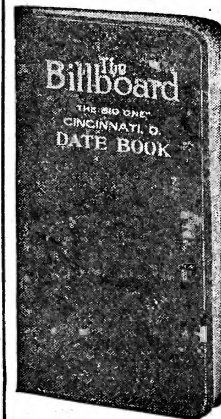
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MORE DATA SOUGHT ON CODE

NRA Wants Added Information; Hearing Deferred Until Feb. 14

Public review in Washington develops suggestions as to more thoro representation, adoption of safety code and separate provisions for operation of restaurants

WASHINGTON, Dec. 23.—The general hearing on a code for parks, pools and beaches will be resumed on February 14, adjournment having been taken to permit of fuller data as to smaller parks, etc., to be collected and submitted for consideration by the deputy administrator. The suggested code of fair competition for amusement parks, pools and beaches of the United States, which was heard here before Assistant Deputy Administrator William F. Farnsworth, of NRA, in Room 1, U. S. Chamber of Commerce Building, last Tuesday, was probably the most momentous one in many ways in the history of these industries.

First, it represented the initial attempt on a big scale to bring these business activities together under one head, for the wiping out of ruinous and unfair competitive practices and, second, the inauguration of a survey touching these industries on a scope which promises to provide in data form results of the most searching and comprehensive analysis of them yet attempted.

This data is to be used as a basis for amendments to the tentative code considered necessary to perfect it in the interest both of the industries and of the government.

For Closer Co-Operation

Concrete developments of the hearing and steps preliminary thereto were the adjourning of the hearing by Deputy Farnsworth to give opportunity to the industry for the collecting of the data which he deemed necessary to a more thoro consideration of the code, and the later holding of a meeting by representatives in Washington of parks, pools and beaches for the purpose of providing additional representation on the code authority for interests not therefore probably sufficiently represented.

This step, in the view of those participating in the meeting, spells ultimately operation of a code of fair competition in a way which will benefit the entire industry and a closer-knit organization representative of the widely scattered units within it.

Incidental to the detail of the hearing, following formal opening by the deputy administrator, and presentation and interpretation of the code by Chairman Frank W. Darling, were the offering of suggested amendments by representatives of the consumers' advisory board, the labor adviser of the deputy and the legal department of NRA, and by representatives of labor itself. All of these proposed, as well as all other suggestions and developments, were held in abeyance pending further hearings.

Effect of Other Codes

Participating in the hearing, in addition to the deputy administrator, were Donald K. Wallace, division of planning and research; Thomas MacGuire, consumers' advisory board; Joseph Brodinsky, labor advisory board; Jay Downer, industrial advisory board, and L. M. C. Smith, legal division, NRA.

Presenting the viewpoint of the different branches of the industry were Frank W. Darling, James A. Donovan and Norman S. Alexander, for NAAP; Leonard B. Schloss, for AAPB; Arthur E. French, of Joseph P. Day, Inc., Manhattan Beach, New York City, NRA subscriber, not a member of the association; Alfred E. Hodge, code controller; Charles H. Potter and Sol Pincus, alternate representatives, and M. H. Hedges, of the research department, International Brotherhood of Electrical Workers.

Suggestions by Assistant Legal Counsel of NRA Bernard, as he explained that members of the code committee might be advised as to the matter, were generally that adoption of pending other codes or codes possibly already in effect might contain provisions which it would be vital for the park, pool and beach industry representatives to have knowledge of as bearing upon operation of their code once it is in effect.

He mentioned particularly the question which might arise as to restaura-

(See MORE DATA on page 44)

Questionnaires Out

WASHINGTON, Dec. 23.—A questionnaire is being mailed out by the deputy administrator to every amusement park, beach and pool to gather further statistics necessary for a code. It is announced that any interested persons who do not receive a questionnaire by January 10 will find it to their advantage to request one from Deputy Administrator Rosenblatt.

New Paris Resort and Zoo Is To Be Opened by May 1

PARIS, Dec. 12.—Work is being rushed on the new zoological garden and amusement resort in the Bois de Vincennes so that it will be ready for opening on May 1. The new park replaces the zoo of the late Colonial Exposition and will be one of the finest in the world.

Insofar as feasible all the animals will be displayed under conditions similar to their native state. Artificial cliffs and rocks will provide ample space for camels and giraffes, monkeys will be at liberty on a large rocky island, while outstanding feature will be an artificial hill for lions.

This hill will be topped by a platform 68 meters above the ground and visitors will be able to not only view the entire zoo from this point, but will have a fine view over the city of Paris.

Hoosier Pool Is Proposed

GARRETT, Ind., Dec. 23.—Plans are being made for installation of a swimming pool and skating rink here under the Civil Works Administration. Pool will be circular, 140 feet in diameter. Estimated cost of the project is \$32,000. Four sites are being considered.

NAAP and AAPB Workers for '34 Given Assignments by Presidents

CHICAGO, Dec. 23.—The roster of officials and committees of the National Association of Amusement Parks for 1934, just prepared following the appointments, comprises Frank W. Darling, president; Rex D. Billings, first vice-president; Fred Fansher, second vice-president; A. R. Hodge, secretary; George A. Schmidt, treasurer.

Board of directors, William D. Acton, Harry C. Baker, Rex D. Billings, James A. Donovan, Fred Fansher, Harold D. Gilmore, A. B. Gurtler, F. W. Henninger, A. W. Ketchum, Richard F. Lusse, W. R. Mangels, P. W. A. Moeller, L. B. Schloss, George A. Schmidt, George F. Schott; ex-officio directors, Norman S. Alexander, Frank W. Darling, John R. Davies, Fred A. Guenther, A. R. Hodge, Fred W. Pearce, Judge Charles A. Wilson.

Board of advisers, Rex D. Billings, chairman; W. St. C. Jones, secretary; Herman Berghoffen, Herbert A. Byfield, Charles Deibel, Philip P. Friederich, Paul H. Huedepohl, C. C. Macdonald, Frank S. Terrell, William M. Young.

Code controller, A. R. Hodge; field secretary, DeArv G. Barton; historian, R. S. Uzzell.



LEONARD B. SCHLOSS, general manager of Glen Echo Park, near Washington, D. C., and who, as president of the American Association of Pools and Beaches, Inc., and a member of the code committee selected by the AAPB and National Association of Amusement Parks, presented aspects of the code as it affects the pool industry at the public hearing in Washington on December 19.

Edward Schott Under Knife

CINCINNATI, Dec. 23.—Edward L. Schott, assistant general manager of Coney Island and son of George F. Schott, general manager, underwent an emergency operation for appendicitis at Good Samaritan Hospital Tuesday morning. He suddenly became ill several weeks ago when he and his father were duck hunting south of Helena, Ark. The entire party abandoned their hunting trip and returned home. Altho appendicitis was suspected, Mr. Schott steadily improved. His condition became worse, however, Monday night and his physicians decided that an immediate operation was necessary. He is reported in a fair condition.

Devany Leaves Grand View

NEW YORK, Dec. 23.—Orest J. Devany, the past season manager of Grand View Park, Singac, N. J., this week announced that he has left the park and will not return there next season. Until recently he operated the rink there. He has removed from his Paterson home to uptown New York, where he will make his headquarters indefinitely.

Church Offers 'Day Off' Plan

One day in seven proposal in code is shown to be workable by New Yorker

CINCINNATI, Dec. 23.—A method of adjusting a park schedule to a six-day week, as is proposed in the tentative NRA code of the National Association of Amusement Parks, is offered by Fred A. Church, superintendent, Playland, Rye, N. Y., who addressed the recent 15th annual convention in Chicago on *Arranging a Six-Day Week for Amusement Park Employees*. Plan, as suggested by him, is as follows:

"The answer is simple. If it takes six men seven days to do a piece of work, then seven men should do it in six days. On the same basis, if it takes two men to run a device and it has to run seven days a week, that means 14 'man-days' per week must be employed. There are two methods which may be employed to accomplish this.

"First, schedule your staff so that one-fifth are off Monday, Tuesday, Wednesday and Thursday, respectively. For every four men you put on an extra man to fill in on Monday, Tuesday, Wednesday and Thursday, and he in turn is off on Fridays. All your staff then report on Saturdays and Sundays. This means cutting down the number of extra help which ordinarily have to be hired to get over the heavy days and increases your cost of operation very little.

"The second method is by means of a sort of 'class A' group of employees made up of some of the most reliable members of your staff. With them you create a sort of a 'flying squadron,' one easily trained to fill all the positions in the park. This group are paid a little more than the others and become an honor gang. All operators included in this group are then scheduled so that they are off one day each week between Monday and Friday, inclusive, and are all on duty on Saturdays, Sundays and holidays."

Building Pools in Seattle

SEATTLE, Dec. 23.—Welden Construction Company has commenced work on a new natatorium to be built on the beach at Alki avenue. It will cost about \$100,000 and will be 250 by 125 feet. A large area of the front wall will be of glass supported by steel roof trusses. Other exterior walls will be stucco. Three main pools and a cold plunge are provided in plans drawn by the builders, who are also the owners.

Club May Take Over Beach

LAKEPORT, Calif., Dec. 23.—It is reported that Lucerne Country Club is to take over Clear Lake Beach Company's large amusement resort here.

Watch for
'PEPPING UP THE RIDES AND GAMES'

By A. Tieup
In the
HOLIDAY GREETINGS NUMBER

of
The Billboard
Dated Jan. 6, 1934

Code control committee, Frank W. Darling, chairman; N. S. Alexander, James A. Donovan, L. B. Schloss, Arthur French; A. R. Hodge, ex-officio member; convention locations, board of directors of NAAP, president, first vice-president and treasurer of the Manufacturers and Dealers' Section and American Association of Pools and Beaches, Inc.; entertainment, to be appointed later; executive, Frank W. Darling, Rex D. Billings, Fred Fansher, A. E. Hodge, George A. Schmidt.

Exhibits arrangements, secretary, first and second vice-presidents of NAAP; president, first vice-president and treasurer of Manufacturers and Dealers' Section; Frank W. Darling, ex-officio member; A. R. Hodge, chairman; finance to be appointed later; freight rates, Harry G. Traver, chairman; R. S. Uzzell, W. F. Mangels; grievance, Herman Berghoffen, Charles Deibel, C. C. Macdonald; insurance, N. S. Alexander, Harry C. Baker, Richard F. Lusse; legislative, James A. Donovan; George F. Schott, N. S. Alexander; manufacturers and dealers' awards, Harry A. Ackley, A. W. Ketchum, (See NAAP AND AAPB on page 37)

The Pool Whirl

By Nat A. Tor

(All Communications to Nat A. Tor, care of New York Office, The Billboard)

All was far from quiet on the swimming pool front last week. Many things happened, some of which you will learn about for the first time here.

For example, an outdoor tank is being plotted for next summer atop the Hotel Claridge, New York. Moe Gale, local amusement man and proprietor of the Savoy Ballroom, Harlem, already has the blue prints on the project.

Then, too, a municipal outdoor pool has been planned for the lake in Crotona Park, Bronx, N. Y., move being sponsored by James V. Mulholland, park supervisor.

Word from Los Angeles brings the report that Ruth Roland, former movie queen, who more recently has become a big gun in real estate affairs, is seriously considering building a commercial open-air aquadrome on some of her property.

And so the swimming fraternity seems to be perking up. Activities of new pools for next summer have begun. Many indoor pool men announce additional construction. Persons are buying pools, selling pools, building pools. The boys are all busy as bees, and the beauty of it all is that it looks as though they're not going to be stung.

As you'll note from a more complete report elsewhere in this publication, a stay has been granted for the swimming pool code, which came up in Washington on December 19. Some changes have to be made with the amusement park regulations which are also going to govern the aquatic industry. Swim pool operators are urged to have patience and bear with the committee working on the code. Once the rules are passed you can be assured they will be for the best interest of all in the business.

J. A. Williams has taken over the Van Cortlandt-Olympia Pool, Bronx, N. Y., with William Grant Brown, builder and operator of the establishment for many years, on the outside looking in. Williams intends carrying out the plans started by Brown for operation of the tank in the winter, and outdoor ice skating will start there around the first of the year. Bill Feifer is announced as manager of the new amusement enterprise, and Irv Zussman, popular pool p. a., is expected to be retained for the skating season, working right into next summer's pool activities.

Recent mention in this column of the compulsory order enforced by New York indoor tanks in making their patrons wear pool bathing suits instead of allowing them to bring their own brought a number of letters from out-of-town incensed tank owners, all of whom inform me that they don't follow this policy. Hinterland pools, on the other hand, report that most of their swimmers come with their own swim apparel. When they don't bring their own there's a rental charge for the pool suits, as is the practice in all outdoor natatoriums. One operator of a self-confessed "dinky pool in a one-horse town" takes the "owners of big city tanks" to task for failing to capitalize on the extra revenue afforded by rental of suits. He claims "they're just plumb crazy if they make swimmers use pool suits and then don't charge for them."

The sport of water polo has again come to the fore as one of the outstanding attractions of a swim pool. Indoor pool men, especially, find the game most attractive in inciting public interest, with many tanks running water-polo matches as weekly and even semi-weekly events. As yet not one group of pools has been successful in forming a strong water-polo league. It's too bad, too, for if commercial pool men could only get together as do athletic clubs and Y's and organize a league that would be recognized by their local papers, not only would they gain plenty of publicity, but they would attract new business to each tank.

DOTS AND DASHES—Park Central indoor pool, New York, slashed its admission tariff to six bits. . . . Downtown Athletic Club pool, New York, inaugurated its competitive season last week—what Washington (D. C.) indoor pool staged that swell Christmas stunt last week, having Santa Claus

emerge from the bottom of the tank instead of the customary chimney descent, all of which made the papers but no pool credit line? . . . The w.-k. Walter Winchell called one of his columns 'last week "Dots and Dashes," which title has graced this pillar of chatter since its inception two years ago, but I doubt that it was a swipe, as the phrase could easily have been thought up by anyone and it's just to keep the records straight that I bring the matter up now—Another pool is planned for a night club, this time by Cobia Wright, famous social leader, who announced a steam-heated pool for her new spot in Westchester. . . . And now, a Happy New Year to you all!

Coast Resort Awaits Spring

BYRON HOT SPRINGS, Calif., Dec. 23.—Resorts Corporation, operator of Byron Hot Springs, has announced the amusement and recreation center in Sonoma County will remain closed until February 22, when early California spring will have arrived.

Seashore Breezes

By WILLIAM H. McMAHON

ATLANTIC CITY, Dec. 23.—It begins to look as though there might be some biz during the holidays after all. Boardwalk lights and trees all up. . . . downtown except for Auditorium and skeeball alleys is dead. . . . Steel Pier had its entire wooden approach fixed in preparation. . . . Auditorium playing double ice hockey dates. . . . for first time since hall opened ballroom music brought down to ice hockey rink between periods by p. a., with Julian Woodworth doing announcing. . . . this proved improvement.

Melody Cruise Revue, with Noltz and Holtz, Eleanor Eaton, Dorothy Claire, Sylvia Bentley and Norma Fields, hit town second time in two months and again clicked. . . . this time at Steel Pier. . . . Jeannette Lang had the spot on the bill. . . . Fefe Cinnelli, operator of Casa Pedro, closed shop and went to Miami, where he intends opening a second Casa for winter.

Orestia Vessella, prominent bandmaster, assistant director of new civic band and symphony. . . . John H. Jaquish, director. . . . Anthony Masino, featured soloist, is also recruit to staff. . . . Billy Hayes and CBS orch booked by Claridge for big New Year's Eve party. . . . full bill of talent being booked. . . . Phillips Dance School hit original one-in advertising. . . . Christmas dance course as a present. . . . plugging it. . . . Tom McCarroll, old-time ticket seller, in town for rest. . . . Eddie Fogel, local, booked for holidays in Auditorium. . . . first local since new policy in effect.

With the Zoos

PHILADELPHIA—Two Japanese Sika deer have been sold by C. Emerson Brown, director of Philadelphia Zoological Society, to Rex M. Ingham, animal dealer of Rosslyn, Va.

CINCINNATI—Sale of coupon books indicates that the Zoo during 1934 will have by far its largest attendance of recent years, James A. Reilly, president of the Zoological Society, predicts. Both new names and old are seen in the 1934 list of subscribers. The Rotary Club has scheduled a "Zoo Day" program for a meeting early in January. Several other civic organizations plan to assist the Zoo.

NEW ORLEANS.—In the center of the picnic grounds, south of the Zoo in Audubon Park, a hill is being erected, top of which will overlook expanses of the park and which is expected to stand for generations as a monument to the unemployed of New Orleans. The hill will serve as a playground for the children of New Orleans who have never seen a hill except in pictures. It will cover about 100 square yards and will be covered with trees.

NASHUA, N. H.—John T. Benson, owner of the Benson Wild Animal Farm, took a good-sized menagerie to a store in Providence, R. I., for the holiday season. There were about 60 animals in the exhibit and large crowds were attracted. Thirty monkeys, mothers and babies, have been received at the farm from Calcutta.

NAAP

Manufacturers and Dealers' Section

By R. S. UZZELL

In 12 years 10,000 banks failed in this country. This is one-third of the banks of the nation. There will be about 5,000 more of the banks that will not open again. All together one-half of our banks will not survive the depression. Many title guaranty and mortgage companies will be liquidated. The number of them does not yet appear.

Viewed alone, this looks appalling, but as a background it makes the amusement park business shine as a star of hope.

Many bank failures are due to almost gambling with stocks and bonds. Legitimate banking functions to which the new laws will now compel a return would have avoided most of the crashes.

This will make more money available for worthy enterprises as soon as the banks clean house and adjust themselves to the functions of regular and conservative banking. Money is sure to be easier in 1934 than during the past year.

Momentum Will Last

The amusement men who have kept their noses in order will not now have to compete with stock and land gamblers for money. One bank well known to the writer loaned its entire surplus to Wall Street on call in early 1929. This strangled all loan requirements of deposit customers—the foundation stones of any bank. This will not soon, if ever, happen again.

It was expected that a hesitancy would occur at the close of the year, but the momentum gained since midsummer of 1932 will abide and slowly accelerate during 1934. It is not coming with a rush. It is far better that there should be a gradual and orderly procedure which now can confidently be expected.

No superman or power is going to help us out, but, like a stalled locomotive in a snowdrift, we must dig ourselves out and proceed up grade, which the oldtimers know so well. All real effort now helps to get going on a normal schedule.

A snowbound train was never set going by looking at it and bemoaning its fate. Only one thing counts—dig. Watch the men who stir themselves for 1934 get their deserved reward.

Treating People Right

The fairs have expressed the new hope and are acting accordingly. The year 1934 is sure to bring an increase of favorable results for them, providing, of course, that the secretary stirs himself and gets action. The old plant unaltered and the old policy unchanged will not do it.

The carnivals have organized. We should give them a bouquet. It was under compulsion of NRA. So much so good. They will learn the value of sinking personal differences, jealousies and hatreds for concerted action. Then if they will hold that gain they can really clean up. There are some clean ones who can show that the square deal pays dividends.

The same magazines and press that panned the carnivals will be as thoro in playing up the cleansing if it is really done and abides. It would be news of the first order of space preference.

The fairs now appreciate the boon to them of advertising free lists and gyping suspended. Their prosperity is carnival prosperity. It's all worth a good try. We like to see the people treated right in all phases of the amusement business.

Bargains Not Constant

Retail sales in Chicago equal the pre-holiday volume of 1928. The Southland shows unmistakable signs of returning prosperity. New England is surely making the grade. Winter amusements are noticing a difference.

All the money spent by the government for public works, improvements

and for relief goes immediately into circulation. By spring there will be more money in circulation than we have witnessed for many moons. The man who sits tight too long is in for disappointment. No bargain counter lasts indefinitely. Best values are picked up by firstcomers.

Bargains in amusement will go to men of vision or will soon be withdrawn from the market. It's the same old story which follows each depression. He who hesitates too long will be lost in the rabble who will be quoting Whittier in late 1934 and thru 1935.

Long Island Patter

By ALFRED FRIEDMAN

FROM ALL AROUND: Herbert Bayard Swope, former managing editor of the defunct *New York World*, has been designated by Governor Lehman to replace the late Thomas McWhinney as a member of the Long Island State Park Commission. Swope has long had the interest of the Island's parks at heart.

The Long Island Menagerie starts out as a movie studio next week, under the guidance of Max Hayes, Bill Beal and Larry Kent. . . . Meade C. Dobson, Long Island Chamber of Commerce mouthpiece, planning a vacation soon.

Jim Pasta is leading a drive to bring about the construction of a municipal swimming pool in the Forest Hills area. Would cost \$200,000. . . . Leonard Barron, Rockville Center, again head of the group granting prizes for neatly kept roadside stands. . . . Welby Dix, Valley Stream night-club boss, has elaborate New Year's Eve plans. . . . Parichard's booming.

ROCKAWAY BEACH: Charley Wille, Moulin Rouge owner, elected president of the Rockaway Board of Trade. . . . Bathing place owners in the Rockaway area hope to form an organization by spring. Chief objective will be to combat "automobile dressing." Lynton Pike has acquired an interest in East's, one of the most prosperous of the local nighteries. . . . A. Edward Altees, Beach pageant director, hopes to hold forth in Miami. . . . Band leaders are already angling to land that Ritis Park spot. . . . Johnny Bills putting up a grand battle in Bellevue Hospital to best a spinal injury sustained in an auto accident. . . . Fred Stein may be on the "Walk when summer starts. . . . Professor Bowman, who was here for several summers, is now gettin' 'em at his new place on Sixth avenue, New York.

LONG BEACH: New Year's Eve expected to be the biggest night here since the summer. . . . Jack Fink heads the newly organized Long Beach Board of Trade, which has a healthy membership, altho only a few weeks old. . . . Fred Wilk's a popular guy, what with having been installed as an officer in several local organizations. . . . Paul Boesch, ex-Boardwalker, continuing to make good as a wrestler and beating the best of big timers in the grappling trade. . . . When the biggies come into town they make an immediate dash to the home of Doc Leonard Hirschberg, local "mine host." . . . Florence Richardson, the orchestra leader, over to visit old acquaintances. . . . Claire Leonard in for theatricals. . . . Louis Gold becomes mayor next week. Already tossed that big party. . . . Boardwalk will be in better shape next summer than any time in the past, city execs promise, but it's been a promise for many administrations, with little or nothing being done. . . . Bill Roddy entertained a lot of old pals from Brooklyn Police Headquarters, where he worked for years before becoming chief of the local force.

Has Manchester, N. H., Spot

MANCHESTER, N. H., Dec. 23.—Eagle Eye, well known in show and animal business, has taken over an amusement park here and will call it Goat Land. There are 1,100 acres on Daniel Webster Highway between Manchester and Concord and a number of buildings including a large dance hall. Amusement park devices and perhaps shows will be installed as well as a zoo.



1933

AUTO-SKOOTER-WATER

Both Devices Have Proven Very Successful and Immensely Popular Wherever Installed.

MOST POPULAR RIDE ON THE MIDWAY AT THE CHICAGO WORLD'S FAIR.



AUTO SKOOTER. WATER SKOOTER.

LUSSE BROS., INC., 2809 North Fairhill Street, Philadelphia, Pa., U. S. A.

C. OF P. CONCESSIONS GO BIG

Season's Gross Is \$27,000,000

Official figures show high takes on rides, specs and eateries during period

CHICAGO, Dec. 23.—Gross receipts of concessioners at A Century of Progress were in excess of \$27,000,000, according to a statement released from the World's Fair offices this week. Shows and spectacles grossed \$7,500,000, restaurants nearly \$7,000,000, rides and amusements \$2,250,000.

These and other figures in the report are of vital interest to showmen, hundreds of whom have been bombarding *The Billboard* with queries as to what this and that show or concession at the fair grossed. For the information of the many who are interested the fair's figures are presented herewith.

The report released this week contains figures only on those concessions that grossed in excess of \$250,000.

A list is now in preparation giving the figures on all shows, spectacles, rides and amusements, and it will be published in the issue of January 6.

Operation Big Item

The balance sheet and operating statement, which covers operations to the closing date, November 12, 1933, reflects only such funds as were actually collected and disbursed by A Century of Progress and does not take into consideration the vast sums which were expended directly by governments, exhibiting corporations and concessioners in the construction and installation of their particular buildings, exhibits and concessions.

The following is therefore set out to give effect to the estimated total cost of construction and organization expense prior to the opening on May 27, 1933:

Amount Expended by A Century of Progress	\$11,832,123.92
Estimated Cost of Buildings Constructed by Governments and Private Corporations	2,667,000.00
Estimated Cost of Concessioners' Construction	5,202,000.00
Estimated Cost of Construction and Installation of Exhibits by Exhibitors	13,000,000.00
Estimated Cost of Construction of Scientific Exhibits	460,000.00

Total Estimated Cost of Construction	\$33,161,123.92
Organization Expenses, Including Insurance, Interest on Gold Notes and All Overhead from Jan. 5, 1928, to May 27, 1933	\$ 5,486,712.77

Total Estimated Investment \$38,647,836.69. These expenditures do not reflect the cost of operation during the exposition period by A Century of Progress, which amounted to \$4,783,839.24, and the cost of operation by governments, exhibiting corporations and concessioners, which in total would undoubtedly exceed the operating expenses of A Century of Progress.

Great Army Employed

It may also be of general interest to note that A Century of Progress employed (See C. OF P. on page 37)

World's Fair Figures

Of interest to show people in all branches are the figures published in this issue showing receipts of various shows, spectacles, rides and amusements at A Century of Progress, Chicago. The figures presented cover only those concessions that grossed more than \$250,000. A list is now in preparation and will be published in the January 6 issue, giving receipts of the individual midway attractions—shows, rides, games, etc. Other interesting facts will be included. This compilation will be a valuable reference list. Be sure and secure a copy of the January 6 issue.



TIM O'CONNELL, secretary-manager of Texas Fruit Palace (Anderson County Fair), Palestine, Tex., who has been in amusement business most of the past 25 years. He has guided the big fruit exhibition since 1926. This year's fair early in October came out with a nice balance and was declared one of the best in many years.

Hawk Comes Back in Fair Field Again for Amarillo

AMARILLO, Tex., Dec. 23.—Wilbur C. Hawk is back in the fair game again. He has been elected president of Amarillo Tri-State Fair Association to succeed W. F. (Bill) Lampe, who served since 1931.

In accepting the presidency, he again assumes the position he held from 1928 to 1931. Two years ago he refused to be a candidate because of his duties as president of West Texas Chamber of Commerce and general manager of The News-Globe Publishing Company.

Mayor Ross D. Rogers was re-elected first vice-president; Coe Howard, R. R. Nation, Julius Dorenfeld Jr., Roy Culum, W. A. McSpadden and Mr. Lampe, vice-presidents. All directors were re-elected. Mr. Hawk will appoint an executive committee.

Will Contract in Winnipeg

SASKATOON, Sask., Dec. 23.—Sid W. Johns, secretary-treasurer of Western Canada Association of Exhibitions, has announced that during sessions of the annual meeting of the association in the Royal Alexandra Hotel, Winnipeg, midways will be considered and contracts probably awarded on Monday, January 15, and attractions will be given their inning on Tuesday, January 16.

Cut in Operating Expenses Most Significant in 1933, Says Corey

Address of Arthur R. Corey, retiring president of the International Association of Fairs and Expositions and secretary of Iowa State Fair, Des Moines, before the 43d annual convention of the IAFE in the Hotel Sherman, Chicago, on December 5.

I believe that all of us appreciate, as fair managers, that we have been passing thru some very trying times during the last three or four years. In fact, I think that it is a tribute to the courage and spirit of every man here today that he as a fair manager or fair official has stayed by the ship during these times in spite of the many storms which have beset him.

I have always contended that a fair manager must be essentially an optimist. If we needed any further proof, the indomitable spirit and optimism of our fair managers thruout the country generally during these times has proved the correctness of my contention. Had it

Tampa Is Soon To Display New Type of Exposition Architecture

TAMPA, Dec. 23.—Memories of Florida's boom activities have paled in comparison with the rush of nearly 1,500 busy workmen to complete a great CWA building program in time for the 1934 Florida Fair and Gasparilla Carnival opening here on January 30.

Laboring night and day, with three separate crews and prospects of a fourth enlisted on the project, CWA officials and others in charge hope to finish their big job in the 40 days remaining.

Almost overnight old halls and buildings, some standing more than 40 years as landmarks, have been razed and on their sites are rising new and modern exposition structures that promise to give this city one of the most beautiful fair plants in the nation.

The new architectural picture will have a distinct Spanish flavor. Drawings and blueprints reveal a sharp departure from previous standardized ideas for fair construction, and in the opinion of critics here will serve as the forerunner of a new era in exposition architecture.

Guiding course of construction is the veteran P. T. Strieder, for years general manager of the Tampa enterprise. The CWA grant was awarded last month with provision that 70 per cent of the near quarter million dollars must be expended within a period of 90 days for hiring of labor and 30 per cent for materials.

Big Expenditures Going Out For California State in '34

SACRAMENTO, Calif., Dec. 23.—Charles W. Faine, veteran secretary of California State Fair here, and his son, Lewis, have disclosed plans for next year's event on September 1-10, embracing Admission Day, Labor Day and a convention of Native Sons.

Plans are under way for construction of an indoor horse show auditorium to cost \$450,000. More than \$15,000 will be spent on improvements on the grounds. It is expected about \$85,000 will be contributed by the State Racing Board.

Attendance at the 1933 fair exceeded the year before and 400,000 are expected in 1934.

Plan Arkansas Expo in '36

LITTLE ROCK, Ark., Dec. 23.—A \$1,000,000 exposition of State resources is proposed during celebration of the 100th anniversary of Arkansas Statehood in 1936. A historical pageant will be staged on the State Capitol grounds, with 10,000 participants, on June 15, 1936, and the exposition is planned for the following September, October and November. A commission has been appointed by Governor J. M. Futrell.

Louisiana Invites Chambers

BATON ROUGE, La., Dec. 23.—Harry D. Wilson, State commissioner of agriculture, has invited all fair officials, L. S. U. extension workers, secretaries of Chambers of Commerce and attractions people to attend sessions of State, district and parish fair officials of Louisiana on January 19 and 20 in the Courthouse in Lafayette, La., headquarters to be in the New Gordon Hotel.

Santa in Lincoln

LINCOLN, Dec. 23.—CWA played Santa Claus to Nebraska State Fair board by placing \$5,000 at its disposal for improvements to grounds. Secretary Perry Read announced intention of making a new gateway at the northwest entrance, which would almost halve the congestion of busy days at the main entrance. Money will be spent to remove an old railroad and build a bridge across Salt Creek, which bounds the north side of the grounds.

Carthage Has Joined Later Daters' Ranks

CINCINNATI, Dec. 23.—Carthage Fair, historic Hamilton County event, will be held a month later than usual in 1934 and, it is expected, in the future. Dates next year will be September 12-15. Heretofore dates have been early in August. Hamilton County Agricultural Society is looking for better exhibits, amusement programs and attendance after the change, as crops have more time to mature, more acts are available and many city denizens have returned from vacations by the middle of September. A bad weather break has been the rule for several years.

Frank B. Roubesh, Harrison, is new president, succeeding Dr. C. C. Meade, in office two years. D. L. Sampson, Silvertown, veteran secretary, was re-elected for three years. Other officers are Dr. C. R. Campbell, Newtown, vice-president; George K. Foster, Mt. Healthy, treasurer, and Miss M. A. Hartke, assistant secretary.

Hoosier Walkathon Is Ended

INDIANAPOLIS, Dec. 23.—About \$2,000 in prize money was divided among four couples who still were in the Walkathon in the Manufacturers' Building on Indiana State Fair grounds when the contest ended. In addition to the \$1,200 posted prize money, management added gate receipts of the last night. The event, which began on September 19, was closed when the management was unable to get a court order to prevent police interference.

N. C. Body May Come Back

MEBANE, N. C., Dec. 23.—An effort will be made to revive activity of a State association of fair secretaries, it is announced by C. S. Parnell, secretary of Six Counties Fair here, who said a meeting of fair executives will be held in Raleigh on January 12. There formerly was a State organization for fair men, but it ceased to function several years ago and the Raleigh meet is to discuss reorganization and set dates for a number of fairs.

STERLING ROSE TRIO, comedy gymnastic table act, are playing dates around Cincinnati and have some holiday shows booked until January 1.

Yet the fair manager must combine both of these qualities to a remarkable degree, and at the very time when he is exercising his promotional qualities to (See CUT IN OPERATING on page 36)

Vollman Head Of Coast Body

San Francisco meet draws many delegates—speakers talk fairs and rodeos

SAN FRANCISCO, Dec. 23.—With many representatives of outdoor show business present, Western Fairs Association held an enthusiastic annual meeting at the Whitcomb Hotel here on December 15 and 16. The convention was divided into five sections, two business meetings, morning and afternoon sessions, a dinner on Friday and a morning business conference and luncheon on Saturday.

Officers elected are Ed G. Vollman, president; W. Coburn Cook, vice-president, and Charles W. Paine, secretary-treasurer. Mr. Vollman is a veteran showman and present secretary-manager of San Joaquin County Fair. Mr. Cook is executive of the Turlock Melon Carnival and Junior Live-Stock Show, while Mr. Paine is secretary of California State Fair, Sacramento.

Members discussed fairs and rodeos and exchanged information and data of mutual value on Friday. Among speakers the first day meet were John Cuddy, manager of Californians, Inc.; Jess H. Chambers, manager of Santa Barbara Fair, Santa Maria; John B. Long, California Newspaper Publishers' Association; Lloyd Yoder, publicity manager for the National Broadcasting Company; Julian McPhee, State Department of Agricultural Education; Harrison Hollaway, local manager for the Columbia Broadcasting System; Earl Tredway, Southern Pacific public relations counsel; Charles Harworth, California All-Year Club, and W. S. McCall, showman, of Melbourne, Australia.

Australia After Talent

Mr. McCall is in America to secure talent for a Victoria Centenary celebration to be held in Melbourne. Riders from all over the world are to participate and an advertising campaign is planned for the United States and Canada. An event similar to American rodeos will be staged. There are to be camel races, bareback riding, spear throwing and other features with the international riding contests. Dinner in the Whitcomb was well attended, with an exceptionally entertaining show staged by Blake & Amber.

A feature of Saturday's session was a talk of Harding J. McGuire, secretary of the California Racing Commission. He explained functions of the racing board and provisions of the racing law. It is the plan of that organization, he said, to have a racing circuit in spring and winter in the North and South of California at which are to be entered horses making the best showings at county fairs. Purpose of the circuit is to keep the best racing talent in California and to attract leading Eastern entries in the events, to run from 150 to 175 days.

Support World's Fair

It was the sentiment of the session that Western fair men give their support to the second year of A Century of Progress in Chicago. F. Weddleton, manager of the Pacific Coast Show Boat and member of a committee promoting the Bay Bridges Fair planned here for 1937, urged co-operation with the Chicago event. Delegates unanimously agreed.

During a luncheon Charles A. Harworth, All-Year Club of Los Angeles, was chief speaker. He also spoke on Friday, giving constructive ideas and views with regard to exploitation of fairs and fiestas.

Other showmen and others present were Fred McCargar, retiring president of the association and secretary of the California Rodeo, Salinas; C. F. Albright, E. M. Foley, Foley & Burk Shows; O. N. Crafts, Charles F. Currin, Crafts Shows; J. L. Stuart, Stuart Manufacturing Company; Ned Stearn, Alameda County Development Board; Hugo Hertz, Blake & Amber Shows; Dr. E. R. Fountain, Merced Roundup, and A. Monel-Penton, San Mateo County National Horse Show.

BEN BENO has signed with Sidney Belmont for the fair season of 1934 and is already contracted for several fairs, he states.

Hoosiers To Hear Townsend At Secretaries' State Meet

INDIANAPOLIS, Dec. 23.—M. Clifford Townsend, who is expected to assume the duties of E. J. Barker as secretary of Indiana State Fair Board after the first of the year, will make his bow as lieutenant-governor before the Indiana Association of County and District Fairs in annual convention in the Claypool Hotel here on January 2.

He is down for a talk on *The Value of County Fairs* at the afternoon session and will welcome the delegates at a banquet at night. In a symposium on *Keeping Expenses Within Receipts*, A. M. Schuh, Kentland; V. V. Swartz, Goshen; V. N. Asbury, Cayuga, and F. J. Claypool, Muncie, will be heard. J. A. Terry, La Porte, and Neil R. Godwin, Franklin, will discuss whether financial success of some fairs in 1933 was due to cut in expenditures.

President C. A. Halleck, Rensselaer, will be banquet toastmaster, and music and acts will be presented by agencies. Annual conference and delegate meeting of Indiana Board of Agriculture will be held Wednesday morning in the Claypool for President Russell G. East's address, Secretary-Treasurer Barker's report and election of new members. In the afternoon the board will reorganize in the senate chamber, State House.

Clayton Considers Florida

VICKSBURG, Miss., Dec. 23.—Following the Vicksburg Pageant of Progress, under the auspices of the Woman's Benefit Association, J. E. Clayton, general manager of National Organization Service, Inc., who directed the event, announced a cessation of activities by that organization until after the holidays. Contracts are held by the service organization for indoor promotions in Jackson, Hattiesburg and Gulfport, all Mississippi. Mr. Clayton said his organization probably would handle one or more Florida fairs early in 1934. During the present year its activities have extended into Mississippi, Louisiana, Arkansas, Texas, Oklahoma, Kansas and Missouri.

Cahn Reports on Reinhardt

CINCINNATI, Dec. 23.—Julius Cahn, secretary of Kewaunee County Fair, Luxemburg, Wis., bemoaning the fact that the recent IAFE meeting in Chicago is the first he has missed in many years, writes from Miami, Fla., where he is taking his annual sojourn, that the weather there almost compensates for missing the Chi gabfest with his friends. He reports a nice visit with George Reinhardt, well known among fair men as a cookhouse concessioner, who has an eatery there on Flagler street and recently opened another on Miami avenue with a partner, E. V. (Witt) Wittington. Reinhardt is recuperating from an illness with which he was stricken at Elkhorn (Wis.) Fair in September.

Big Contrast Marks Shows in New York

NEW YORK, Dec. 23.—The "Chicago World's Fair Exposition," concluding its nine-day run Wednesday evening instead of today at the Grand Central Palace, was a complete disappointment, folding abruptly on account of poor attendance. With the last week-end poorly attended because of bad weather, the management figured this week's take would climb. But there were only a few strolling customers to begin the week, and the majority of shows and concessions abandoned the place, leaving the stretch everything but devoid of attractions. Weak advertising is held to blame.

The Ford Exposition of Progress, with a mammoth buildup via the paid advertising route and daily stories, was a contrast to the Palace show. Management of this one is claiming a world's record for attendance at a single event. Held at the Port of Authority Building, the event attracted more than 1,500,000 up to the middle of this week, averaging about 130,000 people daily. Looks like the second floor of the structure will be devoted to exhibitions hereafter as a result of the success of the Ford Show, which yesterday closed its 13-day run.

Initial National Wine and Spirits Show was held at the Astor Hotel Monday thru Thursday, with many exhibitors but slight attendance. The admittance was 50 cents. Some of the displays were the best seen here at any show. Orders didn't come fast, but it is felt that the drinking field was given great impetus nevertheless.

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. 62—R. R. WILLIAMS

Mr. Williams was born in Coral City, Wis., in 1879 and has long been a resident of Marshfield, Wis., where he is secretary of Central Wisconsin State Fair, which position he has held 21 years, having first become identified with the fair in 1912. He was secretary of Central Wisconsin Fair Circuit (racing) in 1913-'30 and a director of Wisconsin Association of Fairs in 1925-'26. He is a practicing attorney and a member of Masonic orders, Elks and Eagles. His hobbies are baseball and golf. His mother, Mrs. P. A. Williams, resides in Marshfield. His wife, Jessica MacFarlane Williams, is a concert singer and they have three daughters, Jean Deckert, 27; Rae Joan Sommerer, 25, and Jessamy Williams, 13 years old.

Agricultural Conditions

Condensed Data From December Summary by U. S. Department of Agriculture, Washington, D. C.

CROP PRICES ARE UP

Prices of what might be called agriculture's raw materials, such as the grains and cotton, have improved in recent weeks. These are usually sensitive indicators and their upward movement is important. On the other hand, cattle and hogs, representing more nearly finished products, have gone down in price and those markets are in an extremely weak state. However, it is significant that from mid-October to late November the price of cotton at Dallas rose 15 per cent, wheat in Kansas 30 per cent, corn in Iowa 65 per cent and oats 50 per cent. The South especially is staging a revival on the strength of nearly 10-cent cotton, 17-cent tobacco, etc.

The general average of prices of farm products has risen slightly during the last month. Prices of things farmers buy have practically stood still. Thus the index of unit exchange value of farm products in terms of nonagricultural commodities has risen one point, to about 61 per cent of pre-war.

Among the live-stock industries, perhaps cattle are in the most difficult price position, from the standpoint of basic supply and demand. Hogs might possibly make a somewhat stronger market showing after the turn of the year. The sheep industry has brought production down to a level of gradually improving prices.

FEED GRAINS GO DOWN

The domestic wheat market remains well above the world level. Changed currency values, short crops, reduced seedings and the export agreement for the movement of surplus Pacific Northwest wheat have been strengthening influences. We have about 200,000,000 bushels less wheat than a year ago in the United States, despite the record carry-over of old grain. World supplies, on the other hand, are estimated as slightly larger than last season, due to larger European crops and the increased carry-over of old wheat.

The United States has the smallest supply of feed grains, per animal unit to be fed, in 30 years. Prices of these grains are about twice those of a year ago, but feeders are economizing in every way possible because of the low prices of live-stock products.

Corn has moved to market in unusually heavy volume. Market stocks have accumulated to the amount of nearly 63,000,000 bushels, which is the largest figure on record for this season of the year. Market stocks of oats and barley are also unusually heavy, reflecting the slow demand from the feeding and industrial trade.

The October export movement of cotton, tobacco and lard was relatively heavy; but the outward sale of apples was only about half that of a year ago.

Fair Elections

MT. GILEAD, O.—D. P. Chambers was re-elected president of Morrow County Fair; J. C. Eckert, vice-president; Ed McClaren, treasurer, and Floyd Rinehart, secretary.

HAMILTON, O.—Butler County Agricultural Society elected M. E. Murray, president; William C. Taylor, vice-president; J. M. Noes, treasurer; A. L. Buck, secretary, succeeding William M. Brown.

BOURDON, Ind.—Bourbon Fair Association elected C. M. Parks, president; Lewis Erwin, vice-president; Clyde Moreland, treasurer; M. N. Beck, secretary; John Urschel, Lewis Erwin and Clyde Moreland, directors.

ELKHORN, Wis.—Walworth County Agricultural Society elected Edgar G. Buzzell, president; Lawrence Clancy, vice-president; S. T. Foster, treasurer; Ora P. Taylor, secretary, and Roy Lauderdale, marshal, all without opposition.

SHELBYVILLE, Ind.—Rufus W. Pix was elected president of Shelby County Fair Association; George Bassett, Charles Larison, vice-presidents; George Parrish, secretary; Alvin Midkiff, treasurer; Ora Amos, Scott Fair, Ora Phares, Bert Wallace and Pearle S. Hungerford, directors.

HASTINGS, Mich.—Dr. Burton Perry was re-elected president of Barry County Agricultural Society. Others elected: Maurice Foreman, treasurer; David S. Goodyear Jr., secretary; R. K. Hurd, Elmer Eckert, Glenn Densmore, Fred Hughes and Fred Mayo, directors.

VIROQUA, Wis.—Vernon County Fair Association elected F. M. Minshall, president; R. H. Nustad, C. W. Moore, H. E. Jacobson, vice-presidents; J. E. Dickson, secretary; A. J. Beal, treasurer; Jesse Sands, S. C. Skolas and Grant Cox, directors. The 1933 fair showed a profit of \$1,163.71.

WEST UNION, Ia.—Fayette County Agricultural Society elected J. C. Frobert, president; F. W. Schneider, treasurer; Ed Bauder, secretary; L. L. Bloomfield, vice-president; directors: H. A. Kent, Grant Later, Harry Humphrey, Carl Palmer, J. W. Willbur, Max Saltgiver, Walter Rothlisberger and L. D. Hitch.

WADENA, Minn.—Wadena County Free Fair elected A. A. Johnson, president; John DeGroff, vice-president; Whitney Murray, secretary; Carter Stedman, treasurer; Mrs. Ted Anderson, Mr. Stedman, Mr. DeGroff, J. B. Conley and Frank Worden, directors. Bert Veden was elected to the executive committee.

ALLENTOWN, Pa.—Annual meeting of Allentown Fair re-elected E. H. Scholl, president; P. S. Fenstermacher, vice-president, succeeding the late Gen. H. C. Trexler; E. J. Lumley, Henry A. Renninger, Henry W. Leh, vice-presidents; M. Herbert Beary, secretary; Frank G. Hausman, treasurer; J. Herbert Kohler, librarian; Robert F. Good, chemist; Mayor Fred E. Lewis, geologist, and Dr. Jesse Z. Hillegass, veterinarian. During the year General Trexler, who had exhibited at the fair for 27 years; John E. Schoun, John H. McDermott and George H. Hardner, directors, died.

MEBANE, N. C.—Six Counties Fair elected W. W. Corbett, president; C. S. Farnell, secretary, and C. S. Loftis, treasurer. Corbett has been president 15 years and Farnell secretary 11 years.

COSHOCKTON, O.—E. O. Stingle was elected president of Coshocton Agricultural Society, succeeding N. W. Barrett; W. O. Martin, G. T. Vinsel, vice-presidents; C. V. Croy, re-elected secretary, and Ed B. Endsley, re-elected treasurer.

ATHENS, O.—Dr. C. G. Drew was elected president of Athens County Agricultural Society; H. J. Parker, vice-president; S. F. Beverage, treasurer, and I. W. Slaughter, secretary.

LISBON, O.—C. W. Heim was elected president of Columbiana County Agricultural Society; Lawrence W. Copeland, vice-president; H. E. Marsden, re-elected secretary, and J. Ellsworth Rice, treasurer.

WOOSTER, O.—H. C. James was elected president of Wayne County Fair to succeed Walter Erwin, president for (See FAIR ELECTIONS on page 37)

Fair "Grounds"

MANITOWOC, Wis.—With exception of Calumet Fair, Chilton, all county fairs in Northeastern Wisconsin expect to operate in 1934. A three-day exposition, with elimination of the night fair and restoration of harness racing, is proposed here.

WEST LIBERTY, Ia.—Men and teams turned out to make an athletic field opposite the amphitheater in the quarter-stretch for Union District Agricultural Society without cost to the board. About 1,500 yards of dirt were removed by 245 men and boys and 40 teams, reports Secretary J. M. Addleman. The grading and flood lights installed mean a \$1,000 improvement, the largest since 1928.

KENDALLVILLE, Ind.—Noble County's 1933 Fair was one of few county fairs in the State to end out of the red. U. C. Brouse, secretary, reports receipts of \$10,545.85 and disbursements of \$10,435.95, with a balance of \$109.90. Mr. Brouse considers it one of the best fairs in the 50 years of the society's history.

LANSING, Mich.—Michigan's exhibit at A Century of Progress in Chicago, now on display in the Fisher Building, Detroit, is open to the public, State officials announced. The exhibit, complete with exception of artificial waterfalls, is expected to remain in Detroit until March.

INDIANAPOLIS—Altho entire receipts were expended before complete payment of racing purses was made, Shelby County Fair Association broke even financially this year, according to Pearl Hungerford, treasurer. Gate and grandstand receipts and concession and entry fees totaled \$3,029.20. A fair will be held next year.

CHARLOTTETOWN, P. E. I.—Leveling operations by 300 men and 100 teams and trucks are being carried on at Charlottetown fairgrounds. Plans call for removal of 70,000 tons of clay to raise ground which has been low. Cost of the work is \$20,000.

MARYSVILLE, O.—Under the CWA program the race track on the county fairgrounds is being widened, horse show barn is being razed and another one erected near the horticultural hall, a new fence is being erected around the track and some old sheds are being torn down. It is the intention to make an athletic field inside the track opposite the grand stand. More than 40 men are employed.

PICTOU, N. S.—Altho a deficit of \$288 has been reported from the 1933 Pictou Fair, it is intention of directors to hold a fair in 1934 because experience has taught them that the plant depreciates to a marked extent when a fair is not held annually. D. M. Fraser was re-elected president and John D. MacDonald secretary-treasurer.

BATH, N. Y.—More than half its indebtedness will have been wiped out for Steuben County Fair when it receives its State aid for this year, reports Treasurer James Faucett. Debts were listed at \$9,120.63 or \$1,306.43 less than last year. With disbursements of \$22,722.86, the fair had a cash balance of \$479.37.

CUT IN OPERATING

(Continued from page 34)
the utmost to present a successful show he must, at the same time, hold back with the other hand and constitute himself a budget director, a watch dog of

the treasury and a reactionary to the last degree in order to make sure that his fair will come out on the right side of the ledger. We have all read of Dr. Jekyll and Mr. Hyde in fiction and seen him in the movies, but I believe that a group of fair managers such as this provides the only opportunity in the country to view that rare individual actually in the flesh.

I feel that it is a real tribute to the men present here today that the fairs and expositions thruout the length and breadth of the land have come thru these trying times so successfully with their institutions intact and their service to the public unimpaired. How long ago was it that we first began to reassure each other by saying: "Prosperity is just around the corner." To some of us I am sure it seems like a century since we first heard that remark. For some reason or other none of us even remotely anticipated the conditions which would face us during the intervening years. Hope as we might, try as we might to make things better, conditions did not improve, and I believe that we can all say that we have been thru truly the kind of times which "try men's souls."

Now, at last, it seems that that mythical corner which we have all been talking about and looking for has finally appeared in the offing. There seems to be a better feeling among the members of our organization and a new note of confidence. I know that all of you must have felt it, as I have felt it, from personal contacts which you have made since you reached this meeting. Everyone seems to believe that we have at last reached the turning point and that the upturn which was noted by most of our fairs during the season just closing will be carried on in 1934 on a steadily rising tide of better times not only for fairs, but for all people and all lines of business generally thruout the nation.

Benefits of Depression

While none of us enjoy going thru an experience such as we have had, I believe that we all will agree that it has brought to us many lasting benefits along with the unpleasant hardships. Now, surrounded by the rigors of 1933, we can look back to the lush years up to and including 1929, when the management of practically all fairs yielded freely to the ever-increasing demands of exhibitors for larger premiums, the promotional talents of showmen and producers for more lavish entertainment programs and to the public for new and consistently more spectacular and costly productions year after year. As a general proposition it became almost for granted that the budgets for our fairs would increase each year all along the line. A man was considered out of step with the times if he did not automatically present an increased list of askings when the time came to pass on his particular department of the fair. One director asked for more because he knew that the other directors were going to ask for more. One fair offered larger and larger premiums because it realized that all its neighboring fairs would be offering larger premiums. Then when the break came in June and July of 1931 very few of our fairs found themselves prepared for such a sudden collapse. Their operating budgets were based on receipts of the previous year. Premium lists had already been printed. Budgets fixed and we rode head-on into the situation with the resultant losses.

Met Times Effectively

While calling attention to the dark side of the picture I think that I should also give due credit to the fair managers for the manner in which they met the situation and dealt with it once the

Fair Meetings

Indiana Association of County and District Fairs, January 2, Clayport Hotel, Indianapolis. E. J. Barker, State House, secretary-treasurer.

Illinois Association of Agricultural Fairs, January 4 and 5, St. Nicholas Hotel, Springfield. C. C. Mast, secretary, Quincy.

State Association of Kansas Fairs, January 9 and 10, Jayhawk Hotel, Topeka. George Harman, secretary-treasurer, Valley Falls.

Ohio Fair Managers' Association, January 9-11, Deshler-Wallick Hotel, Columbus. Don A. Detrick, secretary, Bellefontaine.

Maine Association of Agricultural Fairs, January 10 and 11, Hotel Eagle, Brunswick. J. S. Butler, secretary, Lewiston.

Minnesota Federation of County Fairs, January 10-12, Lowry Hotel, St. Paul. R. F. Hall, secretary, P. O. Box 654, Minneapolis.

North Carolina Fair Secretaries Reorganization meeting, January 12, Raleigh, N. C. C. S. Farnell, Mebane.

South Texas Fair Association, January 15 and 16, Hotel Nimitz, Fredericksburg. George J. Kempen, secretary, Seguin.

Western Canada Association of Exhibitions, January 15 and 16, Royal Alexandra Hotel, Winnipeg, Man. Sid W. Johns, secretary, Saskatoon, Sask.

Nebraska Association of County Fair Managers and Nebraska State Board of Agriculture, Hotel Cornhusker, Lincoln, January 15-17. Perry Reed, secretary, Henderson.

Massachusetts Agricultural Fairs Association joint meeting with Vermont Association of Agricultural Fairs, January 18 and 19, Hotel Weldon, Greenfield, Mass. A. W. Lombard, secretary, 136 Statehouse, Boston.

Vermont Association of Agricultural Fairs, joint meeting with Massachusetts Agricultural Fairs Association, January 18 and 19, Hotel Weldon, Greenfield, Mass. Glenn W. Ruble, secretary, Enosburg Falls, Vt.

Louisiana State Association of Fairs, January 19 and 20, Courthouse, Lafayette. Harry D. Wilson, commissioner of agriculture, Baton Rouge.

Virginia Association of Fairs, January 22 and 23, John Marshall Hotel, Richmond. Charles B. Ralston, secretary-treasurer, Staunton.

Michigan Association of Fairs, January 24 and 25, Fort Shelby Hotel, Detroit. Chester M. Howell, secretary, Saginaw.

Pennsylvania State Association of County Fairs, January 24 and 25, Americus Hotel, Allentown. Charles W. Swoyer, secretary, Reading.

Texas Association of Fairs, January 26 and 27, Adolphus Hotel, Dallas. George D. Barber, president, Mineral Wells.

Ontario Association of Fairs and Exhibitions, February 3 and 9, King Edward Hotel, Toronto. J. A. Carroll, secretary, Parliament Buildings, Toronto.

Association of Connecticut Fairs, February 20, Hartford. Leonard E. Healey, secretary, State Office Building, Hartford.

New York State Association of County Agricultural Societies, February 20, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine avenue, Albany.

INQUIRIES are being made regarding coming meetings and association secretaries should send in their dates.

true state of affairs was fully realized. Seeing that it would be impossible to increase receipts under prevailing conditions, all of our fairs launched immediately into vigorous programs of retrenchment and most of them were able to adjust themselves quickly enough to prevent serious consequences. As we look back we can see for ourselves the marvelous job which the fair managers did in adjusting their budgets to meet these altered conditions.

Four or five years ago if you had told this group of men that it would be necessary to reduce all operating expenses by 30, 40 and in some cases 50 per cent, still giving the public a good fair, many would have thrown up their hands in dismay and declared that such a thing would be utterly impossible. Yet that is exactly what virtually all of our fairs have accomplished and accomplished successfully. So successfully, in fact, that by this year nearly all fairs

were back on an even keel and able to operate entirely on their own income. I seriously question whether there is any other line of business in the entire country which has met conditions more effectively than have our fairs and expositions. Without patting ourselves on the back or passing out any bouquets, I believe we can all take pride in what has been accomplished.

Operating Expense Down

In order to present to this convention some statistical data covering the 1933 fairs and exhibitions, I mailed to the secretaries and managers a short questionnaire asking for data on the attendance at the outside gate and the day and night grand stand, also the total receipts and the total operating expense for 1932 and 1933. This questionnaire also called for the percentage of increase or decrease in the number of live stock on exhibition, the percentage of increase or decrease in the number of industrial exhibitors, and the increase or decrease in receipts from concessions and privileges.

I realize that this information was asked for at a time when a number of the fairs and exhibitions had not closed their books for the year, and for that reason it is not as complete as I had hoped to have it. The questionnaire was filled out and returned by 21 fairs and exhibitions in all sections of the United States and Canada. There is represented in this tabulation one State fair from the Pacific Coast, two fairs from the New England States, three fairs from the Southern States, 11 fairs from the Midwestern States and four Canadian exhibitions, so I feel that the statistical data for these 21 fairs is fairly representative for the United States and Canada the past year.

I am not going to burden you with a lot of figures, but I am going to give you the results of this inquiry in percentages.

The total attendance for the 19 fairs and exhibitions reporting on attendance at the outside gates shows that the attendance in 1933 increased 17 per cent over 1932. The day grand-stand attendance for 14 fairs and exhibitions reporting shows an increase of 27½ per cent over 1932. The night grand-stand attendance for 12 fairs and exhibitions reporting shows an increase of 65 per cent over 1932. The total receipts for the 21 fairs and exhibitions show an increase of 8 per cent over 1932. The total operating expense of the same number of fairs shows a decrease of 19 per cent.

Gain Instead of Loss

You will also be interested to know that in 1932 these 21 fairs operated at a loss of \$560,562, and in 1933 they show a surplus of \$137,931. I also want to call your attention to the fact that the change from a loss to a surplus in operation during the year 1933 was not brought about by any great increase in the receipts of these fairs, but was largely due to the reduction in the operating expense. I again want to reiterate that the fair managers as a general proposition have readjusted their budgets to fit their incomes, and are now on a sound business basis.

The statistical data on the exhibits, etc., is also of considerable interest. Of the 17 fairs and exhibitions reporting on the number of head of live stock exhibited, eight show an average increase of 15 per cent and nine show an average decrease of 15 per cent. From the inquiry concerning the number of industrial exhibitors, we find that nine fairs and exhibitions showed an average increase of 19 2-3 per cent, while eight showed an average decrease of 14½ per cent.

The receipts from concessions and privileges in 1933 compared with 1932 show that six fairs and exhibitions showed an average increase of 18 per cent, while nine showed an average decrease of 16 per cent.

In summing up this statistical data, we find that the exhibits in the two principal departments of our fairs—the live stock and industrial departments—have maintained practically the same standards set in 1932.

The attendance at the outside gates and the day and night grand stands all show substantial increases. Best of all, the fairs in general in 1933 changed their position from operating at a loss to operating with a surplus.

(Continued next week)

SILVERS JOHNSON and his Funny Ford that played 11 Ohio fairs the past season, is enlarging for 1934 when he will carry three cars, with pyro displays. He has entered partnership with C. A. Klein, who has shows and rides.

WESTERN CANADA ASS'N OF EXHIBITIONS
ANNUAL CONVENTION

Royal Alexandra Hotel, Winnipeg, January 15 and 16

Midway considered and contracts probably awarded Monday, 15; Attractions, Tuesday, 16. SID W. JOHNS, Secretary.

INTERNATIONAL BEVERAGE EXPOSITION
COLISEUM, MARCH 12-18, ST. LOUIS, MO.

WANT Booth Salesmen, Ticket Placers, Program Solicitors, Contest Promoter with Money Producing Ideas. Address J. P. McHALE, care Coliseum, St. Louis, Mo.



By CLAUDE R. ELLIS
(Cincinnati Office)

MURRAY GORMAN and Jack Gillespie skated a hard-fought special five-mile team race, winning in 11:38.4-5. Their losing opponents were Artie Ryder and Bill (Lefty) Travers, who skated the victors nip and tuck all the way. The latter represent Olympic Park Roller Rink, Irvington, N. J., and the boys raced it out in that rink on December 11. This attraction was staged by the Olympic Park Speed Skating Club, which hired the rink for Monday, not a regular skating day. The club raised a fund for equipment. Gorman was also winner in a mile match race against Artie Ryder in Van Cortlandt Roller Rink, New York City, on December 12. Ryder, however, won a half mile against Gorman.

ADELE RABINOWITZ, Orange, N. J., women's roller-skating champ, was victor in all-star race comprising 11 of the fastest girl speed merchants in that State. A mile contest was clocked in 3:39 for the winner, with Beatrice Volz, Olympic Rink, second, and her clubmate, Pauline Anderson, third. This affair was in Olympic Park Rink, Irvington, N. J., on December 9 in conjunction with the Ryder-Travers pro races. Pat Ballot triumphed in a mile Class B thriller in 3:20.1-5; Herb Pincus, second; Jack Kuhn, third. A Class A 1/2 mile was taken by Reggie Lucia. Ray Demestro trimmed Eddie Mount for second place. All three are Olympic boys and immediately raced over again in a mile route which ended in the same manner as their previous encounter.

EARLY REYNOLDS, of the widely known skating act of Reynolds and Donagan, is satisfied he has produced the finest skating act of his career in the Seven Aerial Skating Girls, which he is to present at fairs next season. These girls, ranging in age apparently from about 12 to 20, do everything that men skating acts do, and some few thrillers for good measure. They were one of the outstanding acts at the annual banquet of the Showmen's League in Chicago early this month.

DANNY AND EDDY, American dancers on roller skates, are appearing at the Cote d'Azur Cabaret in Paris.

W. DEERING recently opened a new skating rink in Manteca, Calif., and it is already the skating center of the district.

OWNERS of the W. and W. Athletic Club, operators of a newly opened roller-skating rink in Tallahassee, Fla., recently destroyed by fire, have not announced plans to rebuild. The rink operated next door to the State Theater and both were in a quarter block of buildings razed.

J. E. BEEFORTH, manager of Riverdale Roller Rink, which also operates bowling alleys in Toronto, is making

a special bid for social parties among young people's clubs, and inducements made for roller skating, bowling and dancing are finding good response from organizations.

FORT WAYNE (Ind.) roller-polo team won a thriller from Indianapolis on December 17, score being 5 to 4. Ted Lewis, of the Capitol City five, scored all points for his team, while Thompson, Fort Wayne, pressed him closely with three points. Fort Wayne lineup: Minor, first rush; Thompson, second rush; Baals, center; Hileman, half, and O'Metz, goal; Indianapolis, Butler, first rush; Lewis, second rush; Quigley, center; Guyer, half, and Pence, goal.

VAN HORN AND INEZ, with Betty Lytle, played a three-night engagement in Carnan Rink, Philadelphia, opening on December 13.

FRED MURREE (Bright Star) is still operating in Meadowbrook Park, Carlisle, Pa., and recently installed an amplifying system for music.

THE PASSING of Herman Ritt recently took another old-time rink man from the ranks. He was connected with Fred Nall and Miller Huggins in the old Music Hall Rink in Cincinnati, reminds E. M. Mooar, and managed new Music Hall Rink for Mike Hoffmann five years, then being succeeded by Mooar, and he never went back into the game. During his management in Cincy the rink was very successful, and he had many friends in the roller fraternity.

INNOVATION of a roller rink in the Coatesville (Pa.) YWCA Building has been successful and turnaway business has been the rule nightly, altho equipment has been augmented twice since the opening. E. M. Mooar is piloting the venture for the ladies and appears well pleased with the experiment. Miss May Penman, general secretary of the YWCA, was sponsor of the idea. It was promoted on the theory that it would bring young people into good environment and keep them off the streets. A number of church and school private parties have been held and more are booked after the holidays. Billy Carpenter was a recent visitor and renewed acquaintance with Manager Mooar.

ARTHUR RYDER, member of the winning team of the six-day pro roller race at Madison Square Garden in 1929, out-skated Bill (Lefty) Travers, Olympic Rink, in two out of three roller races in Olympic Park Rink, Irvington, N. J., on December 9 before a turnaway crowd. Track measures 14 laps to the mile. Paul Galley, Olympic's manager, was gun starter.

SAM LACHENMAIER recently reopened his large rink in Shafter, Calif., after extensive improvements, making it the most up-to-date in the district.

NEW ORLEANS, with about half a million inhabitants, while boasting of practically every line of amusement under the sun, is minus a roller-skating rink. Thousands of pairs of skates are sold there annually, but with the exception of crowded streets and pavements, there is no place for this sport. Many students of Newcomb and Tulane colleges, largest in the South, enjoy their evenings dodging automobiles.

NSA Notations

By BERT RANDALL, Secretary

Peter J. Shea, C. J. Melody and Mrs. Walter Sutphen, Detroit, were judges for the finals of the graceful skating contest in Fairview Rink there. This contest was the most successful held in Detroit for several seasons.

Bill Henning advises that he will run the Maryland amateur championships after the first of the year, extending over a period of three weeks.

Ernie Bartlett, Los Angeles, expects a great improvement in skating over last year.

Members of the NSA have only a few days left in which to send in new members to compete and have a chance to win the cash prize offered on December 31.

Toledo roller-hockey team, under management of Al Kish, lost to Keego Harbor, 6 to 5, in the finest game of roller hockey seen in many days. No penalties were inflicted during the entire game.

Toledo got off to a fine start, leading 3 to 1 after 10 minutes of play. However, the three Godfrey brothers, playing front line for Keego, were not to be denied. This is the forward line that has been signed by Detroit in the Na-

tional Roller Hockey League. Keego now leads the Midwest League.

Bill Henning has been appointed NSA governor for Maryland.

George Revill, well-known skater in the British Isles and a contestant several years ago in all English skating contests, was a recent visitor to this office.

Cyril Beastol, our English correspondent, reports a lull in skating events until after the first of the year.

This office has been in communication with several promoters and rink owners regarding long-distance races to be held after the first of the year.

Just a word of warning again to amateur skaters. According to AAU and NSA rules, no amateur can compete in any event of any kind against a professional skater and retain his amateur status.

A great many amateurs are of the opinion that if they do not receive any money for an event it does not alter their status.

In our next column a statement will be made of both AAU rules and NSA rules on this point.

We have found during the last three months that it has been necessary for several amateurs to be turned professionals for competing against professionals.

Understand that there is no such thing as semi-professional. More about this next week.

NAAP AND AAPB

(Continued from page 32)

Arch E. Clair; membership, Richard F. Lusse, Fred Fansher, Harry E. Tudor, Harry C. Baker, Leslie G. Anderson.

Nominating, Harold D. Gilmore, William D. Acton, C. C. Macdonald, Robert Lusse, Abe Frankel; program, Fred Fansher, William M. Young, Arnold B. Gurtler; publicity, Sylvan Hoffman, Nat S. Green, Leslie G. Anderson; reception, George H. Lauerman, Fred A. Church, Fred W. Pearce, Henry A. Guenther, Herbert A. Byfield; resolutions, Herman Berghoffen, William M. Young, H. F. O'Malley; service awards, William M. Young, Paul H. Huedepohl, W. St. C. Jones; membership analysis, Rex D. Billings, N. S. Alexander, Harry C. Baker; special affiliated organizations, George P. Smith Jr., L. B. Schloss, Harry C. Baker, Fred L. Markey.

Officers, governing boards and committees of the American Association of Pools and Beaches, Inc., are Leonard B. Schloss, president; Leigh I. Holdrede, first vice-president; Charles H. Potter, second vice-president; Edward Schoeppe, treasurer; W. H. Shearer, secretary.

Directors, N. S. Alexander, Wayne A. Becker, Henry A. Guenther, Paul H. Huedepohl, A. W. Ketchum, C. C. Macdonald, Mack Rose, Alfred Murphy, Sol Pincus, Edward L. Schott, Edwin E. Thompson, William M. Young, A. B. McSwigan; special representative, George P. Smith Jr.; technical adviser, Lyle L. Jenne.

Audit and finance committee, William M. Young, chairman; Edward Schoeppe, Edward L. Schott; affiliations, George P. Smith Jr.; commercial support, Leigh I. Holdrede, N. S. Alexander, Mitchell Heinemann, George P. Smith Jr., Edward Schoeppe; convention, N. S. Alexander, William M. Young, Mack Rose; health and sanitation standards, Leigh I. Holdrede, Arthur M. Crane, Wayne A. Becker, Lyle L. Jenne, Sol Pincus, H. S. Hutton, Henry A. Guenther, R. J. McCarthy; membership, N. S. Alexander, Sol Pincus, C. H. Potter, Julian Bamberger, Paul H. Huedepohl, C. C. Macdonald, Wayne A. Becker, H. S. Hutton, Edward L. Schott; nominating, William M. Young, N. S. Alexander, Sol Pincus, Edward Schoeppe, Edward L. Schott, A. C. McSwigan; program, Charles H. Potter, N. S. Alexander, Wayne A. Becker, Edward L. Schott; resolutions, Edwin E. Thompson, A. B. McSwigan, Fred W. Pearce.

C. OF P.

(Continued from page 34)

played 6,777 people during the peak of the operating period, and it is estimated

concessioners and exhibitors employed approximately 15,000. During the pre-fair period thousands were employed by exhibitors and concessioners to construct and install exhibits and concessions and by contractors in construction of the exposition.

It will be noted from the operating statement that \$10,345,894.92 was received as revenue from admissions, which includes \$170,887.50 obtained from visitors prior to the formal opening. The amount therefore allocated to the fair period was \$10,175,007.42, representing 22,565,859 admissions. The average received was a fraction over 45 cents per admission despite the fact that children's admission all thru the exposition period were 25 cents and on Fridays of each week 5 cents.

The total amount expended by visitors to the exposition (exclusive of gate admissions and certain features from which A Century of Progress derived its revenue other than from a percentage of the gross) was \$27,095,518.63, which indicates an average expenditure per person amounting to \$1.21.

Concessioners' Gross Receipts by Classification.

Series.	Type of Concession.	Gross Rpts.
100	Refreshments	\$ 2,877,659.19
200	Restaurants	6,703,205.56
300	Stores	3,589,898.65
400	Rides and Amusements.	2,268,236.52
500	Shows and Spectacles...	7,513,081.26
600	Games and Vend. Mchs.	407,841.79
700	Utilities	2,876,314.34
800	Miscellaneous	353,485.06
900	Exhibits Sales Priv.	725,208.26
Total		\$27,095,518.63

Many Over \$250,000

Listed below are concessions which have grossed over \$250,000 during the exposition period:

Concession.	Gross Receipts.
Crown Foods, Inc.—Sandwich Stands	\$ 981,205.28
Pop Corn Conc., Inc.	273,036.88
Citrus Fruit Juice, Inc.	260,781.63
Eitel, Inc.—Old Heidelberg	1,013,020.23
College Inn Mgt., Inc.—Pabst Blue Ribbon	889,235.57
Crown Foods, Inc.—Century Grills C. J. Muller—Pabst Cafe	773,578.40
T. A. Loveland—Eitel Cafeteria	296,599.95
Delsenhofer, V.—Victor Vienna Cafe	289,076.55
J. J. Miller—Schiltz Garden	285,784.80
Doughnut Mch. Corp.—Restaurant Toffenetti Rest. Co.—Triangle Restaurant	255,864.70
Century News, Inc.—Programs, Publication, Etc.	1,301,419.07
Walgreen Company	987,690.95
Skyride—Observation Tower and Rocket Cars	771,048.08
Progress Amusement Corp	275,922.36
Lagoon Boats	251,172.63
Shows and Spectacles.	
Belgique Pittoresque, Inc. (Gate Admissions Only)	650,298.86
Paris, Inc. (Gate Admissions Only)	635,831.94
Int'l. Oddities, Inc.—Ripley's Believe It or Not	551,899.73
Doughnut Mch. Corp.—Restaurant Oscar Rosenthal—Hollywood	332,405.16
Pageant of Transportation—Wings of a Century	331,543.12
Coyle, C. H., & Seymour—Old Mexico	280,824.07
Utilities.	
Greyhound Bus Corp.	1,647,326.22
Brooks Contr. Co.—Restrooms	861,571.13
Daggett Roller Chair Co.	274,771.69

The exposition sold 22,565,859 admissions, of which 245,403 tickets were unredeemed.

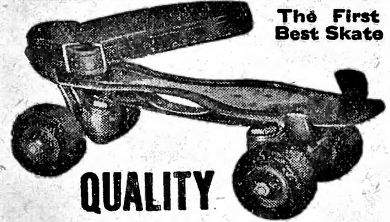
FAIR ELECTIONS

(Continued from page 35)

the last five years. M. C. Ebright is vice-president and Walter Buss secretary.

COLUMBUS, O.—Frank E. Kirkpatrick re-elected president of Franklin County Agricultural Society; J. S. Platt, vice-president; Arch A. Adler, secretary; C. H. O'Brien, assistant secretary and treasurer, and Mrs. Esther Sifrit, assistant secretary.

BREESE, Ill.—A. W. Grunz has been elected secretary of Clinton County Agricultural Fair Association for the 31st year. T. H. Worth is president; C. C. Hofstommer, vice president, and V. J. Hummert, treasurer.



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\$1.75 MEN'S NEW WHITE SKATE SHOES.
Great for Hockey! All sizes. WELLS' CURIOSITY SHOP, 20 South Second Street, Philadelphia, Pa.

We Wish Our Many Friends and Patrons
A Very Merry Christmas and a Happy New Year
CHICAGO ROLLER SKATE CO.
4427 W. Lake Street, Chicago, Ill.

SLA'S NEW WEEKLY FEATURE

Young Starts Things Going

Saturday night party to become regular feature—well-known artists as guests

CHICAGO, Dec. 23.—Ernie Young, newly elected president of the Showmen's League of America, has inaugurated what he and other members of the League hope will become a regular weekly feature. The new wrinkle is a Saturday night party, designed to acquaint show people in general with the League. First of the parties was staged Saturday night, and altho launched with but two days' notice and at a time when holiday doings are at their height, drew an excellent attendance and proved that the idea is one that is likely to meet with increasing favor as it becomes better known.

Quite a number of excellent acts were presented, giving the guests a pleasing variety of entertainment. Tables were arranged about the spacious meeting hall of the League in cabaret fashion, and members acted as waiters, serving sandwiches and refreshments to the guests. Among the acts which furnished entertainment were: Ole Olsen, of Olsen and Johnson; Take a Chance Quartet, Eady Twins, Connie Cella, Lee English, Evelyn Hoffman, Peggy Connors, Art Smith, Jade Rhedora, and Buddy Howe, master of ceremonies. Col. Robert Isham Randolph, formerly of A Century of Progress, was a guest.

It is the intention of League officers to invite any well-known artists who happen to be playing Chicago to attend the parties as guests of the League, not to entertain but to be entertained. It is felt certain that the League has much to offer show people in every field, and these informal get-together parties, much like the theatrical nights staged by College Inn, Terrace Gardens and other night spots, are expected to be the means of largely increasing League membership.

Christ United Shows To Go Out Next Season

SPRINGVILLE, N. Y.—Christ United Shows, title of which was shelved at the close of the 1931 season, will again take to the road next spring as one of the large carnival organizations of the Central States. The show will open near Pittsburgh, April 28, with 4 rides, 8 shows and 20 concessions, according to plans of the management.

David Christ, veteran riding device operator of Springville, will be secretary.—(See CHRIST UNITED SHOWS page 46)

Am. Carnivals Assn. To Elect Officers

ROCHESTER, N. Y., Dec. 23.—Adoption of by-laws and election of officers of the newly formed American Carnivals Association will take place here week of January 1, Max Cohen, general counsel, announced this week.

The association, a nation-wide organization designed to promote the interests of the carnival industry, has been incorporated as a New York State corporation at Albany. Membership is open to carnival owners and managers.

"Life" Opening in Detroit

CHICAGO, Dec. 23.—Lou Dufour and Joe Rogers, accompanied by Frank Shean, returned to Chicago this week from Cleveland and have shipped their Life show to Detroit, where it opens on New Year's Day for a stay of two weeks. Location is in the heart of the downtown section, adjacent to the Fox Theater.

Smuckler Busy in Florida

WEST PALM BEACH, Fla., Dec. 23.—Berney Smuckler, manager of Royal Palms Shows, has just closed contracts with the local BPOE to furnish all amusement features for the big fall festival to be staged in the heart of the city first week in February.

Riley Elected Pres. of HASC

KANSAS CITY, Mo., Dec. 23.—The annual election of officers of the Heart of America Showman's Club was held December 21, with the result that L. V. Riley became president for the ensuing year, with Cliff Adams, first vice-president; J. L. Landes, second vice-president; Leroy Easter, third vice-president; Harry Altschuler, treasurer; C. B. Rice, secretary; W. J. Francis, warden; George Elser, conductor.

The board of directors elected for the five-year term: J. H. Johnson, Ed Strassburg and Leroy Easter.

The Ladies' Auxiliary selected the following officers to guide its destinies for 1934: President, Mrs. Mary Francis; first vice-president, Mrs. Margaret Haney; second vice-president, Mrs. Gladys Deem; third vice-president, Mrs. Irene Lachman; treasurer, Mrs. Helen Brainerd Smith; secretary, Mrs. Juanita Strassburg.

Fire Eater in Hospital

SAN ANTONIO, Dec. 23.—Denny W. Stewart, 30, Dallas fire eater, now with a local carnival, was stricken with ptomaine poisoning and removed to the county hospital, where his condition is reported as not serious.

Armless Texan Hits His Knife-Target This Time

BOSTON, Dec. 23.—In Horticultural Hall in Back Bay section December 18 Paul Desmuke, armless Texan, was married to his knife target, Mrs. Mae Dixon, of Corinth, Miss. The nuptial pair are with Robert L. Ripley "Believe It or Not" Odditorium, which left the World's Fair midway to tour under auspices of newspapers using the Ripley cartoons.

The ceremony was performed by Rev. Charles L. Page, of Tremont Temple, Boston. The best man was Raymond Willis, mechanical man, known as Prince Electro. The maid of honor was Edna Price, swallower of electric light bulbs and swords. Juan de la Cruz, Filipino midget, was ring bearer, and Lillian McGregor, who lifts weights with her lower eyelids, was flower girl. John S. Greenwalt, music-maker with the leaves of trees and shrubs, gave the bride in marriage.

Being without arms, the bridegroom demonstrated his cultured left foot by grasping the wedding ring between his toes and placing it upon the finger of the bride.

News and photographic agencies and three newsreel companies recorded the wedding ceremony and later pictured Desmuke in his usual role of tossing 10 long-bladed knives at his bride.

The Ripley show remains in Boston thru January 1 and then moves to Washington for a two weeks' engagement. Cash Miller is the company's road manager, in charge of the 25 human oddities and 300 inanimate curiosities shown in the exhibit. Clint W. Finney is booking the tour and George G. Whitehead is exploiting the odditorium.

Show Boosted By Tampa Bank

TAMPA, Fla., Dec. 23.—What is in all probability one of the greatest indorsements of the carnival as a modern American amusement institution appeared in December 18 issue of Tampa Daily Times in the form of a quarter-page ad of the First National Bank of Tampa under a caption which read: "Tampa . . . Showland's Winter Capital."

In addition to a picture of the bank's building—a familiar sight to all visitors—is a reproduction of the midway of the Royal American Shows, showing the four-unit naval searchlights which have created so much talk the past season.

It is the first tieup between the banking and carnival industry that has yet been brought about and its influence should have far-reaching effect upon the outdoor amusement world in general.

"Gaze Upon This Picture and Upon That"

Welcome, Showfolks; Make Yourselves at Home

(Reproduced from The Billboard December 2).

Tampa today greets officials and personnel of the Royal American Shows, large traveling organization, which comes here for the first time for winter quarters. And Tampa's welcome is extended to each and every trouper.

Tampa is a hospitable city, a pleasant city, and Tampa likes showfolks. As home of the South's greatest annual fair, Tampa feels particularly close to fair people and show people, and these newcomers will find this city willing to meet them half way.

It is particularly pleasing to Tampanians to know that this organization, which, according to reports "from the road," has struck a new note in the tented world of entertainment, has forged to first rank in its classification within a comparatively short time. Tampa will view with interest the display of Royal American attractions at the now rapidly approaching Florida Fair and Gasparilla Carnival, and Tampa will exert itself to the utmost to make every member of the organization regard this city as home rather than "winter quarters."

So Tampa says, Welcome, Showfolks!

—Editorial from The Tampa Daily Times November 14.



(EDITOR'S NOTE: The small-town spirit of the Arkansas newspaper, in comparison with the broad-minded attitude of The Tampa Daily Times, is just another one of those things that the real outdoor showman has to contend with. It just shows why Pine Bluff, Ark., will always be just Pine Bluff, while Tampa, Fla., has long been known as one of the finest and most hospitable cities on the North American continent).

What Do You Think?

Another carnival is visiting Pine Bluff, together with the customary "hangers-on," whose presence in the city adds little to the aggregate of distinctive mental and moral qualities of the population.

This time they are just outside the city limits, and we presume authorized to offer their assortment of entertaining features by the county.

I haven't bothered to find out whether the show is licensed or unlicensed. That doesn't matter.

But it does matter that the rights of property owners in the south end of the town be protected. No doubt there are some good people engaged in this kind of work. But a carnival adds nothing to the health, happiness and security of the people of any city.

On the contrary, it operates in competition with other forms of amusements permanently established, such as PICTURE SHOWS that pay taxes and provide pay rolls the year 'round.

If I were mayor of a town I'd give the PICTURE SHOW people their privilege tax back before I'd license a carnival to show in the city. That's what the privilege tax is for.

at least that is what it is supposed to be for . . . protection against unstable competition. However, as stated above, this carnival is out of the city.

It is understood that this carnival plans to winter in Pine Bluff. We trust the county officers will discourage such a proposal.

It may be true that the people will spend money here this winter, but Pine Bluff I believe could go on a few months longer without the money that will be spent by these people.

In fact, I think the people of Pine Bluff . . . that is a great majority of them, had rather lose what would be spent than accept some of the people who follow these shows as winter residents.

—Editorial from Pine Bluff (Ark.) Commercial.



MRS. MARY FRANCIS, wife of John Francis, who will be president of the Ladies' Auxiliary of HASC for 1934.



LAWRENCE V. RILEY, prominently connected with Fairlyland Park, Kansas City, becomes president of the HASC.

Pacific Coast Showmen's Association

LOS ANGELES, Dec. 23.—For the first time in many months every executive of PCSA was present at the meeting Monday. Roll call of officers, President Eddie Brown, First Vice-President Charles Hatch, Second Vice-President C. F. (Doc) Zeiger, Third Vice-President George Tipton, Treasurer Ross R. Davis and Secretary Frank Downie. It was a most enthusiastic meeting—49 members present. Final report on High Jinks shows a very nice profit. George Tipton, chairman of the 12th Annual Charity Banquet and Ball, named his assistants for the affair and the members designated are doing a good job in arranging with him the details. In the arrangement of the banquet floor this year it will not be necessary to clear the floor for the dancers or floor show. Incidentally there will be a real floor show; that program is definitely arranged and will be a finely balanced one.

During a membership drive which closed prior to the present one, now on, it was voted to give a gold life membership card to member bringing in the most new members. The honor went to our next president, S. L. Cronin, he having the distinction of bringing in 52 new members to the one who stood next in the list a loving cup was to be presented. This honor went to Doc Hall. The gold card was presented Mr. Cronin by President Brown, and he acknowledged in a neat speech of thanks and pledged his very best efforts to do even better in 1934. Doc Hall will get his cup at the January meeting. There was one new member and a reinstatement—J. L. Schulte, of the West Coast Shows, down from Oakland, and is the newest member.

A check of substantial sum sent the PCSA by Mrs. G. McGinley was presented the club by President Brown. Thru this magnanimous gift to be added to our annual Christmas Charity Fund a list was prepared to send out Christmas baskets and a sum of money will be sent several who have no homes. S. L. Cronin volunteered to take care of some of whom he had knowledge. First Vice-President Charles Hatch, as chairman of the committee having the matter of changing our by-laws, made his report and each section was explained and it was voted to put into effect the new by-laws at the January meeting. We invite showfolks to learn of PCSA—how rapidly it is growing and the fine class of persons being attracted to its membership. Membership drive still operative. The dues are reasonable and eligible showfolk should consider the matter of being a members. The club is doing a fine job. To all showfolks PCSA extends best wishes for a much better 1934.

Georgia Attractions

Midville, Ga. Week ended December 16. Weather, fair. Business, fair.

This, the fourth week for this organization, finds business fair.

W. L. Weisman and two of his boys made a quick trip to Jacksonville, Ill., for the big Eli Wheel which he recently purchased. They left Monday from Juliette, Ga., and returned to Louisville, Ga.

The office staff is as follows: W. L. Weisman and J. E. Hosmer, owners and managers; Weisman, secretary and treasurer; Hosmer, superintendent of lot and concessions; Clarence N. Weisman, electrician and ride superintendent.

The lineup at present consists of 2 rides, 4 shows and 18 concessions. Frank Mansfield and family have joined with their free act, consisting of knife impalement and sharpshooting. This act goes over big with the natives and seems to be a good drawing card. Dad and Mother Brown's grab joint is pleasing everybody.

The show is scheduled to stay out all winter, playing Georgia and Florida. Writer, *The Billboard* agent and press. CLARENCE N. WEISEMAN.

Hennies Bros.' Shows

WICHITA, Kan., Dec. 23.—Work at winter quarters of Hennies Bros.' Shows is going along in good shape; in fact, is already ahead of its schedule. Harry Hennies is a past master when it comes to building and he has surrounded himself with a real force of mechanics.

Mr. and Mrs. Orville Hennies paid the quarters a visit upon their return from the Chicago and Des Moines meetings,

and then left for their annual visit to Florida.

General Representative Walter F. Stanley expects to be in Kansas City for the HASC New Year's party. Pete Cortes and Mr. and Mrs. McAllister have been visitors at quarters. Mrs. Betties Sheppard has charge of the cookhouse, and all the boys swear by her.

Philadelphia "Pickups"

PHILADELPHIA, Dec. 23.—There is less activity and fewer outdoor showfolk in Philadelphia this winter than there has been for a number of years. At one time this city was a mecca for them and the Windsor Hotel was a beehive of meetings every day.

Bob Morton has gone to Florida after his promotion at Richmond, but expects to return after the first of the year.

The Mystic Lloyds are holding forth at Joyland presenting a ventriloquist act and Punch and Judy. During last season Lloyd had a small show out and reports having done well.

Reports from Carl Lauther are that business at Durham, N. C., with his traveling museum was very good for four weeks. The show opened at Norfolk, Va., Monday of this week to good crowds.

Al Fisher and wife left for a holiday visit with Carl Lauther at Norfolk. Mrs. Fisher is a sister of Mrs. Carl Lauther and was formerly connected with his attractions.

Rumors of another museum to open on Market street are going the rounds, but nothing definite as yet.

Los Angeles

LOS ANGELES, Dec. 23.—Downtown haunts of the outdoor showfolk are lively spots these days, and there are many visitors during the holiday season. Every spot on Main and Towne streets appears occupied, and the novelty men are doing very nicely. Jim Delmead and Tom Coyle in from New York for short stay, then to Agua Caliente. Boys who have made the border towns report conditions as not so good since the dry spell ended. Doc and Clara Zeiger arrived in town, having made a six weeks' auto trip. Visited all the carnivals they could locate. Also spent few days with George Engesser, and were at the closing stand for Schell Bros. After stay in Miami motored thru Louisiana, Texas and north into Los Angeles. Are quartered at the Bristol Hotel downtown until opening of the C. F. Zeiger Shows. Johnny Branson has stored his shows with Red Hilderbrand, leaves for trip to Arizona and expects to be with Eastern carnival next year. Frank Conklin leaves for New York on important business deal.

Paddy Conklin and Will Wright are in Vancouver. Paddy will visit Los Angeles before returning east. Otto Tangleber closed at Long Beach, will complete movie contract next week, then plans trip in new housecar recently purchased. Doc Waddell writes that J. Doug Morgan and party are en route to Los Angeles to spend holidays. With them is King Rector, according to Doc the greatest midget of all time. Lou Hoffmann, just returned from Northern trip, decides to locate in Los Angeles for the winter. Abe Lefton, rodeo announcer, will handle the charity show at Dubrock's Ranch, the affair devotes proceeds to sick and injured rodeo performers. Harry Phillips is to handle the concessions. The Steffen Shows did not close as was stated, the show is making spots in Los Angeles County. Sammy Coomas, Harry Goodman and Sam Brown are working local spots.

The Pacific Queen, Bill Chrysler's boat, is now in dry dock at Alameda and will be ready in three weeks. Frank Ernie and Mrs. Frank Downie, with Ben Dobbert, have returned from visit to the boat. Letter from Harry Sussman, former Los Angeles showman, located in Manila, has been in the promotion game there for four years. With several others from the States are promoting the 1934 Carnival and Commercial Fair, to be held in Manila January 27-February 11. Fat Bell returned from the East for the winter. Was on Castle, Ehrlich & Hirsch Show, then later in Chicago at the Century of Progress. Bill Allman and Spot Murphy working beach resorts. Shorty Wells has concession on Main street. Orville Crafts returned from the Western Fairs Association meeting at San Francisco. There were representatives (See LOS ANGELES on page 46)

NEW ORLEANS, Dec. 23.—Ralph Miller's carnival is now exhibiting in Algiers, the 15th Ward, and is doing remarkably good business.

Ladies' Auxiliary PCSA

LOS ANGELES, Dec. 23.—The meeting held December 18 was attended by 39 members, and presided over by President Claire Zeiger and Wynlena Smith, secretary. The return of President Zeiger was a delightful surprise, as she was not expected until December 22. However, the ladies also had a big surprise for the president, as at last meeting it was decided to hold Christmas Night December 18 and a tree was erected, with gifts for every member of the club. It was a gala night.

The meeting was called to order at 8 p.m., and after new business a motion was passed to nominate the committee to select the new officers at the next meeting, December 26. Blossom Robinson, of the Al G. Barns Circus, is a new member. There were several speeches made by the members and a nice talk made by President Zeiger. She thanked the members for their efforts and great spirit shown during her absence. Meeting was made brief in view of the fact it was Christmas Night in the club.

Mrs. Bowman Robinson (Flo) was a visitor, also Mrs. Conlon and Mrs. Perry. Luncheon was served by Mesdames S. L. Cronin, Henery, Dyer and King. After the meeting Lucille King distributed the gifts from the Christmas tree. No one was overlooked, even Santa Claus took care of the visitors. Marie Fisher, who was made official mother of the club, was made a present of a gold card life membership, and she reciprocated with a wonderful speech to the ladies and to our president, which gave many of us food for thought. The applause was overwhelming. Mother Martyne gave a nice talk in view of the occasion. Mother Martyne was mother of the Kansas City Club.

A salesboard was put in action during the luncheon. The gift donated by Mrs. Estell Hanscomb was won by Nora Karnes, and the money turned in to the club funds. The door prize donated by Mrs. Robindoux was won by Rose Clark. A letter from the Heart of America Showman's Club, of Kansas City, was read at the meeting and acknowledged. The next meeting will be called Tuesday, December 26.

Crafts 20 Big Shows

SAN BERNARDINO, Calif., Dec. 23.—Recent visitors to winter quarters of Crafts 20 Big Shows were Lew Hoffman, ride owner of the Minnesota State Fair; Ross R. Davis, who owns the Merry-Go-Round at Lincoln Park, Los Angeles; Nat Morgan and Heavy James, of Dodson's Shows; Eddie Tait, of Manila; Harry Hargraves, Fay Eldenour and Carl Martin.

Charles Page has completed the building of the Skooter and returned east for the holidays, then to Blackpool, England, to the park there. Recently Orville Crafts has been using his cabin plane to advantage. On business trips he has own to Yuma, Ariz.; Calexico, Mexicali, Imperial, Calif., and San Francisco. He sure steps fast in the air. He made a trip to Kingman, Ariz., in less than two hours flying time. TOM J. MYERS.

Heart of America Showman's Club

KANSAS CITY, Mo., Dec. 23.—Everything is in readiness for the big convention, banquet and ball. The Christmas trees were erected early this week in the lobby of the Coates House, extending from the ground floor to the ceiling of the second floor (dome lobby). The committees in charge of the convention and banquet report a heavy response to invitations and from all indications it will be larger than in many previous years.

Mr. and Mrs. John Francis left for Texas and upon their return they will be accompanied by a delegation from the Francis Shows for the celebration.

Mrs. Lucy Arenz is out of the hospital, where she was suffering for several weeks from a snake bite.

Dick Wrenn is in the Jackson County Home for Aged and Infirm at Little Blue, Mo.

Brother Frank Capp returned early this week from a four months' trip around the country. Covered 20,000 miles in 32 States and visited 350 shows—all tented. Expects to remain here for the banquet and then another trip.

Professor Munson, magician, was a visitor, en route to his home for the holiday season.

Mike Wright returned from a business trip thru the South. Mike will remain here until several days after the banquet, New Year's Eve.

Jimmy Tiller is visiting relatives. Came from the West Coast, where he is connected with a picture corporation.

Frank Stilles passed thru en route to New York City to spend the Christmas season with his family.

Billy Jewell is working Gilbert Toys at a local department store.

A good New Year's Resolution—to pay your dues.

Polack Staging Elks' Circus

WICHITA, Dec. 23.—Irving Polack and wife are putting on the Elks' Charity Circus here. It is a real show and is going over big. Butch Fredericks is handling the show for the Elks and is doing a good job of it.

NEW ORLEANS, Dec. 23.—Bruister Amusement Company is on a city-owned lot at Claiborne and St. Louis streets, under auspices of American Legion Post 203. Expects to be there until December 28, when it may move to another spot.

NOW IS THE TIME

To place your order for Miniature Gasoline Driven Auto Cars, fully equipped with spring bumpers. Good for Fairs and Carnival. Full price, only \$135.00, F. O. B. San Francisco, Calif. JAMES DEMARCO, 720 Harrison St., San Francisco, Calif.

WANTED TO BUY

EH No. 5 Ferris Wheel, with or without wagons. Must be in good condition and cheap for cash. BOX D-397, care Billboard, Cincinnati, O.

HEART OF AMERICA SHOWMEN'S CLUB AND LADIES' AUXILIARY

14th ANNUAL BANQUET AND BALL SUNDAY EVENING, DEC. 31st

and

8th ANNUAL EXHIBITORS' CONVENTION

December 27 to 29

AT THE COATES HOUSE HOTEL, KANSAS CITY, MISSOURI. TICKETS \$1.50

And From Christmas to New Year's—Ladies' Bazaar, Tacky Dance, Bridge Party, and a Week of Social Events.

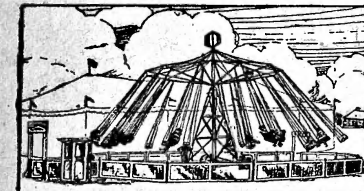
May The New Year Be One of Prosperity for You.

Wheel Owner F. J. KENNEDY has this to say: "We have a proud owner of a BIG ELI WHEEL." In making your plans for 1934, consider a money-making No. 5 BIG ELI WHEEL. Ask for information.

ELI BRIDGE COMPANY
Builders of Dependable Products,
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THE NEW CHAIRPLANE



The Latest Invention. The Most Sensational Ride Out for Parks, Fairs and Carnivals. Portable and Stationary. Write today and let us tell you all about it. Weight, 6,500 lbs.

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Four Sizes. Samples, 25c.
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WHEELS
Park Special
30 in. in diameter. Beautifully painted. We carry in stock 12-15-20-24 and 30 numbers. Special Price, **\$12.00**

BINGO GAME
75-Player, complete, \$5.25. Including Tax.

Send for our new 1933 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Fans, Favors, Confetti, Artificial Flowers, Novelties. Send for Catalog No. 233, Heavy Convention Walking Canes. The Hit of the Century of Progress. Price per Gross, \$22.00.

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124-126 W. Lake St., Chicago, Ill.

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NEW DREAM BOOK
108 Pages, 2 Sets Numbers, Clearing and Pol...
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109 N. Dearborn Street, CHICAGO.
Instant Delivery. Send for Wholesale Prices.

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NOW BOOKING FREAKS AND NOVELTY ACTS.
Send photos. State all in first letter. Address all mail to
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228 W. 42d Street, NEW YORK CITY.

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(27 Pages) and Horoscopes at reduced prices. Biggest and best reading on market. 1, 4, 7 and 27-page readings, nine styles, priced from \$3.85 per 1,000 up, plain and imprinted. Complete line Astro and Occult Books, Buddha Papers, Crystals and Mindreading Apparatus and Supplies. NEW 112-page, Illustrated Catalogue and Bargain Sheet, 30c.
NELSON ENTERPRISES
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ELGIN WATCHES, \$1.65 Each
(7-Jewel, 18 Size, New Yellow Cases.)
7-JEWEL, 16 SIZE ELGINS & WALTH, \$2.35.
FLASH CARNIVAL WATCHES, 50c Each.
CRESCENT CITY SMELTING CO.
113 N. Broadway, St. Louis, Mo.

CARNIVAL MUTTERINGS

By MIDWAY BILL

FATIMA SALIH is ill at Roderfield, W. Va.

CLIFFORD E. SWISHER is hibernating at Tampa, Fla., putting in time at the dog track.

JOHN GORDON has settled in Charlotte, N. C., until spring, saying no more winter tramping for him.

DR. GARFIELD writes that he has opened a permanent museum at 26 Fairfield Avenue, Bridgeport, Conn.

S. W. PAULI stored his concessions at Charleston, S. C., and is now wintering at Sutherland, Ia.

HARRY A. LUCUS. There is an important letter for you at the Cincinnati offices of *The Billboard*.

W. H. (WILD BILL) BAKER, for years superintendent of the Ritter Midgets with Rubin & Cherry Shows, is wintering at Shenandoah, Pa.

MAX COHEN, counsel for American Carnivals Association, is sending out his first bulletin regarding his activities. Copies are available only to members.

BIRDIE MILLER is enjoying a nice business with Fred W. Miller Shows in New Orleans with her congress of Hawaiian dancers.

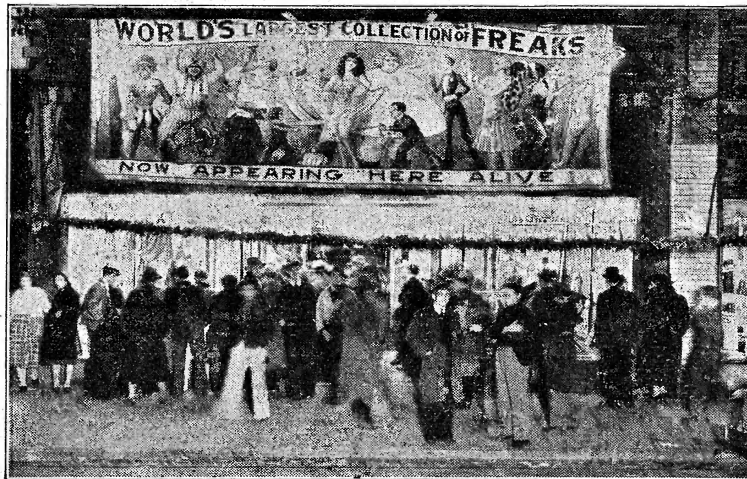
operating special sales promotions with a newly invented product.

DOC-WADDELL is now incorporated! And Midway Bill has known him for 30 years as a first-class general agent and later one of the outstanding publicity experts in the realm of outdoor amusement. And now he had to go and get incorporated!

THE SHOWMAN'S CLUB, 28 Charing Cross Road, London, sends an invitation to visit the club, but weather reports state bad visibility for flying across the Atlantic, so Midway Bill will have to wait for a while before accepting the English club's hospitality.

PROMINENT showman writes: "Sure was surprised that the outdoor showmen and carnival managers made a start, but I am afraid it won't last, as they will not pay their dues. If the carnivals are really going to reform their concession department Sheesley is surely the man to head the list."

MRS. J. C. KING, whose husband has the cookhouse with Gladway Exposition Shows, was taken seriously ill with malaria fever while at Ocella, Ga., and was rushed to the hospital. Friends will be glad to know that she has recovered and rejoined the show at Waycross.



CUSTOMERS crowding into Miller Modern Museum, under management of Ray Marsh Brydon, at Lexington, Ky., during the successful two weeks' engagement, there.

GENERAL AGENT Edward P. Rahn of Max Gruberg's Famous Shows is busy looking after the show's interests for 1934.

FRANK ZORDA inoed from Douglas, Ga., that he is still visiting relatives there, but will soon rejoin Mighty Sheesley Midway for the winter tour.

HARRY SAIX and wife, with Rubin & Cherry Shows last season, are at the Chicago Theater, Chicago. Harry playing piano and his wife, Billie, producing chorus.

MRS. TOM VIGILANTE, after spending several weeks in Georgia and Virginia, is in Morristown, N. J., for the holidays with hubby, Tom (Mix) Vigilante.

LOUIS BRIGHT, secretary Big State Shows, is spending the holidays with his folks at Mount Pleasant, N. C. Expects to be at the Texas Fair Association meeting at Dallas in January.

EDWIN DEIBERT, former concessioner, is opening a shop in Detroit to handle rebuilt generators for lighting plants, and will cater to the outdoor amusement world.

STEPHEN MICKLES and Julius Griffler have returned to their respective homes. Mickles to Binghamton, Griffler to Brooklyn, N. Y. Since the close of World of Mirth Shows they have been

League, and Mrs. Rankine, professionally known as Madame Zillah, mentalist. They will return to the show at Largo, Fla., after the holidays.

GENE AND CARMEN BOWERS, formerly of Beckmann & Gerety Shows, were in an auto wreck near Washington, Ind. Gene received a deep cut on the head and a wrenched back, while Mrs. Bowers was pinned under the car for 10 minutes until help arrived, receiving severe burns. She was taken to the Davies County Hospital at Washington. At present time they are getting along all okeh at their home at Louisville.

W. H. (BILL) DAVIS writes from King's County Hospital, Brooklyn: "After putting my show away at Nashville, Tenn., I visited the Sheesley, Johnny J. Jones and World of Mirth Shows. I joined Dr. Garfield's Traveling Museum at Baltimore. After eight weeks with the museum I had to give up at Bridgeport and come home for leg treatment. So here I am, all 'stuck up' on my back in K. C. Hospital, where I will be for several weeks. I would greatly appreciate hearing from friends." Very sorry, Bill, hope you'll be out soon.

DOC J. LEO LONEGAN writes from U. S. Government Camp Foster, Ga.: "Just to let you know where some of the boys of the road are wintering. Mickey Meade, Albert Hall and J. Leo Lonagan, three of Howard Ingram boys, trainmaster on Mighty Sheesley's Midway; Mickey Conners, Dan Kelley and Shang, of the Grease Burners' Union; Red Wiley, Sparky and Jack Cooper, ride boys; last but not least we have as our top kick Sergeant N. H. Maddox. All wintering here and trying to pass a nice winter after a poor season. P. S.: Say, Bill, this is not a prison camp."

W. H. (BILL) RICE is slowly recovering from his recent accident and has been moved from the hospital at Moultrie, Ga., to Tampa, Fla. He has many daily callers, including Milt Morris, Iva Morris, Dave Morris, Marie Morris, Jim Malone, Frank Winchell, Lloyd and Clem Coffee and all their troupe, Lil Murray, Frank Shephard, Charles Kidder and wife, all the Brown children, Eddie Edwards and wife, Cliff Wilson and wife, Boots Hurd, Benny Krause, Clint Nogle, Whitey Walker, George Dorman and wife, Sam Burgdorf and wife, Clay Mays and wife, Harry Wilson and wife, Mrs. Sedlmayr and Cleo Hoffman.

FAT REDDING just can't keep his name out of *The Billboard*. He is always doing something that is news. He was the emcee recently at the big charity ball at Hotel Teller, Detroit, when the following performers from Harris & Winters' Museum staged the show: Lerverne, magielan; Madame Ianna, mentalist; Bozo, midget clown, and Cebu Hawaiian Trio furnishing the music. Mrs. Sailor Harris, Baby Irene and Fat Redding danced the fox-trot. Redding always arranges that when he goes to this sort of affair that they have plenty to eat. If the chairman asks him how many will be in the troupe, Redding replies: "Whether just 1 or 10 come, get enough to eat for 10. I'll be there sure."

HAPPY ATWOOD writes from Detroit: "I will soon complete my 21st year as Santa Claus and will say by the way the people here are buying this year it sure looks as tho the midways may get a good play this coming season. There are several carnival people demonstrating in Sears store here with me and glad to say they are doing well. C. C. (Specks) Groscurth will have an entire new Gift Show this coming season. Harry and Dorothy Mack claim the best season in three years on their Girl Show. Sailor Harris landed the store opposite the Fox Theater for his Human Odditorium and is jamming them in. Many of the concessioners who winter here claim only stock wheels will run at the fairs in this State this coming season."

Bunts Greater Shows

CRYSTAL RIVER, Fla., Dec. 23.—Work on all motor equipment of Bunts Greater Shows was completed December 15. F. H. Barker, who has charge of winter quarters, has all panels of the different shows and rides ready for scenery paintings. Work on other equipment will not commence till January 30. Manager Bunts and party are enjoying their vacation, plenty of fishing and other wild life here, which is being enjoyed by all. Mr. Bunts says that from all indications 1934 will be a better year than the one just past.
CHARLES STAUNKO

Dodson's World Fair Shows

CLARKSDALE, Miss., Dec. 23.—Big social gathering at Ed Brewer's apartments for Thanksgiving. Some of those present: Mr. and Mrs. Dick O'Brien, Mr. and Mrs. Stevens, Mr. and Mrs. Clay Bunyard, Mr. and Mrs. Red Bell and family, Mr. and Mrs. Joe Baker, Mr. and Mrs. Henry MacCauley, Sammy Smith and Tommy Stevens.

Roy Gray passed thru, looking up Dick O'Brien, but Dick happened to be out of the city for a day and therefore missed the genial Roy.

Joe Baker's Arcade and Store Show going off very nicely. He is being sponsored by the King's Daughters' Christmas Stocking Fund and is getting plenty of good publicity from the local papers.

Cotton Grissom and Benny Price left for Greenville and will make that town their headquarters for the next few weeks. Red Bell taking a flying trip to Shreveport to get some of his personal belongings, as he has rented a bungalow here for the winter.

Clay Bunyard and Red Bell placing salesboards in Clarksdale and surrounding territory. Doing very nicely. Foster Van Ault, info from Muskogee that he is getting along okeh there and has figured out several new and novel ideas for the Arcade.

Everybody eagerly awaiting the advent of the new year, when work will be started at winter quarters, getting the big caravan ready for its initial showing in April. Several new attractions will be built and new ideas in outdoor amusements will be tried out.

Wm. Glick Expo. Shows

YORK, Pa., Dec. 23.—Work in winter quarters of William Glick Exposition Shows, which are wintering at the Levering foundry, will begin after January 1. Everything will be put in readiness for the coming season. The entire train will be gone over and painted. All the wagons are newly rubberized. Mr. Glick's headquarters are the Edgerton Hotel, Baltimore, Md. Advance Agent Larry Nathan is very busy and always with a smile, which means good news. Taking things easy and making sure that everything will be in order for the coming season. Norman Brown, wife and children are at winter quarters doing nicely and preparing for the coming season. A lot of new faces will be seen around the show.

Magic

Now, just watch the magician closely, how he snaps his fingers, bows and scrapes, and then his hands he claps Drawing attention to something else he shall do, yet all the while cavorting, and smiling at you! Then he's locked in a cabinet from which he raps, altho he's tightly handcuffed and sealed in these traps, in just a few seconds, he springs out into view, terrifying yet amazing with his tricks quite new!

FLOZARI ROCKWOOD.

"Pirate Ship" Is Attached

NORFOLK, Va., Dec. 23.—Alleging \$293.10 in back salary was not paid to him as advance man for the Pirate Ship, now in this port, H. L. Watling has slapped an attachment on the ship and its owners, T. G. Alvord Jr. and others, for that amount.

WANTED Royal Palms Shows

Can place legitimate Concessions of all kinds. No grift. Show stays out all winter. Week January 1 to 6, Lake Worth, Fla.; this week, Belle Glade, Fla. BERNEY SMUCKLER, Manager.

WANTED! WANTED! WANTED! COL. WOOD'S MUSEUM OF LIVING WONDERS

FREAKS, CURIOSITIES, STRANGE PEOPLE. All summer's work. Salary sure. Lowest salary. Address LOCK BOX 75, The Billboard, Chicago, Ill.

Never Admit to Yourself That Life Is Not Worth While

By L. G. WHITLEY

DID you ever pause long enough to consider the various attempts you have made at self-discipline? If you have not it will be a surprising realization of the progress made toward "going stale." Numerous are the things of this world which make life worth while. Their indulgence will expel the forces of staleness and strengthen the motive of life. The attainment of an abundant life depends upon a choice and willingness for easy vice or to practice laborious virtues.

The development of a wholesome ambition is essential. There are two general kinds of ambition. One is of the debase order which spurs and goads a person to the goal of impropriety and dishonor. The other is the ambition for "Valor of Righteousness," which incites action toward those higher and nobler things. This ambition results in joy, peace, firmness and love for those things which bear witness unto the truth.

The greatest Personality who ever lived upon this earth taught that life imparts a spirit of vigor and enjoyment, and that upon these the success of energetic prosecutions depends. The lasting reward of service is the satisfaction of knowing that a contribution has been made for the good of others.

The willingness of the Master to obey the Roman Soldier when commanded to walk a mile and carry his pack to go with him the second mile gave birth to a new thought of service for the individual, the family, his fellowman, his country and his God.

A quality of self-restraint is needed to remove the disintegrating and destructive forces which are present in the form of temptation. Contraries, dishonesty and covetousness are destructive and breed a remorseful sense of guilt. They are to be fought against and conquered in the developing of a wholesome, healthy and strong personality.

The indulgence of self-pity has no place in the realm of a useful and worthwhile life. It will eventually cause the giving up of the better qualities at the least show of resistance.

On the other hand, efforts of endeavor to cultivate self-restraint, moral courage and those attributes which command true values will serve as useful qualities in the development of a new outlook upon life, making it rich in useful service and furnishing the best elements of ethical culture, constituting the principal force in social evolution, and standing like a lighthouse upon the shore of the sea of death, it will radiate in the fog of uncertainty.

The finality of a self-disciplined life toward those nobler things will make one glad that he has lived among the adverse struggles of the world's affairs.—The Prison News, Raleigh, N. C.

Museums

Wade & Brewer's Traveling Pollicie-Scully, Traveling

LANSING, Mich., Dec. 23.—Wade & Brewer's World Fair Freaks played here for a two weeks' run at 220 North Washington avenue, in the heart of the business district.

The show includes the Ituri Pygmies, Giraffe-Neck Women, Professor Lynch's Flea Circus; Princess Wee Jeanne, smallest human mother and her baby; Roselle Sisters, fat girls; Mr. and Mrs. Joe Mix, novelty rope spinning and sharp-shooting act; Princess Pat; Torture Chamber; Rex Omar, master of swords; Pauline-Paul. The extra attraction is presented by Dr. Curtis, Madam Louise, mentalist, lady with the radio mind. Monus, jolly magician, and the Khola, Troupe, musicians.

Miss Burney Glenn has joined as secretary.

Jack Farnsworth is emcee, acting for Judge Brewer, who is sick at the present time.

Al Franz and Dudley Farnsworth are on front.

Bertune Farnsworth, 16-year-old daughter of Jack and Ruth, joined show, coming from Boston. This is the first time the parents have seen their daughter for seven years.

Philadelphia Eighth Street

PHILADELPHIA, Dec. 23.—The week's business at Eighth Street Museum has been just fair on account of bad weather. Bill is made up of the following: Prince and Princess Zulung, freating and glass dancing. Shackles, handcuff artist; Leonard Teacy, sword swallower; Van, tattooer; Adema, expansionist; Jimmy Schaeffer, with sword box; Callahan is the added attraction. Jack Kelly and Bill Sylvan still hold down the front.

Philadelphia South Street

PHILADELPHIA, Dec. 23.—South Street Museum continues to do substantial business, notwithstanding some bad weather. Attractions this week are Spike Howard, strong-man act; Ajax, sword swallower and Punch; Bob Clark, mechanical man; Excell, contortionist; Jack Stetson, cartoonist; Richard Doolan, ventriloquist; Mme. Verona, mentalist. In the annex is Dal-Dalton.

GASTONIA, N. C., Dec. 23.—Second week in Winston-Salem was a red one, as location that week was on North Trade street in heart of tobacco sales barns. Visitors at Winston included Mr. and Mrs. Howell, ride operators, with Cetlin & Wilson Shows, and Henry Mears, superintendent of that show. Present location on Main street in Gastonia in former McClellan stores building is ideal and is also paying a money spot. Larger building enables show to use large bally in inside lobby, an improvement over doorway ticket box. New arrival is Yo-Go, circus clown, with Patsy, diving dog.

Visitors so far this week include Walter and Marlon Leslie, formerly of Johnny J. Jones Shows and other shows, including Pollicie Shows; J. F. Bolt, of B. & B. Shows; Fred Barclay, of trained dog fame; Roy (Cutey) Rice, late of Ringling Circus, and Harry Kramer, Sheesley Shows' winter-quarters superintendent, and Colorado Mack and other "sneaky" acts. Sailor West traded his truck and some cash for a fine one-ton coupe. Tom Scully, show manager, bought a two-ton truck in Winston-Salem. Johnnie Pollicie had a one-ton two-wheel trailer built in Winston in addition to his trailer. Charlotte, N. C., at 225 North Tryon street, heart of the city, for Christmas week. Museum hasn't played a blank yet. Roster has steadily enlarged, and equipment has been improved and added to each week. H. J. Pollicie is on trip north routing show for post-holiday weeks. All performers and others in previous roster are still with it.

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Malbin & Davis Traveling

BATON ROUGE, La., Dec. 23.—Business has been good for Malbin & Davis Museum here. Opened in downtown location December 16. Morning and afternoon crowds have been particularly good. Nights not so good. Have about four weeks here, then New Orleans. The roster includes Zelma, mentalist; Kaso, the pinhead; Louise, sword box; Lonnie, sword swallower; Princess Iona, Hawaiian dancer; Professor Daniel, magic and inside lecturer; and Glasse, mechanical man. Edward Malbin is owner and manager; Ruth Davis, secretary, and Frank Mitchell, advance.

Wonderland

CHICAGO, Dec. 23.—Wonderland Museum, W. B. Evans, proprietor, now in third week at 462 South State street, continues playing to capacity business. Two talkers have been added to the front, Doc Joseph Kukul and Robert W. Smith, formerly a member of front staff of DuFour-Rogers' Darkest Africa. Two new bally attractions were added this week. Jack Daily, guitar player and blues singer, and Paul Hawthorne, known as the dancing minstrel. Two new features inside are Bobbie Barrow, Oriental dancer, and Cleo Ramona, Spanish dancer. This brings the total up to five feature dancing girls.

Joe Tracy Emerling, m. c., and Gravitoy, magician, received a wire from their former employer, Neil (Whittle) Austin, informing them he would be in Chicago in time to have Christmas dinner with them.

Visitors include Al LeVay, of Sol's Liberty Shows; Paul Durish, magician; Leo Bortz, manager E. B. Amusement Company; Jack Reilly, circus and carnival agent; Hank Sylow, Prison Show operator; Sealo, the seal boy; Val and Sophie Coogan; Steve Nichols, circus musician; Jack Kelly, water circus diver; Tex Cooper and his diminutive spouse, Nona the doll lady, and Egan Twist, dislocationist.

Murray & Davis Traveling

GREENWOOD, S. C., Dec. 23.—Murray & Davis Museum, on account of some license difficulties in Augusta, Ga., jumped here for a one-night stand and did good business. They expect to play Anderson, S. C., for the holidays in a good location on Main street. The roster of the show comprises William C. Murray, manager and general agent; William Davis, assistant manager and master of transportation; Joe Parks, front door man, ballyhoo and inside lecturer; James Watson, front door tickets; Harold Tidson, iron jaw and Siberian torture act; Virginia Mae Parks, acrobatic contortion acts; Mickey Mouse Circus; Mlle. Lavonia, Buddha; H. Gallagher, escape artist; Mlle. Parks, illusions; Miss Jenny, sword box.

Lauther's Traveling

NORFOLK, Va., Dec. 23.—Carl J. Lauther's traveling museum closed at Durham, N. C., December 14 after three weeks of good business and opened here Saturday morning at 234 Main street, and the show was packed all day, and business has held up since.

Presenting 15 attractions in the pit and annex. Many showfolks wintering here have been in to visit us, among them Frank West, owner of West's World's Wonder Shows.

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WANTED—Accordianist or One-Man Band; also high-class Freaks, A-1 Trainers and Openers. Henry Mears comes on. All address TOM SCULLY, 225 N. Tryon St., Charlotte, N. C., week December 25.

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Must be neat looking. Also Posting Girls, Ticket Sellers, Talkers, A-1 Mind Reading Act, and Magician who can entertain and sell. I pay top salary. Every thing must be the best. Low Henry wire at once. WILLIAMS, 412 E. Baltimore St., Baltimore, Md.

SHOW PROPERTY FOR SALE. \$ 1.25 Pair, Richardson Steel Wheel Skates. Also Fibre Skates Cheap. \$30.00 Henderson Scotch Bagpipe. Tent, 20x40 ft., with Poles. Sell these and other Tebts. \$ 5.00 Each, Salesman Fibre Trunks with Locks. We buy Wax Figures, Wax Shows, and Kiddie Rides. Write us. WEIL'S CURIOSITY SHOP, 20 South Second Street, Philadelphia, Pa.

Wanted, Museum Attractions

Unusual opportunity for Attractions of merit to join at once for balance of season. Your money is sure.

W. G. WADE, 245 Monroe Ave., Northwest, Grand Rapids, Mich.

WANT Kiddie Bille and Ferris Wheel, one mile Show, small, Cool, Bally Concessions all open. Out all winter. All mail L. GLOTH, Saluda, S. C., week December 25.

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By GASOLINE BILL BAKER (Cincinnati Office)

DOC HARRY DALY called it a season after he finished a three weeks' engagement at Community Hall in Okawville, Ill. Charley Weiss accompanied the Dalys to Sarasota, where they will spend the winter. The Campbells went to their home at Evansville, Ind.

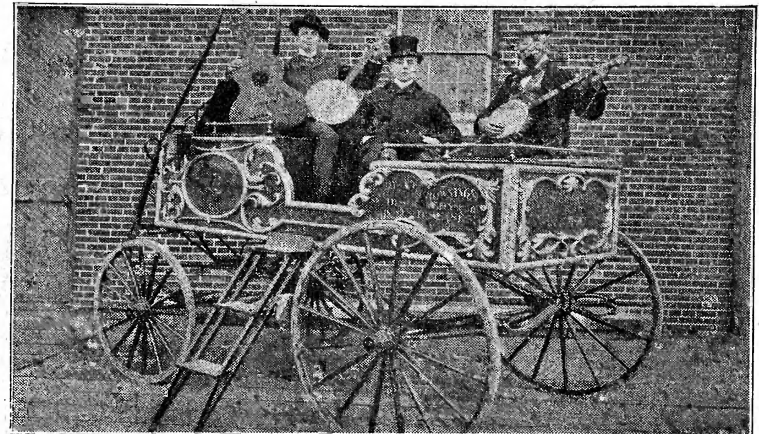
DOC ROSS DYAR after taking a course of baths at Hot Springs, Ark., and discussing the problems of the day with Matt Harlan and Ray Lewis, left for Miami, where he is entrenched for the winter months.

DOC E. C. GILBERT according to word last week from Rex M. Ingham, agent and of animal farm note, had his medicine show at South Boston, Va. Two shows daily and satisfactory business. Carries five performers.

BARTONES' (Mr. and Mrs. B. Bartone) Ideal Comedy Company recently brought its fall indoor season to a close at St. Bernard, O.,

Water. At the time of Rolling Thunder's birth his father and mother were traveling with an Indian medicine show, with the result that the papoose was early introduced to that mode of living. After the death of his parents he continued to operate a medicine show, remaining in the business altogether more than 75 years."

DOC C. L. STUMPF piped, in part, from Moultrie, Ga.: "Since my last pipe to the 'column' my black-face comedian for a number of years, Billy (Snowball) Williams, left the show. His cough has been getting worse of late years and he doesn't weigh much over 100 pounds, and at his age (well over 50) it seems that he will have to give up working in night air. This is regrettable. He has been a wonderful blackface in his time. He was replaced by Roy Doyle, doing first black-face comedy. Since my last pipe the Leflers have also joined the show, three people. Lefler, who is an oldtimer and operated his own med show, does magic and plays banjo. A great surprise was handed me when Doc A. W. McNeill drove onto my



A SQUINT at the "old days." In center, Doc Cliff Greves (the Pipes editor hasn't heard of him in years), who was lecturing on Dr. A. Brown's medicine. Who were the entertainers?

where it played a week in the auditorium of a large Catholic school. The Bartones, with their autos and house-cars, left for their home in Albany, Ind. Harry Rose and wife and Master Floyd, Harold and Dolly Hovel and Stan Davis to Cincinnati to play theater dates in and out of the city. Bartones plan opening early for next season.

NOW IS THE TIME to be cheerful; to forget petty grievances; to forgive transgressions.

A VETERAN and popular med man of the East recently passed on, Rolling Thunder (Lewis Belmont Newell — Indian name, Veeluges). His widow, Jennie, will "carry on" at her home near Quaker Bridge, N. Y. Following is reprint of the first two paragraphs of an article on his death that appeared in *The Randolph (N. Y.) Register*: "Lewis Belmont Newell, better known to thousands as Rolling Thunder, Indian medicine man, died at his farm home just off the Allegheny reservation, about three miles from Quaker Bridge, Friday afternoon, December 1, at 12:30 o'clock. During the last two years Rolling Thunder had suffered a series of falls, the none of these resulted in severe injury, however, each contributed to the poor health of his declining years. Deceased whose Indian name was Veeluges, was born in Maine June 8, 1844, and was a son of full-blooded Kiowa parents, the Kiowa being a Dakota tribe. His father's name was Tetutis, which means Running

lot with his attractive new wife and announced intention of remaining with me for the winter. He is a real pitcher and is very welcome on this show. How's my long acquaintances, Bob Smith, Chick Ragland, Red Alexander, Tom Marshall, George Ogden, Brody, Kinley, Dale, Johnstone, Graham, Sox-Selling Clark, Carl Landrum, George Groom, Benson, Besser, Chris Spaulding, the Fursleys and a host of others? Will someone please pass the dill pickles?"

A. B. (ZIP) HIBLER was among "those present" at Newark, O., last week.

F. C. REIKART Stormville, N. Y., is a vet of pitchdom who regrets the passing of Doc Rolling Thunder. They were partners years ago.

LOUIS E. COLLINS (Roba the Wizard) postcards that he is remaining at home at Patterson, Mo., for the next month, or two months, after which vacation he plans playing a few schoolhouses in that section with his magic show. He wonders what has become of Doc Roberts and Smiling Bobbie Wheeler.

PRINCESS LITTLE FAWN wrote, in part, from Pittsburgh: "Just a pipe from myself, also Princess Falling Water. We are resting this winter in preparation for a long season next year. Chief Eagle Feather and wife closed their med store in Bridgeport, O., and

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No. B1768—5-Blade Toothpick Knives, Per Gross, \$2.45.

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JOHN RAHN N2120 NEVA AVE CHICAGO

opened a show in Buffalo and are doing fine. What has become of all of our med chiefs? Hope they have not gone back to the reservations, as there is another reason just around the corner."

IN THE Final Curtain columns of this issue appears the announcement of the death of Dan France, who had been in various lines of show business. During winters, for years, he operated a medicine show in the East, known as Doc Carlton.

STUNG! Lou Bergman and his partner, Gaffney Brown, have been in Detroit. According to word from the Motor City, Lou was recently struck on the head and held up for a phony sparkler. It musta been a "stinger" for the stick-up gink.

DOC GEORGE REED infoed: "I recently made a very good week in a chain store at Springfield, O. I met Mr. and Mrs. F. E. Bennett with tops in a department store there. Two mighty fine people and straight and hard workers and they seemed to be

getting the coin. Also met Louis Whiteman and the missus, with gummy. That prince of good fellows, Eddie Oliver, and the missus visited me at Springfield. Eddie is a square-shooter. While walking down High street, Columbus, today I met Hubert Hull and Frank Libby, two square-shooters. There are six different demonstrations in Moby Market, on High street. Columbus is one of the worst overworked cities I know of. I heard today that Art Cox and wife were killed somewhere in Indiana—I sincerely hope it is an erroneous report—fine people. Mrs. Reed and I will remain in Columbus until our daughter gets in better health. I am now taking a rest, just looking around to see what the boys are doing. I saw the 'Only Maloney' and Jack Thomas with their heads together the other day (maybe they were discussing that bottle of beer they owe me—but I'm willing to make it a 'Tom and Jerry'). Will someone please pass the limburger!"

JUST STOPPED
off here (Atlanta, Ga.) for a visit with old friends," postcarded Ted Barnes (December 16). "Find a few regulars here enjoying nice business. Among them Jack Mahoney and Art Shrader, working mincers in a pitch store in the heart of the city; Dutch Anderson and Thebeau, working graters and gyroscope tops in store. Many J.C.I.s, with their soft cushion seats and tables, and a few razor blades, waiting for customers to step up and buy. George Hays and I are leaving for Florida to pick up the fairs early in January." Barnes wants pipes from many of the boys, including Herbert Casper, Tom Rogers and Talu and George.

DO YOU REMEMBER WHEN
Joe Ackerman had Omaha almost to himself, with peelers, in 1916?
Prof. J. E. Hauschild was a familiar personage, with his pay-5-cents telescope (to look at sun, moon and stars) on Indianapolis street?
W. F. Darter used to make New Orleans about this time of year annually? Syd Shipman was in his heyday with wondertones?
Pay Watson, one of the prominent of the womenfolk pitchers, covered a great deal of territory on her trips?
The days when Harry Turney, of novelties note, was an endman with a minstrel show?
Jewell Kelley, of late years in other lines, was a med show doc and prior to that activity was a dramatic stock actor in the South?
J. Frank Hathcox left the med show line and plunged and made a big hit in real estate, circles in Florida during the boom?
Bob Lilliston broke into subscription circles—how many years ago?
E. V. Norris had a mopup at Canadian National Exposition with serpentine garters in 1920 and had a bigger date there the following year.
The "Buttermilk Twins" of years ago—D. J. Callihan and Jack Schneider?
Pitchmen thought they were "going some" if they owned automobiles?

Who of Pitchdom will have the first "home with wings" towed by airplane?

THE CRISWELLS
Prof. F. F. and Hazel M., of Ace O'Diamonds Comedy Company, were fraternizing among friends at Reading, Pa., last week.

MACK-MURRAY PLAYERS
held forth in Sugar Grove, O., last week, with the performance personnel presenting tabloided popular dramatic and farce-comedy bills and Doc E. Johnston capably delivering the med lectures.

GOOD NEWS, AND "HOT DAWG!"
On December 16, Charles Hamilton got newly and friendly busy with pen and attractive purple ink, and scribed from Newark, N. J.: "Today is a lucky day for Charlotte Woods. She left the Columbus Memorial Hospital at noon. She takes a train tonight to Sullivan County, N. Y., where she will recuperate from two serious operations that laid her up for the last month. At one time her chances for life were only about 1 out of 10, but she came thru with flying colors. Her condition made it impossible for the fraternity to visit her, but the pitch store personnel here—Mary Ragan, Leon

Harry Williams a couple of winters ago was finding difficulty in landing suitable spots, as he works to big tips. He wandered from one State to another. Finally he landed in Topeka, Kan., dejected. He sat down on a bench near the Courthouse. An old farmer moseyed up to him, saying: "How's everything going, neighbor?" Harry, sort of sorrowfully replied: "I'm having hard luck!" "Hard luck," remarked his questioner, "Let me tell you, a few years ago I had a big farm out yonder, with big barns and a nice home and a pretty wife. The crops were all harvested and stored away everything was paid up except a \$1,000 mortgage, and I was happy. One night the barns and all in them burned; my house was also destroyed; a few days later a stranger came along and ran away with my wife; the bank foreclosed on the mortgage, and I got the seven-year itch. You should talk about being in 'hard luck!'"
—JOHNNY McLAIN.

Edelman, Murray Harmeling, Tarzon and Joe Wahl—sent a beautiful bouquet. This remembrance seemed to be a talisman, because from that time on she began improving. It is Charlotte's intention to fly to Miami shortly after New Year's. Harold Woods leaves tomorrow for that city. His party includes 'Mother,' 'Father' and Emily Woods and Chuck (Saxophone) Hamilton. Party expects to make fast time in travel, equipped with a trailer and reliefs in driving. Nela Matthews and Herbie Barth, of the Woods Show, are already at Miami. Harold expects to beat all-time records at fish catching. Among those he expects to take under his wing (and 'instruct') are John Valero, Ross Dyar, Doc Ed Silvers and Doc Cayton—the foregoing probably will report at Keystone Camp not later than December 18, on which date Harold will hold a 'clinic' for them—the 'clinic' to embrace such profound topics as line-untangling, losing gear, shooting pipes, etc., etc. Charlotte, in turn, is relinquishing the reins of the ladies' guild to Mrs. Ross Dyar, who probably has a rigorous season ahead—I predict that her most difficult act while pinching for Charlotte will be lining up the reactionaries, notable among whom is Eva Krauss. Flash!—homebrew will be taboo at all meetings this winter season!"

FRED X. WILLIAMS
recently made the Essex County Poultry and Rabbit Show at Hartford, Conn., with poultry and rabbit papers, which he opines was the worst for attendance and subscriptions he has encountered during his years of experience. However, Fred did meet up with a ray of sunshine while at Hartford when in conversation with that mighty good fellow and veteran road man, Doc Scanlon, who is again executive connected with Commodore Hotel. Williams' next jump was to the bunny show at Alliance, O.

WITH BLADES AND HONES
Joe (Wing) Bennett has been working in Tulsa, Okla. "A lot of locals are working blades," sezsee, "so there is no money or doorways. The town is tough and wide open. By the way, I saw Wiseman and Maupin and crew from Hollywood working boats. And were they getting the dough! They seem to have a popular item. I am headed south from here."

A PROSPEROUS
New Year to you and you and you!
HOW GOES IT
down Mullens, S. C., way, W. G. Wheatley?

DOC GEORGE HOLT
is headquartering, while on his hobnobbing trip to Southeast, at Atlanta until after New Year's.
"MY FIRST PIPE"
in a number of years," scribed Cowboy Elliott from Little Rock, Ark. "Have met several of the folks in and around Little Rock. At this time Doc Leon Streets' med show is working North Little Rock. "Jew" Jackson and Billie also here for the winter season. Mrs.

Greetings to Our Many Customers and Friends—
A Merry Christmas and a Prosperous New Year
Becker Chemical Co., 235 Main Street, Cincinnati, Ohio.

Jackson (Madam Mallah) is working mental act thru a prominent hotel and doing nicely."

HOW WELL I REMEMBER
By G. W. (Shorty) Grace:
CUSTOMER: "Will you be here tomorrow?" ANSWER: "No, I expect to be in China tomorrow."—JETTY MEYERS.
(Drawing a knife across his neck to show his tip how dull it was.) "Shades of Moses, General Jackson!"—MIKE REYNOLDS.

"It's not a plaything or a toy! Nor a red wagon, or a jumping-jack!" —HOWARD BLACK.
"It was showed to me, to bring to you for you to have some fun with!"—Yours truly, SHORTY GRACE.
Good Old George Wine picking on his banjo and singing *Can You Tame Wild Women?*
"Let me show you how it works and how it operates!"—SLIM MURPHY.
"Oh! They're wonderful!"—a well-known belt salesman.
"This corn solvent is a godsend to mankind!"—BILLY FLOOD.

ANYONE KNOWING
the whereabouts of Roy Coghill is asked to tell him to get in touch with his home at once, on an important matter.

FROM THE
Silver Dawn Entertainers, from Moran, Tex.—Played a bloomer at Sagerton, Tex., so moved to Moran and opened December 16 and business so far the engagement has been good. Have another spirited contest on. The people of Moran are wonderful. Putnam is the next stand.

F. W. BENNETT
and wife have been working tops at Springfield, O. A recent pipe from Bennett stated, in part: "Louis Whiteman hustled gummy in a chain store at Springfield on a recent Saturday. I was in Columbus some time ago and tried to meet my old friend, Frank Libby, who was there at that time. I wonder if anyone has lately seen old Gummy Mack. Wonder how he is and his whereabouts."

H. T. (THE ONLY) MALONEY
has severed his connection with the De Vore Manufacturing Company and the O-H-I-O Medicine Company, Columbus, O., after many years' service with those organizations. Maloney says that his plans for the future are somewhat meager at present. However, it is safe to predict that he will soon be active in the line of work in which he has devoted so many years.

H. P. COFFEY
is a hustler of the subscriptions frat, was howdying acquaintances in Fort Wayne, Ind., last week.

TOM WATERS
Stella. Pomeroy-Tom Waters med show is again en tour in Pennsylvania after about a month's combination with D'Esta-Rhodes opry (not with med). Tom states that the overhead expense of the combined personnels was too great at low admission charges. "It was my intention to take a position with some show or a night club, staging and piano, pipes Tom, but finally decided to reorganize and keep our med show. We are now in Klingsertown, Pa. Our last stop was at Taylorsville—a '1,000 miles from nowhere,' just a hotel and a few houses, but it proved the banner stand during the almost two years Stella and I have been together. Remained there nine nights and could have stayed except for a sudden severity of weather and a counter local attraction. Christmas will find us at Hepler. I have the show in just the shape I have been trying for. Opening act, med sale, my single specialty; Billy Wertz, songs and wadden-shoe dancing; Stella and I in a comedy double; Frank Varo, in his singles; at 10 cents. Make a red hot performance for 10 cents admission and has been pleasing all comers. Everybody is well, and the 'man in white' rambles each Sunday morning. No one on this show is making Doc Kreis' ears burn. The first time we meet I will

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Call on dealers—demonstrate World's greatest line Counter Card Goods: Aspirin, complete line of Razor Blades, Mercurio-chron, Peanuts, 66 big, new profit makers. Powerful, salt-selling display. Big profits for dealers and you. Permanent repeating business. No investment to start. Send for big 64-page FREE Catalog. Old reliable firm, WORLD'S PRODUCTS CO., Dept. 1288-B, Spencer, Ind.

slate with him for a shilling—Scranton vs. Shenandoah. I am slated to celebrate my 61st birthday on January 10 and my 44th year in the show game."

"HERE COMES
a pipe from North Carolina," scribed A. Dell, subscriptionist. "After seven years away from the Tarheel State, I find business good thru this section (am now at Lexington). Mills are working three shifts and farmers seem in better shape than during the last several years. Tobacco markets will again open after New Year's and probably at about 10 cents a pound. Just saw Red O'Day, who said that East Tennessee was oked for him and he is going back in a few days. Quite a number of paperites in South Carolina and most of them say business has been fine. I wonder if the boys in the Lone Star State are still scuffling for chill. I would like to read pipes from Hot Shot Austin, R. J. Grammer and all the rest of the tribe. I am leaving for the eastern part of North Carolina to make the tobacco markets, then to Florida for a spell. All you papermen kick in with pipes and let us know where you are and how you are doing."

HERE CLATER
loaded his news-cannon (fountain pen) and "shot" from Columbus, Ind.: "Being off the road this winter I do not know what I would do without *The Billboard*, as I am always glad to read of what the boys are doing. Jack Meyers is here this week with his mighty pen demonstration, and from his appearance he isn't having a depression. Met Cy Ullman, who was on his way to Indianapolis to spend Christmas. Said that he had done well in the South. Was driving a new car and had a b. r. I would like to read pipes from the oldtimers, among them Max Allen, Leon Giar, Ray Palmer, Sol Castle, Scotty Castle, Bruce Conlon, Stepping Stopeck, Roy Atherton, Walt Richardson, Bud Beery, Harry Ross, Charlie Lindmar, Bud Wollman and Johnny Compton. I have a poultry farm here, but will be out on the road when the bluebirds sing in the spring."

FOR THE FIRST TIME
in about nine years Chick Denton and Elmer Kane met recently at Lawton, Okla. Chick and Elmer and the latter's wife landed in Lawton to work prior to Christmas and probably there for the holidays week. Chick writes: "Business has been very good, but it's the blowoff for this section of Oklahoma, as most of the cotton money is spent by New Year's. I am Kentucky bound for the tobacco markets, and Elmer to the Rio Grande Valley (Texas) for the fruit and tourist crops. We have had many pipes to talk over while here."

"STOPPED OFF HERE
(Evansville, Ind.) for a day or so while on my way to Chicago, where I probably will spend the rest of the winter," pens Issie Schwartz. "While out for a walk this p.m. I saw Tommy Johns in the dining room of a big hotel and in front of a big thick steak and lots of cooks and beer. He tells me that his deer-hunting trip to Canada was big—alho he did not get one of the antlered 'animals' he got a pocketful of cash working *Outdoor Life*. Says that Frank X. Murphy is in these parts, sporting a new automobile. He and Murphy have been working together the last few weeks. Tommy is headed for Southern Illinois to spend Christmas at home. Also met Harry Sinka, who said that he had just came out of the Southeast and that he found business conditions bad. While working out of Charlotte, N. C., ran into S. N. Ullman, that fast-stepping

trade-paper worker, who was headed to join his old partner, Ray Bowers, of dog-show note. What has become of Half-Pint Meyers, Muskegon Baldy, Big Mack (from Mackinaw), Duke Van Dyke, Stormy Lindmar, Hyway Wherry? Shoot 'em in, boys, 'Bill' will take care of your pipe. H. Sinké was right in his recent pipe about not cracking postage—always tell your prospect what he is getting and how much it will cost—then we will have no closed spots!"

C. W. MEADOWS (Charlie the Fencil Man) continues graciously holding forth in Detroit. A novelties man who had wide acquaintance in pitchdom.

"AM WORKING"
here this week (Lewistown, Me.—December 18-25) only. Then back to the farm fireplace and radio until spring. I'm tired out trying.—D. F. (HOOT) McFARLAND.

MORE DATA

(Continued from page 32)
rants, in view of a probable early promulgation of a restaurant code. He pointed out that where restaurants are operated by managements of amusement parks, these managements would be bound by requirements of the restaurant code as to wages, hours, etc. He added that his suggestion was one only that authorities under the pending code might have foreknowledge of the necessity for different setups to take care of conflicts of this character which might arise.

He added that requirements under the President's Re-Employment Agreement would have to be kept in mind. Under the restaurant code, it is expected, tips will not be considered as a basis for compensation of waiters, and that wages as to restaurant employees generally, will furnish an idea as to what will be expected as to restaurants coming within the classification of a restaurant, operated in parks and at beaches.

On Safety Standards

Representing the consumers, Mr. MacGuire offered an amendment to Article VI, Section 1, between paragraphs C and D, as follows: That there be established classifications and standards of performance and / or safety of amusement and / or recreation devices operated by members of the industry in order to assist in making effective the reports received from the industry and in eliminating unfair competition. The representation of any device operated by a member of the industry complying with such standards as may be established by the Code Authority, when such is not the case, is condemned as an unfair method of competition. The operation by a member of the industry of any device which does not comply with such standards of safety as may be established by the Code Authority is condemned as an unfair method of competition.

To this suggested amendment was added a note to the effect that for several years a safety code for American parks has been under preparation by the Association of Standards, thru the National Bureau of Casualty and Surety Underwriters and the National Association of Amusement Parks.

Outing Clause Opposed

Another suggested amendment offered by Mr. MacGuire provides that, as members of the association proposing the code deal with the public, it be definitely stipulated that one of the not more than three members of the Code Authority to be appointed by the administration shall be nominated by the Consumers' Advisory Board, this also to be carried out in all sub-code authorities.

He also proposed amendment of Article VII, under trade practices, by eliminating Section 1 as too restrictive on the ground it would not be fair or equitable for the balance of the industry, that this should be a matter of individual contract, etc., and not a part of the national code. This section has to do with attempts by members of the industry to induce excursions, picnics or bookings to patronize any unit of the industry by any one of several different methods which are said to be resorted to.

In behalf of the "relationship of skilled electrical technicians to the outdoor amusement park, pool and beach industry," Mr. Hedges submitted an amendment which reads as follows:

"The popular phrase, 'the bright lights,' illustrates the outdoor amusement park,

pool and beach industry is bound up with electricity. This industry is almost exclusively an electrical industry inasmuch as not only illumination but the power to operate devices is usually derived from electrical power sources. We have only to mention miniature golf course, so popular a few years ago, beer gardens, illuminated outdoor ball parks, carnival centers, race tracks, the racing of mechanical nates by blooded dogs, to indicate the widespread use of electricity in this field.

Skilled Care Demanded

"This industry may be termed one that attracts free spending. It probably represents a greater leverage on purchasing power than is at first conjectured. It employs possibly 50,000 men, on estimate, during its peak months apart from the amusement centers of its activities. The electrical workers involved are of two kinds, construction men and maintenance men.

"As may be supposed, the intricate and often delicate machinery and devices used in amusement parks demand skilled care to make them operate efficiently. The International Brotherhood of Electrical Workers has hundreds of its mechanics employed in this industry. These men are taken from the construction field. They are sifted carefully by business managers of the local union so that the highest skill may be secured, and men of reliable and responsible character made available. These men are placed in charge of the maintenance end of this industry.

"There is another aspect of the outdoor amusement park, pool and beach industry which cannot be too highly stressed. It is what might be called its public aspect. The fact is that this industry is maintained by and exists entirely for the general public. It caters to all types and classes of people. It embraces men, women and children, and it is responsible at all times for the protection of life and limb of hundreds of thousands of people who spend money for these activities.

Ask Labor Recognition

"The safety element here cannot be overlooked. The fact that the buying public in this industry changes daily and nightly, is a very active and moving mass on holidays when it is off its guard, demands more adequate protection than possibly that given by merchants in stores and shops. The safety features of this industry depend largely upon the competency of the skilled men employed who operate the devices and the machinery involved. It is unthinkable therefore that this group of men should be omitted from protection by the code of fair competition.

"In place of Article IV, paragraph Class J on page 4, we recommend the following:

"Electrical workers employed on construction, maintenance or repair work shall receive the rates of wages and be employed in accordance with the working hours and working conditions established in the locality and as provided in the working agreements now existing, or as in the future will exist, between local unions and their employers.

"Finally, the International Brotherhood of Electrical Workers again presents, as it has done at every public hearing, the request that labor involved in these industries should have proper representation on the code authority. Respectfully submitted, D. W. Tracy, International president; C. W. Bugniet, International secretary; Charles L. Reed, assistant to the president."

Beyond the offering of this comment and suggested amendment and the statement by Mr. MacGuire that he did not care to say anything at the hearing as to electricians, the matter of wages provided for under the tentative code was not taken up except incidentally. This matter will be gone into in detail later, however, by Adviser Brodinsky, according to a statement by him.

Darling on Conditions

Chairman Darling, in interpreting the code, said it represents an entirely seasonal industry as a whole and is not to be regarded in the light of other industrial codes. There are certain days on which it can not be operated, labor employed by it is necessarily seasonal, largely; there is wide fluctuation due to the fact it is not possible one day in advance to tell whether a park may be able to do business, that it depends upon the whims of the weather and the public.

Employees are at rest 75 per cent of the time and there is a vast difference between the meaning of work hours for

park employees and like hours for those in other industries who are kept busy from the time they start until the day's work is ended. Long hours are, by the very nature of things, necessary in parks and in some instances persons seek employment in parks on the orders of physicians in order that they may be out of doors.

The cost of operation of parks has increased more than 1,000 per cent, while the same pittance as formerly is charged for admission. He suggested that leisure enjoyed by the public should be fostered and asked that it not be codified out of existence.

Cities Give Opposition

Park operators, according to Mr. Darling, are highly trained, as they must be specialists in their respective lines. Attention was called by him to heavy losses suffered by park operators thru increasing activity in operation of municipal parks, those parks on which no taxes or rent are paid, and thru wider use of the automobile and the introduction now of beer gardens.

As there has been a 90 per cent falling off in park receipts since 1929 they will continue to stay in operation only if they practice the most stringent economy. The hours of work by those on call cannot be compared with the same as to those in usual codes. Employees are to get one day off each week, which will reduce the weekly hourage of employees one-seventh and represent a 15 per cent increase in wages. Many people of advanced years, who could not usually get employment elsewhere, are given work by park managements, according to Mr. Darling, other facts which he thinks should be taken into consideration.

As to verbiage of the tentative code, he continued, questionnaires had been sent out widely covering the last five years in an effort to get detailed information which would furnish a real picture as to the situation and to be reflected in the code. It was not prepared by any one set of people or interests, a convention had been held in Chicago, that everybody interested might have an opportunity to present their views and the code had been revised eight times in an effort to make it truly representative, he concluded.

Schlöss Tells of Pools

Mr. Schlöss followed in a discussion of the code as it applies to pools, explaining that problems of pool operations are similar in many respects to those of park operatives. He referred to the uncertainty which accompanies pool management, problems peculiar to it, alone, dependence on weather conditions and the like.

Asked by the deputy administrator if there were any classifications as to pools, he replied classification was as to locker space, annual dues in the association being based upon locker space for pools. The larger pools, adjacent to amusement parks and including possibly municipal pools, sometimes run to 2,000 lockers, he added, and that the association represents 78 of the larger pools, of 50 per cent, and again suggesting the municipal pools do not figure in the picture.

It has happened that rain has followed consecutively on as many as five Saturdays and Sundays as well as holidays, it was suggested in emphasizing weather hazard and risk which operators of pools run in a season which is of itself short. Employees are paid just the same, on such occasions, it was pointed out, also heavy receipts, which had been properly anticipated are lost.

Pools and beaches have a lesser season than amusement parks, as they usually close on Labor Day, he added. Rain, according to Mr. Schlöss, does not represent the only way the weather may prove fickle, as with a lack of rain the weather may not be hot and it is the hot days which cause people to swarm to the pools in large numbers.

French and Pincus Talk

Mr. French discussed the character of work done by employees of parks and beaches, said a great majority of them spend their time out of doors and that their work is entirely different from most other men in the employ of industry. He said he felt there was nothing he could add to what had been presented, referred to the local organization in New York City as the largest local group in the country, and expressed the hope and belief a satisfactory situation as to all interested parties would be worked out.

Mr. Pincus spoke for the pool owners' association in New York City, with branches in different cities, but not on Coney Island. He said pool operators

are interested in at least two sections of the code, and that there were a number of differences in operation between pools and parks.

He said the labor question as to pools differs from that of parks, that there is not the same ballyhoo necessarily connected with pools as parks, and an absence of the show features of the latter. Mr. Pincus said that pool interests were not represented in the code in proportion to the size and importance of pools, that pool operators as a rule own their property while park property often is leased. He said he doubted if there were as many as 2,000 pools in the country, as had been suggested, at least privately operated pools.

Objections Into Record

Discussion of conditions as they exist with respect to parks, pools and beaches in the Middle West, California and the South, as regards differences respecting them from plants in the East, was gone into to an extent. A telegram read by the deputy from the Southern California Plunge Association, Long Beach, said that "our business will be ruined by Eastern men who have no knowledge of our conditions or problems" if the proposed code should be adopted.

The deputy put into the record a memorandum from Mary Anderson, director Women's Bureau, U. S. Department of Labor, taking exceptions to "low wages for ticket and entrance clerks, waiters and waitresses" ranging from 14 to 21 cents per hour, to wage reductions for employees under 21 and over 50, to long hours, allowances of tips as part of wages, and to 64 hours of work per week.

Mr. MacGuire, consumers' adviser, in addition to suggestions as to sanitation and safety measures, protested a provision prohibiting amusement parks making rebates of 10 cents per person to excursion crowds or making other price concessions to large groups.

His idea was that such practice is good for the industry and the public, as otherwise big picnic and excursion groups would patronize excursion steamships offering lower cost outings than the parks. Mr. Darling took the position that the industry would continue to insist upon the retention of the clause in question. When Mr. MacGuire said he had seen in person in Michigan examples of what he thought were good results from the practice being opposed, Mr. Darling said that if such concessions should continue he would be willing to let the steamships have the crowds, as there was no money for the park operative under them.

MARYSVILLE, Calif.—On Arboga highway, near Marysville, Piumas Lake Inn, modern amusement center, has opened.

BLUES HOLD

(Continued from page 20)
ference with picture theaters. North Dakota's antiquated blue law forbids theater operation, altho sports are permitted. The question of permitting Sunday screenings was submitted to popular vote last October. After a campaign conducted with great bitterness by reactionaries opposed to Sunday operation, the proposal was defeated by a narrow margin of 800, with a total of 160,000 votes cast. The fate of abandoned theaters was dependent on the outcome, as in many instances weekend business is the determining factor between profit and loss. Consequently defeat sent material investments and employment possibilities shimmering. This, plus public demand, has caused the fight for repeal of the blue law to be renewed as an issue of the next election.

South Dakota has been thru such struggles and also court battles, leaving the statute effective against only comedies, the Supreme Court having held it inoperative against dramatic subjects. Consequently film presentations suffer no interference.

Iowa is subject to local option and divided with the usual result—larger communities enjoying immunity from interference and the smaller and poorer towns closed on Sundays.

Nebraska, with 284 motion picture theaters, has all but 19 in enjoyment of full-time operation. Colorado has 263 theaters in full-time operation without interference and New Mexico has 60 equally favored. Similar conditions obtain in Arizona, Utah, Idaho and Montana.

Appropriately enough, California, home of picture production, has little difficulty on the subject. The same is true of Oregon, Washington, Idaho and Alaska, where some 250 theaters fall into the same classification.

CONVENTIONS

ALABAMA
Athens—Junior Order. May 1. E. R. Calhoun, Box 850, Birmingham.

ARIZONA
Phoenix—Knights of Pythias. April 5. J. D. Loper.

ARKANSAS
Hot Springs—Knights of Pythias. May 15. S. Cassell, 114 Carlton Terrace.

CALIFORNIA
Long Beach—G. A. R. May 13-18. H. Wood, 926 Juniper st.

COLORADO
Boulder—Knights of Columbus. May 21-22. J. Haberman, 710 Cimarron ave., La Junta, Colo.

CONNECTICUT
Bridgeport—Soc. Sons of Amer. Revolution. Feb. 22. R. Bradley, 92 Sterling place.

DELAWARE
Dover—Junior Order. Feb. 20. F. Siegrist, 209 E. 12th st., Wilmington, Del.

DISTRICT OF COLUMBIA
Washington—Order of Red Men. Feb. 12-13. W. M. Alexander, 4106 5th st.

FLORIDA
Ocala—Pythian Sisters. Feb. — Mrs. O. Barnard, 1129 E. 16th st., Jacksonville, Fla.

GEORGIA
Atlanta—Spanish War Veterans. May 6. A. Bellamy, 1149 Campbellton rd.

IDAHO
Boise—State Hort. Soc. Jan. 10-12. W. H. Wick, State Hort. Soc.

ILLINOIS
Chicago—White Shrine of Jerusalem. May 1-3. Clara C. Hannan, 5543 Congress st.

INDIANA
Indianapolis—American Carbanon Soc. Last of January. O. E. Steinkamp, 3904 Rockwood ave.

IOWA
Cedar Rapids—Knights of Columbus. May —. E. F. Conley, Box 186, Des Moines.

KANSAS
Emporia—G. A. R. Approx. May 15. J. W. Priddy, G. A. R. Mem'l Bldg., Topeka, Kan.

KENTUCKY
Lexington—E. P. O. Elks. May 27-29. R. H. Slack, 223 1/2 St. Ann st., Owensboro, Ky.

LOUISIANA
Baton Rouge—Knights of Pythias. May 28. F. Adolph, 1032 Carondelet st., New Orleans.

MAINE
Brunswick—State Assn. of Agr. Fairs. Jan. 30-31. J. S. Dunbar, Lewiston, Me.

MARYLAND
Baltimore—Order of Odd Fellows. April 25. J. Cluster, 642 W. Baltimore st.

MASSACHUSETTS
Beverly—Order of Odd Fellows. Feb. 22. H. L. Moore, 808 State st., Beverly.

MICHIGAN
Detroit—State Assn. of Fairs. Jan. 24-25. C. M. Howell, Saginaw.

MINNESOTA
Minneapolis—State Florist's Assn. Feb. —. C. Mathes, 1326 Osceola st., St. Paul.

MISSOURI
Independence—Order of Eagles. May 24-25. E. B. Griffin, 400 E. Commercial st., Springfield.

MISSISSIPPI
Ackerly—Junior Order. April 24-25. W. D. Hawkins, Box 543, Meridian, Miss.

MICHIGAN
Detroit—State Assn. of Fairs. Jan. 24-25. C. M. Howell, Saginaw.

HOLLAND—State Soc. Sons of Revolution. Feb. 22. A. C. V. Gilmore, 60 E. 12th st.

MONROE—Odd Fellows Encampment. May 15-16. Edw. Hoyt, 44 Eldred st., Battle Creek, Mich.

MUSKOGEE—F. & A. Masons. May 22-23. L. E. Winsor, Masonic Temple, Grand Rapids, Mich.

EMPORIA—G. A. R. Approx. May 15. J. W. Priddy, G. A. R. Mem'l Bldg., Topeka, Kan.

PITTSBURGH—State Elks' Assn. May —. E. F. Strain, 320 W. 8th st., Topeka, Kan.

TOPEKA—State Board of Agriculture. Jan. 10-12. J. C. Mohler, State House.

TOPEKA—State Poultry Breeders' Assn. Jan. 11-16. Thos. Owen.

TOPEKA—F. & A. Masons. Feb. 21-22. E. F. Strain, 320 W. 8th st.

TOPEKA—State Soc. Sons of Amer. Revolution. Feb. 21. F. W. Erace, 1135 Grand ave.

TOPEKA—State Assn. of Kan. Fairs. Jan. 9-10. George Harman, Valley Falls.

WICHITA—State Live-Stock Assn. March —. J. H. Mercer, Statehouse, Topeka.

WICHITA—Knights of Columbus. May —. W. W. Graves, St. Paul, Kan.

LEXINGTON—E. P. O. Elks. May 27-29. R. H. Slack, 223 1/2 St. Ann st., Owensboro, Ky.

LOUISVILLE—G. A. R. Encampment. Last week in April. M. H. Davidson, 655 S. 35th st.

EIKEVILLE—Knights Templar. May 16-17. E. O. Sellers, Box 4, Covington, Ky.

BRUNSWICK—State Assn. of Agr. Fairs. Jan. 30-31. J. S. Dunbar, Lewiston, Me.

PORTLAND—State Soc. Sons of Amer. Revolution. Feb. 22. W. B. Hall, 45 Exchange st.

PORTLAND—Intl. Order of Good Templars. April 11. C. A. Maxwell, 91 Winter st.

PORTLAND—F. & A. Masons. May 1-3. G. E. Leach, Masonic Temple.

PORTLAND—Knights of Pythias. May 16. H. S. Eldef, 341 Cumberland ave.

BALTIMORE—Order of Odd Fellows. April 25. J. Cluster, 642 W. Baltimore st.

BALTIMORE—G. A. R. April 9. J. T. Holmes, 114 N. Paqa st.

BALTIMORE—Order of Odd Fellows. April 16-17. W. A. Jones, I. O. O. F. Temple.

BALTIMORE—Knights Templar. May 16. C. A. Eitel, Masonic Temple.

NEW JERSEY
Asbury Park—Sons & Daughters of Liberty. May 9-10. Mrs. J. Hayward, 218 S. 11th st., Newark.

ATLANTIC CITY—Bro. of America, Supreme Circle. May 8-9. J. Ruhl, 2410 Frankford ave., Philadelphia, Pa.

JERSEY CITY—Odd Fellows' Encampment. May 1. E. R. Jumel, Box 199, Trenton, N. J.

LONG BRANCH—State Exempt Firemen's Assn. May 19. E. Post, Wharton, N. J.

TRENTON—Order of Red Men. May 3-4. Wm. J. Kater, 1037 Clinton st.

TRENTON—State Soc. Sons of Revolution. Feb. 22. W. H. Blackwell, Box 94, Titusville, N. J.

ALBUQUERQUE—Sons of Amer. Revolution. Feb. 22. A. E. Sisk, 508 1st Natl. Bldg.

ALBUQUERQUE—Amer. Natl. Live Stock Assn. April 12. E. Mollin, 515 Cooper Bldg., Denver, Colo.

ALBUQUERQUE—Sons of Amer. Revolution. Feb. 22. A. E. Sisk, 508 1st Natl. Bldg.

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NEW YORK
Albany—State Assn. County Agri. Soc's. Feb. 20. G. W. Harrison, 131 N. Pine ave.

ALBANY—R. A. Masons. Feb. 6-7. C. C. York, Masonic Temple, New York City.

ELMHURST—Sons & Daughters of Liberty. May 15. Mrs. L. A. McClure, Jamaica, L. I., N. Y.

ITHACA—Farm & Home Week. Feb. 12-17. R. E. Wheeler, College of Agr.

LAKE GEORGE—Odd Fellows' Encampment. May 22-23. Henry Walker, 31 Union Sq., New York City.

LAKE PLACID—H. H. State Grange. Feb. 6-9. E. J. Riley, Sennett, N. Y.

NEW YORK—F. & A. Masons. May 1-3. C. Johnson, 71 W. 23d st.

ROCHESTER—State Hort. Soc. Jan. 16-12. R. F. McPherson, Le Roy, N. Y.

ROCHESTER—Soc. of Amer. Florists. April 17-19. Florence Wade, 480 Lexington ave., New York City.

ELIZABETH CITY—Order of Odd Fellows. May 15-16. H. A. Holstead, Box 55, Moorestown, N. C.

GASTONIA—Order of Red Men. May 7-9. W. E. Goodwin, Box 222, Oak City, N. C.

HICKORY—Pat. Order Sons of Amer. May 15-16. F. O. Sink, Box 695, Lexington, N. C.

FARGO—R. A. & R. S. Masons. Jan. 23-25. W. L. Stockwell, Box 1269.

FARGO—Knights Templar. May 22-23. R. L. Miller, Box 1269.

COLUMBUS—State Bro. of Magicians. Jan. 27. E. W. Reilly, 1853 Ryden road, Ft. Beach, State Univ.

COLUMBUS—State Fair Managers' Assn. Jan. 9-11. Don A. Detrick, Bellefontaine, O.

EL RABBIT—Order of Odd Fellows. May 12-13. L. Kerr, Box 243, Enid, Okla.

LAWTON—R. & S. & R. A. Masons. April 15-17. J. Kirkland, First Natl. Bk. Bldg., Muskogee, Okla.

MUSKOGEE—F. & A. Masons. Feb. 13-14. C. A. Sturgeon, Masonic Temple, Guthrie, Okla.

MUSKOGEE—Knights Templar. May 15-16. H. Downing, 517 W. Main st., Oklahoma City.

OKLAHOMA CITY—Knights of Pythias. May 8. T. H. McCay, 216 Pythian Bldg., Tulsa, Okla.

TULSA—Sons of Amer. Revolution. Feb. 22. C. R. Gilmore, 1006 N. Denver ave.

PORTLAND—Volunteers of Amer. May 24. Jesse Starks, 414 E. Ash st.

TILLAMOOK—Order of Odd Fellows. May 22-23. E. E. Sharon, 10th & Salmon sts., Portland.

ALLEN TOWN—State Assn. of County Fairs. Jan. 24-25. Ohas W. Swoyer, Reading, Pa.

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If Interested in Conventions Let Us Have Your Views, Please

As with our last List Number, we are publishing in the Convention List only those meetings which we feel are of interest to the amusement industry. In this category we place, besides the strictly amusement and allied organizations, the following groups:

American Legion, Veterans of Foreign Wars, Disabled Veterans and other Veteran organizations, Odd Fellows, Knights of Pythias, Elks, Knights Templars, Junior Order United American Mechanics, Eagles, Shriners, Red Men, Sons of American Revolution, Woodmen of the World, Masons, Horticulture Societies, Farm and Home organizations, Live-Stock Associations, Poultry Breeders, Boards of Agriculture, Florist groups, Patrons of Husbandry, State Granges and Outdoor Advertising Associations.

The new plan is to test out the interest of our readers in the list. We therefore ask all those utilizing it, who have not yet written, to tell us whether the list in its present form is just as valuable as heretofore when it was much larger thru the inclusion of all kinds of conventions. Or, should there be certain other organizations included in the present list?

Address your letters to List Editor, The Billboard, Cincinnati, O.

LOUISIANA
Baton Rouge—Knights of Pythias. May 28. F. Adolph, 1032 Carondelet st., New Orleans.

LA FAYETTE—State Assn. of Fairs. Jan. 20. R. L. Vickers, Donor, Lewiston, Me.

NEW ORLEANS—Knights Templar. Feb. 8. A. B. Davis, 417 Masonic Temple.

SHREVEPORT—Order of Odd Fellows. March —. G. H. Owen.

BRUNSWICK—State Assn. of Agr. Fairs. Jan. 30-31. J. S. Dunbar, Lewiston, Me.

PORTLAND—State Soc. Sons of Amer. Revolution. Feb. 22. W. B. Hall, 45 Exchange st.

PORTLAND—Intl. Order of Good Templars. April 11. C. A. Maxwell, 91 Winter st.

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VIRGINIA
 Charlottesville—Knights Templar. May 17-18. C. V. Eddy, Winchester, Va.
 Lynchburg—Order of Odd Fellows. May 22-23. T. W. Davis Jr., 8 N. 8th st. Richmond.
 Norfolk—Order of Red Men. May — A. M. Tennis, Box 485, Hampton, Va.
 Norfolk—G. A. R. of Va. and N. C. April 23.
 Isaac Nichols, Box 613.
 Richmond—F. & A. Masons. Feb. 7. J. M. Clift, Masonic Temple.
 Richmond—State Assn. of Fairs. Jan. 22-23. C. B. Ralston, Staunton.

WASHINGTON
 Spokane—Northwestern Intl. Bowling Congress, April 27-May 6. G. H. Hudson, Washington Athletic Club, Seattle.
 Spokane—Knights Templar, R. A. M. & R. S. Masons. May 7-12. C. M. Heald, Masonic Temple.
 Wenatchee—Knights of Columbus. Letter part of May. A. G. Schott, Box 185, Walla Walla, Wash.

WEST VIRGINIA
 Charleston—Order of Red Men. May 22-23. T. H. Clay, Box 147, Huntington, W. Va.
 Martinsburg—Knights Templar. May 16. H. F. Smith, Box 336, Fairmont, W. Va.
 Masons. May 7-12. C. M. Heald, Masonic Temple.

WISCONSIN
 Eau Claire—Disabled Vets. of World War. May — L. Ewalt, 217 Allard ave., Green Bay, Wis.
 Madison—Farmers' Week. Jan. 29-Feb. 3.

WYOMING
 Sheridan—Knights of Columbus. May 26-27. E. A. Frieshoff, Rock Springs, Wyo.

CANADA
 Brockville, Ont.—R. A. Masons. Feb. 27-28. E. Smith, 582 Dufferin ave., London.
 Calgary, Alta.—Knights of Pythias. March 13-14. W. T. Bannan, 560 Second st., Medicine Hat.
 Edmonton, Alta.—Veteran Odd Fellows' Assn. Feb. 15. G. Henderson, Calgary.
 Edmonton, Alta.—L. O. B. A. Lodge. Feb. 27-28. Mrs. W. Coursey, 983 Brannan st., Medicine Hat.
 Edmonton, Alta.—Orange Lodge. Feb. 28. W. H. Hall, 1610 15th ave., W. Calgary.
 Edmonton, Ont.—Order of Odd Fellows. March 5-9. A. B. Ballentine, I. O. O. F. Temple, Calgary, Alta.
 Fredericton, N. B.—King's Daughters. Jan. 23-24. Mrs. H. Z. Woods, 766 King st.
 Fredericton, N. B.—Orange Lodge. April 18. R. Wills, Hampton, N. B.
 Montreal, Que.—Orange Lodge. May 11. L. W. James, Box 1483.
 Sherbrooke, Que.—Order of Odd Fellows. May 18. C. H. Lange, Box 172, Montreal.
 Toronto, Ont.—Ont. Assn. Fairs & Exhns. Feb. 8-9. J. A. Carroll, Parliament Bldgs., Toronto.
 Toronto, Ont.—Canadian Fraternal Assn. May 20-27. Clair Jarvis, Hellmuth ave., London, Ont.
 Toronto, Ont.—Ladies Oriental Shrine of N. A. May 15-17. Mrs. C. J. Hartung, 2264 Mayville Place, Toledo, O.
 Winnipeg, Man.—R. A. Masons. Feb. 7. Geo. Syme, Masonic Temple.
 Winnipeg, Man.—Knights of Columbus. May — H. McNeilly, Box 38, Brandon, Man.
 Winnipeg, Man.—Orange Lodge. March 14. G. B. McCready, Box 1048.
 Winnipeg, Man.—Order Odd Fellows. March 8-9. R. Duff, 293 Kennedy st.
 Winnipeg, Man.—Western Can. Assn. of Exhns. Jan. 15-16. Sid W. Johns, Saskatoon, Sask.

Coming Events

ARIZONA
 Tucson—Mid-Winter Rodeo. Feb. 22-25. A. H. Condon, secy., care Chamber of Commerce Bldg.

CALIFORNIA
 Los Angeles—Auto Show. Jan. 5-14. Burt Roberts, mgr., 880 Chamber of Commerce Bldg.
 Los Angeles—Pacific Coast Showmen's Assn. Banquet and Ball. Jan. 10.
 Pasadena—Tournament of Roses. Jan. 1.
 San Francisco—Interstate Jr. Live Stock & Baby Beef Show. March 25-29. E. B. Meek, pres.
 San Francisco—Auto Show. Jan. 20-27. G. A. Wahlgren, mgr., Humboldt Bank Bldg.
 San Francisco—National Business Show. April 9-14. E. O. Tupper, secy., 50 Church st., New York City.

COLORADO
 Denver—Auto Show. Feb. 1-10. T. D. Braden, mgr., 3 B. E. Sweeney Bldg.
 Denver—National Western Stock Show. Jan. 13-20. C. R. Jones, gen. mgr.

CONNECTICUT
 Hartford—Auto Show. Jan. 20-27. Arthur Fifoot, mgr., 162 Wells st.
 Hartford—Shrine Circus in Armory. Feb. 17-22.

DISTRICT OF COLUMBIA
 Washington—Auto Show. Jan. 27-Feb. 3. R. J. Murphy, mgr., 1002 Chandler Bldg., 1427 Eye st., N. W.

ENGLAND
 London—Bertram Mills' Circus & Fun Fair at Olympia. Dec. 21-Jan. 25.

FLORIDA
 Plant City—Florida Strawberry Festival. Feb. 27-March 3. H. H. Huff.

ILLINOIS
 Chicago—Natl. Auto Show. Jan. 27-Feb. 3. Fred Reeves, mgr., 366 Madison ave., New York City.
 Chicago—Gift Show, in Merchandise Mart. Feb. 5-10.
 Chicago—Coin Machine Expo. in Hotel Sheraton. Feb. 18-22. J. O. Huber, Box 1272.
 Springfield—Auto Show. Feb. 8-10. W. F. Dagon, mgr.

INDIANA
 Indianapolis—Home Show. April 6-14. Ed Hunter, secy., care Chamber of Commerce.
 South Bend—Food Show & Convention. Middle of April. C. J. Steils, 283 Central Bldg., Ft. Wayne, Ind.

IOWA
 Des Moines—Auto Show. Feb. 19-24. C. G. Van Vleet, mgr., 819 Walnut st.

LOUISIANA
 New Orleans—Mardi Gras. Feb. 13.

MARYLAND
 Baltimore—Auto Show. Jan. 20-27. John E. Raine, mgr., 1200 St. Paul st.

Baltimore—Flower & Garden Show. March 17-22. Flower & Garden Show, Inc., 1407 Barclay st.

MASSACHUSETTS
 Boston—Auto Show. Jan. 21-28. Albert C. Rau, mgr., 329 Park Sq. Bldg.
 Boston—Sportsmen's & Motorboat Show in Mechanic Bldg. Feb. 3-10.
 Boston—N. E. Hotel Expo. Letter part of April. George H. Clark, secy., 12 Huntington ave.
 Springfield—Auto Show. Feb. 5-10. H. W. Stacey, mgr., 121 Lyman st.

MICHIGAN
 Detroit—Auto Show. Jan. 20-27. H. H. Stewart, mgr., General Motors Bldg.
 Detroit—Flower Show in Convention Hall. March 17-25.
 Detroit—Detroit Builders' Show. March 10-14. Fletcher, J. Frost, secy., 900 U. S. Mortgage Bldg.
 Grand Rapids—Auto Show. Jan. 10-20. A. B. Burkholder, chrm.

MINNESOTA
 Breckenridge—Grain & Poultry Show. Jan. 12-13.
 Minneapolis—Auto Show. March 10-17. Geo. E. Belden, pres., 1201 Hennepin ave.
 St. Paul—Twin City Market Week. Feb. 12-17. F. M. Moore, care Assn. of Commerce.
 St. Paul—F. J. Frost, secy., 900 U. S. Mortgage Bldg.

KANSAS CITY
 Kansas City—Western Hardware Show in Convention Hall. Jan. 16-18. L. W. Shouse, secy.
 Kansas City—Auto Show. Feb. 10-17. C. Woodard, mgr., 1115 E. Armour st.
 Kansas City—Kansas City Natl. Food & Drug Show. March — J. F. Wiedenmann, 912 Grand ave.

KANSAS CITY—HEART OF AMERICA SHOW'S CLUB CELEBRATION. Dec. 25-31.
 St. Louis—Auto Show. Jan. 14-20. Jack H. Grosse, mgr., 3124 Locust st.
 St. Louis—Int'l Beverage Expo. in Coliseum. March 12-18. J. P. McFale, dir.
 St. Louis—Natl. Shoe Expo. Jan. 7-10.

NEBRASKA
 Omaha—Auto Show. Feb. 8-10. A. B. Waugh, mgr., 1810 Harney st.

NEW JERSEY
 Newark—Auto Show. Jan. 13-20. Claude E. Molinsky, mgr., 200 Buford Place.
 Trenton—Auto Show. Feb. 17-21. John L. Brook, mgr.

NEW YORK
 Brooklyn—Auto Show. Jan. 15-20. Ralph Ebert, mgr., 998 Bergen st.
 Buffalo—Auto Show. Jan. 13-20. C. L. Leitch, mgr.; Beverage Expo. in Coliseum. March 12-18. J. P. McFale, dir.
 New York—Irish Fair at Madison Sq. Garden. Jan. 13-27. Frank P. Spellman, mgr.
 New York—Int'l Heating & Vent. Expo., Grand Central Palace. Feb. 5-9. Chas. F. Roth, mgr.
 New York—Int'l Miniature World's Fair. Madison Sq. Garden. Feb. 10-24. Frank P. Spellman, mgr.
 New York—Natl. Auto Show. Jan. 6-13. Alfred Reeves, mgr., 366 Madison ave.
 New York—Natl. Motor Boat Show, Grand Central Palace. Jan. 19-27.
 New York—International Beer & Wine Show. Feb. 19-24. W. E. Ziegler, man. dir., 480 Lexington ave.
 New York—Industrial Knitwear Expo., Grand Central Palace. Feb. 12-16. M. Thayer, secy.
 New York—New York's Century of Progress. World's Fair, 70th st. & Broadway. Dec. 15-June 15. Jay Goldie, dir.
 Rochester—National Flower & Garden Show. April 14-22. Florence Wade, secy. Rm. 305 Lexington Bldg., New York City.
 Rochester—Auto Show. Jan. 22-27. A. C. Lohman, mgr., 133 East ave.
 Syracuse—Auto Show. Feb. 10-17. O. H. Hayes, mgr., 212 Hotel Syracuse.

OHIO
 Cincinnati—Home Beautiful Expo. in Music Hall. April 4-11. Ernst R. Gwinner, secy., 1252 Elm st.
 Cincinnati—Auto Show. Jan. 14-20. Harry T. Gardner, mgr., 1030 Provident Bk. Bldg.
 Cleveland—Auto Show. Jan. 13-20. Herbert Buckman, mgr., 6005 Euclid st.
 Cleveland—Cleveland Food Show & Household Appliance Expo. Feb. 8-16. W. W. Knight, secy., 1327 E. 55th st.
 Kenton—Int'l. Exh. Hardin Co. Corn & Grain Improvement Assn. Jan. 17-20.
 New Waterford—Street Fair, a usp. Volunteer Fire Dept. Sept. 6-8. A. Klein, chrm.

PENNSYLVANIA
 Harrisburg—Farm Show of Pa. Jan. 15-19. Philadelphia—Sportsmen's & Motor Boat Show. Feb. 3-10. A. Rau, secy., 32 Park Sq. Bldg.
 Philadelphia—Flower Show. March 12-17. B. Starkey, secy., 1116 Packard Bldg.
 Philadelphia—Auto Show. Jan. 15-20. Wm. F. Serrien, mgr., 400 N. Broad st., Inquirer Bldg.
 Philadelphia—Gift Show. March 12-16. Geo. F. Little, mgr., 220 5th ave., New York City.
 Philadelphia—Knitting Arts Exhpn. April 23-27. A. C. Rau, mgr., 329 Park Sq. Bldg., Boston, Mass.
 Philadelphia—Pa. Relay Carnival. April 27-28. H. Steils, mgr., Franklin Field Stadium, U. of P.

TEXAS
 Fort Worth—Southwestern Expo. & Fat Stock Show. March 10-18. John E. Davis.
 Houston—Houston Fat Stock Show & Live Stock Expo. Feb. 24-March 4. Haygood Sharr, secy.
 Houston—Oil Equipment & Eng. Expo. Apr. 16-21. E. Lenzner, secy., Box 490.
 San Antonio—Annual Fiesta & Battle of Flowers. April 16-21. Jack Raybould, secy., 612 Aztec Bldg.

UTAH
 Ogden—Ogden Live-Stock Show. Jan. 5-11. E. J. Fjeldsted.

WASHINGTON
 Seattle—Auto Show. March — Carl R. Heussy, mgr., 1377 Dexter Horton Bldg.

WISCONSIN
 Milwaukee—Auto Show. Jan. 13-20. Palmer E. Hanson, mgr., 4125 S. Bluemound road.
 Milwaukee—Home Show. March 17-24. Fortney Stark, secy., 808 N. Third st.

CANADA
 Montreal, Que.—Auto Show. Jan. 20-27. A. Levesque, mgr., care Mount Royal Hotel.
 Quebec, Que.—Auto Show. Feb. — M. J. Brousseard, mgr., 405 St. Paul st.

Winter Fairs

CALIFORNIA
 Imperial—Imperial Co. Fair. March 3-11. D. Imperial Stewart.
 San Bernardino—National Orange Show. Feb. 15-25. R. H. Mack, mgr., 386 Fourth st.

FLORIDA
 Bowling Green—Hawke Co. Strawberry Festival. Jan. 17-20. W. F. Allen, mgr.; E. S. Holman, secy.
 De Land—Volusia Co. Agr. Fair, a usp. American Legion. Feb. 12-17.
 Largo—Pinellas Co. Free Fair. Jan. 9-13. J. A. Walsingham, Box 413, Clearwater, Fla.
 Orlando—Central Florida Expo. Feb. 20-24. Crawford T. Bickford.
 Tampa—Florida Fair & Gasparilla Carnival. Jan. 30-Feb. 10. F. T. Strieder, mgr.
 Winter Haven—Florida Orange Festival. Jan. 23-27. J. B. Guthrie, gen. mgr.

LOUISIANA
 Lafayette—South La. Mid-Winter Expo. Jan. 19-21. Sidney J. Bowles.

OHIO
 Columbus Grove—Putnam-Allen Fair. Dec. 27-29. T. M. Teegardin.

Poultry Shows

CALIFORNIA
 Los Angeles—Jan. 4-7. H. W. Adams, 865 Lincoln ave., Pasadena, Calif.
 Concord—Jan. 12-17. J. F. Wiedenmann, 912 Grand ave.
 Manchester—Jan. 17-20. Chas. J. Johnson, 26 Woodland st.
 New Haven—Jan. 25-27. Mrs. Bessie S. Clark, New Haven road, New Britain, Conn.

ILLINOIS
 Springfield—Natl. Pigeon Assn. Jan. 11-14. George Hour, Box 27, Peoria, Ill.

INDIANA
 Kokomo—Jan. 2-6. Jesse Snyder, R. R. 1.

IOWA
 Dubuque—Dec. 28-Jan. 1. Shelby Potter, 1877 Jackson st.

KANSAS
 Topeka—Jan. 11-16. Thomas Owen, R. R. 10.

MASSACHUSETTS
 Boston—Dec. 31-Jan. 4. Albert C. Rau, 329 Park Sq. Bldg.

NEW YORK
 New York—Jan. 9-13. Fred W. Otte, Peekskill, N. Y.

NORTH DAKOTA
 Grand Forks—All-American Turkey Show. Jan. 22-27. W. W. Blain, Box 776.

PENNSYLVANIA
 Pittsburgh—Jan. 17-21. J. Beedel, 59 Park st., Millvale, Pittsburgh.
 Uniontown—Jan. 2-6. John F. Hogsett Jr., 48 Mill st.

RHODE ISLAND
 Providence—Feb. 4-4 C. D. Snow, Sand Pond road, Norwood, R. I.

UTAH
 Ogden—Jan. 5-11. Wm. W. Shaw, Box 853.

WISCONSIN
 Windsor, Ont.—Jan. 8-11. F. E. Wray, 607 E. Lincoln ave., Royal Oak, Mich.

Dog Shows

ARIZONA
 Tucson—March 17-18. Mrs. M. Tiffany, Box 1462.

CALIFORNIA
 Oakland—March 10-11. A. Rosemont, 21 Cosmont Place, San Francisco.
 Pasadena—Feb. 24-25. Jack Bradshaw, 1355 S. Olive st., Los Angeles.
 San Diego—Jan. 27-28. Chas. S. Beale, 4204 1/2 San Francisco. Jan. 20-21. Jack Bradshaw, 1355 S. Olive st., Los Angeles.

COLORADO
 Denver—Jan. 14. Mrs. Marie Snyder, 1960 S. Washington st.
 Denver—April 6-7. Hazel R. Sweeney, 1622 Stout st.

CONNECTICUT
 New Haven—Feb. 17. C. F. Hancock, P. O. Box 340.

DISTRICT OF COLUMBIA
 Washington—April 13-14. G. F. Foley, 119 S. 19th st., Philadelphia, Pa.

FLORIDA
 Miami—Jan. 11-13. G. F. Foley, 119 S. 19th st., Philadelphia, Pa.

GEORGIA
 Atlanta—April 6-7. L. F. Schelver, Chamblee, Ga.

ILLINOIS
 Chicago—March 30-April 1. G. F. Foley, 119 S. 19th st., Philadelphia, Pa.

LOUISIANA
 New Orleans—Feb. 10-11. D. F. Petitpain, 325 Whitney Bldg.

MARYLAND
 Baltimore—Feb. 2-3. George S. Robertson, 514 Park Bk. Bldg.
 Baltimore—April 15. Mrs. C. C. Crook, Catonsville.

MASSACHUSETTS
 Boston—Feb. 21-22. Edward Cunningham, 614 Sears Bldg.
 Worcester—April 7. G. F. Foley, 119 S. 19th st., Philadelphia, Pa.

MICHIGAN
 Detroit—March 2-4. G. F. Foley, 119 S. 19th st., Philadelphia, Pa.
 Detroit—Jan. 21. Mrs. W. R. Quick, 12373 Northlawn st.

MISSOURI
 St. Louis—March 24-28. G. F. Foley, 119 S. 19th st., Philadelphia, Pa.
 St. Louis—Jan. 14. H. E. Slingerland, 3244 N. Park Drive, E. St. Louis, Ill.

NEW HAMPSHIRE
 Manchester—March 24. Mrs. Henry Wheeler, 1105 Union st.

NEW JERSEY
 Newark—Feb. 15. G. F. Foley, 119 S. 19th st., Philadelphia, Pa.

NEW YORK
 Brooklyn—Jan. 14. M. Rosenberger, 203 W. 98th st., New York City.
 Buffalo—Feb. 24-25. G. F. Foley, 119 S. 19th st., Philadelphia, Pa.

New York—Jan. 15. G. F. Foley, 119 S. 19th st., Philadelphia, Pa.
 New York—Feb. 29. F. Foley, 119 S. 19th st., Philadelphia, Pa.
 New York—Feb. 10-14. G. F. Foley, 119 S. 19th st., Philadelphia, Pa.
 Rochester—Feb. 26. Frances Rector, Manitou rd., Hilton, N. Y.

OHIO
 Cincinnati—March 17-18. G. F. Foley, 119 S. 19th st., Philadelphia, Pa.
 Cleveland—March 10-11. G. F. Foley, 119 S. 19th st., Philadelphia, Pa.
 Columbus—March 7-8. R. H. Brehm, 630 Dayton—March 13-14. Dr. F. E. Theobald, 357 E. Sheridan ave.
 Toledo—Feb. 27-28. G. F. Foley, 119 S. 19th st., Philadelphia, Pa.

NORTH CAROLINA
 Asheville—April 10-11. T. D. Pepper, 26 Westchester Drive.

OREGON
 Portland—March 3. H. M. Powell, Box 573.

RHODE ISLAND
 Providence — March 17. T. E. L. Kemp, Bridgewater, Mass.

WEST VIRGINIA
 Richmond—April 20-21. G. F. Foley, 119 S. 19th st., Philadelphia, Pa.

CHRIST UNITED SHOWS—

(Continued from page 38)
 treasurer of the organization, while his son, Fred Christ, well-known ride owner, who formerly was associated with the Shive & Christ Dime Circus, will act as manager. R. E. Russell, who for the past two years was general agent of the W. S. Curl Greater Shows, will be in this same capacity with the Christ aggregation.

The rides, which are all owned by the management, will be given a thoro overhauling at the Bedford, Pa., fairgrounds, where they were stored last fall. This work will be started shortly after the first of the year. Three new 20-foot trailers are being built at the barns in Springville and, with the trucks already owned by the show, the Christ organization will have transportation facilities to equal that of any organization its size.

A calliope will be carried for advertising purposes and special paper will be used to herald the show's coming. The management is now planning the purchase of a light plant or carry transformers mounted on a truck to care for the show's lighting needs.

General Agent Russell paid a visit to the Springville winter quarters shortly before Christmas and is now out contracting territory.

David Christ, who had his large park Merry-Go-Round and Chairplane at Bloomington, Ind., last year, will move both these rides to another park early in the spring, where they will be operated next summer, but the activities of the Christs will be devoted exclusively to the management of the carnival.

Both Mr. (Dad) Christ and his son have had their rides on the Harry Coppling Shows during 1932 and 1933, besides playing independent dates until last fall when they stored at Bedford and decided to revive the Christ United Shows in 1934. No grift or girl shows of any kind will be carried.

LOS ANGELES—

(Continued from page 39)
 tives of the fairs, rodeos, fiesta and pageant managers, concessioners and exhibitors and Chamber of Commerce officials of California. On Saturday the Chamber of Commerce representatives met with the fairs association held joint meetings. The sessions were held at the Hotel Whitcomb, San Francisco. It was stated that there would be a number of fairs in West Coast States operating that have been closed for several years.

George Harris, who was former well-known West Coast showman, is vice-president of a new movie corporation in Manila. He writes they are now in production and have the noted Gen Aguilald cast for part in latest picture. The Philippine Films, Inc., is name of company. Stewart Taite, of Churchill & Taite, is one of the executives. It is planned to make Filipino and Oriental films, produce Chinese musical films, and two Malay pictures are to be made for exhibition in the Malay States and Dutch East Indies, which have a population stated to be over 75,000,000 speaking the Malay tongue. Archie Clarke, recently indisposed, is around and goes for annual vacation in few days. John Backmann with animal rentals at Paramount. Al Copeland and crew on location with equipment and people. Production of outdoor show life is still on the schedule at several of the studios. Walter Hunsaker busy with the robots and supplying equipment to studios. Mel Vought is doing bits in a carnival picture in production. Sollie and Billie Wasserman write from Miami that they will probably not be home for the winter. Bob Morgan in Chicago, where the missus is playing vaude. Al (Big Hat) Fisher writes that he is going big in Mexicala and Calexico.

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AGENTS — GOLD SIGN LETTERS for store windows, 500% profit. Free samples. METALLIC LETTER CO., 442 N. Clark, Chicago. x

AGENTS — WRITE FOR OUR LOW price list; big repeat items. TROPHY SPECIALTY COMPANY, 1476 Broadway, New York City. x

AGENTS, NEW BOOK — BETTER than "Damaged Lives" Sample 25c coin. DRINKWATER, North Attleboro, Mass. x

BURNING PERFUME CANDLES — Sure-fire quick sellers; repeater; particulars free. MISSION, 2328 W. Pico, Los Angeles, Calif. x

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GO INTO BUSINESS — SELL NEW and Used Clothing—100% to 300% profit. Satisfaction guaranteed. We start you. IDEAL RUMMAGE SALE CO., A-3206 State, Chicago. x

GOOD INCOME SILVERING MIR- rors, Plating and Refinishing Lamps, Reflectors, Autos, Beds, Chandeliers by new method. Outfit furnished. Write GUNMETAL CO., Ave. G, Decatur, Ill. x

MAKE YOUR OWN PRODUCTS — Employ agents yourself. Toilet Articles, Soap, Extracts. We furnish everything. Valuable book free. NATIONAL SCIENTIFIC LABORATORIES, 1957W Broad, Richmond, Va. x

NO PEDDLING — FREE BOOKLET describes 87 money-making opportunities for starting own business, home, office. No outfits. ELITE, 214 Grand St., New York. de30x

PITCHMEN! SOLICITORS! MAKE extra money with new Stamping Outfit. Stamp checks, plates, fobs. Catalogue 69-B free. C. H. HANSON, 303 W. Erie, Chicago. x

PROFITS! GENEROUS, EXPAND- ing, no soliciting. Men, women, starting facts! McARTHUR CO., Desk 4, Butte, Mont. x

PROFIT 2000% — AGREEABLE, EASY work applying Gold Initials on automobiles. Every owner buys. \$3 to \$15 daily earnings. Write for details and free samples. AMERICAN MONOGRAM COMPANY, Dept. 20, East Orange, N. J. x

SELL MEN'S NECKWEAR — WON- derful proposition. ASTOR-A, 39 East 28th, New York. x

SUCCEED WITH YOUR PRODUCTS — Learn how. Formulas, Processes and Analytical service. Catalog free. Y. THAXLY CO., Washington, D. C. x

100 DEPRESSION MONEY MAKING plans, \$1. LEE, 3518 Virginia, Kansas City, Mo. x

ANIMALS, BIRDS AND PETS

ANIMALS, BIRDS, SNAKES OF ALL kinds. SNAKE KING, Brownsville, Tex. fe17

BEAUTIFUL REGISTERED BULL Pups, \$10. BULLDOGS, 501 Rockwood, Dallas, Tex. fe10x

CUB BEARS, \$45.00; ALSO BOOKING orders for 1934 Cubs. W. B. CARAWAY, Alma, Ark. x

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BOOKS FOR EVERYONE — GET Lists. Best Recitations, Jokes, Songs, Stories, Magic, Health, Attractive. Illustrated. Large Variety. 30 sample books, \$1.00 postpaid. STEIN PUBLISHING HOUSE, 521 South State St., Chicago, Ill. x

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CARTOONS

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Only advertisements of used machines accepted for publication in this column. No machines may be advertised as used or second-hand in The Billboard until 60 days after the machine is first advertised in The Billboard by the manufacturer or distributor.

ALL GOOD AS NEW — IRON CLAWS, Model F, first class condition, \$85.00, f. o. b. Cleveland. MARKEPP CO., 3904 Carnegie, Cleveland, O. x

ALL GOOD AS NEW — FOUR-WAY Crystal Gazer, \$6.50; Three Jacks, \$5.00; Jennings Rockaway, Five Jacks, \$10.00; Puritan Vendors, \$7.50; Dandy Vendors, \$8.75; Steeplechase, \$5.00; Whirlwind, hand power, \$9.50; Magic Clocks, \$6.00. MARKEPP CO., 3904 Carnegie, Cleveland, O. x

ALL LIKE NEW! ROCKOLA OF- ficial Sweepstakes, \$10.00 each; Daval Chicago Club House, \$10.00 each; Evans Sarsaparilla Sweepstakes, \$12.00 each; Puritan Gum Vendors, \$6.00 each; Bally Skippers, \$6.00 each; Columbus 5c Peanut Vendors, \$4.00 each. Send one-third deposit. ROBBINS CO., 1141B DeKalb Ave., Brooklyn, N. Y. x

CLEAN AND GOOD A. B. T. TRIPLE Jax, \$5.00; A. B. T. Five Jacks, \$10.50; Field Five Jacks, \$7.00; Skippers \$6.50; Ramblers \$8.00; Bosco's \$5.00; Gottlieb Playboy Senior, \$10.00; Cub, \$8.50. Write for complete list Pin Games and Slots. WHITT NOVELTY CO., Columbus, Kan. x

JENNINGS QUARTER — THREE coins showing, Simplex Triple Jackpots, \$27.50; Baseball Fronts for Mills, Ten at \$2.00 each; Special Jackpot Attachments. List free. COLEMAN NOVELTY, Rockford, Ill. x

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SEE ADVERTISEMENT CARNIVAL Section. WELL'S CURIOSITY SHOP, 20 South Second, Philadelphia, Pa. x

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King, King & King (Valencia) Jamaica, N. Y. Kistro, Haps (New Lafayette) Buffalo. Kramer, Dolly (Harding) Chicago 22-25.

Lang & Squires (Orph.) Boston. Leavitt & Lockwood (Blvd.) New York. Lewis, Ted, & Orch. (Proctor's) Pa. Newark, N. J. Lippel's Cutie Kids (State) Newark, N. J. Lubin, Larry & Andrea (Orph.) Boston. Lugosi, Bela, in "Dracula" (Loew's Fox) Washington.

Mack, Freddy (New Lafayette) Buffalo. Mann, Jerome (Loew) Montreal, Que. Marks & Pals (Fox) Philadelphia. Mason, Tyler (Paradise) New York. Masters & Gracey (Loew) Akron, O. Maximo & Bobby (State) Newark, N. J. Maxwell (Loew) State, Providence, R. I. Mazzette & Keen (Paramount) Brooklyn. Michon Bros. (State) New York. Midway Nights (Downtown) Detroit. Miller Brothers, Three (Old Roxy) New York. Mills & Fidler (Gates Ave.) Brooklyn. Mullin Sisters (Earle) Washington. Murray, Ken, & Co. (Keith) Columbus, O. Murray, Lee, Revue (Orph.) Boston.

Niblo, Geb., & Co. (Loew) Canton, O. Novis, Donald (Century) Baltimore, O. Olive & George (St. Louis) St. Louis. Olsen & Johnson (Pal.) Chicago.

(See ROUTES on page 54)

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VAUDE-PRESENTATIONS

A Abbott Girls, 12 (Keith) Columbus, O. Ahebrn, Chas., & Co. (Earle) Washington. American Belfords, Six (Loew) Akron, O. Arleys, Four & One-Half (Keith) Philadelphia. Artists and Models (Palace) New York.

B Bacon, Virginia, & Boys (Earle) Washington. Bacon & Band (Earle) Boston. Block & Sully (Century) Baltimore. Blue, Ben (Met.) Brooklyn. Blue Steppers, Three (Loew's Bay Ridge) Brooklyn. Brems, Fitz & Murphy Bros. (Loew's Bay Ridge) Brooklyn. Brown Bros., Six (Paramount) Detroit. Brown & Young (Strand) Cincinnati. Brustloff Nat. (Loew's Fox) Washington. Burns, Harry, & Co. (Paradise) New York.

C Cameron, Lou & Ruth (Strand) Cincinnati. Carroll, Earl, Vanities (Mainstreet) Kansas City, Mo. Chase & Lee Tour (Met.) Brooklyn. Ching Ling Foo Jr. (Met.) Brooklyn. Christensen Revue (Strand) Cincinnati. Clark's, Harry, Unit (American) Chattanooga, Tenn. Coleby & Murray Revue (Valencia) Jamaica, N. Y. Conville, Frank (St. Louis) St. Louis.

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Route Department

When no date is given the week of December 23-29 is to be supplied. In split week houses the acts below play December 27-29.

Cotton Club Revue (Pal.) Cincinnati. Crazy Quilt (Loew) Jersey City, N. J.

D D'Orsay, Fifi (Paramount) Brooklyn. Dalton & Craig (State) Newark, N. J. Davis, Benny, & Gang (Loew) Baltimore. DeCardos, Six (Orph.) New York. Demarest & Sibley (New Lafayette) Buffalo. Diamonds, Three (Fox) Philadelphia. Dodge Bros. Revue (Loew) Akron, O. Dore, Grace (Gates Ave.) Brooklyn. Downey & Lee Sisters (Loew) Montreal, Que. Doyle, Buddy (Orph.) New York.

E Eddy, Wesley (St. Louis) St. Louis. Ellington, Duke, & Band (Orph.) Des Moines, Ia.

F Faye, Herbert, & Co. (Loew) Akron, O. Fitty Million Enchment (Orph.) St. Paul. Flash, Serge (Paramount) Brooklyn. Forsythe, Seaman & Farrell (Paramount) Brooklyn. Freed, Carl, & Co. (Orph.) New York.

G Gambarelli, Maria (Gamby) (International) Musio Hall New York. Gautier's Toy Shop (Capitol) New York. Gine, De Quincey & Lewis (Old Roxy) New York.

Gilson & Allyn (American) Chattanooga, Tenn. Great Gretanos, The (Albee) Brooklyn. Gay, Louise, & Co. (Blvd.) New York. Georges & Jaina (Loew) Montreal, Que. Glason, Billy (Loew's State) Providence, R. I. Glenn & Jenkins (Regent) Paterson, N. J. Gordon, Al, Dogs (Loew's Fox) Washington. Green, Jackie, & Co. (Gates Ave.) Brooklyn. Greenwich Village Follies (Pal.) Cleveland. Gruber, Max, Oddities (State) New York.

H Hager, Clyde (Orph.) Boston. Hamilton, Kay (Keith) Columbus, O. Harlow, Billy (Loew's State) Providence, R. I. Harris Twins & Loretha (Capitol) New York. Harrison, Happy, Circus (Valencia) Jamaica, N. Y. Hawthorn, Vernon, & Co. (Loew) Canton, O. Haynes, Mary (Loew) Canton, O. Helena, Edith (State) Harrisburg, Pa., 25-27. (Paramount) Newark, N. J., 29-Jan. 3. Hines, Harry (Blvd.) New York. Hudson Wonders (Keith) Columbus, O. Hyde, Alex, & Orch. (Met.) Brooklyn.

I Irving's Flapper Freshies (Westland) Portsmouth, O.

J Jerome, Hal (Orph.) New York.

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Moss, Zelmer
Mossbacher, R. L.
Mottley, Ernest C.
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Mouton, Fred
Mouton, Lambert
Mouton, Ben
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600 Woods Bldg. 52 West Randolph St.
Scott, Francis, 7c
Steeke, Mrs.
Steeke, Alleen, 23c
Steeke, Alleen, 14c

Ladies' List

Allen, Ruth
Alora, Ruth
Arnold, Mildred
Ballard, Edna
Baker, Walter
Bohne, Jean
Boland, Jane
Bohne, Jean
Bohne, Jean
Bohne, Jean
Bohne, Jean
Bohne, Jean
Bohne, Jean
Bohne, Jean
Bohne, Jean
Bohne, Jean

BEYER—Ethelyn Fridley, 41, concert singer, passed away in Los Angeles December 18. Burial was made in Forest Lawn Cemetery. Her husband and daughter survive. For many years Mrs. Beyer toured the country singing with symphony orchestras, oratorios and on the radio.

BLACKMAN—Alfred, 50, grand opera singer, died in Detroit December 17 of pneumonia after a week's illness. He sang in Europe for 15 years, then taught at the Cincinnati Conservatory of Music, and for the last 10 years at his own conservatory in Detroit. He is survived by his widow, Louise Brecke Blackman, and two daughters, Louise and Elizabeth.

BLISS—George, well known as an English vaude comedian and recently as a vaude agent, died on December 5 at Birmingham, Eng.

BURGESS—Joe, 82, old-time vaudeville monologist, died at Brinsworth, Eng., on December 11.

BURBLEM—Lillian, performer for many years with Hagenbeck-Wallace and other circuses, died December 22 at American Hospital, Chicago, following an operation. She was the wife of Jack Burlem, who for many years has handled concessions on circuses. Mrs. Burlem was injured last autumn in a fall while doing her act on the Sam B. Dill Circus. It was later found she had suffered internal injuries and two weeks ago she was removed to the hospital. She was operated on December 19 and apparently was getting along nicely, but complications set in, causing her death. Burial Tuesday morning, December 26, in Showmen's Rest.

CARRELL—Charles, 57, former well-known independent vaudeville booking agent and of late years interested in radio, died December 11 in Chicago.

CLAREY—Mrs. Ella, 81, mother of George Clarey, owner of Bayside, large Vermont ballroom, died December 17 at her home in Burlington, Vt.

COOPER—John Cobb, 72, father of Merian C. Cooper, executive production head of Radio studios, died December 17 in Jacksonville, Fla.

COURT—Bob, 40, prominent English vaude comedian and dancer, who also appeared under the name of Frank Avis, died in London on December 7 of pneumonia. He was recently featured with *Military Pickles* revue.

CRONK—Horace L., 80, violinist, died in Detroit December 15 following being struck by an automobile. He manufactured violin strings, in addition to his musical work, and was formerly a dancing master.

DE PRATO—Emilia, 27, operatic soprano, died in South San Francisco December 19. Her parents and a brother survive.

DOWD—Owen W., for many years legal adjuster with the 101 Ranch Wild West and other shows, died December 15 in Cook County Hospital, Chicago. A wife, who is in California, survives him.

PERALTA—Frances, formerly a leading soprano in the Metropolitan Opera Company, died December 22 in New York. She made her debut in light opera in this country under her own name, Phyllis Partington. She also was an accomplished painter and costume designer. Her brother, Jack Partington, is president of F. & M. Stageshow, Inc. She also is survived by a sister. Soloists of the Metropolitan sang at the funeral services held Sunday.

Hope Booth

Living a secluded life for the last 12 years, Hope Booth, actress of legit, vaudeville and burlesque, had been practically unheard of in recent years until pneumonia brought on her death in her small apartment on Third avenue in New York, December 16.

She had been a star in this country and in England and at one time personally leased the Lyceum Theater in London for one of her performances, "Little Miss Cute." She also had appeared on tour with companies of Daniel Frohman, Mrs. Fiske, Klaw & Erlanger and others of prominence. Her second husband, Rennold Wolf, dramatic critic, died several years ago. It was commonly understood that Miss Booth was of the Edwin Booth family. Funeral services were held at St. Malachy's Church.

THE FINAL CURTAIN

FLETCHER—William, 72, vaudevillian, died in the General Hospital in Los Angeles December 11 following a heart attack. Four children, all actors, survive.

FRANCE—Dan, 61, died at his home in Corting, N. Y., December 18. He had been in failing health about a year, since taking ill at Charlotte, N. C., while executive connected with Prof. Kirma. He had been general agent and traffic manager with various circuses, his last engagement with Walter L. Main Circus in 1930. Entered show business when he was 18 years of age. Lately during winters he operated a medicine show known as the Dr. Carlton Show. He was a life member of Showmen's League of America. Burial was in Hope Cemetery, Corning, December 20. He is survived by his widow, professionally known as Louise Carlton, of Corning, and two step-daughters, of Rochester, N. Y.

GABBI—Adalgisa, 75, noted as an opera singer a decade ago, died in Milan, Italy, on December 20.

GIBSON—Idah McGlone, 73, dramatic critic and author, died at her home in Hollywood, Calif., December 16. Mrs. Gibson won fame with her theatrical criticisms when she was on *The Toledo Blade* and later became nationally known as the first writer of syndicated stories. Burial was made in Hollywood Cemetery. A son and sister survive.

GRODE—Lester, 33, musician and orchestra leader, died December 18 in Milwaukee. He is survived by his parents and his grandparents.

HILL—William G. (Bill), widely known operator of the Lookout House, near Covington, Ky., died December 20.

HOUSTON—Mrs. James F., known on the stage as Earle Elverson, died of cerebral hemorrhage in New York December 13. She had been ill for several years. Her last Broadway appearance was with Madame Petrova in *The Revolt*. Burial was in St. John's Cemetery in Queens Village, L. I.

IBOLD—Bertha E., wife of Walter E. Ibold, manager of the Comet Theater, Denver, Colo., died December 16 at their home in that city. Besides her husband, a daughter survives. A brother, C. W. Kelly, owner of the Park Theater, Greeley, Colo., was too ill to attend the funeral.

IVEY—Evelyn, 31, died of tuberculosis and heart trouble at her home in Poplar Bluff, Mo., on December 17. Burial was in the city cemetery. Survived by her husband, W. L. (Bill) Ivey, and children—Billy Jr. and Gracie Mae. The Iveys have operated a medicine show thru the Southwest and Middle West thru the last 12 years. Mrs. Ivey was an accomplished musician, playing violin and piano.

In Memorand of my beloved
Husband, Father and Brother.

We miss you more each day.
HODY JONES, JOHNNY JR.,
SISTER SUE.

JEFFERSON—Ted, character actor, died in Hollywood, Calif., following a tooth extraction. Funeral and burial services were held in Forest Lawn Cemetery. Jefferson is survived by his widow, three stepchildren and brother, Stan Laurel, film comedian.

IN LOVING MEMORY OF
FRANKIE KOLOMOKU
Passed away December 26, 1932.
Your Dear Pal, DAVID KAONOH.

LEVINSON—Andre, 46, French writer and critic on dance subjects, author of *The Dance Today*, *American Figures* and other books, died in Paris on December 3.

A LOVING TRIBUTE TO THE
CHERISHED MEMORY OF
FRANKIE KOLOMOKU
Who passed away December 26, 1932.
Quick and quiet came the call.
His sudden death surprised us all.
A sudden change in a moment fell,
Without a chance to say farewell.
Alone, Always in Our Hearts,
BILL AND MARIE COLLINS.

MILLER—Ernest E., 56, treasurer of Wayne County Fair, Northville, Mich., died suddenly there on December 16. He was born near Flint, was teller in Lapham State Bank 23 years and had been treasurer of the fair 17 years. He is survived by his widow, Pearl, and a son, Wendell, Redford, Mich.

IN LOVING MEMORY OF
FRANKIE KOLOMOKU
Passed away December 26, 1932.
One year has passed since that sad day
When one I loved was taken away.
I loved him then, I love him still,
I miss him now and always will.
MOTHER.

MITCHELL—Marvin J., 47, vaude performer and musician, died in Vicksburg, Miss., on November 28. He was a member of the Mitchell Troupe, novelty act. Survived by his widow, two daughters and a son.

NEWELL—Lewis Belmont (Rolling Thunder), 89, for many years a prominent medicine show operator, died recently at his home near Quaker Bridge, N. Y. Funeral services were conducted from St. Patrick's Roman Catholic Church, with burial in St. Patrick's Cemetery, Randolph, N. Y. He is survived by his widow, Jennie L., also a stepson, William Newell, of Springfield, Pa.

PARKINSON—William T., 75, member of Nebraska State Fair Board 15 years and in the Legislature, 1913-18, died in the Grand Hotel, Lincoln, Neb., December 18. He was also president of Pawnee County Fair 10 years. Surviving are a daughter, Mrs. C. O. Brown, Laramie, Wyo., and a brother.

PAYNE—P. H. (Red), 40, died suddenly in Savannah, Ga., December 14. Death was attributed to influenza. The body was taken to Fulton, Mo., where funeral services were held December 17. Last season he was bandmaster with the Frank Wirth Circus, and formerly was with Sells-Floto Circus and Ringling-Barnum Circus. He is survived by his mother, Mrs. Mattie Payne, of Vandalla, Mo., and three sisters, Mrs. C. S. Johnson, Mrs. E. C. Landman and Mrs. James Gregory.

POLLOK—Harry, 61, publicity agent, died at his home in San Diego, Calif., December 17. He was a member of the American Hospital, Chicago. Burial December 26 in Showmen's Rest.

SANDS—George, 33, motion picture actor and scenarist with Warner Bros. studios, died in Hollywood, Calif., December 7 following a long illness. The body was sent to New York for interment. His brother, Hal Sands, producer, survives.

SCHROOF—Lambert, 78, musician, who spent 20 years with the Metropolitan Opera House in New York and other years with John Philip Sousa and Walter Damrosch, died in Long Beach, Calif., on December 19.

SLOAN—Tod, 59, noted former jockey, died in Sylvan Lodge Hospital, Los Angeles, on December 21. In recent years he appeared in pictures. When a boy he ran away with every circus that came to town. He particularly liked Wild West shows. He also became interested in ballooning and made a tour of the Indiana circuit with a balloonist. One night after he had made an ascent near a race track he was asked to take the place of a jockey who was too ill in a race the next day. He won that race and from then on he was a professional jockey. He was married twice and twice divorced. His first wife was Julia Sanderson, musical comedy star, and the other Elizabeth Saxon Malone, who had appeared in several New York theatrical productions. He is survived by a 10-year-old daughter, a brother and a sister.

SMITH—John, 58, died in Bridgeport, Conn., December 15. He was connected with the old Barnum & Bailey Circus, but for the last 25 years had been a member of the Bridgeport Fire Department, where he was known as the strongest man in the department.

SOWERS—Jesse C. (White), for many years with the Rice & Dorman Shows, died on November 2 at the Veterans' Hospital, Muskogee, Okla. Interment in the National Cemetery, Fort Gibson, Okla.

SPENSER—Willard, 82, composer of *The Little Tycoon* and other comic operas, died of heart disease in his home at Philadelphia December 16. He is survived by his widow, a son and daughter.

TANNENBAUM—Mrs. Jennie Lyman, 70, died recently in Grand Rapids, Mich. Interment was in that city. She was well known in Mobile, Ala. At one time she was leading woman in a stock company which played at the old Mobile Theater, managed by her husband, Jake Tannenbaum, whom she survived. Following the death of her husband several years ago, Mrs. Tannenbaum went to Grand Rapids to nurse her sister.

WALKER—Charles, former motion picture theater owner, died December 16 at his home in Pittsburgh, where he had lived for more than 60 years. He was a charter member of the Pittsburgh Musical Society. Survived by a sister, Katherine P. Walker, and three brothers, James B., John F. and G. A. Walker. Burial in Pittsburgh on December 19.

WHEELER—Harry, died November 3 at Pascagoula, Miss. Interment in National Cemetery, Springfield, Mo. He had operated cookhouses with several carnivals. His widow and son survive.

WIGGINS—Mrs. George, 25, of the team Higgins and Cooper, with circuses and other shows, died December 17 at St. Mary's Hospital, Grand Rapids, Mich. Funeral services were conducted December 20, with interment in Greenwood Cemetery, Grand Rapids. She is survived by her husband and a five-year-old son, and her father and mother, Floyd and Catherine Cooper.

WOOD—Ray M., 55, died December 8 at Adairville, Ky. Years ago he operated his own show, titled Wood Bros. He also trouped with the Mighty Haag, M. L. Clark, Christy Bros., Cole & Rogers and other circuses. Burial was at Franklin, Ky. He is survived by two daughters, Mrs. Anna Ray Bunte and Mrs. Hazel Piercy, both show women, of Houston, Tex.; his mother, Mrs. S. H. Harwell, and a brother, George Wood, both of Nashville, Tenn. He was a member of WOW, Brookhaven, Miss.

MARRIAGES

BEAHAN-FOX—Charles Beahan, playwright, and Sidney Fox, motion picture actress, were married in Hollywood, Calif., December 19. This is the second marriage for the couple.

BEV-ROSE—Doris Rose, former Youngstown, O., dancer, was married recently to Said Edip Bey, her Turkish dancing partner, in Smyrna. They plan to remain in Europe, where they will tour the principal theaters, to be followed by several months in vaudeville in America.

BOUCHEY-MARGGUITTE—William Bouche, announcer at Radio Station KFAC, and Thelma E. Margguitte were married in Los Angeles recently.

HERMAN-SCHRAM—Milton Herman, general publicity man for United Detroit Theaters, Public chain, for several years, married Eve Schram, non-professional, in Detroit, on December 17.

CORLE-FREEMAN—The marriage of Helen Freeman, actress, and Edwin Corle, writer, in Esenada, Mexico, on December 2, 1932, was disclosed in Hollywood, Calif., on December 19 by Miss Freeman.

FLEMING-ROSSON—Victor L. Fleming and Lucille I. Rosson are announcing their marriage, which took place September 26 in Yuma, Ariz. Mr. Fleming is a motion picture director.

HOROWITZ-TOSCANINI—Vladimir Horowitz, Russian pianist, and Wanda Toscanini, daughter of Arturo Toscanini, noted conductor, were recently married in Milan, Italy.

GARRITY-RYNDERS—Robert F. Garrity, musician, and Alice Jeannette Rynder, secretary to the manager of Station WISN, Milwaukee, recently announced that they had been married May 13, 1933.

JORGENSEN-TELFER—Dudley Jorgenson was married recently to Rae Telfer in San Francisco. Mrs. Jorgenson was a secretary at the Fox exchange.

KLEIN-NAT—Stewart Klein, an accessory chief at Columbia picture studios, and Lillian Nat were married in Los Angeles December 10.

SCHEFER-SWEENEY—Berdie Sweeney, secretary to Phil Gersdorf, publicity agent for Sam Goldwyn, was married to Edward Schefer December 1 in Los Angeles.

Correction

In the issue dated December 9 it was stated that Jacob Schwartz and Helen Wright were recently married in Kingston, N. C. It has since been learned from Camille Aldridge, Register of Deeds,

ROUTES

(Continued from page 45)

Oivers Bros. (Loew's Cantor) O.
Olympia Prize Winners (Regent) Paterson, N. J.

P

Pallenberg's Bears (Paradise) New York.
Parker, Bobby (Midway) Lansing, Mich.
Parker & Coyan (Loew's) Montreal, Que.
Parker, Lew & Co. (Valencia) Jamaica, N. Y.
Pete, "Our Gang Dog" (Century) Baltimore.
Pollack, Lew, & Co. (Regent) Paterson, N. J.
Prentice, George (Capitol) New York.
Pross, Capt. (Old Roxy) New York.
Purl, Marie, Unit (Logan) Logansport, Ind., 28-30; (Mars) La Fayette 31-Jan. 2.

R

Radio Rabes (Keith) Columbus, O.
Rafferty, Lee, & Co. (State) New York.
Rameross & DuChow (Orph.) New York.
Raso (Blind) New York.
Reynolds & White (Albee) Brooklyn.
Remos, Paul (Paramount) Brooklyn.
Ritz Bros. (Met.) Boston.
Rogers & Gault (New Lafayette) Buffalo.
Rogers, Buddy, & His Revue (Earle) Philadelphia.
Rogers & Wynn (Loew) Montreal, Que.
Ross & Edwards (Bears) Washington.
Rublo Sisters (Gates Ave.) Brooklyn.

S

Sailors, Three (Loew's Fox) Washington.
Sarche, Bee (Strand) Cincinnati.
Savoy, Harry (Regent) Paterson, N. J.
Shade, Lillian (Regent) Paterson, N. J.
Shawen, Buster (St. Louis) St. Louis.
Sherman, Hal (Albee) Brooklyn.
Sidney, Jack, Revue (Loew's State) Providence, R. I.
Sierst, Bill (Hipp) New York.
Simons & Bailey (State) New York.
Silver, Burns & Bernice (St. Louis) St. Louis.
Slate Bros. (Paradise) New York.
Small, Danny & Beila (Grand) New York.
Stanley's, Julian, Collegians (Logan) Logansport, Ind., 28-30; (Mars) La Fayette 31-Jan. 2.
Stewarts, Five (Loew's Bay Ridge) Brooklyn.
Stewart & Vernon (Albee) Brooklyn.
Strike Me Pink (RKO Pal.) Rochester, N. Y.
Sydell, Paul, & Spotty (Met.) Boston.

T

Thurston, Howard (Ambassador) St. Louis.
Timblin, Slim (Loew) Canton, O.
Tisen, Paul, & Holland & June (Paradise) New York.
Tom, Dick & Harry (Gates Ave.) Brooklyn.

V

Van Cello & Mary (Century) Baltimore.

W

Weist & Stanton & Co. (State) New York.
Walker & Lee (Loew's Bay Ridge) Brooklyn.
Walker, Henry Foster (Loew's Bay Ridge) Brooklyn.
Ward, Solly, & Co. (Valencia) Jamaica, N. Y.
Ward, Buster (State) Newark, N. J.
White, George, Scandals (Academy of Music) New York.
Wills & Davis (Keith) Columbus, O.
Wonder Boys, Three (Strand) Cincinnati.
Wyckoff, Audrey (New Lafayette) Buffalo.
Yorke & Johnson (Old Roxy) New York.

Y

Young, Haj (Met.) Brooklyn.

Z

Zelaysa (Loew) Akron, O.

BANDS AND ORCHESTRAS

Following each listing in this section of the Route Department appears a symbol. Persons consulting this list are advised to fill in the designation corresponding to the symbol when addressing bands and orchestras as a means of facilitating delivery of communications. In many instances letters will be returned marked, "Address Inefficient," if proper designations are not made.

EXPLANATION OF SYMBOLS
b—ballroom, c—cafe, cb—cabaret, h—hotel, nc—night club, ro—roadhouse and re—restaurant.

(Week of December 25)

A

Abrams, Dave: (Brown Derby Restaurant) New York, c.
Adams, Johnnie: (Marshall's Blackhawk) Dayton, O., nc.
Agnew, Charlie: (Stevens) Chicago, h.
Alberto, Don: (El Chico) New York, c.
Alfonso, Don: (Place Piquette) New York, nc.
Amen, Louis: (Kleaman Cafe) East End, Pittsburgh, Pa., c.
Anderson, Andy: (L'Escargot D'Or) New York, re.
Antobals's Cubans: (Maison Royale) New York, nc.
Ardoin, Sid: (Cotton Club) Joplin, Mo., nc.
Ash, Lyle: (Paris Inn) Pittsburgh, c.
Ash, Paul: (College Inn) Chicago, nc.
Austin, Harold: (Dellwood Ballroom) Buffalo, b.

B

Ballew, Smith: (Peabody) Memphis, Tenn., h.
Bartal, Jeno: (Ambassador) New York, h.
Beck, Marty: (Gloria Palast) New York, c.
Becker, Walt: (The Oasis) Billings, Mont., b.
Belasco, Al: (Frolics) Chicago, nc.
Belasco, Leon: (St. Moritz) New York, h.
Berger, Jack: (Astor) New York, h.
Berger, Matt: (Club Piccadilly) Chicago, c.
Bessoff, Mischa: (Russian Village) Baltimore, Md.
Best, Don: (Biltmore) New York, h.
Biagini, Henry: (Arcadia) New York, b.
Bleyer, Archie: (Arcadia) New York, b.
Birch, Gorde: (White City) Chicago, b.
Black, Ted: (Loyale) New York, c.
Black, Tom: (Arcadia Gardens) Chicago, b.
Bowley, Ray: (Riverside Club) Marcy, Utica, N. Y., nc.
Bradley, Leroy: (Club Mirador) Homestead, Pa., nc.
Brenn, Carl: (Trier's Minuet) Ft. Wayne, Ind., b.

Brewer, Pete: (Danceland) San Antonio, Tex., b.
Brick, Ralph: (Topas Nite Club, New Hotel Tulsa) Tulsa, Okla., nc.
Brooks, Charles: (Mirador) New York, nc.
Brown, Ted: (Kings Terrace) New York, c.
Brown Jr., Tom: (Melody Club) Chicago, nc.
Buck, Verne: (Congress) Chicago, h.
Buckley, Allen: (Dixie Gardens) Jefferson City, Mo., cb.
Bulowski's, Count, Californians: (El Tivoli) Dallas, Tex., nc.
Burnett, George: (Casa Loma) Chicago, c.
Busse, Henry: (Granada) Chicago, c.

C

California Ramblers: (Firenze) New York, re.
Calloway, Cab: (Cotton Club) New York, nc.
Calve, Don: (Marta) New York, c.
Casey, Ken: (Greystone) New York, h.
Christensen, Paul: (Skrivn Roof Garden) Oklahoma City, Okla., b.
Cirina, Gene: (Chin Lee Restaurant) New York, c.
Clegg, Frank: (Hoosegow) Chicago, c.
Coburn, Jolly: (Petit Palais) New York, nc.
Cole, Richard: (Palmer House) Chicago, h.
Coleman, Emil: (Palais Royale) New York, nc.
Cohn, Irving: (Arrowhead Inn) New York, c.
Cornelius, Paul: (Swiss Garden) Cincinnati, nc.
Cox-Fischelli: (Pre-Cat) New York, nc.
Coy, Gene: (Greystone Ballroom) Detroit, b.
Craig, Francis: (Hermitage) Nashville, Tenn., h.
Craig, Mel: (Paradise) Brooklyn, nc.
Crane, Lee: (Edison) New York, h.
Crawford, Al: (Mayfair) New York, nc.
Cunningham, Bernie: (Netherland Plaza) Cincinnati, h.

D

D'Arcy, Phil: (Greenwich Village Inn) New York, c.
Davis, Eddie: (Morl's) New York, c.
Davis, Meyer: (Mayfair Yacht Club) New York, nc.
Deleporte, Ray: (Bridgway) Springfield, Mass., h.
Denny, Jack: (Statler) Boston, h.
Dickler, Sid: (Barth's Ballroom) Pittsburgh, b.

Gracious, Jack: (Lion's) Chicago, b.
Grant, Ed: (Embassy) New York, nc.
Gray, Glen: (Essex House) New York, h.
Green, Jimmy: (Guyon's Paradise) Chicago, b.
Greene, Murray: (Pelpark Palace) Bronx, N. Y., b.

H


Haefly, George: (Empire) New York, h.
Haight, Walter: (Arlington) Hot Springs, Ark.
Hall's Angels: (Paramount) Chicago, nc.
Hall, George: (Tatt) New York, h.
Hamp, Johnny: (Sui Jen) Galveston, Tex., c.
Handler, Al: (Via Lago) Chicago, c.
Hart, Dave: (Lincoln) Lincoln, Neb., h.
Harmon, Dave: (Regis Ballroom) San Antonio, Tex., h.
Harris, Phil: (St. Regis) New York, h.
Harrod, Buddy: (Yoeng's Restaurant) New York, c.
Hartley, Bill: (Van Rensselaer Inn) Troy, N. Y., c.
Hawkins, Jess: (Rainbow) Denver, b.
Henderson, Lee: (Club Richman) New York, c.
Henry, Tal: (Carter) Cleveland, h.
Hess, Roy: (Wiennese Gardens) Flint, Mich., nc.
Himber, Richard: (Ritz-Carlton) New York, h.
Hines, Earl: (Grand Terrace) Chicago, c.
Hoff, Rudy: (Pigs Ear) Syracuse, N. Y., nc.
Holst, Ernie: (William Penn) Pittsburgh, h.
Hopkins, Claude: (Roseland) New York, b.

J

Johnson, Charles: (Small's Paradise) New York, nc.
Johnson, Johnny: (Kenmore) Albany, N. Y., h.
Jones, Broadway: (Harlem Tavern) New York, c.
Jones, Isham: (Commodore) New York, h.

K

Kahn, Art: (Dixie) New York, h.
Kaver, Al: (Chez Paree) New York, nc.
Kay, Herbie: (Merry Gardens) Chicago, b.
Kaye, Mickey: (Edgewood) East Greenbush, N. Y., nc.
Kemp, Hal: (Blackhawk) Chicago, c.
Kennedy's Rhapsoctors: (Stables) Chicago, c.



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Duchin, Eddie: (Central Park Casino) New York, cb.
Duke, Doug: (Hilton) Lubbock, Tex., h.

E

Eckel, Charles: (Croydon) New York, nc.
Eddy-Burston: (Delmonico's) New York, nc.
Egan, Babe: (New Yorker) Hollywood, nc.
El Gaucho: (El Gaucho) New York, nc.
Elkins, Eddie: (Savoy-Plaza) New York, h.
Eppimoff, Ivan: (La Salle) Chicago, h.
Erwin, Don: (Kit Kat Club) St. Louis, nc.
Everette, Jack: (Argonne Gardens) Des Moines, Ia., nc.

F

Fairchild, Cookie: (Algonquin) New York, h.
Fallon, Bob: (Towers) Brooklyn, N. Y., h.
Farmer, Will: (Stimpson) New York, nc.
Ferton, Happy: (Ambassador) New York, h.
Ferry, Jack: (Rafter's) Philadelphia, nc.
Fields, Al: (Billy Gallagher's) New York, nc.
Fields, Shep: (Shelton) New York, h.
Fischer, Charlie: (New Burdick Gardens) Kalamazoo, Mich., b.
Florito, Ted: (St. Francis) San Francisco, h.
Franz, Ernie: (Chin's Restaurant) New York, c.
Ferdinando, Angelo: (Great Northern) New York, h.
Freeburg, Frank: (Club New Yorker) Seattle, Wash., nc.
Fried, Bart: (New Powell Inn) Colonie, N. Y., nc.

G

Gaede, Russell: (Miami-Biltmore) Miami, Fla., h.
Garber, Jan: (Trionan) Chicago, b.
Gasparre, Dick: (Chapeau Rouge) New York, nc.
Gard Johnny: (Merryland Inn) Chicago, c.
Gard, Claude: (Parody Club) Chicago, nc.
Gerrigan, Jimmy: (Congress) Chicago, h.
Glave, Russell: (Riverview) Chicago, b.
Golden, Ernie: (El Garron) New York, nc.
Golden, Nell: (Burns & Kissen's Show Place) New York, nc.

Kibbler, Gordon: (Edgewood Club) Albany, N. Y., nc.
King, Henry: (Pierre) New York, h.
King, Wayne: (Aragon) Chicago, b.
Kiss, Joe: (Gypsy Camp) Chicago, c.
Koch, Harry: (Brass Hall Beer Garden) New York, c.
Kounts, Buss: (Webster Hall) Pittsburgh, nc.
Kroll, Nathan: (Vanderbilt) New York, h.
Kulolai, George: (Pre-Cat) New York, nc.

L

LaMont, Will: (Roosevelt Hotel) Pittsburgh, c.
Lada, Antoz: (Beverly Gardens Ballroom) Chicago, b.
Landa, Mike: (Billy Ballagher's) New York, cb.
Lane, Eddie: (Bossert) Brooklyn, h.
Lang, Sid: (Club Royale) Chicago, nc.
Lee, Glenn: (St. Anthony Cocoonant Grove) San Antonio, Tex., h.
Lehr, Ivan: (Maisonette Russe) Chicago, nc.
Lenta, Al: (Old Colonial) New York, re.
Leslie, Len: (Bertolotti) New York, c.
Lidenton, Louis: (Metropolitan Club) Poplar Bluff, Mo., nc.
Little, Jack: (Lexington) New York, h.
Locke, Buster: (Gibson) Cincinnati, h.
Lombardo, Guy: (Ambassador) Los Angeles, h.
Lopez, Don Antonio: (Laurel-in-the-Pines) Lakewood, N. J., h.
Lopez, Vincent: (Chez Paree) Chicago, nc.
Loutine, Carl: (Royal Tavern) Chicago, c.
Lucas, Clyde: (Morrison) Chicago, h.
Lyman, Abe: (New Yorker) New York, h.
Lyman, Joe: (Gayety Club) Chicago, c.

M

McCloud, Mac: (Beach View Gardens) Chicago, c.
McCoy, Clyde: (Drake) Chicago, h.
McDon's Rumba: (Montmartre) New York, nc.
Madriquera, Enrique: (Waldorf-Astoria) New York, h.
Magee, Sherry: (Alamac) New York, h.
Mann, Bill: (Blue Beer Garden) New York, c.

Mahew, Nye: (De Witt Clinton) Albany, N. Y.
Makins, Eddie: (Club Leisure) Chicago, nc.
Mann Bros.: (Garden Dancing Palace) Spokane, Wash., h.
Manni, Joe: (Club Leisure) Chicago, c.
Manning, Monroe: (Bastille) New York, nc.
Martin, Freddie: (Roosevelt) New York, h.
Martin, Nat: (Lum's Restaurant) New York, c.
Masters, Frankie: (Claridge) Memphis, Tenn., nc.
Mathews, Steve: (Longview Farms) Pittsburgh, nc.
Maurice, Jack: (Majestic Ballroom) Long Beach, Calif., h.
Mayno, Artie: (Peach Orchard) Bridgeport, Conn., nc.
Melody Masters, Henningers: (Crystal Lake) Beaver Dam, Wis., b.
Middleman, Herman: (Show Boat) Pittsburgh, nc.
Millhouse Band: (Steamship Ollie) Chicago, c.
Moffet, Hel: (Walthall) Jackson, Miss., h.
Molina, Carlos: (Congress) Chicago, h.
Monahan, Tommy: (Lido) New York, nc.
Morris, Joe: (Ritz-Carlton) New York, nc.
Muellett, Jimmie: (Paradise Ballroom) Huntington, W. Va., b.

N

Nelson, Ozzie: (Park Central) New York, h.
Newman, Emil: (Vanity Fair) New York, nc.
Noone, Jimmy: (Club Lido) Chicago, c.
Norody: (University Club) Tulsa, Okla., nc.
Norman, Riff: (Bismark Gardens) Chicago, c.
Noury, Walter E.: (Moose Club) Haverhill, Mass., b.
Nuzzo, Tony: (Club Citro) Chicago, c.

O

O'Neill, Walter: (Mayfair Yacht Club) New York, nc.
Olman, Val: (Embassy Club) New York, nc.
Olson, George: (Pennysylvania) New York, h.
Olshansky, Al: (Club Plaza) New York, c.
Owens, Don: (Metropole) Chicago, h.

P

Paige's Band: (L'Aiglon) Chicago, c.
Panico, Louis: (Canton Tea Gardens) Chicago, c.
Parker, Ray: (Avalonian) Chicago, c.
Pearl, Morey: (Fent) Boston, b.
Pedro, Dons: (Blue Grotto) Chicago, c.
Perl, Lou: (Club Shalimar) Chicago, c.
Perrine, Cliff: (Greystone Ballroom) Cincinnati, O., 26-Jan. 1.
Perry, Bob: (Brevoort) Chicago, h.
Petis, Jack: (Ritz-Carlton) Atlantic City, h.
Pierce, Charles: (Old Mexico) Chicago, c.
Pollack, Ben: (Casino de Paree) New York, cb.
Pool, Burgess: (Washington-Yoursre) Shreveport, La., h.

R

Rasburn, Boyd: (Harvey's) Chicago, c.
Rasburn Ramblers: (Moose Club) Haverhill, Mass., nc.
Ransom, Jack: (Danceland Club) San Antonio, Tex., b.
Rawlins, Jack: (Chartiers Heights Country Club) Thornburg, Pa., nc.
Ray, Huston: (Tournaire) Boston, h.
Read, Dick: (Pepper Pot) New York, c.
Redmond, Don: (Casino de Paree) New York, cb.
Reed, Owen: (Heidelberg) Baton Rouge, La., h.
Reno, Allen: (Schroeder) Milwaukee, h.
Resh, Benny: (Silver Slipper) Ithaca, N. Y., nc.
Reps, Vito: (Maroni's Beach View Gardens) Chicago, c.
Richards, Barney: (Limehouse) Chicago, c.
Rittoff, Stan: (Knickerbocker Club) Chicago, c.
Robbins, Sam: (McAlpin) New York, h.
Rogers, Mack: (Gunter Terrace) San Antonio, Tex., h.
Rosenthal, Harry: (Place Piquette) New York, nc.
Roth-Andrews: (Ha-Ha) New York, nc.
Russell, Ross: (Sherry's) Baltimore, nc.
Russo, Dan: (Oriental Gardens) Chicago, c.
Rutter, Harry, Synopators: (Green Gables Inn) Limerick, Pa., nc.
Ryan, Johnnie: (Red Lantern) Pittsburgh, c.
Ryshanek, Will: (Schenley) Pittsburgh, nc.

S

Sabin, Paul: (Roney-Plaza) Miami, Fla., h.
Sachs, Coleman: (Gunter Terrace) San Antonio, Tex., h.
Salama, Andre: (Chateau Frontenac) Quebec, Canada, h.
Schuster, Mitchell: (Paramount) New York, h.
Scoggin, Chic: (Shadowland) San Antonio, Tex., nc.
Scott, William: (Montclair) New York, h.
Seibel, Carl: (Chick Restaurant) Paramount Bldg. New York, c.
Shafer, Joe: (Nixon Restaurant) Pittsburgh, c.
Shatal, Lou: (Playground) Chicago, nc.
Shaw, Maurice: (La Bastille) New York, nc.
Sheridan, Phil: (Davenport) Spokane, Wash., h.
Sherman, Maurle: (Venice) Chicago, c.
Simons, Seymour: (Hollywood Country Club) Hollywood, Fla., nc.
Singer, Irving: (Club Ballyhoo) Chicago, c.
Sissle, Noble: (College Inn) Chicago, c.
Sky Pilots: (Boulevard Cafe) Chicago, c.
Smith, Jay: (Southway) Chicago, c.
Smith, Joseph C.: (El Morocco) New York, nc.
Smith, Eddy: (Winter Garden) Yakima, Wash., h.
Sobel, Warren: (The Playhouse) Chicago, c.
Synde, Mel: (Gibson) Cincinnati, h.
Soniak, Harry: (Edgewater Beach) Chicago, h.
Spielman, Milton: (Village Nut Club) New York, nc.
Springer, Chet: (The Love) Memphis, Tenn., nc.
Springer, George: (Ramova Gardens) Chicago, c.
Stewart, Rex: (Empire) New York, b.
Sveck's Band: (Libuse) Chicago, c.

T

Tapp, Furman: (Honeymoon Club) New York, b.
Tate, Erskine: (Club Lido) Chicago, c.
Tatro, Bill: (Nonotuck) Holyoke, Mass., h.
Tear Barons: (Green Gardens) Boston, nc.
Thurn, Otto: Bavarians: (Pittsford Inn) Pittsford, N. Y., nc.
Tobler, Ben: (The Bowery) New York, cb.
Towne, Floyd: (Midway) Chicago, c.
Tracy, Paul: (Blue Barn) New York, nc.
Trini, Anthony: (Paramount) New York, h.

Turner, Little Joe: (Club Avalon) Tampa, Fla., nc.
Tyler, Willie: (Place Pigalle) Chicago, c.
Udell, Dave: (Bit of Moscow) Chicago, c.

Valencia, Al: (El Flamenco) New York, nc.
Valentine, Jack: (Statler) Buffalo, N. Y., h.
Vallee, Rudy, The: (Hollywood) New York, cb.
Vasurdam, Jack: (Susan Palmer's) New York, te.
Villa, Vincent: (Bluebird) New York, b.

Webb, Chick: (Savoy) New York, b.
Weems, Ted: (Bismarck) Chicago, h.
Widdon, Jay: (Biltmore) Los Angeles, h.
Whiteman, Paul: (Paradise) New York, c.
Wilson, Irene: (65 Club) Chicago, c.
Wilson, Sam: (Park Avenue Club) New York, c.
Woods, Chuck: (Alamo Night Club) San Antonio, Tex., nc.
Worth, Eddie: (Cafe Henry VIII) New York, nc.
Wynn, S. Henri: (Four Trees) New York, c.

Yellin, Gleb: (Kretschka) New York, nc.
Young, Carl: (New China) Pittsburgh, c.
Zam, Paul: (Samovar) New York, nc.
Zollo, Leo: (Benjamin Franklin) Philadelphia, b.

DRAMATIC AND MUSICAL

Antonin Crocus: (Shubert) Kansas City 25-30.
Big Hearted Herbert: (Boulevard) Jackson Heights, N. Y., 25-30.
Biography: (Erlanger) Chicago 25-Jan. 6.
Bitter Sweet: (Shubert) Boston 25-Jan. 6.
Corns, Katharine: (Met.) Seattle, Wash., 25-Jan. 6.
Dangerous Corner: (Cort) Chicago.
Days Without End: (Plymouth) Boston 27-Jan. 6.
Design for Living: (Shubert) St. Louis 25-30.
Divine Moment: (Broad) Philadelphia 25-30.
Green Pastures: (Melba) Dallas, Tex., 25-28; (Shrine) Oklahoma City, Okla., 29-31.
Hampton, Walter, Co.: (Nixon) Pittsburgh 25-30; (Shubert) Cincinnati 31-Jan. 3.
Hold Your Horses: (Forester) Philadelphia 25-Jan. 6.
Lady Be Nice: (Blackstone) Chicago.
Le Gallienne, Eva, Co.: (Grand O. H.) Chicago 25-Jan. 6.
No More Days: (Shubert) New Haven, Conn., 28-30.
No More Ladies: (Chestnut St.) Philadelphia 25-Jan. 6.
Place de Thing, with Guy Bates Post: (Tremont) Boston 25-Jan. 6.
Salor, Beware: (Selwyn) Chicago.
Scottish Musical Comedy Co.: (Vancouver) Vancouver, B. C., Can., 25-30.
Shufft' San From Adams' Geo. L. Barton, mgr.: (Empire) Toledo, O., 25-30.
Ten-Minute Alibi: (Cox) Cincinnati 25-30.
Topsy & Eva, with Duncan Sisters: (Apollo) Chicago.
Zand and Follies: (Shubert) Newark, N. J., 25-30.

REPERTOIRE

Alexander Players: Arlington, Minn., 25-30.
Billroy's Comedians, Billy Wehle, mgr.: Ft. Myers, Fla., 27; Arcadia 28; Bowling Green 29; Ft. Meade 30.
Eagle, Billy, Players: Middletown, Pa., 25-30.
LaVigne & Lewis Show: Dudley, Ga., 25-30.
Loomis, Allertia, Players: Sylvester, Tex., 25-30.
Russell, Bert, Players: Varnville, S. C., 25-30.
Sader's Own Co.: Sweetwater, Tex., 25-30.
Swain, W. L., Show: Nixon, Tex., 25-30.

MISCELLANEOUS

Andrews, Marion, Pep & Fun Revue, Seabee Hayworth, mgr.: (Stevenson) Henderson, N. O., 27-28; (Imperial) Warrenton 29-30; (Imperial) Roanoke Rapids Jan. 1.
Beaumont, Owen, Varieties: (RKO Princess) Nashville, Tenn., 22-28.
Birch, Magician: N. Wilkesboro, N. C., Jan. 1; Lenoir 2; Newton 3; Gastonia 4; Charlotte 5; Forest City 6.
Coca Show: Columbiana, Ala., 25-30.
Cook's Talkie & Vaude Show: Rochelle, Ga., 25-30.
Cookson, Zelta, Mentalist: (Bay Ridge) Brooklyn Jan. 1-6.
Curtis, Linden, Magician: Ware Shoals, S. C., 25-30.
Daniel, 2-10, Magician: Harrisburg, O., 26-30.
DeCleo, Magician: Marysville, O., 25-Jan. 6.
Dresson's Circus Revue: Thomasville, Ga., 27-28; Moultrie 29-30.
Earns & Clark: (Maryland) Cumberland, Md., 25-30; (Keith-Albee) Huntington, W. Va., Jan. 1-6.
Fowler & Earle Shows: Macon, Ga., 25-30.
Gik Edge Comedy Co.: W. Frankfort, Ill., 25-30.
Harlans, The: Hot Springs, Ark., 25-30.
Howard Family Show: Epps, La., 25-30.
LaThey, Robert, Players: Shiner, Tex., 28-30.
Lofstrom & St. Etot Monkeys: Raleigh, N. C., 25-27; Burlington 28-30.
Marine-Firestone Co.: Houston, Tex., 25-30.
Maxine's Ballyhoo Revue: Lancaster, O., 27-30.
Merrill Bros. & Sister: (Carolina) Spartanburg, S. C., 28-30; (Imperial) Columbia Jan. 1-3; (State) Winston-Salem, N. C., 4-6.
Miller, Al H., Show: Atapulgus, Ga., 25-30.
Original Floating Theater, Chas. M. Hunter, mgr.: Wilmington, N. C., 25-30.
Phipps & Cobb's Show of Shows: (Gadsden) Gadsden, Ala., 25-30.
Potts Jolly Pathfinders Co.: Harrisburg, O., 25-30.
Purcell's Stage Circus, M. J. Drissen, mgr.: (Grand) Montgomery, Ala., 27-30.

THIRTY-NINTH WEEK RICTON'S VAUDEVILLE SHOW. We never close, 15 People. The Zerkon (the Bicks) December 28 (Xmas), 26 and 27; Patterson: 28, Screven; 29 and 30, Odum; all in Georgia.
Schneider's, Doc, Yodeling Cowboys: Florence, Ala., 26-28; Athens 29; Decatur 30.

Spear, Harry: (Freckles), Jay Howard, mgr.: (Princess) Nashville, Tenn., 25-30.
Stevens-Mossman Show: McClure, Ill., 25-30.
Sunnyland Picture & Vaude Show: Loughran, Fla., 25-30.
Willard the Wizard, Magician, T. W. Willard, mgr.: Del Rio, Tex., 25-30.

CARNIVAL COMPANIES

Big 4: Alma, Ga., 25-30.
Carolina: Eutawville, S. C., 25-30.
Dixie Am. Co.: Mendenhall, Miss., 25-30.
Henry's United: Wheien Springs, Ark., 25-30.
Miller, F. W.: Broadway & Forchay sts., New Orleans, La., 25-28.
Panama: Helena, Ark., 25-30.
Royal Palms: Belle Glade, Fla., 25-30; Lake Worth Jan. 1-6.
West, W. E.: Boswell, Okla., 25-30.

CIRCUS AND WILD WEST

Eastern States: (Auditorium) Enid, Okla., 30-Jan. 6.

INDIES RESENT

(Continued from page 12)
Association is attempting to cut off the tie-ins various newspapers have with the radio. KNX accuses the publishers of agreeing with the chains to give them free publicity for their commercial accounts broadcasts if they will lay off the news periods, and station claims this is the reason for the present plans of the chains to cancel their news departments and discontinue news periods over their networks. In its broadcast KNX is asking its listeners to protest to the Federal Radio Commission if they feel that their rights are interfered with in the removal of news privileges over the air. Station has 26 two-minute news bulletins daily and no doubt a goodly number of protests will go to the FRC from the Coast.

Other bombshell this week is The Los Angeles Times' cancellation of its news tie-in with KHJ and the Columbia-Don Lee System. The Times originally owned KHJ, and when the station was sold to Lee it was agreed that KHJ would continue to use The Times news periods of 15 minutes twice daily. When the Columbia System organized the Columbia News Service The Times made a heated protest to Lee, and as a result KHJ, KDSB and KDB, stations of the Don Lee network, continued to use The Times periods and pass up the Columbia broadcasts of new matter. However, the other nine stations on Lee's chain accepted the program, and so The Times nixed a new contract with Lee when its present one expired this week. The paper goes to KMTB, Hollywood, on a new five-year contract that will give it the same two periods daily, and first broadcast was made yesterday.

Left without any newspaper tie-up, KHJ is now accepting the broadcasts of the Columbia News Service.

WEST COAST NOTES

(Continued from page 14)
cast daily except Saturday at 5 p.m. over KHAB.

A unique program is heard daily at 9:45 a.m. (except Sunday) over KJBS theater of the air when Merton Borles broadcasts piano music and food recipes of especial interest to men.

Glenn Hurburt, arranger for Tom Coakley's Rose Bowl orchestra, heard over NBC stations and at the Palace Hotel, is blind but makes his instrumentations by dictating each part to a helper musician. He is 24 and lost his sight at the age of 7. He plays both the piano and violin. His arrangements are worked out wholly in his mind before dictating them.

Aileen Fealy and Phyllida Ashley, NBC artists, begin a series of concerts at the Fairmont Hotel January 4. Others to be heard are Heimann Weinstein and Adele Marcus.

Sylvano Dale, tap dancer, to be heard with the Magnolia Minstrels next Tuesday at 9 p.m. via KFO, is the only hooper regularly employed on the ether. He does every kind of step and sometimes imitates a carnival "hooch" dancer. When he is not on the air he runs his own dancing school.

Rush Hughes, son of Rupert, the novelist, leaves NBC December 29 for New York. He will resume his broadcasts at an early date.

Harrison Holliday, local CBS manager, and Lloyd Yoder, press agent for NBC, addressed Western Fairs Association meeting here in convention and suggested the showmen sponsor some commercial broadcasts.

One Man's Family, Wesson Oil sponsored program, will go out on the air at 7:30 p.m. Fridays, beginning January 5, over Texas, Louisiana, Oklahoma, California, Washington, Oregon, Montana, Utah and Colorado stations of the NBC network. The feature, written by Carl-

NEW YEAR'S SPECIALS
NOISEMAKERS, Assorted
CRPEE PAPER HATS, Assorted
SERAPETTES, 20 Balls 12 Package
CONFETTI in Paraffine Bags
BALLOONS, Large, Bright Colors
Wire or Airmail. Immediate Shipments.

The Midwest Novelty Co. 1322 Main Street, Kansas City, Mo.

ton E. Morse, will utilize nearly 50 stations. James Adam, originally radio director for The San Francisco Chronicle, resumed that job this week. Program is heard several times daily over KGO. Curtis Clark, who held the position, returned to the news staff.

NEW BIZ

(Continued from page 12)
on WJZ network of 11 stations. Baby Rose Marie.

CBS has a renewal in General Baking Company, thru BBD&O, from early in January, on the Julia Sanderson and Frank Crumit Sunday evening program, 5:30-8 p.m.

NEW YORK, Dec. 23.—WOR has several renewals and new accounts. They are Larowe Milling Company, Detroit; starts 18-week contract on or about January 15, with two broadcasts weekly.

The Standard Oil Company of New Jersey begins 13 weeks on January 3, Mondays, Wednesdays and Fridays, using electrical transcription with Babe Ruth.

Koppers Seaboard Coke Company, Inc., has renewed its contract for half hour Monday evenings from December 25, running for the usual 13 weeks.

Crake Bakers start a new account on January 22, using Uncle Don Carney.

ST. LOUIS, Dec. 23.—New accounts closed recently by KMOX, most of them signed direct, are Glick's Laundry, daily except Sundays, 15 minutes in the forenoon. Man in the Street interviews, for 13 weeks.

Union May-Stern Furniture Company. One hour daily except Sundays and daily announcements, for 13 weeks.

Edison Shoe Company, 15 minutes evening once a week. Thru Louis Westheimer Agency, St. Louis.

Peruna, three 15-minute daytime programs, 13 weeks.

McCleary Sanitarium and Clinic, daily announcements.

Farm Folks Hour, Geppert Studios, announcements, 26 times.

Exchange Club, Food Center, daily except Sundays, 52 weeks.

Werner-Hilton, Inc. (men's wear), three 15-minute evening programs, for special sale.

Quaker State Oil Company, weather reports daily, 10 weeks.

Norge Company (refrigerators), daily except Sundays. Women's program, 26 times.

A. H. Lewis Medicine Company, daily time signals, 13 weeks.

Oliver Cadillac Company, daily time signals, 14 times.

ORCHESTRA NOTES

(Continued from page 15)
Drey, Frank Camp, Gene Macon, George Leon, Pieg Finkler, and Clark Alexander, manager. Combo is on the air over WODX.

FRANCIS CRAIG and his orchestra are playing the Hermitage Hotel, Nashville, for the 10th consecutive month. Band also broke the consecutive week record at the Cosmopolitan Hotel, Denver. They are regularly aired over WSM. "Fee Wee," diminutive ducky, has become a feature with his singing and dancing. Weighs only 61 pounds.

ORSON REYNARD and his Callifornians opened Vernon McDonald's Casa Venida Ballroom, Compton, Calif., December 23, one of the first spots between Los Angeles and Long Beach.

BILL GUNTER and his orchestra are in their 12th week at Franklin Gardens, South Bend, Ind. Their recent swing thru the East included Ballyhoo Club, Richmond; Casino Club, Virginia Beach; Chamberlin-Vanderbilt Hotel, Old Point Comfort, Va. Band features Tony Miller, tenor.

HENRY SIZEMORE has been working a long series of engagements around Augusta, Ga. He is also spotted over WRDW.

TED STULTS and his orchestra have a theme song which is being heard frequently over WADC, WJW and WHCC. Theme was written by Bobby Allen, pianist with the ork. Band is over the

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BIG CITY SHOWS. Opens in March. WANT Cook House, Custard, Striker, Palmistry, Scales, Diggers, etc. Shows, Rides. Address 529 North 52d St., East St. Louis, Ill.

SOL'S LIBERTY SHOWS, Inc.
NOW BOOKING FOR SEASON 1934.
P. O. Box 206, STREATOR, ILL.

air on seven spots weekly. The voice of Dolores McCann is featured. Combo has been playing Eastern Ohio ballrooms lately.

JOHNNIE ADAMS and his Royal Virginians are playing Marshall's Blackhawk Cafe, Dayton, O. Johnnie is also acting as emcee on the indefinite engagement.

DON PHILLIP'S Orchestra is providing the music at the Silver Stein night club, Fort Wayne, Ind. R. J. Fields is proprietor of the new club.

THE HOOSIER Rhythm Orchestra is engaged for the winter at Silver Arrow Ballroom, north of Fort Wayne, Ind.

ACE BRIGODE and his 14 Virginians, featuring Judy Talbot, singer, who broadcast over NBC network thru a WRBM, Chicago, wire from Merry Garden Ballroom, played a special engagement at the Armory, Muskegon, Mich.

NEAL WHITESIDES, New Orleans, has organized his own orchestra to open in the Saddle Rock Cafe.

CHARLIE McDEVITT'S Orchestra is now the featured attraction in the Pompeian Room of the Congress Hotel, Portland, Ore.

MARY ELLEN TATE is now the new featured vocalist with the Coleman Sachs combo, playing the Terrace dining room of the Gunter Hotel, San Antonio.

PETE DOWNS and his orchestra are now playing a several weeks' engagement at the Blarney Stone Inn, South Bend, Ind.

JACK MOORE and his orchestra opened at Bay Shore, Marinette, Wis., December 23 for a 10-day stand. Moore has been playing in the Eagles' Ballroom, Milwaukee.

BILL CARLSEN'S Orchestra won The Milwaukee Journal's second annual poll to find the listeners' favorite Milwaukee dance combo. Dave Miller's Orchestra placed second and Myron Stuart, third. Judges included Nat Conney, J. V. DeCimber, William J. Benning and Heinle.

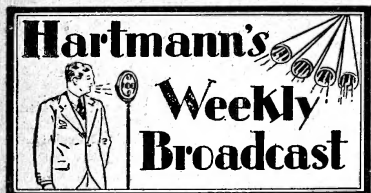
ERNIE HOLST and his ork boys, who have gained local popularity during their short stay at the Chatterbox of William Penn Hotel, in Pittsburgh, are slated to continue there thruout the winter months.

HERMAN MIDDLEMAN and his band and Steve Matthews' ork are now filling respective engagements in Freda Pope's two Pittsburgh night spots, labeled Show Boat and Longview Farms.

JOHNNIE RYAN'S Uptowners, who have played in some of the leading cafes and night clubs in the Midwest, opened at the Red Lantern, Chicago, December 23 for an indefinite engagement.

JIMMIE COOK'S Orchestra is featured at Old Timers night club, Houston, and includes, besides special entertainers, Cook, Robert Williams, Anderson Balfrop, Milton Lawkin, Winfred Holy and Clarence Bullock.

GUY LOMBARDO and his band have arrived on the West Coast for an engagement at the Paramount Theater, Los Angeles, and for a two-week run at the Coconut Grove of the Hotel Ambassador. David Hillman has been appointed (See ORCHESTRA NOTES on page 61)



THE recent death at Grand Rapids, Mich., of Mrs. Jennie Lyman Tannenbaum, former actress and widow of Jake Tannenbaum, who managed the old Mobile Theater, Mobile, Ala., some years ago, brought back pleasant memories to Mort L. Bixler, former fair secretary of Mobile.

Twenty-seven years ago Mort owned the Auditorium at Hattiesburg, Miss., and an occasional pleasure of his was when show agents would stroll into Hattiesburg and relate the latest story about Jake. Those who could repeat these stories with the most pleasing effect, in Mort's opinion, were Fred Beckmann, Bill Pickens and Harry Sweetman.

The one story which Mort still laughs about was when the Ancient Order of Hibernians and other Irish societies in Mobile sent a committee to protest against the appearance of *Finnegan's Ball*, an Irish comedy in which Charley Murray and Ollie Mack were the principals. Jake received the committee and listened to their indignant story. He explained it was not his fault—that he had to take shows booked by an agency in New York, but this did not placate the Irish. Finally he called for a Western Union blank and wrote the following, which he read to the committee:

"Albert Weiss, Booking Agent. New York: Cancel *Finnegan's Ball*; Irish up in arms and I think they are right."

The committee said: "Fine, Mr. Tannenbaum; we knew you would do the right thing," and they filed out.

Whereupon Jake called for a Postal Telegraph blank on which he wrote to Albert Weiss: "Pay no attention to the telegram I sent you by Western Union."

Since closing November 10 with *Gentry Bros' Circus*, where he was advertising manager, *Ree Lee* has had out *The Last Roundup*, playing theaters as a unit. He is planning to take out *Freckles (Our Gang Comedy Kid)* after January 1. *Ree*, who by the way is a brother of Frank J. Lee, will be in Birmingham, Ala., for the time being.

GEORGE MCBRIDE asks for a little space in the "Broadcast" to say "a thing about carnivals." The slap comes from New Haven, Conn., and, of course, applies only to the guilty ones. Says McBride:

"If they would give the committees

the money they promise them, there would be fewer closed towns and not much need of an organization.

What the carnivals need are old-school general agents and promoters and worth-while attractions."

The LaBregues (Harry E. and wife) felt bad over their inability to attend the Chicago "doings" this year. A business deal prevented. They are still down at Railey, Tenn., having a great time on the plantation.

THE BILLBOARD, issues of December 9 and 16, found a quick sale at Boulevards de Paris during the show's two weeks' run in Cleveland. For members of this show alone the Cleveland News Company ordered 100 copies of the issue of the 9th and 80 copies of the issue of the 16th, and in each case Ed F. Schuster, manager of the news company, advises there was a 100 per cent sale.

This is the first time in some years that Felix Bley has not spent Christmas in the U. S. Card just received from him was posted at Hongkong.

Holiday greeting cards have been pouring in, which, naturally, makes one feel good. Thanks a lot to the senders. A number of the cards were specially designed and printed, some of them even hand-drawn. I'll mention a few of these for the smiles or laughs they might bring others.

From Bill and Ivy Rice came a plain government card, mailed at Tampa. It contains five hand-drawn pictures in red ink: An eagle with the letters BRA above it (1), man in bed (2), palm tree (3), girl under tree (4), front with the wording "Florida Fair—Royal Am. Shows" and showing a man on crutches (5). Key to the pictures: 1—Bill's Recovery Act. 2—Christmas Tree. 4—Ivy, the Nurse. 5—How I'll be January 30.

"Courtney" card from Mr. and Mrs. Paul M. Lewis reads: "Admit One for Lifetime—Lewis Bros' Circus."

"Reserved-seat ticket" came from the "Ree of New England Circus, Walter M. Buckingham, prop. Good for one wish for a Merry Christmas and a Happy New Year. Admitted freely. Section C, Row F, Seat A." (Letters G, F and A represent Circus Fans' Association).

George Hamid's message reads: "We're not going to say that (the picture of sun) is at last breaking thru (the picture of clouds) of depression, altho we think it really is, or remind you that prosperity is just around the (picture of messenger about to turn a corner) or tell you (the picture of three little pigs) have routed the (two signs reading "big" and "bad," with wolf following) . . . but we are sincerely wishing you all kinds of good luck thruout the year 1934."

Poem from Harry Dunkel: "Travel, travel, little Star, in your one-horse Circus Car; each policeman you get by must have cinders in his eye. Lots of fame attached to you, sheriffs with attachments too. Travel, travel, little Star, but wait just a minute—I want to serve another attachment. 365 Merry and Prosperous days of Sunshine and Plenty; that is my Wish."

From "Buck" Healey ("with drawing of him before the mike"): "Greetings! This is Station FJH, Buffalo. We now join the Permanent Wave Broad-chasing Company for the last roundup of 1933—coming to you thru the courtesy of Buck Healey, maker of fine cigar ashes since 1899, who wishes you a Jolly Christmas and sincerely hopes your alimentary canal holds out for another year."

From Frank P. Gravatt: Complete view of Steel Pier, Atlantic City, with a large seal alongside, also small pictures of acts and scenes at the pier, with this wording: "An Unusual Greeting from an unusual pier. Season's best wishes for an unusual year. May you enjoy happiness and prosperity in 1934."

From Ringling Bros. and Barnum & Bailey Combined Circus (sent by Ora Parks): Picture of elephant with "world" on its head and holding clown and Santa seated on a board in its trunk.

From Beckmann & Gerety's World's Best Shows: Card (Christmas at the Alamo) reproduced from the only painting that Julian Onderdonk ever made of "The Alamo." San Antonio, Tex. Onderdonk was considered San Antonio's most gifted son and one of America's greatest painters.

From Irv. J. Polack and Louis Stern, managers, and A. W. Hanlon, general agent of Eastern States Circus: Sheet, 42 by 14 inches, printed in red and green, reading: "Merry Christmas and a Happy New Year. Will be seeing you."



Mr. Ringling Goes to Circus Out for Mr. Harvey's Scalp Goodman, Younger, Ponty, etc.

By LEONARD TRAUBE (New York Office)

JOHN RINGLING, flanked by a party of four, visited George Hamid's Circus at the Hippodrome last Thursday evening and appeared to enjoy the show immensely. News of Mr. John's presence spread rapidly around backstage and the folks put on their best show for the celebrated magnate, who, like all of us are inclined to do, was on a busman's holiday.

It develops that Dave Harvey has no connection, as some people were led to believe, with the Grand Central Palace, where he promoted that "Chi Fair" fiasco, and one of the staff went gunning for him to collect salary. Everyone feels that John R. Heppie was made the goat. This pillar thinks so too.

MAX GOODMAN, an Honest Abe of concessiondom, is eager to put more spirit into the Amusement League of America, of which he is treasurer. New York needs a strong outdoor organization, says he. And why not? ask we. Let's go, concludes Max Linderman.

Cliff Younger, Prison Show impresario, is a magician as well. He came in to discuss something with us, but a second later we were called to another part of the office. When we returned to our own den Mr. Younger was not there. Please, sir, tell us how you maneuver those rapid escapes!

MAX GRUBER, trainer of the Jungle Oddities, played the Radio City Music Hall during *The Scheherazade* spectacle and was held over for the second week.—Pageant, by the way, would be a wow on the hippodrome stage of a fair.—Al Hamilton is back from Stamford, Conn., where he put on a bazaar for the Masons with his boss, Oscar C. Buck, carnival owner.—None other than a famous reverend was seeking a silhouette artist to make individual yule cutouts.—Proving that even the theologians employ the profesh on occasion.—John H. Yost, retired trouper, of Rockville, Conn., was appointed a member of a Republican ward committee in that town.—Rosamond F. Murray, not satisfied with having won the title of leading junior equestrienne at the recent show in the Garden, romped off with top honors again at the Junior Horse Show in Brooklyn.—Some circus ought to sign her up, but then there are the child labor laws to consider.—Foodles Harnford has gone to the Coast to make shorts for Warner Brothers.—Eugene Handow, clown and acrobat, is back in town with Mrs. Randow.—And Milt Holland was in and out.

They say that Fred H. Ponty is angling to get control of Woodcliff Pleasure Park, Poughkeepsie, N. Y., again.—And the cards, which often go awry, say that Rex D. Billings, general manager of Luna Park, Coney Island, will work under the sunshine of the West next summer.

WILLIAM E. MALLETT, ex-general manager of Rye's Playland, and more recently of Atlantic City's Steel Pier, is working on a local amusement proposition.—Beverly Kelley, in Tulsa, Okla., when last heard from, he being advance p. a. for *The Green Pastures*.—His colleague in New York, William Fields, enjoys the confidence of most of the big shots in circusdom, they say.—Doc Scanlan, trekking East from the World's Fair, dropped off at Hartford, Conn., where he is "taking the cure," as he delightfully expresses it.—Charles (Chief) Whitehawk was in Bellevue Hospital with bronchial pneumonia, and then came out to find himself with another ailment, stomach trouble, which may force him back to the hosp.—Wonder if they are going to do things out Arcola, N. J., way, where the park has

been dormant and only the pool in operation.—Mike Cahill, the cloudswinger, in town, and so is Mikey Graves, boss of props of Big Show, who's visiting his son.—Soliloquy to Tax (Rodeo) Sherman: We like your last paragraph in the January 2 issue of *Ranch Romances*, but we doubt that you'll get the beat you talk about. Ever your friend, nevertheless, and secretly we hope you romp in first, because you deserve same.

Stay of "Boulevardres" In Cleveland Extended

CHICAGO, Dec. 23.—*Boulevardres de Paris*, the elaborate World's Fair show taken to Cleveland by International Expositions, Inc., will remain in that city two weeks longer in an effort to recoup some of the losses sustained during its first two weeks there.

Due to various causes, among which were misunderstanding and litigation over contracts, the enterprise encountered a great deal of trouble. To protect their interests several members of the show threw it into bankruptcy and an arrangement whereby salaries of the people were guaranteed was entered into in order to continue to the end of December.

It is understood that each of the principals in the firm took a loss of several thousand dollars.

Show at Akron Clicks

AKRON, O., Dec. 23.—Sponsored by Federated Republican Clubs, the Charity Circus drew large crowds to the Armory. Heading the circus part of the program is the Morris Family, with several of the larger motorized shows in recent years. The troupe presents three different acts. Fred Mourey heads the clown contingent and puts on a clown band number which clicks heavily. Joseph M. Correis and his recording orchestra and a floor show of 10 vaude acts round out the performance.

The Advance Trouper

By M. E. MARLOWE

Backward, turn backward, oh, years, on your track.
Let my faltering steps, in reverse, shift their tack;
Dress me up in some overalls, pastelsick and torn,
And a hat that flops over my ears so forlorn.
Then give me a brush that is seasoned and true
A bucket of "dope" and some "24s," too;
Where the "daubs" are the roughest just show me the way,
Let me sheet-up a route again just for today.
Let me slumber, once more, in the bunk that was mine,
While the old "cheese box" rambles along down the line;
Take me back to those buddies I knew yesteryear,
For a glimpse of the faces, toil-hardened but dear.
Let me hobnob again with "Mac," "Frenchy" and "Joe,"
Fast "brothers" with "paper" on any man's show;
Real artists at "blackjack" and "stud," too, were they;
Let me look o'er their shoulders again while they play.
What a rumpus we raised every morning at five,
Rolling out of our blankets like bees from a hive;
"Town Wagon" or "Country" — what came in the draw,
Was ours without quibble by billposting law.
Bangy-go-lucky, far-wandering men,
Banger to Frisco, Mobile to Cheyenne;
Right in the midst of it all let me stay,
Billing the show again just for today.
Bring back the thrill when the last "stand" is done,
And I've signed up the "book" for the "hold-back" I've won;
Let me pack up my overalls, pastelsick and torn,
And stuff in the misshapen hat so forlorn.
Then give me the brush that is seasoned and true,
My buckets all washed and the tarpaulin, too;
Strike up *Home, Sweet, Home*, while my mem'ry's at play,
Make me a "trouper" again for a day.

(CIRCUS EDITOR'S NOTE: Morris E. Marlowe was on *Advance Cars* No. 1 and 2 of Hagenbeck-Wallace Circus, seasons 1914-19.)

START THE NEW YEAR RIGHT
By Buying These Specials
FACE POWDER AND PERFUME COMBINATION—
Fine Quality Powder and Perfume, Cellophane Wrapped Together with \$1.00 Price Label on Box. The Fastest Two-Bit Pass-out on the Market. Per Combination **5c**

KNOCKOUT BLADE DEAL—
10 Blue Steel Blades, Cellophaned; 35¢ Lather Shaving Cream, Blade Sharpener and Jumbo Styptic Pencil. Flashiest 4-pc. deal on the market. Complete Deal..... **13 1/2c**

FACE POWDER & NECK-LACE COMBINATION—
Flashy box of high grade Face Powder and box of Genuine Rachelo Beads, cellophaned, with \$1.00 price. A corking two-bit pass out..... **8 3/4c**

NORWALK BLUE STEEL DOUBLE-EDGE BLADES—
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Showmen's League of America

CHICAGO, Dec. 23. — Each meeting seems to vie with the previous one in attendance and interest.

The house and entertainment committees have been on their toes for the last two weeks and it looks like a busy winter for them.

The membership committee, not to be outdone, is busy planning an extensive campaign and Brother Harry Coddington has announced a prize to be donated by him to the show bringing in the greatest number of applications during the year.

Brother Peter Rogers is still at the American Hospital. His condition is reported very serious.

News of the death of Brother Dan France, a life member of the League, was received with regret.

Brother Dave Russell, chairman of the house committee, and Mrs. Russell have departed for a winter vacation in Florida.

Brothers Joe Rogers, Lew Dufour, E. F. Carruthers, Jack Benjamin, Frank D. Shean have returned from their holiday venture in Cleveland.

Holiday greeting cards were received from Rube Liebman, Will Wright, Henries Bros. Shows, Mrs. John B. Warren, Mr. and Mrs. Curtis Velare, Sam Feinberg, J. E. Edwards Attractions, E. Courtemanche, Mr. and Mrs. R. L. Lohmar, Mr. and Mrs. Joe C. Harris, A. H. Utterberg, Mr. and Mrs. Mal M. Fleming, Frank B. Hubin, Sunset Amusement Company, Scotty McIntosh, Goodman Concession Company, L. J. Benner, Al C. Hansen Shows, Doug and Elsie Morgan and Doug Jr., Dr. and Mrs. Thorek, Ralph Cautin, Tom and Violet Vollmer, Al G. Barnes Circus, Performers' Club of America, Joseph W. Diehl, Charles A. Doak.

Mr. and Mrs. Frank Conklin were in town for a short visit and while here Frank took time to run up and say hello to the boys.

Brother Frank D. Shean, the new member of the press committee, gave an interesting talk when called upon by our president.

President Ernie A. Young is doing his share to make the parties a success. Besides the entertainment furnished by Young and Frank and Earl Taylor, Ernie donated 16 cases of ginger ale.

Harry Illions had as his guests at the last party quite a number of the officials of A Century of Progress.

Brother Larry J. Benner, who was the only one doing Punch and Judy at A Century of Progress last summer, is connected with the Wonderland on South State in various capacities this winter.

Another good brother who has come to the front is Bob Hartless, who kindly furnishes all linens necessary at our parties.

Past President C. R. Fisher is slowly improving since his recent operation and is once again one of the regulars at the rooms.

Brother Matt Sheffield met with a painful accident in a recent collision between a cab and a street car. At last reports he was resting easily.

Fran Ehlenz, Jimmie Campbell and Whitey Lehrter are continually busy in the League's Commissary.

This has been one of the League's banner years in the collection of dues. Many of the brothers started off right with the going and laid it on the line for 1934. Perhaps you have neglected yours; if so, why not send it in at once?

A recent message from Brother R. H. Du Bois contained greetings of the season to the members; also a check to cover his dues for 1934. He is one who is always among the early birds.

Man Posing as Employee of John G. Robinson Is Phony

NEW YORK, Dec. 23.—A man giving the name of Edward Johnson is posing as an elephant trainer in the employ of John G. Robinson, elephant man, of Cincinnati. One day recently Johnson, known also as Dave Martin and Soldier Johnson, said he had arrived here after leaving Cheerful Gardner, of Hagenbeck-Wallace. The next day, claiming he broke his leg, he was committed to Roosevelt Hospital. Said he had enough funds and wanted show people to visit him to talk circus. When one did, all he was interested in was obtaining gin. He was discharged from the hospital in a day or two, so he couldn't have had a broken leg.

A hospital official claims that Johnson never paid the hospital bill, leaving authorities with the impression that he was working for Robinson and incurring other debts under that pretense. He also succeeded in getting \$12 from one of the doctors on the strength of his story and alleged 'influential connections.'

A detective from headquarters is following up on the case after conferring with Harry Baugh, manager of the Circus Room of the Cumberland Hotel, who sent Johnson flowers in behalf of the CSSCA and visited him at the hospital.

CINCINNATI, Dec. 23.—John G. Robinson here today denied that he has anybody working for him by the name of Edward Johnson.

TIME OUT---HOLD EVERYTHING!

for the Big Surprise Hits of 1934. We will be prepared to shoot right after the first of the year. Get on our mailing list now for early copies and be first in your territory to cash in. New Premiums, Novelties, Deals, Specialties.

Wisconsin DeLuxe Corp. 1902 North Third St. Milwaukee, Wis.

some 75 performers of the Boulevardes de Paris show left for Chicago Wednesday evening after Schooley and Archie Scott had enlisted the aid of The Cleveland Press in securing the release of sufficient moneys to permit partial payment of hotel bills and transportation.

Late Deaths

DOWNEY—J. D., member of the San Francisco troupe Jazzmania, was killed in an auto accident near Tucson, Ariz., night of December 24.

McNAMARA—Pierce, 64, died suddenly at his home in Fitchburg, Mass., late Saturday night, December 23. He was an old-time circus employee, for many years with the Barnum & Bailey Circus as assistant to Tom Lynch, boss hostler. Funeral services were conducted from St. Bernard's Church, with burial in St. Bernard's Cemetery, Fitchburg. McNamara is survived by his widow, two

WANTED FOR MILLER'S MODERN MUSEUM High-class Freaks, Attractions suitable for Museum. Gully Mike, Frank Zordo, Goldie Filts, Sealo Chas Ferry, Rubber Nelson. All others write or wire 560 Fifth Ave., McKeesport, Pa. P. S.—Marsh Brydon no longer connected with me.

MUSICIANS WANTED For Circus Band. Long season. Must play strong enough to be heard. Lip savers don't answer. Write or wire at once to JOE TEANDER, care Hank Show, Marianna, Fla.

PULLMAN SHOWS WANTS—Kiddie Ride, Shows with their own transportation. Concessions of all kind; no exclusive. Organized Plant Show, will make special inducement. Would like to hear from a Five-Piece Belly Band. We play in towns; not cotton fields. Everybody satisfied. All address PETE PULLMAN, Jackson, Ga.

Where Are You Wintering? Kindly give the information on this blank and mail to The Billboard, Cincinnati, O., for our records of circuses, carnivals and tent shows in winter quarters: Name of Show, Name of Prop. or Mgr., Address of Winter Quarters. (Give address of offices here if you have any)

Ralph Hankinson Takes Langhorne Track Reins

NEW YORK, Dec. 23.—Ralph A. Hankinson, premier auto-racing promoter in the East, on Thursday signed to take over the operation of the Langhorne (Pa.) Speedway's mile track for 1934, a position he held in 1930 and '31. During 1930 three major events were staged under the Hankinson banner at Langhorne and the next year he conducted a trio of races.

Elaborate plans are in preparation for the first race early in May, according to Earl Newberry, Hankinson's aid.

Addition of Langhorne to the Hankinson circuit, together with the acquisition of the Altamont (N. Y.) half-mile track, will change the general schedule of auto races in the East next season. Many more races than were held this year are anticipated by Hankinson.

"Paris" Performers Aided

CLEVELAND, Dec. 23.—Stranded here since last Sunday, Edgar I. Schooley and

daughters, a son, a brother and two sisters.

WIGHT—Frederick C., 78, musician and composer, died in New London, Conn., on December 23 of heart disease. He wrote two operas, A Venetian Romance and The Girl and the Bandit, and more than 150 other compositions, most of them marches.

WOLF—Gustave A., 70, for 40 years leader of an orchestra and band, died in New York on December 22.

JAY GOLDIE'S (Continued from page 3)

fanfare; Latin Quarter of artists and models, Lou C. Delmore's Parisian Dancers and Carl C. DeBard's Venus.

The fronts for the majority of shows are up to the minute and should draw them in. Altogether it's a swell layout and should have little trouble in getting nice grosses once the folks are in the building. The showmen connected have spent sizable amounts on their propositions and have built their projects along sturdy, semi-permanent lines, which should prove in their favor in the end. On the whole the attractions really

Equipment and Supplies Manufacturers — Distributors — Jobbers By BILL BOARDER

H. T. MALONEY, who has been a fixture with the DeVore Manufacturing Company of Columbus, O., for many years, severed his connection with that firm last week.

A. C. BLANKE, of Chicago, has recent-

ly placed on the market a simple little carburetion mixture control device and has organized a firm for manufacturing it. He has already placed thousands in use and states that it looks as if the device is going to be a sensation.

mean something and are not merely amusement items dominated by nice fronts. A little difficulty may be experienced moving the customers from floor to floor, but this should smooth itself over in time.

Jay Goldie is managing director, Andrew S. Student is manager and public relations man and Joe Jones is supervising the concession end.

A. C. EXPECTS (Continued from page 3)

Philly until after 7 o'clock Monday morning.

All local theaters will run midnight shows, with beer gardens and night clubs hanging out the "open all night" signs. Steel Pier will have special combo flicker and flesh bills.

Another good break for Atlantic City is the decision of Philadelphia to abandon the Mummers parade, a national event, taking thousands to the Quaker City on New Year's Day. These pleasure seekers without this event to attract will head Atlantic Cityward, according to local amusement men.

It was this week revealed that as soon as the decision of Philly to abandon this parade was made known, a group of local men, headed by Millard Merz, chairman of the Chamber of Commerce committee formed for that purpose, conferred with George B. McClelland Jr., president of the Philly Mummers' New Year's Shooters' Association, on bringing the event here. Due to fact that a number of clubs have already planned community gatherings, this is impossible this year. However, the parade will be brought here Easter if present negotiations are successful. And thereafter, according to present plans, this gigantic spectacle would be transferred to the Boardwalk for New Year's Day.

The bringing of the shooters here has been the dream of Billy Fennan, president of the Atlantic City Amusement Men's Association, for several years.

NEW SETUP (Continued from page 3)

between Dallas and Fort Worth, and Epsom Downs, Houston.

If the plant is completed in time the initial meet will be held next April. At all odds the plant will be ready for the meet scheduled at the 1934 fair. Officials already have assurance from leading stables that the State Fair meets can be made successful.

Parl-mutuel betting was legalized in Texas last autumn. It was inaugurated at the Arlington Downs meet and at the Epsom Downs meet just closing in Houston.

Mr. Herold said there had been no decision on the auditorium or midway policies for the 1934 fair.

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.

Big Guns Trained To Rout Holiday Dullness in Trade

Five manufacturers in concerted drive to use surprise moves for the new year—no signs of organization in move but results calculated to help 1934 exposition

CHICAGO, Dec. 23.—What is probably the strongest concerted drive to rout holiday dullness in coin-machine history took place here this week as various manufacturing firms launched drives or announced plans that were calculated to create interest among operators to the far corners of the country. There were no evidences of an organized move among manufacturers, but probably the move was entirely due to competitive spirit and, as one manufacturer expressed it, "a desire to steal a march on the new year." While the big guns of the manufacturers are usually reserved until the annual trade show in February, or shortly previous to it, officials of the CMMMA expressed satisfaction at the present move and said that "everything would undoubtedly result in increased activity throughout the industry at the beginning of the new year and a rising trade momentum for the Big Show."

The first big gun was from D. Gottlieb & Company, which released details on a new feature game, Score Board, just two weeks before the Christmas Holiday. O. D. Jennings & Company added considerable interest to the holiday season by restating adherence to a national campaign for the licensing of coin devices with chance features. This policy was announced earlier in the year in connection with the Little Duke machines, and this move by the Jennings firm is regarded as significant and possible of far-reaching consequences.

Bally Manufacturing Company announced a move designed to "bring back the hectic days of Ballyhoo" by putting out a new low-cost pin game. A liberal trade-in policy was announced at the same time to add zest to the holiday excitement. A deal entered into between the Exhibit Supply Company and the Chicago Coin Machine Company was recognized as a signal for a new move to "make 1934 a counter-game year." The Chicago Coin Machine Company is comparatively a newcomer in manufacturing circles and the new venture with counter games on a national scale will be watched with interest.

Blanket Code Marching On

CHICAGO, Dec. 23.—The President this week signed an executive order extending the life of the blanket industrial recovery code for four months, according to *The Chicago Daily News*. The blanket code now covers only 30 per cent of the employees of the country, the employers of the remaining 70 per cent having already signed industrial codes. Those employers who are now operating under a blanket code will be expected to sign their acceptance of the extension, and will retain their Blue Eagles by so doing.

More important still, however, is the fact that those who have not signed any code to date can, by accepting the extended blanket code, bring themselves within the Blue Eagle ranks. It is the expectation that 90 per cent or more of the employees of the country will be included under general codes by May 1.

Despite the hard drive on industrial codes since last August, General Hugh Johnson and his aids in NRA have found it physically impossible to conclude consideration of all industrial codes submitted for ratification. To date 168 codes have been signed and several hundred more are on the fire awaiting final action.

Kirk Wants New Anthem

CHICAGO, Dec. 23.—Claude R. Kirk, of Exhibit Supply Company and developer of the Sweet Sally Machine, expressed his approval of the arrangement completed this week whereby the Chicago Coin Machine Company will distribute the new machine on a national scale. Mr. Kirk stated that he felt the device had undergone about as complete and thoro a test as any machine ever placed on the market and that he could vouch for it being free from "bugs."

Then Mr. Kirk became loquacious with the holiday spirit and sang the praises of Sweet Sally in eloquent terms. The national anthem would be changed from "Sweet Adeline" to the more harmonious strains of Sweet Sal-le-e-e. An attempt will be made at the coming 1934 Coin Machine Exposition to introduce the tune in grand style, with Percy Smith, of the Exhibit firm, singing basso, and Mr. Kirk will sing the other parts, he said.

Big Trade-In Allowance Offered for Old Games

CHICAGO, Dec. 23.—A "junk the junk" movement has been started by the Bally Manufacturing Company as an inducement to destroy used and obsolete machines. Details are being sent to operators of an offer of a \$3 trade-in allowance on every old machine junked, the allowance to apply only on new Blue Ribbon machines.

"Dig out those old pin games that are gathering dust in your garage or basement! Pull the 'weak sister' machines off locations and give a winner a chance to make money for you! Wipe out the menace of cheap used machines that fall into the hands of location owners and chiseling competitors!" exclaims the challenge of this new offer to rout the old machines.

The offer will expire January 15, according to Jim Buckley, sales manager of the firm, who stated that "this allowance will cost us a considerable sum of money. We are glad to make this contribution to rid the market of the dead weight of used and obsolescent machines."

State License Proposed

OLYMPIA, Wash., Dec. 23.—According to *The Seattle Post*, mechanical chance devices, including slot machines, would be legalized under a bill introduced in the Legislature by Representative Fulkerson, new Pierce County member named by county commissioners to fill a vacancy.

County commissioners would provide licenses at the rate of \$12 for each machine. Minors would be barred from using the machines.

Patents December 19

CHICAGO, Dec. 23.—Few amusement devices show up in the patents issued under date of December 19 by the U. S. Patent office. The following patents of interest to the trade were issued:

Design patents Nos. 91,224 and 91,225 were issued to William Watling and assigned to the Watling Scale Company Chicago (they are designs for a casing for scales).

No. 1,940,005, a vending machine method and device, issued to Harry H. McKee and Charles T. Walter and assigned to Industrial Patents Corporation, Chicago (an elaborate mechanism and idea designed to vend packaged meats); No. 1,940,039, a slug detecting mechanism, issued to Ferdinand Ziganek, assigned to Snax Automatic Stores, Inc., Detroit; No. 1,940,231, a change-making machine, issued to Andrew M. Robinson, assigned to Camco Scale Corporation, New York (12 claims on application made July 28, 1931).

No. 1,940,460, an automatic phonograph, issued to John R. Mitchell, Dallas, and assigned to the Capehart Corporation, Ft. Wayne, Ind.; No. 1,940,603, a vending machine, issued to George E. Nicholson, assigned to Vending Machine Corporation of America, Tulsa.

Sales Tax Is Protested

ALBANY, N. Y., Dec. 23.—Protest against the New York State sales tax or any increase in the tax, was made before the State commission on tax revision here this week. The sales tax has had its reaction on the vending machine industry in the State. Opposition to continuance of the 1 per cent tax was made by merchants and manufacturers. It was maintained that the sales tax is hampering the progress of business recovery. An increase of the sales tax to 2 per cent has been proposed for the State.

Keeney Firm at Auction

CHICAGO, Dec. 23.—An auction sale was held yesterday at the plant of Keeney & Sons, nationally known coin machine firm here. The firm went into bankruptcy several weeks ago. Assets of the firm offered for sale by the receiver included about 1,000 amusement machines of various types, large quantities of manufacturing machinery, supplies for building amusement devices and the general office equipment.

Jobber Debut In the Bronx

NEW YORK, Dec. 23.—Benny Schillinger, well known to operators here, has just re-entered the jobbing field by opening office and display rooms at 708 West 178th street, "just two steps from Broadway," as Benny says. The firm will bear the name of Broadway Vending Company.

Mr. Schillinger was former owner of the Blue Seal Vending Company in the Bronx, was sales manager for the New York Vending Company, and has for many years been known as a large operator in the Bronx and Westchester County. He was formerly connected with the Herman Brothers in their large operations in Westchester County. Being a native of the Bronx, he has always favored this territory, he says, and believes he will soon have the largest clientele that section of the city has ever known.

A complete repair department has been installed, also a large stock of used machines for repair parts. Quietly for several months plans have been in progress. Competent men have been secured to manage the repair department.

Now Boosting Small Games

Chicago firm makes deal to swing Sweet Sally over nation

CHICAGO, Dec. 23.—A campaign to make 1934 a counter-type machine year was laid here this week when the Chicago Coin Machine Company entered into a contract for national distribution of the new Sweet Sally machine. This Chicago firm has made a reputation with its quality Aristocrat line of pin games and recently launched a small counter game called Baby Leland. An extensive sales campaign on the Sweet Sally device has already been launched and officials of the firm emphatically state their belief that this machine will be one of the outstanding sellers of the new year. Associated with the company in the distribution of Sweet Sally will be Paul Gerber, leader of coin-machine playgrounds in the United States, and M. H. Glass, big concessioner of amusement games at the World's Fair.

Sweet Sally is manufactured by the Exhibit Supply Company and distribution was taken over by the Chicago Coin Machine Company only after the machine had been tested for several weeks in actual operation. The machines were first announced by the Exhibit firm in the fall of this year and it is understood here that the machines have had a thoro and reliable test as to mechanical details.

The distributors assert that they are confident of its perfection and that they are willing to put their reputation back of it. The machine is described as a very compact and neat counter game, using a horizontal revolving disk as the playing feature. Two disks are offered with the machine at present. The device has a ball gum venter built into the machine and which is adjustable so that it cannot be played unless the ball of gum is taken by the customer. The coin chute will accept various sizes of coins from a penny to a quarter. It has a number of original cheat-proof devices that are said to make it complete in every respect, including a very unique protection against tilting.

Off on Southwest Trip

CHICAGO, Dec. 23.—Dave Gottlieb, of D. Gottlieb & Company, is leaving early after Christmas for a trip to Texas and the Southwest territory. He will call on various distributing firms and members of the trade in the interest of the new Score Board.

Mr. Gottlieb stated that the response to Score Board had been very encouraging. The controlled playing field is regarded as an innovation by operators who have placed them on locations, he said. Production plans on this machine are being pushed rapidly in preparation for the New Year.

France Getting Strict

PARIS, Dec. 23.—Reports did not indicate whether coin machines were included in the new and rigid quotas being set on many United States products. The quotas are being prepared for next year and it is understood that autos, tractors and other machinery will be placed on a quota basis for the first quarter. These products have been accepted on an unrestricted basis previously.

Coin machines, particularly those used in arcades, are said to have made considerable gains in Paris and other cities during the summer.

Final Audit on World's Fair Is Made Public

CHICAGO, Dec. 23.—The final audit of the World's Fair, released this week, showed a total attendance of 22,320,456, who spent a gross of \$37,270,526.05 to see it. The audit report shows "games and vending machines" as returning a total of \$407,841.79.

The Brooks Contracting Company, operating pay toilets, about which so much furor was raised, grossed \$861,517.13. Fair officials have announced that such facilities will be free in 1934, it is reported.

Salesboards Get Hearing

Labor provisions only questions raised at hearing in Washington

WASHINGTON, Dec. 23.—The public hearing on the salesboard manufacturers' code proceeded smoothly here on Tuesday, December 19. The code of fair competition was heard at the Mayflower Hotel, with two representatives of the trade testifying at the meeting. These were F. W. James, of Salt Lake City, and E. J. Granger, of Chicago. Mr. Granger is chairman of the code committee and Mr. James secretary. About the only questions raised were in regard to labor provisions, which were gone into exhaustively, altho the hearing was concluded in one sitting. R. A. Martonio, consumers' adviser for the administration, and W. J. Caldwell, industrial adviser, complimented proponents of the code and also expressed satisfaction with the code itself.

The hearing was conducted before E. W. Dahlberg, assistant deputy administrator. Assisting him from NRA were R. W. Turnley, of research and planning, and T. B. Cantrell, of the legal division. It was explained by Mr. Granger that the industry had not signed the President's re-employment agreement, but was voluntarily working under an agreement to pay a minimum of 30 cents an hour for a 40-hour week.

The tentative code calls for a minimum wage of 30 cents an hour for factory workers and 37½ cents an hour for office employees, and a 40-hour week, with 44 hours permissible for 15 consecutive weeks in each year.

On insistence by John L. Donovan, NRA labor adviser, that the minimum wage for common labor be put at 40 cents for men and 35 cents for women, a minimum of \$16 weekly for office workers and pay at time and one-half for all work on Sundays and national holidays, Mr. Granger expressed the view that the 40-cent minimum for men was satisfactory. The industry is already paying more than that, he said, but that a 35-cent rate for women would be more than the trade could bear.

He said that the industry had been operating at a considerable loss, with women being paid \$6 to \$12 a week, or an average of \$9, and that operation under the code as presented would mean a pay-roll increase of 50 per cent, while reducing hours by 20 per cent. He said "the industry could not go on indefinitely losing money; it must show a profit soon or close up shop and quit."

Atlanta Leads Recovery Army

ATLANTA, Dec. 23.—Whether the O. D. Jennings Company had an inside report on business conditions in this section when opening a branch office here, it is being recognized that this Southeastern district is leading all other sections of the country in the drive for economic recovery, according to business statistics and comments from leading business men. The improvement in Atlanta and surrounding territory was noted recently when Atlanta bank clearings for the second week in December were revealed to be 46.7 per cent over the same period last year.

This figure was by far the highest of any major city in the nation and was taken to indicate the leadership of Southeast generally in the return to better business conditions. Dallas, Tex., was second with an increase in clearings of 29 per cent.

New York banks showed an increase of only 8.5 per cent, Philadelphia 8.1 per cent and Boston 3.4. St. Louis, Cleveland and Cincinnati showed losses, while practically all Southern and Southeastern points showed increases.

USED LIST No. 118—O. K. Roll-Let. Five Star Final, Majestic, Screw, \$5.00 Each. A. B. T. Five Jacks (1c), \$8.50; Small Broadcast, \$10.00; Special Big Broadcast, \$12.50; Official Sweepstakes (Plain), \$12.50; Official Sweepstakes (Gum), \$14.50; Chicago Club House (Jackpot), \$15.00; Speedway, \$15.00; Broker's Tip, \$15.00; Miss G. Clock, \$10.00; Airway, \$15.00; Dicitte (Bally's New Game), \$12.50. One-third deposit, balance C. O. D. BESSER NOVELTY CO., 3977 Delmar Blvd., St. Louis, Mo.

Schubb Again Operates Games in Detroit Field

DETROIT, Dec. 23.—Max Schubb, of the Schubb Vending Company, is again resuming operations on a large scale in Detroit. He has been active only in a small way since conducting some operations in Toledo, O., last spring and has just completed a survey of the local field.

Plenty of opportunity exists for the live operator, he believes, and the ones who are quick to take advantage of the profitable and attractive new games are the ones who will reap the most benefit. Pin games, in particular, seem to be the liveliest field today. Some small stores would have to go out of business entirely if it were not for their pin-game machines, his survey indicates. The games bring some patrons into the store for the play.

November Jobs Show Decrease

WASHINGTON, Dec. 23. — Coin men have become directly interested in employment figures since the last three years have shown that employment conditions have a direct relation to the number of operators. It was during the dark days of 1932, especially, when men out of work flocked to the operating business if they could only get a few machines; since the upturn early in 1933 many of these men are reported going back to work in great numbers, greatly thinning the ranks of operators. The latest report shows a decline in jobs recently, but not enough to have any effect on the operating field.

Employment in manufacturing industries declined 3.5 per cent and payrolls 6.2 per cent from October 15 to November 15, marking the first decreases since March. Secretary of Labor Perkins said recently.

Despite the decline, Miss Perkins said employment was 20.2 per cent greater and payrolls were 30.3 per cent larger than a year ago. Miss Perkins attributed the decreases largely to seasonal declines, which have been registered every year during the last decade except one.

She estimated the decrease caused a loss of employment in manufacturing industries of 234,000 and a drop of approximately \$7,300,000 to payrolls. In addition, she said employment in non-manufacturing industries for the period fell off approximately 53,000.

"The decline places the estimated number of workers returned to employment in the industries covered by the survey at approximately 2,500,000 since March."

Retail Locations Report Big Trade Gains in 1933

NEW YORK, Dec. 23.—The National Retail Dry Goods Association turned in a very encouraging report for American merchants during its sessions here. Retail merchants have seen their holiday trade increase from 1 to 38 per cent over last year, exceeding all expectations, according to a survey made of the trade. The survey covered the first 15 days of December in comparison with the same period last year. The average increase was 18 per cent. Stores reported an average increase of 2 per cent during the month of November.

Some operators of coin machines say that the holiday trade absorbs the extra nickels and pennies that would otherwise go to coin machines; while others say that the spread of the holiday spirit takes away the need for amusement.

Texans' Fight To Continue

DALLAS, Tex., Dec. 23.—Coin-machine operators of Texas, undaunted by loss of their first battle against the new State tax, are ready to continue their fight to have the revenue measure declared unconstitutional. Whether the fight will be pushed thru the civil or criminal courts has not been determined.

The Court of Criminal Appeals has refused to hear an application for writ of habeas corpus in the case of Joe Day, charged with evasion of the tax in

EXHIBIT

Extends to Patrons Here and Abroad

The Compliments of the Season

and

A Prosperous New Year

Exhibit Supply Co., 4222-30 W. Lake St., Chicago.

SOUTHERN OPERATORS—SAVE MONEY—SAVE TIME
SAVE FREIGHT EXPENSE—★
BUY CLOSE TO HOME. ★

BABY LELAND

America's Greatest Counter Pin Game

An Aristocrat Game
With the Fascinating Double Horseshoe Spin.

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Exclusive Distributors for
GEORGIA, ALABAMA, FLORIDA,
MISSISSIPPI.

Birmingham Vending Company

1902 Eighth Ave., No. • (Box 2005) • Birmingham, Ala.



SIZE:
21" Long,
11" Wide,
6" Deep.

READY FOR IMMEDIATE DELIVERY JIGG-SAW (new Low Price) \$31.50
A. B. T. AUTO COUNT \$75.00

WITH ALL NEW GAMES ALREADY ADVANCED IN PRICES FROM \$2.00 TO \$20.00 EACH—HERE ARE SOME CLOSOUTS IN FLOOR SAMPLES AND USED MACHINES YOU CANNOT AFFORD TO PASS UP. IN ADDITION, WE ARE GIVING AWAY FREE WITH EVERY ORDER FOR ANY OF THE FOLLOWING, ONE STEELCHASE AND ONE A. B. T. FENNY COIN COUNTER. THIS OFFER HOLDS GOOD FOR A LIMITED TIME ONLY.

FLOOR SAMPLES
Jack and Jill (Double Game, in Original Boxes), \$25.00; All-American (in Original Boxes), \$14.50; Aristocrat (Ambassador), \$23.50; New Century, \$14.50; Five Star Final, Senior, \$18.50; Five Star Final, Junior, \$10.50; Majestic, \$11.50; Broadcast (Mahogany), \$15.50; Broadcast (Special Black Finish), \$17.50.

USED MACHINES
Jay Ball, \$10.50; Victory Ball, \$8.50; Eagle Skill Ball, \$9.50; Busy Ball, \$5.00; Whang-Foo, Senior (with Latest Playing Board, Inlaid with Ivory), \$13.50; Whang-Foo, Junior, \$9.50.

The above prices include Stands or Legs to match and are subject to prior sale. When ordering, please specify whether you want 1c or 5c play. One-Third Deposit (Money Order), Balance C. O. D.

BAUM NOVELTY CO.,

2008-12 ANN AVE.,

ST. LOUIS, MO.

MAKE 1934 YOUR BIGGEST YEAR with BALLY PRODUCTS

ROCKET BLUE RIBBON

As Many as 6 AUTOMATIC REWINDS on One Coin—2 to 30 Coins per Payoff

•AIRWAY•CRUSADER•SKIPPER•CUB•BOSCO•
Jobbers and Operators Write for Prices and Particulars to Bally's Direct Factory Distributor,
★ JOHN A. FITZGIBBONS, 417 West 47th Street, NEW YORK CITY

a test case. In effect, the court declined to take original jurisdiction, but did not pass upon the merits or the constitutionality. It held that the case should come to it thru appeal from the trial court.

It is expected attorneys for the coin-machine operators will seek an agreement with the attorney general's office whereby attempts to collect the tax will be held up and the civil suit hearing delayed, pending outcome of Day's case in the trial court and in Appellate Court if he is convicted.

In the civil suit an attempt is made to restrain district attorneys, peace officers and tax collectors from enforcement of the tax law. The petition alleged that the law is unconstitutional because, among other things, it is confiscatory, improperly captioned and is class legislation. The suit, brought in the name of the Electro-Ball Corporation and H. I. Drollinger, president of the Coin-Operated Vending and Amusement Machine Association of Texas, and all coin-machine operators, seeks a permanent injunction. Max Rosenfield and E. E. Berwald, of Dallas, are attorneys for the Electro-Ball Corporation, whose petition is filed in 98th District Court at the State capital.

Merry Christmas
Happy New Year

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RELIABLE VENDING COMPANY

425 W. 26th St., New York
JOBBERS TO THE TRADE
Slot Machines, Stands, Parts and Supplies, New and Used Pin Games
Everything for the Operator at Prices That Are Right. Our Guarantee—Money Back if Not Entirely Satisfied.
WRITE US YOUR WANTS.

A PREDICTION FOR 1934: A general price decline on amusement machines in the first half of 1934 is about the last thing the trade wants for its own good.

This week finds the holiday spirit taking hold on members of the trade and hence constructive news is scarce. Manufacturers are awaiting anxiously for the news to be flashed that the President has signed the code.

New York operators are busy with preparations for their banquets early in January.

Dave Gottlieb is trying to hoodoo the holiday lull by announcing a new machine right at the beginning of the holiday season.

The whole trade is looking forward to the 1934 exposition, even if Santa Claus does get chief attention for the moment.

O. D. Jennings launches an unusual movement right in the midst of the holiday season! It is a daring step, but there are several signs in favor of the move.

Texas operators, I presume, are still busy fighting their tax.

Pacific Coast operators are forced to give attention to taxes, the holidays, and plans for their first trade exposition, at one and the same time.

Detroit operators, worried since last March with banking troubles, hear the Fords tell how they tried to save the banks by big loans.

All hopes are being transferred to 1934!

This last issue in the year 1933 brings reflections on many things that have happened during the last 12 months. It would be a good issue in which to review all that has transpired, but the article, "Coin Machines in 1933," is being reserved I think for the Convention Special Issue.

Looking backward at one entire year of coin-machine history there are many questions to be answered. What are the

chief lines of progress; what new mechanical developments have really added to the prosperity of the trade; what one new machine has been the outstanding contribution of the year; what firm has contributed the leading trade policy, etc.?

Anyone who tries to answer those questions immediately gets his hands in hot water by arousing competitive jealousies.

I suppose the manufacturer and other codes framed in accordance with the Recovery Administration requirements will be generally accepted as the leading trade advance in matters of policy during the year. This remains true, even tho the codes have not at this time been approved by the President. It was the first time in history that there was a real and general attempt to put in writing the rules that ought to promote fair trade practices. The pressure of the New Deal added meaning to something that had only been a convention hot-air procedure heretofore.

For the chief mechanical contribution of the year I would name the totalizers and score-recording devices in the table game field.

It is very difficult to name a single machine that has contributed most to the trade, because machines have a way of carrying over from one year to another, that is, machines that make lasting contributions to trade progress.

There has been a remarkable sale of the "baby tender" type of counter machines during the year. These are old machines come back to life again in new and very modern design; I have a suspicion that the Little Duke machines started the ball to rolling back in 1932.

It will be difficult to say how much credit belongs to the ball-trap idea in pin games until we see the bulk of the games exhibited at the 1934 exposition; the ball-trap principle deserves some credit as a precedent for the recording and totalizing devices.

I name the Jig-Saw game as the leading contribution to pin-game progress in the year, not because it has enjoyed good sales, but because it may be the precedent of a new principle in pin games. I have seen ideas for three new table games already that show the influence of the Jig-Saw principle. If the Jig-Saw does not prove the forerunner of at least six successful pin games during 1934, then it loses its credit as the outstanding pin game of 1933 and the credit will fall back to the ball-trap idea.

In the field of marketing jobbers and distributors have held the key to the market situation; the year closes with a few signs of a break from jobber-distributor control of the markets. The Eastern market has held predominant position in the field, with the Pacific Coast making strong efforts to promote its own territory.

ANOTHER PREDICTION FOR 1934: The counter games will lead everything during 1934, because retail business is getting better and the merchants will consider space more valuable, says Claude R. Kirk, of Exhibit Supply Company.

Now the subject of 1934 predictions is before the house. Who is the best guesser in the trade? He will be rewarded with the privilege, on December 31, 1934, of shouting "I told you so" to his heart's content.

For the present I am confining most of my guesses to the first half of 1934, which will give me the second half of the year to take them all back. Most predictions can be based on the presumption that there will be a continuation in general business improvement, which in turn will have its effects on the coin-machine business.

The approval, or failure to approve, the manufacturer's code by the President is scheduled to make things interesting for the trade for the first quarter of 1934, whichever way he decides.

It is understood that President Roosevelt was at one time a stockholder in the largest merchandising machine enterprise ever launched; it also was reported early in 1933 that one of his sons had accepted a managerial position in perhaps the largest new vending-machine enterprise launched in 1933. It may be that the President will be specially interested in all the coin-

machine codes as they come to him for approval.

Reports on general business assume importance at the end of the year; most of them will be made during January, but some are already available.

At least three big groups have expressed approval of NRA codes. The steel industry asked for a continuance of its code; next the automobile industry asked for a continuance; then the National Retailers expressed approval of the workings of their code. The laundry, dry cleaning and the milk industries seem to be kicking most about their codes at the present time.

Meanwhile the coin-machine manufacturers are waiting for a chance to try out their code.

There seems to be general agreement that all the furor and criticism of the New Deal has greatly subsided during the last few weeks.

Moody's commodity index figures this week (December 19) show 123.4, whatever that means. One week ago the index stood at 124.3; one month ago, 128.4; one year ago, 80.3. The Administration is trying to boost commodity prices as a means of recovery; so business is not so good as it was one week or one month ago, but is decidedly better than it was one year ago, according to Moody's. The same index shows the 1933 high on July 18 to be 148.9; the 1933 low on February 4 to be 78.7.

I don't think amusement or vending machines are figured in any of the index tables, not even the Department of Labor index. So we don't count when it comes to figuring the point, systems of prosperity and depression, but the employment figures of the trade have counted in figuring the progress of recovery.

The trade-mark bulletins from the U. S. Patent Office are filled with applications for trade-mark protection on liquors, wines, beer, etc. There is a possibility that a good name for a coin machine may pop up in some beverage brand that becomes popular. No use thinking about a dram of the real stuff as a high-score prize on the game, however.

Bally Manufacturing Company announces a new low-priced machine. That is a signal for hot competition in the low-priced field as 1934 swings around the corner. This machine comes as a result of a questionnaire to the operators to find out what they really want, so it is stated.

Cheaper machines mean more operators and more competition among operators unless the rising tide of recovery continues to absorb many marginal operators back into general lines of employment during the coming year.

This announcement is a promise to make things very interesting in the amusement machine field for the first part of 1934. There won't be the large number of manufacturers in the field that entered it in the pin-game boom of 1932. And the low-priced machines of today will show much better workmanship.

The Moody price index has already been mentioned. Here is a news report based on the Labor Department index: "For the first month since February of this year wholesale commodity prices in November moved lower. The decline, however, was so slight as hardly to indicate a trend, the index number of the United States Bureau of Labor Statistics dipping to 71.1 from 71.2 in October, the high level for the recovery. The low level for the depression was reached in February, when the monthly index stood at 59.8. During November, 105 commodities declined, 181 advanced and 453 showed no change."

Al Smith is not saying so much lately about the "baloney dollar." Some coin man in New York wrote a Chicago manufacturer to learn if his coin chutes would reject the "baloney" coins.

"United States production of major grain crops was a billion and a half bushels less than that of 1932, according to final estimates by the Department of Agriculture, released recently. This shrinkage represents about 30 per cent of a normal production."

Even Mother Nature (or the agricultural administration) comes to the aid of the New Deal, if it is true that the

farmers have been producing too much. We have not heard so much about over-production in pin games since the early summer of 1933.

"Business failures in the United States during the second week of December numbered 260, compared with 303 in the preceding week and 590 in the corresponding week of 1932, Dun & Bradstreet, Inc., reported recently. The improvement, according to this authority, occurred chiefly in the Eastern and Pacific Coast States. Failures in the Western section showed a slight increase. Insolvencies with liabilities of \$5,000 or more in each instance numbered 164, compared with 192 in the previous week and 378 in the similar 1932 week. Canadian failures for the week numbered 48, compared with 95 in the preceding week and 62 in the corresponding period of last year."

"We are told in the news that 1,797 editors of one newspaper in China have been beheaded in the last 1,000 years. The Peking Gazette is the journal which has lost this army of editors, and we take it that jobs on this paper are not popular when they involve editorial work.

"Perhaps there are many American editors who have committed offenses that would have cost them their lives in China. Capital punishment is common over there. There was a story that whenever a bank failed in China all its directors were beheaded. After that law went into effect bank failures ceased. P. D. Q.

"Anyhow, making the punishment fit the crime seems to mean a public execution in China. In America it would be hard to get directors for banks with such a law in effect."—Chicago Journal of Commerce.

If any coin machine papers start up in China those New York jobbers who have been shipping them the machines ought to be forced to be the editors.

"Karl A. Bickel, president of the United Press and hence a man primarily interested in news as opposed to editorial comment, told an audience in South Bend recently that since the depression began the American people have taken 'heed of the editorials as they have not done in a quarter of a century.' To support this view he pointed to the recent New York mayoralty election which he said was 'won on the editorial pages' against the forces of Tammany Hall. Mr. Bickel finds that this kind of fighting—the battle of ethics and argument—is the surest bulwark Americans have against militant and armed revolution."

Sounds like an editor may not be so bad after all. I have been afraid of editorial opinions ever since this department was started, because most opinions relate to controversial subjects, and controversial subjects are "full of dynamite" in the coin-machine trade. Once in nearly two years a manufacturer demanded that I apologize for my opinions; Dave Gottlieb told me that occasionally I "preached" to the trade, etc. But that is much easier than being in China where they behead editors if they don't like 'em.

The fact that the coin machine trade has obtained a number of patents in each weekly issue by the U. S. Patent Office is another indication that the trade has become a real industry. Most of the patents being issued now are on applications made during the period of 1928 to 1931 and indicate a lot of activity in the trade during that period. Merchandising machines were in the forefront during that period and hence lead in the number of patents. For a long time the amusement machine branch of the trade did not bother to make applications for patents, during the period of 1931 and 1932, so that the patent office records will not show the real activity in amusement machines during those two years.

The operator's long silence may at last be broken by the use of questionnaires. Bally Manufacturing Company reports that it decided what kind of machines the operators want by pounding them with a questionnaire. The Jennings firm is asking the operators thru a questionnaire what trade publication they like best. The Billboard is asking the operators what particular trade matters interest them most. As a rule operators have neither the time nor the inclination to bother about writing. But the questionnaire makes it very convenient for them to state their opinions and interests, and from recent results it appears that operators will come more

NEW YEAR LEADERS

RAZOR BLADES, 60c per 100
Blue Steel, Etched, Knockout Value. In Packages of 5, Cello, Wrapped.

NORWALK BLUE STEEL BLADES—The Original Made by Standard S. R. Co. 100 Blades 69c

Smashing Harmony Deal
10 Harmony Blue Steel Blades, Cellophanned; 35c Harmony Shaving Cream; Blade Sharpener and Harmony Styptic Pencil. Deal (4 Items), Complete. **15c**

STYPTIC PENCILS, 5c Seller, Gross... 64c

GOODRICH HONES

The Finest Razor Blade Sharpener on the Market. Surpasses anything of the kind, Each in Box. **8c** New and Hot.

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CONTAINS 1,000 BEST SELLERS AT GUARANTEED LOWEST PRICES. WRITE YOUR NEAREST OFFICE.

UNIVERSAL MERCHANDISE COMPANY

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ELGIN—WALTHAM \$2.15

After Christmas Cessout. Assortment of 2 7-Jwl., 2 15-Jwl., 2 17-Jwl. Latest Style. New White Cases (18 Size), \$14.85.
Highest Quality. Satisfaction Guaranteed. Samples, 25c Extra. 35% Deposit. Balance C. O. D.
Place Order Now.

W. G. RINGER
1837 58th Street, BROOKLYN, N. Y.

NEW FIVE-PIECE DEAL Looks Like a \$4 Flash



No. D51a Deal, as illustrated, consists of 1 Combination Powder and Perfume wrapped together, 1 Reduction Crystal Necklace, 2 Pairs No. 100 Ladies' Hose. All quality merchandise, no seconds. The outstanding fast seller of the season.
ANY QUANTITY, \$20. Plus .10c for Postage.
SPORTS IMP'TG. CO., 1233 Otto St., Le Center, Minn.

nearly getting what they want if they answer the questionnaires.

ANOTHER 1934 PREDICTION—this one by Bert Perkins, assistant district sales manager of O. D. Jennings & Company:

"Everything is in your favor. The public is becoming more liberal-minded every day. Our personal liberties have been restored, and as the result thousands of new locations have been made available. Legislation, which heretofore has always opposed automatic equipment, is looking upon it as a source of revenue which in itself signifies the possible legality of machine operation. Hundreds of individual cities throughout the country have obtained by license the legitimacy of the coin machine. Thousands more will do likewise in 1934. The revenue possible to secure from coin-operated machines makes the operating business just as desirous a source of income for cities and States as sale of liquor or beer."

Eastern Chatter

W. J. C. Vending Company, New York, informs us that two sportlands have been recently outfitted by it in the Times Square neighborhood. Benj. Cooper and Leon Gutman have opened the Rialto sportland on Eighth avenue, between 40th and 41st streets, with about 40 machines of all types. Louis H. Brown has opened Brown's sportland on Third avenue, between 13th and 14th streets, with about 35 machines.

The Roxy Vending Company was all decorated for Christmas last week and a nice present was made to every customer in the form of an everlasting match. The gifts expressed hobbies also; hunters received a gift with a gun emblazoned on the case; golfers received one with a golfer in a lusty swing. Claire Grant,

manager, states that the usual seasonal slump has not so far struck their organization. Both regular customers in town and results of advertising to out-of-town trade are keeping up a steady stream.

"Little Napoleon" has pulled a fast one on Muesolini. According to reports, American-made coin machines were not allowed in Italy. However, Willie Blatt, Supreme Vending Company, Brooklyn, recently shipped two Sportsmen machines to Favese, Italy, and claims they are the first American-made games to be allowed in that place.

Test Case for Cigarets

MILWAUKEE, Wis., Dec. 23.—To determine whether the city can require a cigarette dealer's license where cigarettes are sold only by vending machines, two warrants have been issued here to form test cases. The defendants are William Mauntner, a tavern keeper, and George Terris, operator of a restaurant.

Heretofore no license has been demanded of taverns and others selling cigarettes only by machines. If the city wins the test cases licenses will be demanded of all places having such vending machines.

WOULD MERGE

(Continued from page 3)

place before next year's annual conventions of the associations.

Mr. Farnsworth also stressed the necessity for the administration to have fuller data concerning the industry and he arranged that the government would immediately prepare and mail a questionnaire to every member of the in-

dustry whom it can reach, which would include about 5,000 park, pool and beach employers.

Data for Uncle Sam

The questionnaire, being sent out to get detailed information touching the whole industry, will come back to NRA instead of to the code committee. It was explained that it was thought many operatives might furnish information as to their business, earnings, etc., to the government more quickly than to another person in the industry or any one in private life. All information sent in response to the questionnaire will be held strictly confidential. Mr. Farnsworth said, as to individuals and only factual data needed on which to base recommendations for the improvement of the code will be utilized.

If all to whom the thousands of questionnaires are sent furnish the data asked for they may know that the best step possible has been taken to see that they have not been overlooked as to code making. Should they fail to furnish this information then they may not plead they were denied representation in the latter. When this information is received it will be sent to the research and planning division of NRA, analyzed and put in proper shape for use in the next hearing on the code.

How Industry Differs

The crux of the whole hearing revolved largely around the opening statement made by Chairman Darling, of the code committee, the questions asked him by Deputy Farnsworth and the suggestions made by labor, consumers and industrial advisers. Mr. Farnsworth said statistics provided as to the industry as a whole were vague and generally insufficient, to which Mr. Darling and President L. B. Schloss, of AAPE, replied that the code as presented varied substantially from some customary provisions of already approved codes as a result of the fact the industry represented by them is so radically different from most industries, with exceptional and peculiar features attaching to it.

References by Mr. Farnsworth to the possible benefit which should accrue to amusement parks and the like from increased leisure and spending capacity of the people under new deal activities, with a probable burden upon the industry to improve working and wage conditions, were followed by the suggestion from Mr. Darling that while this might be true, difficulty would be experienced in increasing park revenues by raising prices for the reason "people just don't ride" if a Merry-Go-Round charge is jumped from 5 to 10 cents.

He also stressed the fact longer hours to the park or pool worker do not mean the same as they do as to other industrial employment because their work is more interesting, they are out in the open, often just standing around or waiting or reading and with an interesting environment. He said the six-day working week would provide employers with a full force over week-end and holiday peaks, increase employment and still allow each worker a rest day during the week.

ORCHESTRA NOTES

(Continued from page 55)

by the Music Corporation of America to handle the ballyhoo for Lombardo's Coast dates.

HERBIE KAY and his orchestra will open at the Mark Hopkins Hotel in San Francisco January 2. Kay comes to the Coast from Chicago.

ANSON WEEKS and his band bow out of the Mark Hopkins, San Francisco, on January 2 for a string of personal appearances at Fox-West Coast theaters and for Fanchon & Marco around Los Angeles.

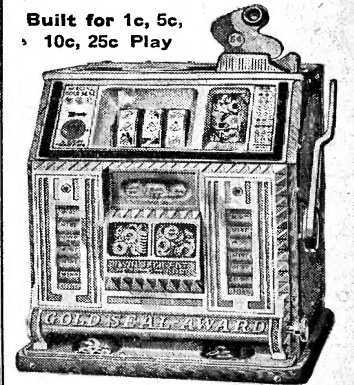
HAROLD STERN'S Orchestra went into the Hotel Biltmore, New York, Saturday to play for special holiday tea dances, Don Bestor remaining for supper dancing. Paul Whiteman is slated to follow Bestor at the Biltmore when he leaves the Paradise Restaurant.

EARL CARPENTER'S Orchestra has gone into the McAlpin grill, New York, succeeding Sam Robbins' outfit. Charlotte and Miraz are featured entertainers.

CHARLES PREVIN, pit leader at the New York Paramount, will direct Leo Reisman's Orchestra on its concert tour and return to the theater after its completion. Reisman suffered an accident

1934 MODEL

Built for 1c, 5c, 10c, 25c Play



Height 22 Inches, Width 14 1/2 Inches, Depth 15 Inches.

ONLY TWIN JACK POT

GOLD AWARD

WITH FRONT VENDER EVER BUILT PENNY, NICKEL, DIME or QUARTER

PRICE \$75.00 F. O. B. Chicago No Tax

Money Back if Not Satisfactory After Ten Days' Trial.

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BIGGEST MONEY MAKER FOR NEW YEAR'S

- Snake Whiskey Bottle—Large 8-Oz. Bottle. Looks Like Real Item. Dozen..... \$1.75
 - TRICK COIN BOX—Each Packed Individually. Gross, \$4.00; Dozen..... 40c
 - BLACK EYE SHINER JOKE—Large. Domestic. Gross, \$6.00; Dozen..... 60c
 - Snake Fountain Pen. Gr. \$5.50; Doz., 50c
 - LIGOR BINGO PADS. Gr. \$8.00; Doz., 70c
- 25c deposit with order. Add postage to orders. SEND FOR CATALOGUE

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10 E. 17th St., Dept. K. New York City

BENNY SEZ:

GET MY PRICES AND GET A LAFF The "A. K." on my Price List is "under cover" where he ought to be—BUT, there's nothing undercover about my Prices! Get the List. Get a laff and SAVE!

MILLS	PINS
Silent Esc. 49.50	Jigsaw, Rocket, 5 Live Cup, Score Board, 42nd Street, Baby Leland, (Others)
Frt. Vend'r 22.50	
Bell, 5c 21.50	
Slide Vend'r 21.50	
S. J. P.	

BROADWAY BROADWAY CO.
708 W. 187th St., New York, N. Y.

and had to drop out. George Gershin and James Melton remain as soloists with the orchestra.

JACK WARDLAW and Carolina Pines Orchestra of 16 pieces claims to be the only band of its size on location in the South. It is now playing Saturday nights at Carolina Pines Club, near Raleigh, N. C. Julius Ellington, Bob Bland and Ralph Berlin are featured vocalists. Paul Sessoms does the arrangements.

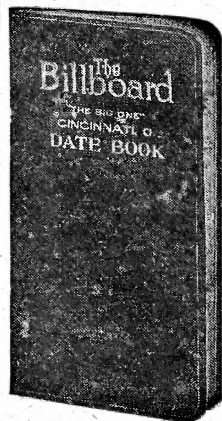
MUSKOGON, Mich.—Featuring 25 entertainers, Midway Ballroom on December 17 tried its hand at presenting a complete vaudeville show, featuring the Dream Train Revue. Cast included singers, dancers, chorus and a dance line. Three shows were given daily, with a matinee at 2:15 p.m. Admission was 35 cents for adults and 15 cents for children.

NEW DATE BOOKS

FOR 1934-'35

NOW ON SALE

Arranged Especially for Your Needs



Name in gold letters on covers, 15c extra for each line.

The most convenient memorandum book for Managers, Agents and Performers in all branches of the show world. Actual size 2 3/4 x 5 1/2 inches—Just fits the vest pocket.

Contains complete calendars for years 1933-'34-'35, U. S. and World Maps, 125 pages for daily memorandums, space for recording receipts and disbursements of money, census figures, addresses The Billboard offices, and much other valuable information.

Dated from Dec. 1, 1933, to Feb. 1, 1935.

PLENTY OF SPACE FOR BOOKINGS, ROUTES AND SPECIAL NOTATIONS.

For sale at all offices of The Billboard. Mailed to any part of the world for 25c each.

CASH WITH ORDER

ALL MAIL ORDERS SHOULD BE SENT TO CINCINNATI OFFICE

The Billboard Publishing Company
25 Opera Place, Cincinnati, O.

1933: Week by Week

From The Billboard Coin Machine News Service

NOTE: A brief digest of coin-machine news during 1933 has been compiled from the weekly news appearing in The Billboard. Dates given are those of the respective issues in which the news appeared.

January

January 7—Washington operators report using Christmas candies as prizes; Only 11 booths remain unsold in coin-machine show exhibit hall; Viking club reported by Eric Wedemeyer; Trade hears news of winning Texas tax case.

January 14—Report successful automatic grocery stores on Pacific Coast; Announcements of new machine grow apace; St. Louis operators move to organize; New Jersey operators launch State-wide publicity program to help games; Richmond, Va., reaches agreement on tax; Ice cream vending machine announced.

January 21—New machines and trade show get chief attention; New York operators hold first annual banquet; West Coast operators elect officers for year; Technocrat suggested as name for amusement machine; Frankel-Rose Company plans market analysis; Chicago arcades grow, also talk of game tournaments; Bally firm announces five new games.

January 28—Dave Bond proposes "Make Location Your Partner" as trade slogan for the year; Automatic games amuse inmates of South Dakota psychopathic ward; Booth idea for games

spreads in Honolulu; Feature article explains coin-machine progress in 1932; Home-made games disturb trade on Coast; Amalgamated Vending Machine Operators' Association incorporated in New York State; California cigaret operators organize; New interests purchase majority stock in pioneer Calle Brothers' Company.

February

February 4—New York coinmen start movement to get legal approval of prizes and coupon system on skill games; Harry Moseley fights Virginia tax bill; Penny arcades grow in Paris; N. Shure & Company announce display of skill games in Chicago Loop; Bill proposing new small coins introduced in Congress; San Francisco coinmen continue fight for reasonable license; Billboard Special announced for coinmen to Chicago convention.

February 11—Los Angeles operators form code of ethics; New York operators unite against threatening bill in Assembly; Chicago council votes surprise license on machines; Operators' organization in Columbus, O., asks for license on games; Whirlwind "baby" vender is announced; Airway and Big Broadcast pin games get into publicity.

February 18—Chicago alive with convention plans; News of special delegations from many cities; Chicago operators meet to face license situation; Oregon tax bill killed in Legislature; Richmond operators win fair license fee; Akron, O., and Milwaukee consider licensing games; Bill Rabkin gets big story in New York daily; Railway Express Agency tries nation-wide plan for locating and servicing merchandising machines; Pin-game patent notice excites operators in Tulsa and other cities; Claude Kirk suggests six-point code to stop piracy.

February 25—Big news of coin-machine convention opening in Chicago; Organization among operators grows into prominence; Venders show gain; Honolulu newspaper presents coin-machine side in city fight; Michigan AMA appeals to operators for united support; Many new machines announced to trade; Pleas for national association of operators.

March

March 4—Most complete news reports of annual coin-machine convention ever published; Marvelous trade progress shown in 1933 convention; Many new amusement machines introduced to the trade; organization talk increases; First announcements of move to organize national distributors (later NADA).

March 11—New York operators talk insurance and finances; South Dakota proposes high license fee; Philadelphia operators help authorities scatter racketeers; Arizona Legislature considers license and slug bills; National Sales Machine Company takes voluntary bankruptcy; Advertisement scares Memphis locations; Oregon operators call on city officials and promise co-operation; St. Louis operators hold meeting; Elliott Roosevelt, son of the President, joins vending machine firm; Vermont has slug bill; West Coast jobbers organize.

March 18—Bank holiday is big subject in coin-machine trade; 14-point program proposed for trade; Travel-Mat vending machines announced; Daval firm moves to new location; Hartford (Conn.) test case assumes importance; St. Louis coinmen complete organization; Jack Olson pleads for better jobber standards.

March 25—Bank openings and beer bring cheer to coinmen; Officials appeal on Hartford case; New York operators' associations combine; Earthquake doesn't stop California operators; South Dakota license bill killed in committee; Manufacturers discuss trade problems in Chicago; Jobber competition on West Coast interests operators.

April

April 1—Five oppressive coin-machine bills come before California Legislature; CMMMA issues financial report for year; Detroit AMA gets 30 new members; Officers of Chicago operators' association make frank report; Reorganization of Calle Brothers' Company reported; New York jobbers weigh trade-in problems; Irving Bromberg becomes a Westerner.

April 8—Announce that World's Fair

restrooms will use coin machines of various kinds; E-Z Aces machine publicity breaks in big style; Los Angeles jobbers resign from operators' association officers; Announcement of The Billboard policy on used machine advertising; Timing device widens use of coin-control principle; License bill bobs up again in Milwaukee, while Denver license is shelved; New York jobbers seek to spur manufacturers to overcome slow production; Spokane operators plan organization; Philip Sheffras, London, visits America; Chicago Coin Machine Exchange advances from jobber to manufacturer.

April 15—Spring activity gets under way; Texas operators start State campaign for membership; O. D. Jennings & Company breaks precedent in mailing out model license bill; New Jersey operators increase activities; Combined New York operators hold big meeting; Ohio license bill up.

April 22—CMMMA introduces credit service for members, also association emblems; Los Angeles operators suspend dues for new financing plan; Arcades spread in France; Minute Make-Up venders announced; Portland gets license; Chicago gets new mayor; Beer locations call for venders and music machines.

April 29—Texas coinmen spread news of winning favorable tax battle; Firm incorporated to market E-Z Aces machine; Disagreements between Los Angeles jobbers and operators grow; Gold Mine twin digger machine introduced in Chicago; Iowa Senate considers license for all types of machines.

May

May 6—Trade shows recovery from bank holiday; Manufacturers begin to announce price increases; New Jersey operators urge model State license bill; Oklahoma City considers license.

May 13—National toy convention in Chicago suggests ideas for games; Los Angeles operators request exchange of ideas; Bonding plan for manufacturers suggested to CMMMA; California cigaret operators propose tax on own machines; Spain places heavy tax on coin machines; Plan discussed for uniting all West Coast operators' groups.

May 20—Patents on new ideas become imperative in coin-machine field; First editorial in Billboard on trade associations getting federal aid in forming codes; six-sided Pok-o-Matette appears in New York; Jack Keeney says payout counter machines "are coming back"; Pacific Coast firm springs publicity on giant table games; Summer boats use more amusement machines; Milwaukee kills machine license.

May 27—Momentous court decision in Kentucky clears way for pin-game prizes; Big premium trade convention in Chicago; English clubs ask officials to permit games; Fewer laws passed by 43 State legislatures; St. Louis operators seek lower tax on machines; Los Angeles operators reorganize; Jennings official praises machines "born of the depression."

June

June 3—Coin machines get prominent place at World's Fair; Chicago firms hold "open house" for trade visitors to Chicago; Prospect for trade associations under New Deal grows; New city ordinance on machines up in Milwaukee; Michigan operators attend tax hearing before legislative committee.

June 10—New York operators hold big dinner and dance; Baltimore firm makes survey to develop new record system; Daval Club House machine is shown in East; W. H. Street, London, attends operators' celebration in New York; Mint venders are not taxable; Five bills in California killed in committee; F. E. Turner, Michigan AMA, argues for machine classification.

June 17—Industrial control bill (NIRA) becomes big news in trade, but little heeded by coin-machine men; Michigan operators win in tax hearing; Demand for machines grows, although summer is here; Los Angeles association will not defend all types of machines.

June 24—Babe Kaufman takes plane and gets headlines; Manufacturers approve idea of a new 3-cent coin; Bowling machines show increase; Itinerant machine salesmen blamed; Rock-Ola firm moves into larger quarters; Baltimore record system announced.

July

July 1—Serial numbers on machines promised to operators; Portland council drops bond requirement for operators; Many changes in Detroit firms; Bally firm announces giant table; New Jersey paper defends pin games.

July 8—Spokane operators must pay license; St. Louis cuts city license on machines; Dave Bond reported married; A. H. Bechtol praises New Deal.

July 15—Interest turns to new machines in midsummer; First models of Magic Clock shown; New Orleans operators organize; Indiana AMA gets into action; Design patents are urged; Liquor firm in Paris sells games.

July 22—Old statute revived in Italy to forbid coin games; New York jobber organization dissolves; E. C. Bignell, Paris, on visit to America; Coupon award system makes headway in New York; Wurflitzer will push coin phonographs; California cigaret operators present facts to officials.

July 29—Coin-device earnings show pickup at World's Fair; Dave Bond expands business; Connecticut law strikes at locations with teeth; New Orleans gets license; Ohio tax bill on machines is vetoed; Silver Cup machine gets into limelight; Coin dividers increase on table games.

August

August 5—CMMMA plans forming code under Recovery Act; Test case planned in Connecticut; O. D. Jennings & Company wire support to President in Recovery Act; Regional meetings planned to introduce record system.

August 12—Record CMMMA meeting takes first steps toward manufacturers' code; National Automatic Distributors' Association greets the trade; Foreign sales show pickup due to money exchange rate; World's Fair reports on earnings of machine concessions; Retail drug code strikes at premiums and prizes; Jim Atkinson, veteran vending machine operator, dies.

August 19—Code framing goes forward by two trade associations; Grocery code hits premiums; O. D. Jennings firm has own code and celebrates with picnic; NADA grows into prominence; Sales tax is problem for California operators; Business picks up around Detroit.

August 26—Manufacturers promise production before games are announced; Los Angeles operators campaign for members; New co-operative buying group is formed by New York jobbers; (See 1933: WEEK on page 64)

ENTHUSIASTIC
Why Shouldn't We Be With Such Repeat Goods?

Genuine CAMEL SINGLE-EDGE Blades, Regular \$3.00 Value. Nothing Finer Made. 5 to a Package. Cellophane. (Stock, 750,000 Blades.) Special Price, 100 Blades..... **75c**

SINGLE-EDGE Blades, Same Quality. (Your Money Returned if You Ever Bought a Better Blade Regardless of Price.) 3 to Box (Retail 3 for 1c.) (Stock, 1,200 Cards.) Display Stand of 20 Pkgs.. **49c**

SENSATIONAL DEAL—10 Double-Edge Blue Steel Blades, Cellophane Wrapped; 35c Jar Shaving Cream; Crystal Ball Razor Blade Sharpener and Jumbo Styptic Pencil. (Over \$30.00 in Deals Sold This Year.) Deal (Four Items).... **13c**

NEW COMBINATION DEAL—Genuine GEM or EVER READY Razor with 1 Genuine GEM or EVER READY Blade, 10 Camel Single-Edge Blades, 5 to a Box, Cellophane, Nothing Finer, at Any Price. 1 Crystal Ball Razor Blade Sharpener, 1 Jumbo Styptic Pencil, \$1 Value. Complete Deal..... **18 1/2c**

Deposit on All C. O. D. Orders.

MILLS RAZOR BLADE CO.
Order From Nearest Branch
301 Broadway, NEW YORK CITY
37 South Wells St., CHICAGO, ILL.

BIG CLOSE OUT LOT
PHOTO ART HANDLE
Assorted Pocket Knives
2 Blades, Brass Lined and Bolsters, Polished Steel Blades, Closed 3/8 inches.



Per Dozen, - \$2.25
Five Dozen for 10.00

Rohde-Spencer Company
Wholesale House,
223 W. Madison Street, CHICAGO

NEW FREE 44-PAGE 1934 CATALOGUE

IMMEDIATE DELIVERIES

100 **100** **100** **100**

Imperial Etched Blue Steel Blades. Sold on Money-Back Guarantee. Former Price, \$1.25 per 100. NOW **75c**

Waterman Double-Edge Blue Steel Blades. NOW..... **75c**

Bobby Pins **75c**

Thumb-Tacks, 36 Tacks to Box, **72c**

Special, 100 Boxes..... **72c**

Pencils, Full Size, Hexagon Shape, With Eraser, Per Gross..... **\$1.20**

Remember, We Want Your Business.

ROSS PRODUCTS
135 W. 22d St., NEW YORK CITY.
25% Deposit with Order Required.

MILLS 5c-25c Escalator Silent Jackpot Bells, \$55.00 Each; Front Venders, \$57.50 Each; Gooose-neck Silents, \$45.00 Each; Face Penny Everitt Bankam Jackpot Bells, Latest Coin Chute, \$42.50 Each; Watling 5c Twin Jackpot Bells, \$37.50 Each; Jennings 1c Little Duke Jackpots, \$32.50; Mills and Jennings Factory Built Reserve Jackpot Bells, 5c, \$27.50. One-third deposit. Get our Prices on New and Used Golden Bells, Mystery Bells, etc. KINZER NOVELTY CO., 1519 E. 64th St., Chicago, Ill.

VERY HOT ITEM
AUTO JOKER or WHIZZ BANG
Sensational in its results. You laugh until you cry. Large profit. "Agents wanted."
\$1.00 Will Bring You One Dozen Samples.
\$9.00 PER GROSS.
One Sale Will Make Another.

ILLINOIS FIREWORKS, Danville, Ill.

To Bring Back Ballyhoo Days

New low cost game will bring 'em back, says manufacturer

CHICAGO, Dec. 23.—Bally Manufacturing Company announced a new pin game, The Pennant, this week which will sell in the low-priced field. The production of a machine to sell in the low-priced field is said to be the result of a nation-wide investigation of the actual requirements of operators today. Ray Moloney, president of the firm, stated that the survey conducted by his company proves definitely that there are from 20,000 to 30,000 locations in this country which will pay a good return on a low-cost machine, but do not justify the installation of the higher priced machines which have been in the ascendancy on the market in recent months. "These locations," Mr. Moloney stated, "will make money for operators if they are properly exploited. Right now they are either neglected entirely by operators or being served with machines that are two or three years old. The purpose of our new machine is to enable operators to cover these spots and earn a very substantial profit."

The Pennant is said to have been developed several months ago, but was held off the market due to the trend toward higher priced machines. Now that investigation has revealed a vast market for a low-cost machine the Bally firm intends to go into immediate production on the new machine, it is stated. The Bally officials affirm that they expect a return of the hectic days of old "Ballyhoo."

The new Pennant is described as being a standard size table game; playing field is walnut panel decorated in a variety of brilliant colors. New features are claimed for the playing field to give lively action and suspense to the ball.

Business Must Be Good... Or--

CHICAGO, Dec. 23.—An example of the recent changes in opinion and criticism of the recovery program was seen in the following editorial in *The Chicago Journal of Commerce*. This newspaper has been one of the most persistent critics of the Administration in the Midwest, but evidently decided to change angles for one day.

"Those who have expressed doubt of the current tendencies toward national recovery have some facts to face in current news."

"In Saturday's edition it was stated that Dun & Bradstreet finds that 'more progress toward recovery is now being made than at any time during the last three months, and this improvement rests on a better foundation than experienced during the midsummer upswing'—which was hailed at the time as a sure harbinger. Christmas buying and repeat, of course, are there as factors, but this commercial agency is reporting for all business: 'Expansion in retail sales, moderate gains in industry and a further rise in employment.'"

"The leading chain store executives are predicting that 'records dating back to 1929 are expected to fall when December sales of leading organizations are made public.' This mark comes close to the common man and the common family. There is little of repeat and hardly any of Christmas rise about it."

"Also connected with food consumption: 'With an increase in tonnage of about 6 per cent, Swift & Company

showed annual sales amounting to a little over \$500,000,000. The pamphlet report of this company for the year ended October 28 shows a net profit of \$10,149,532 after taxes, interest, depreciation and loss on capital assets and securities sold. These earnings compare with a net loss of \$5,337,789 in the previous comparable year, which was regarded as the dead level of the depression period.

"Exclusive of profit accruing from the sale of its own securities bought on the open market previous to the current year, the balance sheet of the Cudahy Packing Company shows net profit from operations of \$1,813,766 for the year up to October 28. This is almost twice the amount of net profit of \$905,985 reported in the previous annual period. It is noteworthy that Mr. E. A. Cudahy, chairman of the board of the company, is quick to admit: 'While it is true that the policy of the national recovery administration has materially increased our operating costs, I see no cause to be apprehensive of the outcome, for the simple reason that not only our competitors but all lines of industry are bearing similar burdens, and these burdens will lighten as industrial activity continues to grow.'"

Predict Vender Rise for 1934

MORRIS, ILL., Dec. 23. — The Northwestern Corporation, maker of a national line of penny and other merchandising machines, has announced its annual Christmas "get acquainted" offer to enlist new operators and customers in the vending-machine field. Concerning the prospects for 1934, the Northwestern house publication states that:

"In 1934 there is not going to be any question as to what type of machines to operate. After passing thru a hectic year the majority of operators have come to the conclusion that after all modern penny merchandising is the successful foundation of any route of machines. Some pretty discouraged operators have come to us the past year with practically the same tales of woe. They had invested heavily in amusement devices, ignoring the fact that these machines enjoy only a short life—and now that the amusement craze has settled down to a more stable business and paying locations are not nearly as plentiful as in the past, what is to be done? "In every case we have recommended, first a route of penny merchandising machines, and as soon as this route is developed to the extent that all machines are in good locations and everything is running smoothly, then invest in some of the best amusement devices or other good paying machines. If they make good money, fine, but if they fail you do not fail, as you have a steady income to fall back on — your penny merchandise vender, the backbone of operating success."

HOUSE WORKERS

(Continued from page 4) shop in St. Louis, Seattle, Chicago and San Francisco. It is now concentrating on New York, and will call a mass meeting next month to show its strength. Organizers are being brought here from the Midwest this week and a terrific local campaign is planned. Local 118 claims its people were not represented in the picture code deliberations. It also claims the circuits are working their theater help more than 52 hours, despite the code 40-hour maximum.

CODE MINIMUMS

According to the code, minor theater workers must be paid a minimum of 30 cents an hour in cities having a population of 15,000 to 500,000, and 35 cents an hour in cities having a population of more than 500,000. Ushers employed in cities of less than 15,000 must receive not less than 25 cents an hour, while other minor employees in similar towns were ordered to be given a minimum wage increase of 20 per cent over wages paid them as of August 1, 1933, with minimum wage set at 25 cents an hour. The union claims the Skouras Circuit this week cut usher wages to \$10 a week, in violation of the code. It also claims other circuits are violating the code minimum wage clauses and says it will ask for restoration of wage cuts and for a closed shop when it appeals to Senator Wagner in Washington.

The international union is headed by Jerry Horan, with headquarters in Chicago. Local 118 is headed by Charles C. Levy, secretary-treasurer, and is located at 575 Atlantic avenue, Brooklyn.

Rumors Jingle Wedding Bells

CHICAGO, Dec. 23.—Wedding rumors flew thick and fast here in coin-machine circles this week. It was reported Al Dalkin, of D. Gottlieb & Company, surrendered his bachelorhood today and that the couple will spend their honeymoon on the West Coast.

Another report has it that A. G. Gaines, crack publicity man of the Frankel-Rose Company, advertising agency for the Gottlieb firm, will take the fatal step December 25. Mr. Gaines could not be reached to confirm the rumor, but Mr. Rose, a member of the firm and himself a confirmed bachelor, was in a "regusted" mood, so it is assumed the rumor is correct. Mr. Rose thinks that the coin-machine business is fast losing its masculinity.

Blatt Eyes Europe and Plans New Home Thrust

BROOKLYN, Dec. 23.—William Blatt, of the Supreme Vending Company, says that his new and revolutionary merchandising plan will be announced very shortly to operators. It will be of benefit to operators 3,000 miles even from Brooklyn, he says, and will be even more surprising than the plan announced two years ago to return 50 per cent of the purchase price on any machine within three months.

Mr. Blatt reports a growing export trade and that he has recently made new connections in Europe which are taking a steady stream of machines. He is contemplating a trip to Europe early in 1934 to help boost the trade in American machines.

THIS WEEK'S SPECIALS

LUSTERFUL ENGRAVED MATCH KING \$2.75 DOZ. \$30.00

Gross- Highly Polished Metal.



JUST OUT!

B510—Attractive Design. Highly Polished Finish. Regular \$1.00 Retail Value. Special Price. Dozen, \$2.75; **\$30.00** Gross

B511—As Above, Cracked Enamel Finish. Dozen, \$2.25; **\$24.00** Gross

B512—Match King, Square Deal Model. Bakelite Case, Assorted Designs. **\$1.75** Dozen

B513—Match King, Booklet Design, Bakelite Cases. Dozen... **\$3.00**

B520—Polished Nickel Shell, Copper Finish Band. 4 Nested Nickel Silver Cups, 3 Dozen Lots, Each... **42c**

1 Dozen Lots, Each... **45c**

Sample, Postpaid, 55c.

B521—Enamelled Barrel Cup Sets, 4 Cups in Gift Lined Barrel Shape Case. 5 mm Prices as Above.

NORWALK BLADES

S. S. R. or N. S. R. Double-Edge **72c**

S. S. R. Single Edge... **88c**

Catalog on Request.

25% Deposit on All C. O. D. Orders.

JOSEPH HAGN CO.

"The World's Bargain House," Dept. BB, 223 W. Madison St., CHICAGO, ILL.

America's Oldest Jobbers — Est. 1895 — 38 Years of Service

SCORE BOARD -- ROCKET -- JIG SAW

ALL OTHER LATEST TYPES OF PIN GAMES and SLOT MACHINES

Write for Catalog of Latest Games and Used Machines.

SICKING MFG. CO., Inc., 1922 Freeman Ave. Cincinnati, Ohio

"OVER THE HUMP" FOR 1934

TO OPERATORS and JOBBERS WE EXTEND SINCERE BEST WISHES FOR 1934

With the old year closing with such radically improved conditions, the new year holds even greater promise for better things ahead.

And—we take this occasion for reiterating our policy for 1934: That, as in years past, the only basis on which we will ask support of "THE NEW DEAL" (or any project we produce) is ON THE STRENGTH OF ITS MERITS AND WHAT IT DOES FOR YOU.

Eastern Office: **D. ROBBINS & CO** 1141 DeKalb Ave., Brooklyn, N. Y.

Western Office: 800 S. Kohler St., Los Angeles, Calif.

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Canadian Office: 115 Phoenix Building, Winnipeg, Man.

ORDER NOW

SLOT MACHINES

MILLS Original S. Jk. Pt. Frt. Vdrs. \$22.50

MILLS Escal. D. Jk. Pt. Frt. Vdrs. 49.50

JENNINGS Single Jk. Pt. Side Vdrs. 16.50

JENNINGS Vict. D. J. Pt. Frt. Vdrs. 37.50

WATLING Dub. Jk. Pt. Frt. Vdrs. 37.50

Hundreds of Other Bargains in Slot Machines.

Write for New Low Price Catalog Now!

PIN GAMES

PIN GAMES—Score Board—Blue Ribbon—42nd Street—The Ritz—Baby Leland—Silver Cup—Leland Standard, with Double Horseshoe—Official Sweepstakes. Write FOR LIST OF HUNDREDS OF USED PIN GAMES NOW!

Send 1/3 Cash or Money Order, Balance C. O. D., P. O. B. N. Y.

WRITE FOR PRICES!

NEW YORK VENDING COMPANY, INC. 42 West 125th St., New York.

TEL. HARLEM 7-0447

FOOLISH QUESTION No. 1,356,702

WHY IS A COW?

SENSIBLE QUESTION No. 1,356,702

Why Do You Get the Lowest Pin Game Prices at Microscope?

INTERNATIONAL MICROSCOPE REEL CO., Inc.

451 W. 31st Street. NEW YORK CITY.

NOTE We will pay \$1 for Most Foolish and \$1 for Most Sensible Question Submitted Each Week.

BANKRUPT MERCHANDISE

NEW COMPLETE CATALOG → JUST PUBLISHED → SEND FOR IT TODAY →

THE LIQUIDATING CO.

For Banks, Bankers, Trust Companies.

175 Fifth Avenue, New York City.

PLEASE SEND ME YOUR FREE CATALOG

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City _____ 122333


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CARDED ASPIRIN, LAXATIVE, SODA MINTS, BREATH-LET'S FOR BLADES, DRUG SUNDBRIES.

Lotions—Extracts—7-Bar Soap—E-Z-Way Home. \$1.35 Doz. Sample, 25c. Send Stamps. BIG LINE FOR STORE, OFFICE AND HOME.

CHAMPION SPECIALTY CO.

514-M Central Street, KANSAS CITY, MO.





HAVE YOU SEEN -
the "Sweetest thing" in town

The Greatest GOLD DIGGER COUNTER TRADE STIMULATOR
FOR OPERATORS EVER BUILT!!!

\$WEET \$ALLY HAS EVERYTHING! \$WEET \$ALLY DOES EVERYTHING!
THAT WILL MAKE MORE MONEY FOR YOU IN 1934!!

WRITE—WIRE OR PHONE FOR INFORMATION TODAY!!!

*Sweet \$ally already
adjudged legal all
over the country!*

Mfd. by . . . EXHIBIT SUPPLY COMPANY
DISTRIBUTED EXCLUSIVELY BY . . .

*Sweet \$ally is the Greatest
Different Coin Machine
Sensation ever placed on
the U. S. Market.*

CHICAGO COIN MACHINE CO. 2200 No. WESTERN AVE. CHICAGO ILL.



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MILLS NOVELTY CO. Jackpot Bells and Venders; KEENEY & SONS Magic Clock; D. GOTTLIEB & CO. Scoreboard; GENCO, INC., Silver Cup, 42nd St.; RITZ; ROCK-OLA MFG. CO. Jig Saws, Swagpates; BALLY MFG. CO. Rocket, Blue Ribbon; DAVAL MFG. CO. Chicago Club House, Gum Venders.

KEYSTONE NOVELTY AND MFG. CO.

26th and Huntingdon Streets, Philadelphia, Pa.



SALESBOARD OPERATORS

Buy this 1,500-Hole Cigarette and Merchandise Assortment complete with merchandises for less than other manufacturers ask for the blank board.

Sample, \$6.50. Lots of 10, \$5.50.

Many other Assortments equally as good. Order sample today and see for yourself whether or not we can save you from 25% to 40% on your board purchases.

H. G. PAYNE COMPANY

203 Church Street, Nashville, Tenn.

Large Variety of Designs

PILLOWS

Beautifully Colored



On High Luster Rayon, Dozen, \$5.40 | On Quality Satteen, Dozen \$3.75

(Size 20x30, including FRINGE.) With Kapok Filling, \$3.00 Dozen Additional. FREE CATALOG—LARGE VARIETY DESIGNS—MOTTOES—COMICS—PATRIOTICS, "ROOSEVELT," Etc. 25% Money Order Deposit Required. Balance C. O. D. For Quick Action, Wire Money With Order.

WESTERN ART LEATHER CO. 1646 Arapahoe St. (Manufacturers), DENVER, COL. P. O. Box 484.



**EASTERN DISTRIBUTORS
BIG SENSATION NOW READY FOR DELIVERY
SCORE BOARD**

JIG SAWS -- SILVER CUPS -- 42nd St.

BARGAINS. 300 used Pin Games, All Makes Will Buy, sell Trade Slots or Pin Games, Arcade Equipments, Mills Escalators, 285,000 and Over, \$49.00 Each, 1 or 100.

WORLD MANUFACTURING CO., Inc.

1697 Broadway, NEW YORK. 51 Broadway, NEW HAVEN, CONN.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

1933: WEEK

(Continued from page 62)

Michigan Legislature passes strict anti-slug bill; Jobbers permitted to see new Rock-Ola games, including Jig-Saw; Counter machine is named for New Deal.

September

September 2—New manufacturers' organization formed and manufacturers' code also takes shape; Michigan operators sign preliminary blanket code; New fall machines are announced.

September 9—Ruling on California sales tax favors coin machines; Tango game becomes problem for Western operators; Chewing-gum trade supports premiums in code.

September 16—Leading points in manufacturers' code made public; Speedway and Rocket games get publicity; Babe Kaufman begins birthday party to last 30 days; Bill Shayne announces new recording device for table games.

September 23—New operators' association in California; A. H. Bechtel commends purposes of the New Deal program; Anti-piracy clause in manufacturers' code occupies limelight; Utah slot-machine license killed; California cigaret operators make code public in full; Rumors of new vending machine association in Detroit.

September 30—Fall market season begins earlier than in previous years; Michigan AMA asks for full publicity on codes; McManus bill brings up machine license issue again in Ohio; World's Fair proves fruitful for new machine-designing ideas; Nat Cohn sees better display rooms as boon to trade; Manufacturers' tentative code published in full.

October

October 7—National Automatic Merchandising Association formed in New York to frame vending machine code; New York operators decide to separate into two organizations; Sportlands spread in New York; D. Gottlieb & Company moves to new factory; Rock-Ola firm adds third floor to plant; Lone Eagle machine claims to be first with totalizer; Opposition to McManus bill in Ohio develops from many angles;

New York operators approve NRA blanket code.

October 14—Drop-Shot machine details are given out; Manufacturers hold special code meeting in Chicago; Texas firm delivers machines by airplane; Announcement of the 1934 Coin-Machine Exposition is made; Counter games increase; Feature articles on coin-machine subjects.

October 21—NADA meeting in Chicago results in important policies; Manufacturers reject idea of entering under fabricated metals code; Plans announced for a Pacific Coast coin-machine show; Manufacturers and distributors hold joint session; Shayne totalizer is shown in Chicago; CMMMA supports price policy of distributors.

October 28—New York jobbers report unity on code of ethics; Minnesota judge declares pin games are legal; Los Angeles police rule to allow not more than two pin games on a location; Wisconsin test case is planned; P. H. Goddard, London, visits American trade,

November

November 4—Los Angeles operators adopt unique protective system; Cigaret venders in London enter apartment buildings; "Alfalfa Bill" Murray takes shot at slot machines; Racing machines show improvements; Game rooms in East increase; French Government watches casinos; First operators' code discussed editorially; "Unfair competition" verdict won by Chicago Coin Machine Company in Birmingham; D. Robbins & Company opens sportland in Brooklyn for testing ideas.

November 11—Coin machines show in numbers at National Association of Amusement Park convention in Chicago; Preliminary hearing on manufacturers' code is news; Jobber and distributor associations in New York agree on price maintenance; Upper Michigan operators are organizing; Michigan AMA asks for ideas in framing operators' code; Philadelphia operators hold banquet; Chicago jury sidesteps tradition to suggest license for gambling devices; A. D. Schaeffer defends rising gum prices; Michigan AMA protests against route men operating coin machines.

November 18—Manufacturers' meeting in New York and Chicago approve

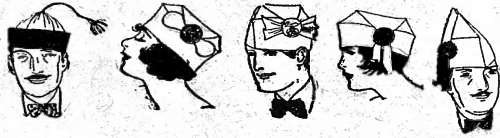
Party and Holiday Goods



Miniature Hats Are Going Big

B45N55—6 kinds. Assorted. Per Gross... **3.00**
 B45N50—6 kinds. Assorted. Per Gross... **4.50**

Crepe Paper HAT Assortment



B45N164—12 Kinds. Assorted. Per Gross... **2.40**
 B46N80—Over 100 Different Styles. Per Gross... **4.00**
 B45N1—Imported Fancy Hats. Per Gross... **5.50**

MISCELLANEOUS

B26N14—BLOWOUTS. 10 Inches. **2.50**
 B13N60—RACKETS. Per Gross... **3.00**
 B13N66—RACKETS. Per Gross... **3.60**
 B17N48—SERPENTINES. Per 1,000 Rolls **2.00**
 B17N42—BULK CONFETTI. 50 Lbs. Least Sold. Per Lb... **6c**

HORNS

RED, WHITE AND BLUE PAPER HORNS conical shape, with striped red, white and blue paper, brass reed, blow easy and loud.

No.	Size	Packed	Gross
B14N1	18 1/2	1/2 Dozen	2.50
B14N2	17	1 Dozen	3.00
B14N3	23	1 Dozen	4.00

PAINTED TIN HORNS, straight, tapered shape, bell end, wooden mouthpieces, brass reed. Finished in solid colors, red and blue.

No. B14N68—Length, 8 Inches.	4	3.25
Dozen in Box Per Gross		
No. B14N69—Length, 18 Inches.	2	7.00
Dozen in Box Per Gross		
B14N5—DUSTER HORN. Length, 14 Inches.		2.50
Per Gross		

N. SHURE CO. ADAMS AND WELLS STREETS CHICAGO

SEE HARLICH'S NEWEST

SALESBOARD IDEAS

Our latest creations are all bell ringers. Really new and different Beer Boards, Trade Boards, Cutout Boards, Novelty Boards, Etc.

WRITE TODAY FOR LATEST LITERATURE

There's Profit in Being First With the Newest.

HARLICH MANUFACTURING CO.
 1401-1417 W. Jackson
CHICAGO

LAST CALL!

HUMPTY DUMPTIES or TANGO DANCERS
 Per 100...\$3.00. Per 1,000...\$28.50
 Cash With Order—No C. O. D's.

Hurst Gyroscope Tops

Per Dozen...\$1.50. Per Gross, \$15.00
 Fan Dancer Cards. Per 100...\$4.00
 Xmas Cards. Per 100...1.00
 Santa Sand Cards. Per 100...3.50
 25% Deposit Required.

LEVIN BROS.
 TERRE HAUTE, INDIANA

minor changes in code suggested by Administration; News released on big Jig-Saw order; Eastern dealers present gold medal to Daval firm; Mr. and Mrs. Morris Sheffras, London, visit in Chicago; Amalgamated operators, New York, announce annual banquet for 1934; Marshall Seeburg injured in auto accident; Bally firm starts production on Rocket in big three-story plant; Roxy Vending announces "open house" celebration.

November 25—Public hearing on manufacturers' code in Washington on November 23; Walter A. Tratsch reported "somewhere in Europe"; Recovery movement aids hope for a new small coin; New Orleans association grows; Autocount appears with modern score-recording mechanism; Maker of coin washing machines dies suddenly.

December

December 2—Informal hearings follow public hearing on manufacturers' code; Los Angeles trade groups unite against tax; Fine Bluff (Ark.) newspaper men appeal contempt case due to pin game editorial; Sales tax collectors ask New York operators for records on machine earnings; Operators get restraint order preventing collection of tax; New 42nd Street game publicized; National congress of inventors in Dallas.

December 9—Manufacturers meet in Chicago to hear reports of code progress in Washington; Administration announces idea of self-policing under codes; New ideas and inventions discussed; Pending legislative sessions increase prospects for new laws; Vending machine code is formed by California organization.

December 16—Texas operators start double-barrel action to defeat State tax; Foreign exhibitors will attend 1934 exposition; Wlms design patent case on Steeplechase; Test case on chance machines in Florida makes progress; Coin-machine mart plans announced from Los Angeles; Administration officials pleased with coin-machine code cooperation; A liberal party for operators; Coin devices get break in Italy.

December 23—"On to Chicago" movement started in New York to boost 1934 exposition; Wisconsin merchants request separate vote on slot machine and liquor ordinance; Sportland men launch organization in New York; New York Vending Machine Association announces big ticket sale for annual banquet; NAAP organization includes queries on coin games in questionnaire to parks; News of Germany's new coin-machine regulation plan; Two New York operators' organizations rush to aid of Bronx district operators; Details of 1934 exposition plans made public; Details of Score Board announced.

42nd STREET



GENCO'S SENSATIONAL PIN GAME
 Shooting—a whirling, spinning ball through 5 movable, chromium arrows TANTALIZING • INTRIGUING • FASCINATING

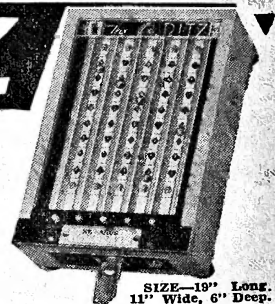
- 7 Flashy, Sparkling, Living Colors.
- ANTI-TILTING DEVICE.
- FAMOUS "FEATHER" LIFT AND FLUNGER COMBINATION.
- SOLID CHROMIUM TRIMMINGS THROUGHOUT.
- SOLID—NU-STYLE CRACK-PROOF LEGS.
- THE GENCO ORIGINAL BARREL SPRING FLUNGER BUMPER.
- The ORIGINAL GENCO Rebound Spring.
- Beautiful Ebony and Natural Wood Inlay Cabinet.
- SMOOTH—EASY—SPINNING PLAY.
- LOW, POPULAR PRICE.

ORDER TODAY

The RITZ

GENCO'S GREATEST COUNTER GAME
 3 GAMES IN 1.
FINGER TOUCH CONTROL

- 3 COMPLETE Different Interchangeable Strips FREE with EVERY Game
- Beautiful, Modernistic Black and Silver Cabinet
- Tantalizing SKILL ACTION
- NEW REWARD FEATURES
- Anti-Filter on Top of Machine
- Steel Gate Traps
- Suction Cups Keep It Rigid
- Highly Polished Smooth and Slippery Metal Runways
- LOW, POPULAR PRICE.



SIZE—19" Long, 11" Wide, 6" Deep.

GENCO INC 2625 No. ASHLAND AV. CHICAGO, ILL.

America's ONLY WOMAN JOBBER

NADA

DON'T FAIL TO SEE OUR DISPLAY OF ALL THE LEADING PIN GAMES

Including **SCOREBOARD** The New Sensation Immediate Delivery.

MILLS SILENT With Escalators. Practically New. Serials 250,000 and Up.

\$49.50

IRVING MFG. & VENDING CO., Inc.
 922 EIGHTH AVE., NEW YORK CITY.
 (Bet. 54th & 55th Sts.) Phone: COLUMBUS 5-4959.
 BROOKLYN BRANCH—300 Irving Avenue.
 BUD FIRESTONE, Manager.

NRA

WE DO OUR PART

DID YOU GET YOUR CARD? XMAS GIFT FREE

WRITE OR CALL TO GET YOUR PRESENT

THERE IS A REASON WHY WE ARE SO BUSY.

Good Stock of All the Latest PIN GAMES, Venders, Slots, Parts, Supplies, Etc.

Satisfaction Guaranteed or Money Cheerfully Refunded.

MAIL OR CALL: 922 8th Avenue, NEW YORK

ROXY VENDING CO.

NAME _____ ADDRESS _____ STATE _____

50% OFF ON MILLS SILENT PARTS

COMPLETE LINE OF ALL MILLS SILENT PARTS 50c OR LESS ON THE DOLLAR

ESCALATORS	\$2.00	STAR WHEELS	.50
COMPLETE SET OF SLIDES	1.00	COMPLETE BASE	1.00
HANDLES	.50	MINT VENDER COVERS	1.00
COMPLETE JAK POT ASSEMBLY	2.00		
METERS	.50		
SPRINGS—All Types	.05		
GRAB HOOKS	.50		

FREE COPY OF SUPREME NEWS—WRITE TODAY

SUPREME VENDING COMPANY,
 557 ROGERS AVE. (Tel: BUckminster 2-0990) BROOKLYN, N. Y.

All latest machines at lowest prices!

THE EMPIRE
 (Chrome Plated)
 Vends Salted Peanuts, Pistachio Nuts, Candy and Toys. Ball Gum, Slug Proof.

PROGRESS—Est. 1916.

SCORE BOARD, NEW DEAL 42nd STREET, RITZ, ROCKET, JIG SAW, SKY RIDE, EMPIRE VENDOR, Also Used Machines. Write for Prices.

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N. Y. Member N. E. A.

WRITE FOR A FREE COPY OF ROBBINS' "AUTOMATIC NEWS"

300% PROFIT ... SELLING STORES

5¢
 (CONTAINING) ASPIRIN

CARDED ASPIRIN, RAZOR BLADES, CHEWING LAXATIVE, BREATH PELLETS, ETC. 36 TINS ASPIRIN DISPLAY, NOVELTIES, NOTIONS, HOUSE TO HOUSE ITEMS. Protected Territory. Write for Details. Avoid Delay. Enclose \$1.00 for 25 Card Assortment.

IMPERIAL SUNDRIES CO. BOX 3000
 893 BROADWAY, NEW YORK CITY, N. Y.

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

EQUIPPED WITH SCORE CARD FRAME.



SIZE:
36" by 18" by
37" High.
PENNY OR
NICKEL PLAY.

The **Hottest Hit Since BALLYHOO!**
PENNANT
Greatest **VALUE**

in all **PIN GAME** history!

Operators! Here's your Happy New Year! A \$35 VALUE FULL-SIZE DE LUXE PIN GAME FOR ONLY \$22.50! A new and original idea that will make **BIG MONEY FOR YOU!** A brilliantly beautiful machine you'll be proud to place in your choice locations. A price that makes it possible to operate in thousands of spots you simply can't afford to serve with the higher priced games. That's **THE PENNANT . . . 1932 PRICE . . . 1934 QUALITY . . . and 1935 PLAYER APPEAL!**

SIZZLING ACTION!
GORGEOUS COLORS!
Tantalizing SKILL Shots
HIGH SCORES! DOUBLE SCORE!

*The Ideal Machine for Competitive Play
Between Two or More Players*

SPEED and FLASH bring in the CASH!

Snap the tested-tension triple-spring shooter . . . and see the ball streak around the board . . . see it sneak through the double ● PIVOT SWITCH and glide up the tricky, tantalizing ● HAIRPIN TRACK! Watch the ball dance and leap like a jack-rabbit, propelled by the power of the four ● WHIP-SPRINGS! Watch what happens when the ball goes through the ● WHIRLING MILLS and shoots out again at unexpected angles! Watch **THE PENNANT** in action and you'll see why this dazzlingly different game attracts the most "fed-up" players and holds them spellbound for hours at a time!

MECHANICALLY PERFECT—TROUBLE-PROOF!

THE PENNANT has been ready for three months . . . held back only because the trend in recent months has been to higher priced machines . . . released now because our nation-wide investigation discloses a demand for a popular low-price game. During these three months **THE PENNANT** has been subjected to every test . . . every possible "bug" has been eliminated. It's the smoothest, sweetest playing machine you ever saw!

7-DAY MONEY-BACK GUARANTEE

Don't take our word for the spectacular Player appeal and huge earning power of the **PENNANT** . . . Order your machines today. Try them on location. If you are not entirely satisfied, return machines within 7 days for a full refund. Rush your order to your favorite jobber or wholesaler—**TODAY**—and get in on the ground floor. Don't delay! Remember how operators fought and begged for Ballyhoos. You'll see history repeat itself on the **PENNANT** . . . order now!

TO INSURE PROMPT DELIVERY, WIRE YOUR ORDER TODAY!

PRICE ONLY... 22.50 EACH
1 OR 100 + INCLUDING LEGS + TAX PAID

TERMS: 1/3 Deposit with Order, Certified Check or Money Order, Balance C. O. D., F. O. B. Chicago.

50,000 LOCATIONS NOW RIPE FOR THE PENNANT

The sensationally low price of **THE PENNANT**, made possible by the modern money-saving machinery in our new factory, brings back the Boom Days of Ballyhoo . . . when every spot where people congregate was a profit-producer for hustling operators. Thousands and thousands of No. 2 locations . . . Barber Shops, Shoe-Shine Parlors, Delicatessens, Candy Stores, Neighborhood Shops, Etc. . . are now neglected because the traffic will not pay a return on high-priced machines. But with **THE PENNANT** you can again work these locations, get back your small investment in a hurry, and earn a substantial profit. And in your No. 1 spots **THE PENNANT** will prove a gold mine . . . especially in cigar stores, taverns, etc., due to the fact that the **HIGH SCORE** layout makes **THE PENNANT** ideal for a friendly match between the boys for so much a game. Get busy now! Line up every possible spot in your territory for the **PENNANT!** It means **BIG MONEY** for you!

\$3.00 TRADE-IN ON BLUE RIBBON
See Your Jobber for Details.
OPERATOR'S PRICE\$89.50
Trade-in Allowance on Old Machine..... 3.00
NET PRICE, \$36.50 Each
1 or 100

See **ROCKET** now...
NEW IMPROVED COIN MECHANISM
POSITIVELY JAM-PROOF
Complete new Coin Rotor and Tube Filler.
Operator Price, \$72.50. Lots of 5 or More, \$89.50 Ea.

DICETTE
BALLY'S NEW 5-DICE COUNTER MACHINE
Price only \$12.50 EACH

NRA BALLY MANUFACTURING CO. 4619 RAVENSWOOD AVE., CHICAGO, ILLINOIS
Southern Office and Warehouse: 685 Linden Avenue, Memphis, Tenn. — West Coast Office and Warehouse: 106 Golden Gate Avenue, San Francisco. — Eastern Office and Warehouse: 417 W. 47th Street, New York City.
FOR SPEEDY SERVICE ADDRESS INQUIRIES TO OFFICE NEAREST YOU

Gottlieb's REMARKABLE GAME

SCORE BOARD

The Game that's ONE YEAR AHEAD!



SCORE BOARD
\$35.00
 1 or 100
 legs included
 TAX PAID
 CHICAGO

A NEW era of pin game design is here! Just as Five Star Pin, Big Broadcast and other Gottlieb machines amazed the coin machine world with their sensational, ingenious fields, SCORE BOARD upsets all old ideas... smashes all pin game limitations to bring forth an entirely new playing ideal. For the first time, SCORE BOARD utilizes the triple appeal of Ball and Field Control, Score Register and Automatic Reward Recorder.

The entire field may be tilted to skillfully guide each ball into desired alley! Amazing as it seems, this new, original idea is actually possible with SCORE BOARD! As each ball enters

an alley, the score is registered and totaled. The sixth and succeeding balls in a single alley automatically sets up reward points, abolishing old-fashioned award cards.

That in a nutshell, describes the revolutionary operation of SCORE BOARD. Its playing details, brilliant beauty and mechanical simplicity can be best appreciated by actual inspection. You can readily see that SCORE BOARD is not simply a made-over game, with a mere re-arrangement of pins and trimmings, but is a vitally new, fully tested, absolutely bug-proof machine! A brilliant money-maker! See or order SCORE BOARD now!—The Game That's One Year Ahead!

See These features that will be the talk of the country!—

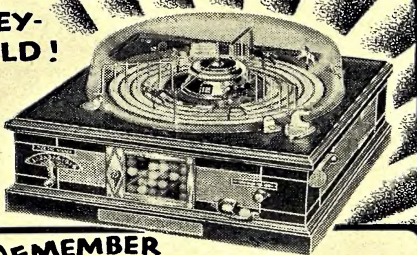
CONTROLLED PLAYING FIELD
AUTOMATIC REWARD RECORDER
 Size: 37" Long—20" Wide.

D. GOTTLIEB & CO.
 2736-42 N. Paulina St., Chicago, Illinois
 NEW YORK LOS ANGELES MINNEAPOLIS DALLAS
 1123 Broadway 1347 W. Washington St. 1643 Hennipin Ave. 1108 Main St.

BELIEVE IT, IT'S TRUE — — — **by Evans**

THE BIGGEST MONEY-WINNER IN THE FIELD!

SARATOGA SWEEPSTAKES BALL GUM VENDOR



REMEMBER
NO OTHER GAME OFFERS YOU—

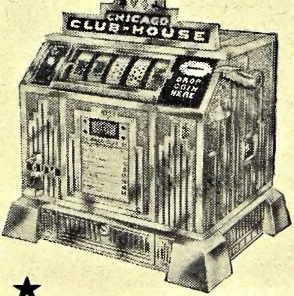
1. Horses Actually PASS and REPASS Each Other!
2. All-Around Visibility Through Glass Dome!
3. Profit-Protection by Means of Variable Odds!
4. Absolutely no Favorite Winners!
5. Cheat-Proof in Every Respect!

—and Many Other Important Features.

Thousands of new and old locations have opened up to the "Aristocrat of Race Machines"—SARATOGA SWEEPSTAKES. Now available in Ball Gum and Plain Models. With or without Pari-Mutuels. Two styles of cabinets—Walnut or Natural Cedar finishes.
 Write or Wire for Prices and Details on New Models.
H. C. EVANS & CO.
 1522-28 West Adams Street, CHICAGO, ILL.

IMITATOR

Since the first CHICAGO CLUB HOUSE appeared on the market there are now a number of imitators. Every day as we hear of another imitator we actually "pat ourselves on the back" for what we realize that we HAVE produced the GREATEST MONEY-MAKER AMERICA HAS EVER HAD. The imitator hurts no one but himself. He shows by his actions that he lacks originality and constructive ability. Therefore every thinking operator realizes his best bet is to deal with the "originator" because the originator certainly knows how to build his own machine BEST.



Both the CHICAGO CLUB HOUSE and the DAVAL GUM VENDORS are today America's most imitated machines.
 That's ANOTHER BIG REASON for you to ORDER TODAY Daval's

Gold Medal
 CHICAGO CLUB HOUSE and

Gold Medal
 DAVAL GUM VENDORS with Automatic Coin Dividers and Separate Cash Boxes.

DAVAL MFG. CO. 200 SO. PEORIA ST. CHICAGO ILL.
 NEW YORK OFFICE: 656 BROADWAY, NEW YORK CITY

Ach Himmel!

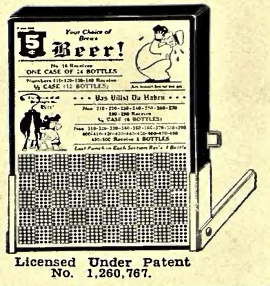
Here's a Real Money Maker

FLASHY 1000-HOLE BOARD (5 COLORS) TAKES IN \$50.00—PAYS OUT 216 BEERS

Price Complete With Easel \$1.30 Plus 10% Tax

CHAS. A. BREWER & SONS

Largest Board and Card House in the World
 6320-32 Harvard Avenue, Chicago, U. S. A.



Licensed Under Patent No. 1,260,767.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

EAGLE DEAL BOARD

PEP UP YOUR PLAY WITH THIS NEW TIMELY BOARD

Write to Nearest Branch Office for Illustrated Folder

IF IT'S A SALES BOARD WE HAVE IT

- GLOBE PRINTING CO.**
 MAIN OFFICE AND FACTORY
 1023-25-27 RACE ST. PHILA., PENN.
- | | |
|---|--|
| 16-18 WEST 22 ND STREET, NEW YORK N.Y. | 441 THIRD STREET, SAN FRANCISCO, CALIF. |
| 418 SOUTH WELLS STREET, CHICAGO, ILLINOIS. | 123 KLEIN STREET, SAN ANTONIO, TEXAS |
| 920 EAST 34 TH STREET, CACOMA, WASH. | 272-274 MARIETTA STREET, ATLANTA, GEORGIA. |
| 235 GLISAN STREET, PORTLAND, OREGON | 1356 N.E. 1 ST AVE., MIAMI, FLORIDA |
| 111 SUMMER STREET, BOSTON, MASS. | |

USE GLOBE BOARDS

Color will increase the selling power of your advertisements!

DATE BOOKS

for 1934
NOW
READY!



Dated from December 1, 1933, to February 1, 1935, Actual Size 2¾ x 5½ Inches

They're Handy To Have!

Keep a Record of Dates and Appointments,
Know What You Make and Spend Each Month.
Have Your Friends' Addresses Handy.
Make Special Notes of Important Things.
Essential Data Always at Your Fingertips.
Know How Much Mileage Your Tires Are Giving.
A Good All-Around Reference Book.

Mailed to Any Part of the World

25c

EACH.
Cash With Order.

Your Name in Gold on Cover

15c

For Each Line.

Handsome Fabricoid Cover

Here's What They Contain

Identification Page, Postage and Mail Information.
Weather, Time, Weight and Measure Information.
125 Pages for Daily Memorandums.
Census Figures.
Addresses—The Billboard Offices.
Calendars for 1932-'33-'34.
U. S. and World Maps.
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The Billboard Publishing Co.
Cincinnati, Ohio

COMPARE THESE TWO EXAMPLES

They are exact duplicates except that one has been made into a two-color advertisement. Which do you like better? We will venture to say the one on the right.

DATE BOOKS

for 1934
NOW
READY!



Dated from December 1, 1933, to February 1, 1935, Actual Size 2¾ x 5½ Inches

They're Handy To Have!

Keep a Record of Dates and Appointments,
Know What You Make and Spend Each Month.
Have Your Friends' Addresses Handy.
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Essential Data Always at Your Fingertips.
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EACH.
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Brief Business Laws.

The Billboard Publishing Co.
Cincinnati, Ohio

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UTILIZING color in advertising to attract the attention of readers as well as for showing products in their natural state is sound merchandising.

Its wide use by national advertisers furnishes the necessary proof of this assertion, as does the survey of a national magazine which brings out the fact that 40 per cent of advertising expenditures in magazines is for color.

Color is made doubly effective in The Billboard because it is obtainable on the covers and on inserts only. The small additional cost over the regular black and white rate is practically negligible. In many instances, extra original plates are not needed, making the use of color in The Billboard a very simple matter.

Make your advertisements more attractive and more effective; profit by using color in your 1934 campaign. Good copy and ideas are only part of the job. There is one thing more you can do to increase their selling power—add a touch of color.

Color Rates and Information Will Be Sent Upon Request --- Write Today

The Billboard Publishing Company
Cincinnati, Ohio

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