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The Billboard

JAN 24 1933

The World's Foremost Amusement Weekly
January List Number



**The Authority of
Show Business**



A CENTURY OF PROGRESS

A Year of Achievement

1933 will focus eyes of everybody engaged in the amusement business upon the gigantic World's Fair, opening in Chicago June 1. Many will take advantage of the opportunities offered by this event. Thousands of others will be unable to go to Chicago. All will watch with keen interest the happenings of this mammoth project.

The article below, reprinted from the January 14 issue of The Billboard, outlines our program to report each week what progress

is being made in building the exposition; what amusement devices are being installed and by whom; concessions booked; policies to be followed by the fair in handling exhibits and amusements; general news notes of the personnel.

If you want to keep informed regarding the 1933 World's Fair read "Billyboy" EVERY WEEK. USE coupon below.

Keeping in Step With A Century of Progress

News and Notes of What Is Going on at Chicago's Second World's Fair in the Making

CHICAGO, Jan. 7.—When Chicago's 1933 world's fair—A Century of Progress—opens next June 1 every feature contemplated in the program announced two years ago will be ready, according to officials of the exposition. Every building will be completed as scheduled and every major exhibit will be in place.

Approximately \$6,000,000 has already been spent on the exposition's construction program. Exhibit space in exposition and special exhibit buildings costing a total of \$4,755,324 are under contract, and contracts for entertainment and amusement of visitors representing an investment of an additional \$4,300,000 have been signed.

This gives some idea of the magnitude of next summer's fair and also the remarkable progress that has been made in the face of conditions that might be expected to discourage the most optimistic.

Believing that thousands of show people in every branch of the amusement field throughout the country are deeply interested in the fair, *The Billboard* has laid plans to keep them informed from week to week as to what progress is being made in building the exposition; what amusement devices are being installed and by whom; concessions booked; policies to be followed by the fair in handling exhibits and amusements; general news notes of the personnel of the fair and its attractions; in short, everything that may be of interest to readers of *The Billboard*.

Within a few months hundreds of showfolks will be moving into the exposition grounds. It is they who will provide action, color, romance for the greatest fair that has ever been staged. For their chronicles watch these columns, which will be expanded as the growth of the fair progresses.

A Temple of Music, to cost \$100,000, is being planned by the Friends of Music, a women's organization. Dollar member-

ships are being sold to finance the proposition.

Lew Dufour, well-known outdoor showman, has been a frequent visitor at the fair's grounds and offices during the holidays, and it looks as if he will be all rot to go when the fair opens.

John Drury has been commissioned to write the official Century of Progress guide book of Chicago.

Nat D. Rodgers, chief of amusements, has returned from a holiday trip to Florida. He found mountains of work awaiting him and has plunged into it with characteristic energy and enthusiasm.

Representatives of America's billion-dollar paper industry have contracted 2,100 square feet of exhibit space in which will be shown the 10,000 uses of paper, from napkins to car wheels.

An interesting exhibit will be a glass automobile, full size and constructed entirely of glass panels, with the exception of its blue vital parts. These parts will be described by means of electrical acoustics. The exhibit is being prepared by Martin Jester, of Jester Exhibits, Inc., who has been appointed director of exhibits attached to the office of the U. S. Commissioner in connection with Federal participation in the fair.

Plans are being worked out to extend the surface car lines to the fairgrounds. An elevated structure will carry the Roosevelt Road (13th street) car lines over Wabash avenue, Michigan avenue and Illinois Central tracks to a station between Soldier Field Stadium and Field Museum.

Officials of the fair have concluded arrangements with the Pal-Waukee Airport, Inc., for large 10-passenger twin-motor Sikorsky amphibian planes to carry sightseeing passengers up and down the lake front over a course of approximately 15 miles, and a shuttle service is planned to connect with incoming and outgoing air liners at Municipal Airport to carry visitors arriving by air direct to the fairgrounds.

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Camel Ads Mark Magicians

Reynolds firm's exposure
of illusions brings protests
—magic societies acting

CINCINNATI, Jan. 28. — America's magicians, of which there are, conservatively speaking, some 25,000, amateur and professional, are up in arms. No little irked as the result of the J. Reynolds Tobacco Company ads which appeared in the country's leading newspapers last week, advertising the firm's Camel cigarettes, and, in the form of a lieup, exposing a major escape trick in a popular illusion.

The first of these exposes, the "Houdini Can Escape," appeared in the Reynolds company ad early last week and was followed later in the week by a copy of the popular levitation illusion, "The Living Body," better known in magic parlance as "Rod Thru the Body," appears in the leading dailies today.

According to information reaching *The Billboard*, the Reynolds expose series consists of 12 layouts to be placed nationally. It is understood that the ads are being placed thru the W. Estes Advertising Corporation, New York.

A flood of communications has been received by *The Billboard* from magicians in all parts of the country condemning the use of the magical expose the Reynolds firm to foster its product. Carbon copies of wired letters sent by magicians to the J. Reynolds Tobacco Company, Winston-Salem, N. C., asking the company to put a halt to what several described as the "illegitimate form of advertising," also were received. It was also urged that every magician in the country and those in sympathy with them in the matter send in their protests to the Reynolds company.

A *Billboard* wire to officers of the three major magic bodies—the Society of American Magicians, the International Brotherhood of Magicians and the International Magic Circle—brought replies asserting that all three groups were taking action on the matter.

W. H. (Dom) Domzalski, chairman of the Council of Seven of the IMC, wired follows: "The International Magic Circle is emphatically opposed to the present system of exposure of magic and illusions by the Reynolds company."

A similar reply was received from W. Durbin, president of the International Brotherhood of Magicians, who (See CAMEL ADS on page 55)

Jones Shows' Tour Officially Announced

COLUMBIA, S. C., Jan. 23.—While attending the annual meeting of the South Carolina Association of Fairs here last week Mrs. Johnny J. Jones announced officially that the Johnny J. Jones Exposition Shows will be on tour the coming season. The announcement was corrective of rumors that, because of a re-division of show properties and some individuals directly concerned in the operation of the company the last two years, the Jones show would not be on the road this year. Mrs. Jones addressed the fair men at their meeting, stating that the show will be kept up to the standard of her late husband in every possible respect.

Mrs. Jones told the local representative of *The Billboard* that the names of her executive staff members will be given for publication in the near future.

J. L. Murray, last year general manager of Johnny J. Jones Exposition, Inc., and William Jennings O'Brien, its general agent, both to be with the Sheesley show this year, attended the fair meeting, as did John M. Sheesley.

He Couldn't Take It

SAN FRANCISCO, Jan. 23.—Shoe-stringing radio advertising agency operating in the Bay region recently accepted the resignation of an executive on rather unique grounds.

Employee had been quadrupling as production manager, continuity writer, announcer and publicity manager for coffee and cakes when the agency owner asked the "staff" to become radio advertising salesman in addition to the other duties. At that the employee blew up and tendered his resignation. Now the shoe-stringing seems about broke without the ambidexterous one.

A. F. Thaviu Lands Free-Act Contract for Class-A Fairs

Midway attractions for large Western Canada circuit to
Castle-Ehrlich-Hirsch again—concessions to Goodman
and Hock—Conklin gets midway for "B" Group

CHICAGO, Jan. 23.—Information has reached Chicago that A. F. Thaviu, who is well known in the outdoor show world for his band and presentation, has been

awarded, for the first time, the contract for free acts for the Class A Canadian fairs this year. The award was made at the annual meeting of the Western Canada Association of Exhibitions at the Fort Garry Hotel, Winnipeg, last week.

The midway attractions at these fairs in 1932 were furnished by the Castle-Ehrlich-Hirsch Shows, and they were again given the contract for that department for this year.

The contract for concessions went to Max Goodman and Edward A. Hock.

The Class A Circuit consists of the fairs staged at Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Saskatoon, Sask., and Regina, Sask.

J. W. Conklin received the contract for Conklin's All-Canadian Shows to furnish both midway attractions and concessions at the 1933 fairs making up the Class B Circuit.

Representatives of attractions, concessions, etc., in attendance at the meeting included the following:

Attractions: Barne-Carruthers, Ed F. Carruthers; Taylor's Hollywood Personalities, Earl Taylor; Northwest Amusement Company, Julie Miller; Lew Rosen-thal's Amusement Enterprises, Lew Rosen-thal; Schooley's Musical Productions, Edgar I. Schooley; Miller's Jewels Revue, Leo Semh; Sloane's Auto Races, Alex. Sloane; De Waldo Attractions; Roundup Rangers, Charles C. Herald; World's Fair Show, A. F. Thaviu; John B. Rogers' Pageants, Theodore Fish; Ernie Young's Production, Ernie Young; special attraction, Stradbroke stables, Thomas Sumner.

Midways: Castle-Ehrlich-Hirsch Shows, Johnny Castle and R. L. Lohmar; Conklin's All-Canadian Shows, J. W. Conklin; Royal American Shows, C. J. Sellmayr.

Fairs: Miller's Exhibition Band, Lieut. Col. H. W. Arnold and T. H. Miller; 91st Highlanders Band, Captain Stares; F. C. L. I. Band, Capt. T. W. James.

Concessions: Goodman Concession Company, Max Goodman and E. A. Hock; (See A. F. THAVIU on page 55)

Stumbling Block To New Theaters

NEW YORK, Jan. 23.—For the first time in 20 years a new city Building Code, including theaters, has been written, and an attempt is being made to rush its passage. It is, however, faced by the opposition of a voluntary committee of the theater, which deems the code's chapter on theaters to be too severe. The new code was written by Herbert J. Krapp, architect, while the opposition committee was formed at the instigation of Senator J. Henry Walters and Arthur J. Benline, of RKO.

Krapp wrote the code when the Merchants' Committee here believed that certain amendments could be made, due to changes in conditions over a period of 20 years. However, it was not the original intention to rewrite the entire code. The voluntary committee contends that Krapp has made his code too strict and concentrated the theater section too much on houses of 1,500 seats. Also claim that his requirements would increase cost of theater building by 50 per cent. Other objections voiced by the committee include the ruling that no theater can go over 2,500 seats with a 25-foot front and the relegation of power from the Superintendent of Buildings to what is called the Board of Appeals. The opposing group also objects to the clause which limits space over theaters to stores, apartments and offices, making no men- (See STUMBLING BLOCK on page 55)

Advertisers Sound Warning Note On Radio Talent's "Padded Costs"

NEW YORK, Jan. 23.—"Padded prices on radio talent" came in for a clam at the hands of Stuart Peabody, manager, sales and distribution analysis of the Boyden Company, and president of the Association of National Advertisers, Inc., during course of an address delivered last Wednesday at the Advertising Club of New York.

Peabody entitled his talk, "What the National Advertiser Is Thinking About" and twice mentioned specific points of interest to radio program sponsors. Going into many details on matters pertaining to lowering the cost of advertising and methods now used in obtaining real facts on all matters pertaining to the subject in general, Peabody revealed the fact that an example of co-operation in fact-finding is the Co-Operative Analysis of Broadcasting, a work which was started and put into effect by the ANA in order to obtain for its members vital facts on radio programs that the

seller was unable to supply. More than \$64,000 was expended out of individual pockets by advertising agents and to this sum has since been added \$32,000. "Some day," said Peabody "... it is our hope that this research undertaking will have a third underwriter, in the collective personality of sellers of radio time."

Mentioning some of the added costs to advertisers, he indirectly likened the padded costs of radio to that of the padded circulation statement of a periodical or newspaper, and concluded this part of his address with "Padded prices on radio talent—money which talent does not receive but which is largely diverted to go-betweens—must end. Advertising cannot continue to support the parasites who inflate the cost of radio talent."

Toward the close of his talk, Peabody said advertisers in 1933 were going to save a lot of money by resisting rackets, but did not mention this in connection with radio.

Bitter Fight Is Waged To Retain Appropriations for Aid to Roads

WASHINGTON, Jan. 23.—One of the bitterest fights which has marked the present and the last session of this the 72d Congress has been over the question of federal aid to roads. The economy program has resulted in materially paring the amounts to be appropriated for this purpose. In the House agricultural appropriation bill, but proponents of federal aid are planning to seek a compromise in the Senate.

In an effort to retain the \$100,000,000 of annual appropriations for federal aid to roads 14 governors, thru their highway commissions, joined recently in an appeal to Congress, but among those in strategic position, from a Congressional standpoint, to combat this plan was Representative Henry T. Rainey, of Illinois, floor leader for the majority in the House.

Motorized circus executives have a keen interest, naturally, in the extension of modern highways as a whole, but these interests in particular are interested not only in the main highway lines being maintained and the mileage increased, but also in the extension of the improvement programs to the secondary roads. One of the advantages to the circus owner of motorized transportation is that it enables him to reach many of the smaller but still important population centers from a circus point of view which could not be reached by rail line.

There is a disposition apparent upon the part of numerous States to give attention at this time to the extension of improved mileage on the secondary roads, and for two reasons: One is that (See BITTER FIGHT on page 55)

Leisure Study Courses Planned As Shorter Work Week Is Heard

WASHINGTON, Jan. 23.—Hearings have been started by Chairman William Connery, of Massachusetts, of the House labor committee, on the question of the five-day-week and the six-hour-day proposal, with the possible object in view of initiating legislation for the bringing about of this change. Wrapped up in this question and in agitation of this or some like proposal is an angle of vast importance to the amusement industry. While the average man may not yet have a conception of the force which such a movement is taking on, that the question is one to be reckoned with there seems no ground for disputing. Evidences of this fact are many. An interesting example is furnished in a step taken by Butler University, on the outskirts of Indianapolis.

Dean Albert E. Bailey of this university is preparing to inaugurate a schedule of classes to give instruction in the "utilization of leisure." His view is that as shorter working hours arrive, and he seems to think this is inevitable, people will need to give some attention to the utilizing of their free time to prevent it becoming bodesome. Dean Bailey is quoted as saying that "the world is full of things to enjoy," and he concludes, therefore, that a study of spare-time disposal not only would be worth while, but that in the making of this study one may learn how better to take advantage of such spare hours as may already be had, whether it be in the improvement of the mind or in the making the most of recreation.

If experience may be relied upon in the reaching of conclusions as to how (See LEISURE STUDY on page 55)

IATSE Wins a Point in Court

Succeeds in getting Appellate Division to allow picketing—Kaplan thrown

NEW YORK, Jan. 21.—The IATSE's fight to oust the three receivers appointed by Justice Cotillo to watch over the affairs of Local 308 was carried to the Appellate Division of the Supreme Court yesterday. Counsel for the IA demanded dismissal of the court appointments on the ground that the receivership placed the Supreme Court in the position of controlling strikes and posting pickets. However, Justice Francis Martin reserved decision on this point. Former United States District Attorney Charles H. Tuttle, who has been retained by the IA to plead for the removal of the receivership edict, declared that unless Justice Cotillo's decision were reversed it would be a drastic blow against all organized labor.

Counsel for Sam Kaplan, deposed president of the local, opposed Tuttle's request for removal of the receivers, asserting that the international union had removed Kaplan illegally and that the removal was not sanctioned either by the constitution of the local or the international body. The IA won one point in its plea before the Appellate Division, insofar as it was permitted to direct the receivers to do picketing.

It was pointed out by those interested in blocking the IA's attempt to remove the receivers that Justice Cotillo had decided that, regardless of the parent body's offer to post a \$500,000 bond to guarantee proper handling of the local's funds, which amount to only about \$300,000, he didn't consider them fit custodians of the properties.

Another court proceeding, which was brought by Kaplan while still president of Local 308, was an application for an injunction against the Empire State Motion Picture Operators' Union. The application was denied yesterday by Supreme Court Justice Mitchell May. The injunction suit was to restrain the Empire from illegal picketing.

Portland, Me., Looks Bad

PORTLAND, Me., Jan. 21.—A survey of the local theatrical situation shows that it is none too encouraging.

Public's two first-run houses are finding it difficult to draw in patrons under any conditions, while the Keith house has posted a two weeks' notice, indicating vaudeville to be out after January 27.

A new stock company at the Jefferson is finding the going rather bad. Expenses were met the first week, but the second week opened poorly.

The second-run house operated by Public is apparently Portland's favorite theater. This week that house went back to a triple change and poked them the first two days with *Grand Hotel*.

As an example of how tough things are here, *I'm a Fugitive* opened at a local house the day Burns, the author, was arrested, and yet the picture failed to entice patrons.

"Blossom Time" Follows "Face the Music" in Chi

CHICAGO, Jan. 21.—*Face the Music*, despite the fact that it received excellent notices, has failed to click here and will close next Saturday, returning to New York for another run there.

It will be followed by *Blossom Time* Sunday, January 29. Show will be scaled at \$1.50 top.

Woolams Out of FWC

HOLLYWOOD, Jan. 20.—L. A. Woolams has resigned as vice-president in charge of finances for Fox West Coast, and plans to return to New York. He will be succeeded by Fred L. Metzler, recently appointed FWC treasurer. Metzler formerly held a finance post with Paramount and until recently was a member of the Balaban & Katz board.

Mason City in Again

CHICAGO, Jan. 21.—Mason City, Ia., again using vaude, which is being booked thru Nan Elliott, of the local William Morris office.

Sheriff Goes to Show

LAKE CHARLES, La., Jan. 21.—Two thrillers were enacted at the Arcade Theater here last night. While a good-sized audience, including Sheriff Henry Reid and District Attorney John J. Robbra, sat inside watching a crime play on the screen, two masked men held up the box office in the lobby. They went about their work in a business-like and quiet manner, one holding a gun at the side of Mrs. Tommy Starmer, cashier, as he scooped up the cash in the drawer, while the other, also flourishing a weapon, forced Eidney Tavener, ticket-taker, and several patrons to stand back until the box-office robbery had been completed. The pair, after taking the precaution of disconnecting the box-office phone, escaped thru a side door. The management estimated the loss at \$150.

Sam Katz Out As B&K Exec.

CHICAGO, Jan. 21.—Sam Katz, who recently resigned as president of Balaban & Katz, was not re-elected to the board of directors when the annual meeting of the corporation was held Monday. Charles A. McCullough and Walter Immermann, the latter vice-president and general manager of Balaban & Katz, were elected directors of the company, replacing Sam Katz and F. L. Metzler. This increases the Chicago representation on the board and makes Chicago the center of operations for the corporation. The directors will meet Monday to elect a president.

Retirement of Katz ends a business association between him and A. J. and Barney Balaban that began in 1917, when the trio purchased the Central Park Theater. This formed the first link in what has become a chain of 35 houses.

At the meeting Monday Barney Balaban, secretary and treasurer of the company, informed the stockholders that the firm operated at a loss in 1932. It was stated the corporation strengthened its financial position by writing off capital assets having a book value of \$1,200,000.

Exhibitors Ask Butterfield To Lead in New Organization

DETROIT, Jan. 23.—W. S. Butterfield has been solicited by about 50 independent exhibitors in this State to organize a Motion Picture Theater Owners' unit to be "operated by exhibitors who own theaters, lease theaters and are actually operators of these theaters personally."

Butterfield says that "it will be an organization made for the benefit of exhibitors only and not for its officials. It will work in harmony with the Allied Association of the State, as they have already been approached to work in union. This new organization's aim will be to try to iron out difficulties of the independent exhibitors with the producers. Its motto will be one for all and all for one. Its officers will be made up of principal exhibitors of the State of Michigan, and its books will be open for inspection and its by-laws will be simple."

Indecent Show Operators Heavily Fined on Coast

LOS ANGELES, Jan. 21.—Four women and six men were found guilty in Municipal Court this week of participating in indecent performances on Main street and were fined various amounts totaling \$3,050. Arrests are first to be made under the new L. A. theater censor law. Harry Horowitz, proprietor of the girl shows at two different spots on Main street, was fined \$500 and sentenced to 180 days in jail. Joe Horowitz, his brother and partner, was fined \$400 and given 120 days. Fines of \$250 each, with the alternative of 90 days in jail, were imposed on Oleons Hart, Helen Moore, Betty Harmon, Dollie Carman, James Allen, Edward Sweeney and Jack D'Arcy. Charlie Allen, who was "floor manager" at the dives, was fined \$400 or 170 days.

Deputy City Prosecutor Wyman Reynolds, who obtained the convictions, characterized the evidence as "almost too filthy for the court records," and further declared: "We are going to keep right on making arrests until we drive these shows out of business."

Harry Horowitz is now serving terms of 90 and 60 days for previous convictions of operating indecent shows.

Hot Music New London Craze

Mrs. Jack Hylton forms own band — Mills buys two foreign hit tunes

NEW YORK, Jan. 21.—London is going for hot music in no uncertain manner, according to Irving Mills, of Mills-Rockwell, Inc., who has just returned from an extended trip to European music centers. While English musicians have long been interested in the hot and impromptu choruses handed out by American musicians, whose photograph records have been intensively studied, recent spreading to England of the Brunswick company disks which have a wealth of race artists under contract has given new impetus to the desire for red-hot recordings. Brunswick artists include the Four Mills brothers, Duke Ellington, Cab Calloway, Don Redman and others. Sales of the Brunswick disks abroad are increasing in leaps and bounds, since the platters are offering a strong contrast to the style of the English bands.

On the other hand, in the opinion of Mills, England's own orchestras have developed a marvelous style of their own, with competent arrangers, most of the recordings and dance numbers being of the sweet and pretty variety with an occasional hot lyric as only the English can do them. Two American band leaders came to the front with huge success in London during the past two years, one being Jack Harris, doing considerable society dance engagements, and Roy Fox, who is now holding forth at the Kit Kat Club.

Mrs. Jack Hylton, wife of the w.-k. maestro, has organized a band of her own, says Mills, and she threatens to start a new fem leader movement, somewhat along the lines of the women leaders here such as Blanche Calloway, sister of Cab, and many others. At present Mrs. Hylton, who has just completed organization of her outfit, is playing dance dates in the provinces and will soon come into London, and goes on record as being the first lady to lead a dance band in England.

Among the songs of which Mills purchased the American rights are the hit numbers of Berlin and London, both of which will be published in this country by Mills Music, Inc., in which he is interested with his brother, Jack. *I Don't Know Who You Are*, German fox-trot, is the same title as that of the picture which uses it as a recurrent theme, film being scheduled to open here at the Globe on February 8. Albert publishes the tune in Berlin. In London Mills acquired *Let's All Sing Like the Birdies Sing—Tweet Tweet*, a waltz gang song published abroad by the Cecil Lenox Music Company of London. Mills heard both tunes in the air and thought he was being kidded when told the American rights were available.

As stated in last week's *Billboard*, Jack Hylton will represent the Mills-Rockwell concern for all foreign bookings. Sailing date for Duke Ellington has not yet been arranged.

Karzas Keeps Trianon

CHICAGO, Jan. 21.—The Trianon Ballroom, which has been in receivership for a year, is to remain in control of Andrew Karzas, who founded the ballroom in 1922 and has operated it continuously ever since. Judge Harry Fisher in Circuit Court yesterday instructed attorneys for the receivers to issue a new lease to Karzas. Several other bids were considered, one from Herbert and Ernest Byfield, Frank Bering and Horace Lindheimer, who operate the ballroom at White City.

Jan Garber and his orchestra open an engagement at the Trianon Tuesday to remain while Bernie Cummins and his band are on tour.

Musterole Adds Thursday To Its CBS Schedule

NEW YORK, Jan. 23.—Whispering Jack Smith, Arnold Johnson Orchestra and the Humming Birds, on CBS network for Musterole, will add a Thursday evening program to its weekly schedule, beginning February 2. Program will now be heard three times weekly, the Monday and Wednesday going on at 8 p.m. EST, and Thursday period will start at 8:15 p.m.

Modern Critic

NEW YORK, Jan. 21.—Scene: Metropolitan Opera House. Show: "Faust." Characters: Two young ladies in the audience. Script: One character to the other. "In the next scene Faust tries to make love to Marguerite. She holds back and won't have anything to do with him. You see, she's old-fashioned."

Scotti Sings Farewell To Admiring Crowd

NEW YORK, Jan. 21.—Antonio Scotti sang his farewell yesterday afternoon at the Metropolitan Opera House, and the huge house was packed to the proverbial rafters with his admirers. Every operatic star of this and the past decade was there to do him honor, and thousands sent messages. Scotti's reception when the curtain came up revealing him in the role made famous by him, *Chim-Fan* in *L'Oracolo*, was so tremendous that he was forced to stop up to the apron and make a thank-you gesture before the performance could proceed.

Yesterday's performance brings to an end almost 33 years of continuous service in behalf of the Met, and marks the end of an operatic career of almost half a century. In appreciation of this remarkable record the crowd recalled him countless times after the final curtain, and called upon their favorites to make a speech. Scotti is 87 years old, and he tends to sail for Naples soon and then to live in retirement.

Yale Puppeteers New Show

NEW YORK, Jan. 21.—The Yale Puppeteers presented *Master Noah* at their tiny auditorium here January 17 for an indefinite run. *Noah* is one of their trilogies, other plays being *The Pie-Keeper* and *Uncle Tom's Hobb'n*. Group consists of several young men who have been puppeteering for the last few years and who became a part of the scene in Hollywood for about two years. Recently they reached New York and set up their stringed dolls. Small house, a store tastefully decorated, seats about 100. Running time of the shows average about one hour.

Appeal is definitely aimed at adults rather than children. Puppets, conceived of a witty mind and well manipulated, furnish amusing, graciously satirical and rowdy entertainment. *The Good Book* account of Noah and his Ark is used as a basis. Noah is a fanatic evangelist who preaches of the coming flood. He is ridiculed, told that he "has water on the brain," and is "all wet." But he clings to his belief and the downpour starts.

Forty days later Noah and his miniature zoo are still adrift. The do-do birds caused a major scandal when they announced that they had been forced to board over their protests. "We were not married," chanted these queer creatures, "we're both boys." But land was sighted so all was safe.

On Ellis Island immigration officers turned out to be a friendly lot, even when viewing Einstein, who turned up as a stowaway. Noah was informed that he had just missed Roxey, who had been down to look over the animal act. Wanted them to join his White Elephant up at Radio City. With a royal welcome to the city, Noah and his menagerie reached our shores and lived happily ever after.

\$30,000 to Relief Fund Given by Radio-Music

NEW YORK, Jan. 21.—Radio and the allied musical industries contributed more than \$30,000 toward the Emergency Unemployment Relief Fund, according to figures given out at the final report of the committee this week.

Columbia Broadcasting System and employees, who gave 10 per cent of their earnings, were represented with a tidy sum; also National Broadcasting Company, the employees of which found it optional as to their means in donating. Local radio broadcasting companies contributed a total of \$18,402. Authors and composers gave \$3,674 and music publishers \$2,383.

Bands and orchestras were represented with \$2,845 and whether or not the Rudy Vallee Band members' donation of \$1,000 is included in this sum is not known. Music Industries other than mentioned above contributed a total of \$9,338. Radio stations have donated considerable station facilities and time exclusive of money and aiding the big musician concerts.



FLOWERS FOR THE LIVING

THE average editor, particularly one who is unfortunate enough to have had himself chosen as one of the targets of the machine-gunning theoretical press agents, lets more refuse pass thru his hands a day than an over-ambitious ragpicker. But like the system man in a chophouse, it does happen sometimes that one's critical knife uncovers a gem to a pair of surprised eyes. We are wondering if any of the gentlemen of the paste pot and shears fraternally read any significance in a very ordinary carbon-copied press notice that was included in last week's slew of stuff. Maybe it's because we don't feel like telling our readers this week about the latest damfool move in RKO, or maybe because we are rather tired of showing slumbering cyclones where and how they can become ignited. . . . Anyway, we decided that the press notice, which we quote in part below, deserves thru its symbolization of a Cause to be offered to posterity thru the medium of this corner:

Wee & Leventhal, who have successfully revived many hits in the past, now ask the public to help them decide upon future second-presentations. Working on the theory that there are many people who may have missed a good show of former years or who would like to see once more a long-cherished performance, these revivalists welcome letters from interested theatergoers, etc.

Noel Meadow, who wrote the notice, will probably be greatly surprised to see it accorded special attention. That's what comes from trying to watch a football game from the scrubs' bench. In his routine grind of press stuff for the Wee & Leventhal menage Meadow failed probably to realize that a few words grouped to form a pattern on a sheet of sickly colored paper represent the triumph of a pair of real showmen in an era that has witnessed the gullitizing of the smartest heads in the show business. To put it bluntly, Wee & Leventhal, hardly conspicuous before, are clicking away with their second-presentations because they found that magic formula in (See SUGAR'S DOMINO on page 12)

Stockholder Sues To Halt RKO's Refinancing Plan

NEW YORK, Jan. 23.—Edward J. Hickey, an RKO stockholder, has filed suit in Circuit Court No. 2, Baltimore, claiming the RKO refinancing plans intended putting the Radio Corporation of America in control. He asks the court to declare the plans illegal and void and order all reclassified stock issued under them to be canceled.

Hickey claims RKO had agreed to pass stock control to RCA in return for the latter's supplying funds up to \$2,000,000, with further possible advances up to \$1,800,000. RKO has until February 28 to file answer.

Jessie Ralph Lands 7-Year Picture Bid

HOLLYWOOD, Jan. 21.—Jessie Ralph secured a seven-year picture contract from Columbia last week, with the Curtis & Allen office acting as the agent. She was brought here by that office recently after appearing in New York in legit with the Theater Guild's Good Earth.

Jack Curtis is now looking after the Curtis & Allen Coast office, and with him are William Melkeljohn, Arthur Eberg, Johnny Beck, Harry Masters and Gus Adams.

Colored Revue for Garrick, Chi

CHICAGO, Jan. 21.—A colored revue, *Disc on Parade*, will open at the Garrick Theater January 28. The impresario of the troupe is Lee Dixon, white producer. In the company are Bud Harris, who recently played the Palace Theater here; Jennie Dancer, Bert Howell, Paul Harris, Jenkins and Jenkins, Eunice Wilson, the Brown Brothers and Ed Carey's Band.

Burly, Union Troubles End

Minsky-Weinstock to stick with IATSE — action of other houses problematical

NEW YORK, Jan. 23.—Latest development in the labor situation of local burlesque houses is that the Minsky-Weinstock organization has made a new deal with the International Alliance of Theatrical Stagehands and Motion Picture Operators, and the three burly houses operated by them will remain in the IATSE fold.

It is understood that other burlesque stands in New York were ready to hinge a possible switch to the Empire State Union, which is not affiliated with the American Federation of Labor, upon the decision of the Minsky officials. January 20 was tentatively set as the time the Minsky houses would switch to the Empire State Union, unless a new understanding was reached with the IATSE.

The Empire Burlesque Association will do away with the necessity of carrying a carpenter, and the move will be complete (See UNION TROUBLES on page 62)

Price Cutting Hits Denver

DENVER, Jan. 18.—With four theaters announcing price cuts in the past week, both exhibitors and film men are apprehensive that the situation will reach the levels reached in Kansas City during their disastrous price war. The State, long a straight 20-cent house, has gone to 10, 15 and 20 cents. The Isis, a Fox grind at 15 cents straight, now has a 10-cent matinee. The Federal and Oriental, North Denver neighborhoods, have dropped from 35 to 25 cents. Other price cuts are looked for soon.

Sistare Is Planning Repertoire for Chicago

CHICAGO, Jan. 21.—Horace Sistare, publicity director for Leonard Dayle's *The Family Upstairs*, current at the Cort Theater, has plans under way to establish a repertoire company in Chicago, he told *The Billboard* this week. It will be known as Randall Productions and will operate at popular prices, \$1.50 top at nights and \$1 top matinees. Negotiations are in progress to secure a Loop house.

A repertoire that will include both new plays and revivals is contemplated, plays to be changed every four weeks. *The Banisher* and two new plays have already been arranged for, Sistare states.

Red Terry will be the company's leading woman and Jimmie Billings leading man, according to present plans, and it is hoped to bring in some prominent guest stars.

Baltimore Biz Picks Up

BALTIMORE, Jan. 21.—In the face of the depression there are definite signs that the Baltimore public will spend if given the right incentive. Ford's, which has been dark for the last few weeks, reports a sellout for the first Newman travel talk, and the advance sale for *Of Thee I Sing*, which opens at that house Monday, is so great that a practical sellout for the entire week looks quite possible. The food for thought is that Baltimore is better off with dark houses and occasional draws than it is with mediocre attractions with the box office fighting the red.

Vernons at Havana Hotel

HAVANA, Jan. 21.—Irene and James Vernon, American dance team, opened an engagement at the Hotel Plaza here yesterday. They will remain here for the balance of the winter season. The races having opened here yesterday, the Havana winter season is now in full swing.

RKO's Huge Tax Savings

NEW YORK, Jan. 21.—According to RKO's tax department, it has succeeded in effecting assessment reductions on its properties throughout the country amounting to \$22,209,935 and accumulative cash tax savings of \$640,797 up to December 1, 1932. The annual assessment reductions for the last three years amount to \$13,916,615, and the savings figured as of December 1, 1932, total \$609,852.

If Singin' Sam Moves—

NEW YORK, Jan. 23.—Best gag of the past week appearing hereabouts anent radio seems to be the willingness of "Singin' Sam" to move into the Barbizon Plaza Hotel provided they change the name to "Barbasol Plaza."

Auction Shubert Holdings Feb. 24

NEW YORK, Jan. 23.—February 24 will mark the day when the Shubert Corporation goes under the hammer. Judge Caffey has designated that date as the one on which all available assets will be sold to the highest bidder to satisfy the creditors. However, it is still necessary to obtain the permission of the Philadelphia courts to permit the Shubert properties in that town to be included in the New York sale. Bids will be asked for the properties as a whole. If the amount offered does (See AUCTION SHUBERT on page 62)

Ziegfeld "Follies" For Chi Next Summer

CHICAGO, Jan. 21.—A. C. Blumenthal, manager of the theatrical interests of the late Florenz Ziegfeld, is going to stage a big revue called the *Ziegfeld Memorial Follies* in Chicago during the period of the World's Fair next summer. It was announced this week.

Ned Wayburn, who was stage director for a number of the *Follies*, will organize and direct the show. Auditions are to be held at the Auditorium Theater to select members of the chorus, who will be passed upon by George Hirst, musical director, and Herbert Burns, stage director of *Show Boat*, now playing at the Auditorium.

Group Theater Ends Season

NEW YORK, Jan. 23.—The Group Theater has folded for the season, and, as far as can be learned, may mark this to its career. *Big Night*, its second production this season, met with adverse criticism and lasted only seven performances. None of the Group's efforts since its inception were considered profitable, and they have mainly been subsidized by Lee Shubert.

Jewish Guild To Honor Morris

NEW YORK, Jan. 21.—Plans for perpetuating the memory of the late William Morris, founder and president of the Jewish Theatrical Guild, will be formulated at the guild's meeting at the Morosco Theater Sunday (January 29) at 2:30. Loney Haskell, secretary, has announced that an array of stage notables will address the membership.

Green Roomers 30th Revels

NEW YORK, Jan. 21.—The Green Roomers will have Conway Tearle as "Jest of Honor" at their 30th Annual Revel, which will be held at the NVA Club Sunday evening, February 5. Charles Judell will be "Roastmaster" and Herbert Rawlinson, master of ceremonies.

WANTED Marathon Dancing Couples

Who will put in hours. Real M. C., Comedian, Band, Trainers, Floor Judges, Broadcasters, Biller for sale. Dining, Catering, Inside Stand Privileges for sale. Prepay all wires. Don't misrepresent. Transportation to those who know. Opens February 2. Address:

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WANTED PERFORMERS

For Dramatic Musical Stock, Zaneville, O. Stage People who do Numbers, Chorists, Producer, Piano Leader, Consider organized 14-People Musical Unit for presentations and numbers. Write full details. No consideration without photos. Positively no money advanced. Rehearsal January 30. WILL BUY Wardrobe, HERALD SQUARE MUSICAL CO., Dover, O.

WANTED

High-Class Independent Novelty Vaudeville, Circus, Musical, Clowns and Comedians who will not do small. KALIBRAH TEMPLE, RINGHAMTON, N. Y., February 21, Three a Day. Prices must be in keeping with the times. Address: W. S. MALARKY, Ackerman Bldg., Binghamton, N. Y.

ACTS WANTED

For 500-seat Movie House, small town, 50 miles from New York, one day a week. State all particulars, including salary, in first letter. Address: BOX 359, care *The Billboard*, 251 West 42d Street, New York City.

FIRST-RUN THEATRE IN VIRGINIA. First-class Equipment, desired refined high-class type Musical Units. Must have references. State full particulars in first letter. Address: BOX D-690, care *Billboard*, Cincinnati, O.

IMPORTANT NOTICE!

MR. THOMAS A. WOLFE—Please call at or write to *The Billboard's* New York Office for important communications in Mail Department.

WANT QUICK—Actors all lines, Mustangs, Sax, Trumpet, Trombone, Make salary low. We pay all after joining. Write or wire BOB AND PEGGY PLAYERS, Claremont, S. D.

WANTED

High-class Telephone Solicitors, also Circus and Vaudeville Acts that can work in Baltimore. Entire winter's work for those who qualify. State all and lowest in first communication to KEYSTONE CIRCUS, P. O. Box 245, Pottsville, Pa.

WANTED

Young Lady Piano Player to double Parts, also People in all lines for No. 2 Circle Shows. State age, height, salaries in first letter. L. B. WEBB-SELMAN, Pond Creek, Okla.

VAUDEVILLE ACTS WANTED

Playing near Dayton, O. and wanting 3 days to 2 weeks' booking with, call or see: W. L. POSTER, 144 S. Jefferson St., Dayton, O. Ad. 4539.

WILL AMAZE AND THRILL YOUR CROWDS. PRINCESS YVONNE PSYCHIC WONDER Personal Direction DOC M. IRVING New Rex Theatre, Steubenville, O., January 25, 26, 27. MAURICE H. ROSE, RKO Representative.

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VAUDEVILLE

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

Poli May Take Back Houses; Wants Stuart for G. M. Post

Will probably operate his 17 theaters starting February 1, when interest charges are due—Arthur resigns because of heavy fixed charges—plans own circuit

NEW HAVEN, Conn., Jan. 21.—Indications are that Sylvester Z. Poli will once again operate his 17 theaters here in New England, probably getting them by default February 1 when the interest charges amounting to \$460,000 become due. In this connection Poli has already approached Herschel Stuart, RKO's general manager of theaters, and acknowledged to be one of the leading theater operators in the country, to go with his circuit as general manager. The way for this has been paved by last week's resignation of Harry Arthur from the Fox-Poli chain as operator and once again the chain falls back to the Fox New England Circuit, subsidiary of Fox Theaters, and the banker interests.

That Poli may operate the chain himself comes as a surprise, for when Arthur resigned it was believed that a new operator would be appointed and the financial arrangements would be continued in the same way. However, the \$460,000 interest charges become due February 1 and it is not the intention of Fox or the bankers to meet them, expecting Poli and the other bondholders to reduce the sum. Yet Poli himself does not intend to do so because of obligations he has with banks. His proposition to Stuart also indicates his stand.

Stuart holds a one-year contract with RKO, which expires May 1 of this year. He came into RKO after almost four years with Fox New England, taking in the Poli Time, which he operated successfully. A profit was realized, reported to be at \$264,000 when he left. Since he has been with RKO he has been a foremost factor in whipping a much abused circuit into shape. He was general manager, film buyer and booker for the E. H. Hulse Circuit, and among his other connections were Paramount-Public, Loew and with Harold B. Franklin on the West Coast.

The 17 theaters involved are the Palace, Globe, Majestic and Lyric, Bridgeport; Palace, Bijou and College, New Haven; Palace and Poli, Meriden; Palace and Strand, Waterbury; Capitol and Palace, Hartford; Palace, Springfield, Mass., and the Palace, Elm Street and Plaza, Worcester. A number of these theaters are vaudefilmers and with Poli getting them back they will use such policies, with vaude booked by Pete Alonzo.

Fox took the Poli houses over about four years ago, forming the Fox New England Circuit as a subsidiary for the group, and about a year ago Fox Theaters Corporation, which owns the stock in Fox New England 100 per cent, went into receivership. Less than a year ago the Poli theaters were leased to Harry Arthur. Of the \$14,000,000 outstanding in bonds for these theaters (\$4,000,000 already having been paid), \$10,000,000 is held by Poli and the remainder by Halsey, Stuart & Company, bankers, and the general public.

Arthur's resignation, to take effect February 1, was prompted, he says, by the heavy fixed charges. He and Fox had attempted to effect a readjustment of fixed charges all last week. He is planning his own circuit in the New England territory and says he has already landed three theaters as the nucleus. Towns are Springfield, Mass., and New Haven, the house in the former city being the Fox-Nelson.

Midgets Want Protection

NEW YORK, Jan. 21.—Protection of American midgets against foreign competitors thru a tariff or some other form of "anti-dumping" legislation was urged last week by "Major" James D. Doyle, self-appointed spokesman for the domestic midgets, who is one of their number.

Doyle stated that he already made a plea to U. S. Senators Robert F. Wagner and Royal B. Copeland, both of New York, to see if something cannot be done to prevent stage appearances in this country of midgets born in foreign countries. He charged that a plan is under way to employ alien midgets for Midget City, a feature of Chicago's Century of Progress Exposition next summer.

Good Advice

NEW YORK, Jan. 21.—A down-and-outer approached a Broadwayite in the lobby of the Hotel Astor and asked for a dime, the fee for the pay-as-you-enter washroom downstairs. Instead he got 15 cents and the advice to go over to the Hippodrome Theater, where he could see a vaude show besides.

"Prince" Out of Palace; He Cau't Play in Vaude

NEW YORK, Jan. 21.—Prince Mike Romanoff, whose real moniker is Harry F. Gersunov, was pulled from the Palace show Tuesday when he was indicted the day before by the Federal Grand Jury. While Mike faces a prison sentence, the judge intimated he would suspend sentence when he makes his decision Monday. However, he ruled that the "Prince" could not appear in vaude or otherwise capitalize on his notoriety.

RKO paid the "Prince" off in full for the week, which netted him \$800, and at the same time had to shelve the nine-week contract it had with him. The circuit also went for a lot of dough handed out for the publicity grabber's expenses.

Norfolk Likes Shows

NORFOLK, Va., Jan. 21.—Three days of Gene Austin's *Broadway Rhapsody* didn't suffice for local theatergoers. The show played here three days last week to packed houses. Then it went to Newport News for a day's stand, getting only a so-so house, but was recalled to Norfolk for an extra day at the Colonial, where it enjoyed another big day.

RKO Makes Move Into Radio City Without Hitch; 8 Floors in Use

NEW YORK, Jan. 21.—After many weeks of talking and preparations for making RKO finally started trekking over last night to its new building in Radio City. All of the offices will be out of the Palace and Bond buildings by tonight, and tomorrow will be spent in setting up the new ones. There was a considerable hubbub over the very complicated job of moving, but it all went along with few hitches.

RKO and Radio Pictures will occupy eight floors in the 31-story RKO Building. They will take in from the eighth to the 16th floor, there being no 13th. The circuit's legal department will occupy the entire eighth floor. On the ninth floor is the vaude booking department, with a reception room, space for agents, private offices for Martin Beck and George Oodfrey, and with the bookers working in the open behind rails. Also on this floor is the Real Estate Department, headed by Louis Cohen, and the Photo and Press Bureau, headed by John Pollock.

The 10th floor is only half tenanted. This space is occupied by the circuit's construction department with private offices given to Dave Canavan, W. O. Fisher, A. S. Henry and Roxy Cox among



BLADE CONWAY, versatile principal in the tabloid edition of "Earl Carroll Vanities," now playing a deluxe route after a big money week at the Paramount, New York. Conway was also in the cast of Galsworthy's "The Roof."

Staff Changes In RKO Houses

NEW YORK, Jan. 21.—Among a number of changes effected in house staffs by RKO's theater-operating department this week, L. Sternberger switched from the Palace here to the Mayfair, replacing Harold Marx as second treasurer and assistant manager. In Cleveland Howard Higley and Sam Shubout exchanged their assistant manager jobs at the Hippodrome and Palace, respectively. The same was done with Harvey Whitney and Nat Allentuck, of the 125th Street here and Capitol, Union City, respectively.

Jerome Baker, of Keith's, White Plains, was transferred to the 86th Street here, replacing John Appleton, and Bert Kenneron got Baker's job. Harry Lyons was switched from the Rex, Irvington, N. J., to managing the Capitol, Union City, replacing R. Kuehn. George E. Livingston got the Irvington post.

Fox, Milwaukee, Drops Ideas

MILWAUKEE, Jan. 21.—Fox's Wisconsin presented its last Fanchon & Marco Idea last week and the house is now operating on a straight photoplay policy at reduced admission prices. The theater has featured stage attractions for the last several years.

New Name for Friars Setup

Same group; same members — slice dues — but Bushel to sue for old dues

NEW YORK, Jan. 21.—The Friars started off with a freshly washed slate this week when it dropped its identity as the National Association of the Friars, as the club was officially known, and took over the name of the Friars Club, Inc., which was incorporated in this State a day before the original Friars went into receivership and three days before foreclosure action was started on the clubhouse by the mortgagee. Although a new corporation, it has the same officers as the original organization. The new group has leased the clubhouse for a few months, and to meet present conditions has reduced the dues.

William Degen Weinberger, acting as treasurer of the theoretically new club, met with Hyman Bushel, receiver both for the Friars and in the foreclosure action, early this week and told of the new club. At this meeting the pair closed a deal whereby the new Friars rented the clubhouse until March when the foreclosure sale will take place. A nominal rental was set.

The membership dues are now \$68 annually for all. The old Friars got \$82.50 and \$110 yearly from theatrical folks and lay members, respectively. A letter was sent out to old Friars this week telling of all this, revealing that money coming in need not be applied to anything in the past and asking for the support of the old members.

With this turn of events, Bushel, the receiver for the old Friars, is as good as out of the club. However, he stated this week that he intended to sue all the members of the original Friars who were behind in their dues up to the time of the receivership. This is about the only revenue he can get to satisfy the judgments of the creditors. The mortgage on the clubhouse is held by the Bank for Savings.

The officers of the new Friars are George M. Cohan, abbot; George Jewel, dean; Emmett R. Callahan, prior; Harry Hershfeld, secretary; William Degen Weinberger, treasurer; Samuel J. Schwartzman, attorney, and Charles F. Pope, executive secretary. Board of governors comprises Jack Benny, William Brandell, Jay C. Milpen, Eugene Greenhut, Bert Lahr, Dan Michaelove, Ben Piermont, Ben Rocks, Damon Runyon and Ira Streusand.

Battle of the Maestros

CHICAGO, Jan. 21.—With Paul Ash at the Palace Theater this week and Leo Bernie at the Chicago Theater, it is going to be a "battle of the maestros." Bernie's debut at the Chicago came about thru a last-minute change in Chicago Theater bookings. The tub *Whoopie* was supposed to be set for the house, but a booking error jammed things up. Trailers and other advertising for *Whoopie* had all been prepared when it was discovered the show was not coming in Friday. So Bernie and his lads were booked to fill in, and the battle of the maestros is furnishing an interesting spectacle to both the public and theatrical folks.

Dempsey Breaks Records

ALLENTOWN, Pa., Jan. 21.—Jack Dempsey, former heavyweight champion, broke all local records during this week in his vaudeville appearance at the Colonial here, a Wilmer & Vincent house, finishing the week yesterday. Next week he will go to the State, Easton, another Wilmer & Vincent house.

Gammett Gets Appointment

ALLENTOWN, Pa., Jan. 21.—Harry Gammett, veteran exhibitor, has been appointed district manager of A. R. Boyd Enterprises, with supervision over the Strand, Globe and Embassy theaters in this city.

New Operator For Old Roxy?

Cambria and staff out—nut slashed to 20 C's—may go straight pix

NEW YORK, Jan. 21.—The Old Roxy will probably either pass into the hands of a new operator within the next two weeks, depending on the approval of the receivers' court, or change to straight vaudeville. The bondholders' committee has been negotiating with several indie operators, the theater, in the meantime, having switched from presentation shows to a \$1,300 vaude budget, and Frank Cambria and practically the entire production staff are out beginning this week.

Among those who have been dickering with the bondholders for the house are Harry Brandt, Chatkin and Feld, William Small and Harry G. Koch and Herbert Rubin. If no deal for a new operator is consummated, the theater will not be able to continue much longer without new money, as the last batch of the \$200,000 in receivership certificates issued last May is reported practically spent. It is said, however, that the banks have made \$50,000 more available. The house was in the red the last two weeks, reaching a new low last week with *Second Hand Wife* (Fox). This week the switch to a cheap vaude policy has cut the nut to below \$20,000. The entire production staff is out except for Norman Schwartz and Dave Stamper, who will put on the vaude shows, and Harry Hollander, who is still booking the talent. Frank Cambria has quit as managing director and stage-show producer, and intends to go on a vacation before making a new connection. At his own request his name was omitted from all lobby and program billing this week. He says he did not want his name associated with the present vaude policy of the theater.

The costume department, headed by Elmer Elliott, is out. Mary Read, Tommy Dowd, James Moreom, Rene Todd, Bernard P. Arons, Leo A. Kempinski and Wayne Allen are also among those out due to the switch in fresh policy. Moreom has already joined Clark Robinson in Radio City. Robinson having quit the Old Roxy the week before. The orchestra has been cut to 19 men, and the Boyettes and Singing Ensemble dropped. The admission scale has been further trimmed, the entire balcony dropping to 25 cents week days.

Other changes include Marion Sanders, receiver Howard S. Cullman's personal publicity rep, and Almeta Kehr being appointed to handle publicity and Mark A. Luescher to handle advertising only. In the meantime pictures have been lined up for the next four weeks: *The Death Kiss* (Columbia), *Savior Be Good* (RKO-Radio), *As the Devil Commands* (Columbia), and *Iron Master*. Tho it is unlikely, it is reported that the house may go straight pictures at a 10, 15 and 20-cent scale. Another report is that the E. W. Strauss interests will urge the bondholders to tear the house down.

Bull Fighter Tosses RKO

NEW YORK, Jan. 21.—Sidney Franklin, Brooklyn bull fighter, quit playing RKO vaude after closing Tuesday night at the Prospect, Brooklyn. He refused to play more than one week at a showing salary and wanted the full pay of \$2,500 a week. Did a 14-people flash.

Philly Agent's New Office

NEW YORK, Jan. 29.—J. E. Rudow, Philadelphia agent, has opened a branch office here and will book vaude, clubs and concerts in addition to handling the French-Italian Opera Company, now touring the East. George De Feo is associated with the office.

RENT

**APOLLO THEATER
ATLANTIC CITY**

Albert M. Greenfield & Co.,
1616 Pacific Avenue



BETTY JANE COOPER, who is touring Loew's Circuit in a dance flash in company with the three Lathrop Brothers. The foursome is currently playing for Loew in the East.

Wynn's Loew Dates And Booking Angles

NEW YORK, Jan. 23.—Loew has definitely set the Capitol February 10 and the Metropolitan, Brooklyn, the week after for Ed Wynn and *The Laugh Parade*, with options on more time. The show will run 75 minutes, which is more than condensed musical shows usually run in de luxers, and will have a cast of around 50 people. Wynn will do his half-hour commercial broadcast Tuesday night from the stage of each theater.

Loew had made Wynn an offer to play the Capitol for \$20,000 as a single last year, but Wynn was so busy with his show that he turned it down. Now Loew is getting Wynn and the show for the same price. Wynn's engagement is runner-up to Al Jolson's Capitol date years ago as far as salary goes. Jolson as a single got \$20,000 and 50 per cent of the gross over \$80,000, altho he barely made the \$80,000 mark.

The Capitol seats 5,000 and the Met 3,500. At pop prices—the Capitol has a 35-cent low and the Met a 25-cent low—both houses will have to do pretty big business to cover the Wynn salary. Loew is counting on Wynn's radio popularity, on the fact that his last vaude appearance was a year and a half ago at the Palace and on the pop-price angle to draw them in. Wynn's radio popularity has reached the point where his old silent Paramount picture, which was a flop, is being reissued and doing fine business.

Can't Use RKO Name For Cheap Vaude Bill

NEW YORK, Jan. 31.—RKO has no desire to be identified with cheap vaude, despite the fact that it books such shows in a number of houses. This was indicated this week when the circuit demanded that the Cosmopolitan Theater, indie house playing 10 RKO acts at \$800 a week, refrain from advertising that it is playing RKO vaude.

The house came near to discontinuing the vaude as a result of this ruling, intending to drop it after Friday night, but it will stay and adhere to the circuit's demand.

Ellington for Palladium

LONDON, Jan. 7.—When in London recently Irving Mills, of Mills-Rockwell, Inc., signed an agreement with George Black for the early appearance of Duke Ellington and his band at the London Palladium. It is now arranged that Duke Ellington will appear at the Palladium for the last two weeks in March.

VAF to Americans' Rescue

LONDON, Jan. 14.—While appearing in London recently the Hazel Mangan Girls, American acrobatic and dance novelty, were the victims of a theft at the hotel at which they were residing. Hazel Mangan incurred a personal loss of more than \$300. She asked the Variety Artists Federation to approach the management concerning the loss. This the VAF did, with the result that Miss Mangan was recompensed to her entire satisfaction.

F&M Loses Four More Weeks; Decentralization Plan Near

Juggling of shows paves way for entire wiping out of traveling units, with new plan set to go—sectional units—producer service also to be sold

NEW YORK, Jan. 23.—Fanchon & Marco has lost four weeks on its unit route, bringing down its total time to 22 houses. In the meantime, production of new traveling units in Hollywood has stopped and vaudeville is being booked into the Coast houses to tighten up the shrinking route. Spot-booked vaude and locally produced units are also going in many spots in the Midwest and the East where traveling units are not available, all this juggling of shows paving the way for the entire wiping out of traveling units and the installing of the new decentralized production plan. The four weeks lost by F&M are Seattle; Portland, Ore.; Milwaukee and New Haven. The Broadway, Portland, and the Paramount, Seattle, dropped off the route Thursday due to the going into receivership of the Pacific Northwest Theaters, Inc., a Fox West Coast subsidiary operating the theaters.

Loew, RKO, B-K Book "Show Boat"

NEW YORK, Jan. 23.—Ziegfeld's *Show Boat*, featuring Helen Morgan and slated to complete a run at the Auditorium Theater, Chicago, next Saturday, has been picked up for four weeks of vaude by the combined booking of Loew, RKO and Balaban & Katz. Marvin Schenck looked over the show when in Chicago the week before, but it was not until Friday that the Loew booking office, negotiating thru Lyons & Lyons, could line up two outside weeks to add to two of their own and thus make the vaude bookings possible.

The show, cut down in running time, of course, will open at the B&K Chicago Theater, Chicago, week of February 3, followed by a week at Loew's State, Cleveland; the Capitol here, and the RKO Albee, Brooklyn. The cast of 108 people will be retained and the show exploited as being "as presented at the Auditorium, Chicago," and the last effort of the late Ziegfeld. It is a revival, but Ziegfeld had given it his personal supervision.

The reported salary is \$12,500 a week and brought down to this figure only because of the combined four weeks' time. This three-cornered booking follows the current trend of close co-operation by circuits. Loew worked in with RKO and other circuits when it lined up an advance route for *Rio Rita* last year, this deal setting a precedent for many current co-op negotiations.

Norman Books English Time

LONDON, Jan. 14.—Al Norman, American pantomimist and eccentric dancer, who concluded a highly successful two weeks' engagement at the London Palladium a week ago, has received a further string of English bookings. He will play the Leicester Square Theater, London Pavilion and Victoria Palace, in London, with a bunch of out-of-town dates to follow.

LOWE — BERNOFF

AND

WENSLEY

World's Greatest Comedy Dancers

This Week, January 20,

Capitol Theater, N. Y.

Direction—WM. MORRIS AGENCY

Return Engagement

COLLETTE LYONS

With

GEORGE SNYDER

RKO PALACE, N. Y.

Direction—O. I. Oz

DE LUXE SHOWS

Radio City Music Hall, N. Y.

(Reviewed Thursday Afternoon, Jan. 19)

As a spectacle the new show at the Music Hall is the goods. For the first time here the management is making use of the mechanism that allows the orchestra car to be moved to one of the stage elevators, and in the second half of the layout—the spectacle part—Erno Rapee and his boys are upstage and elevated about half way to the flats. It's an extremely effective arrangement. Also, it allows the pit elevator to be brought to stage level (a trick that has been used before), but in a house this is the added intimacy so obtained is a boon to the customers.

Starting the second week of the vaudeville grind, the house was mobbed. It's capacity or near-capacity all the way. The picture, George Arliss in *The King's Vacation*, is largely responsible, along with the public desire to view the tremendous boob-barn, plus the low prices charged. The 35 cents in the mornings serves to bring them in in flocks as soon as the doors open.

Layout starts with the Orpheus overture finely done by the symphony. Later

in the show the blaring tones of the brass section were hardly up to snuff, but the overture was excellently played. And it's still a relief in a de luxe house to see musicians dressed as musicians. Following the overture came Patricia Bowman and the ballet corps in an effective and well-executed number labeled *Mood Moderne*, which ended with a rotary-arm effect like that used by Von Grona in his mechanistic ballets. Walter Dare Wahl comes next with his trunk comedy-acro act, and then the Tuskegee Choir, in an interlude tabbed *Legend of the South*, sings three of its splendidly delivered spirituals. The choristers are still in plantation costumes, which helped, and there were various scenic effects which didn't. The last is an engine (just a flat of the front of it) rushing almost to the footlights as the choir sings a number having a suggestion of choo-choo in it. Singers such as these can sing without any silly and ineffective stage monkey-business.

The Roxettes (this reporter doesn't have to say again how swell he thinks them) close the first half with a military drill called *Spectacle of the Nation*, done in their usual superlative style.

The second half is where the spectacle comes in—in huge gobs. While the news-reel is unwinding the singing chorus, dressed in colorful Chinese costumes, comes out on the ramps. The presentation, titled *Geisha Land*, starts off with a song by the ensemble, and then Felovis comes on with his clever balancing and juggling. The curtain rises, disclosing the ork high up on its elevator, the midsection of the stage, slightly raised, occupied by the ballet gals, and the Roxettes doing another number close up by the apron. The ballet goes off, the Roxettes retreat to the second level, and Harold Van Duzee sings a number to Patricia Bowman, who has come on in a rickshaw. A pagoda and Chinese bridge then rise on the pit elevator, and Miss Bowman does a parasol dance almost on the heads of the first-row customers. She is backed by the ballet, on once more in atrociously ugly costumes that are the only sour note, visually, in the show. Some phony thunder chases the Roxettes off-stage (just why it's hard to tell), and the Arnaut Brothers entertain with their bird calls. They're amusing, as ever, but completely out of place spotted here in the midst of this layout. Maria Sampson then stands on the bridge and sings a hunk of *Madame Butterfly*, backed by the ensemble; the pit elevator descends, the second level rises, and the curtains close. EUGENE BURR.

RKO Roxy, New York

(Reviewed Friday Afternoon, Jan. 20)
(First Show)

With thousands of customers waiting outside for almost an hour after scheduled time, the RKO Roxy made its first program change today. It's hard to understand the reactions of the general public. They incessantly complain about the treatment they receive at legit theaters; they raise howls to the sky if the curtain is three minutes late or an intermission two minutes too long; but they come back for more when they are treated in the same general manner as the victims of the Black Hole of Calcutta in the resplendent movie palaces. A legit opening may occasionally be late—but at least the customers aren't kept out on the sidewalks while the show rehearses. These de luxers, which pride themselves in treating the occupants of 35-cent seats as tho they were Grand Lamas of Tibet, ought to watch their step.

The new stage show starts off with a medley of Spanish—and pseudo-Spanish—numbers: from the ork, led by Erno Rapee, doubling from the Music Hall. There follows a short bit of solo singing, and the curtains part to allow the singing ensemble to rise up out of the nether depths on the elevator of the stage's second section. They are dressed in what are supposed to be Spanish costumes—tho any Spaniard would have a right to howl—which are even uglier than the atrocities draped on the Music Hall ballet gals this week. They wander onto the side ramps, and the ballet comes out, dressed in really attractive black and gold loreador outfits, and goes thru a spirited and entertaining number. The singing ensemble returns to the stage, and the Garcia Marimba Band is discovered in the shade of a sheltering cactus. They play one excellent number on their own, and then accompany Veloz and Yolanda, who go thru one of their typically languorous and breath-taking routines.

The Roxettes follow with a bright and colorful sombrero number performed in the usual grand Roxette style, and then Borrah Minevitch and his Harmonica Rascals come on for over 20 minutes of tomfoolery and music. The complete

mastery of the group in a musical sense is amazing when you consider that it's just harmonicas they have to work with. The mike didn't work at this showing, in spite of Minevitch's many exhortations to stagehands in the wings, who insisted that it did; but in spite of that the turns went over with colors flying. It's too good to let a mike stand in its way.

The cactus background, again revealed, swerves on a turntable to reveal a fountain spouting soapuds, with the ballet gals draped around its base. They do a number, and then Veloz and Yolanda go thru a second grand routine. The Roxettes, in blue and silver, perform a precision dance; the third elevator, with the singing ensemble on it, rises above stage level; the fountain—which had evidently run out of suds—spouts again, and the curtains close.

The house was mobbed, with the pic-

ture. Lowe and McLagien in *Hot Pepper*, accounting for the biz.

EUGENE BURR.

Old Roxy, New York

(Reviewed Friday Afternoon, January 20)

The stage show this week is undoubtedly the weakest this house has ever played. Under orders from the receiver, who is making a desperate effort to keep the house nut under the gross, the stage show beginning this week is composed of vaude acts dressed up a bit instead of the usual presentation policy featuring a large cast and a big pit orchestra. The 32 Roxettes and the mixed singing ensemble of 21, all in last week's show, arc out this week. In addition the large orchestra has been cut to 18 men, excluding David Ross, its leader. The result is a punchless vaude

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(Week Jan. 20)

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STATE, N. Y.

TOURING THE LOEW CIRCUIT

show, thoroly inconsistent with the beauty and former tradition of the theater, but at the same time inevitable, considering the terribly low budget of \$1,300.

Frank Cambria's name is not billed this week and no producer is given credit for the show. Cambria refused to lend his name to the new stage policy here, since he has always been associated with de luxe presentations and considers the current show beneath his ability. The show has moments of production beauty, but the cast of 25 people could hardly

be stretched to give the illusion of spectacle, and spectacle is the only type of show possible here. Obviously the new stage policy is a flop, and if the house budget cannot allow for better shows the theater may as well go straight pictures.

The show opens with the *Moonlight Sonata* number. Al Stobbi is at the piano, while Catherine Littlefield and Nicholas Daks, backed by eight girls, dance on a raised background. The beauty of the set was marred by faulty lighting and unimpressive dancing. Mary Miles followed with her acrobatic contortionists. She is pretty and lithe and does a good routine, but it was too long for a solo here.

Mangan's Internationals, seven of them, followed with their familiar routine of teeterboard stunts. Dressed in costumes of various nations, they worked up to a strong climax with a three-high and a two-man tandem and went over nicely. The Delivery Boys (Johnny Tucker and Joe Schuster), from radio, are given a fancy setting here and did very well at this show. Their satirical impressions of radio stars, topped by impersonations of Roosevelt and Smith, and closing with a hill-billy bit, drew quite a few laughs—incidentally the only ones in the show.

The next number has Miss Littlefield, Daks and Leen Livoff in a pantomime café flirtation bit, in which they strut about and attempt a bit of comedy while eight girls in blue make a brave attempt to provide a flashy background. Bob, Bob and Bobbie, two boys and a dog, followed and did nicely with their clowning and light comedy. Catherine Bessette, a light-footed brunet, is spotted for a short acrobatic tap dance. The finish has the eight girls, Bob, Bob and Bobbie and Mary Miles out for a brief moment.

The feature picture is *Air Hostess* (Columbia), and a newsreel, a *Krazy Kat* cartoon and an organolog by George J. Epstein complete the program. Neither the film nor the stage show has any draw names. Looks like another low gross. PAUL DENIS.

heavy on cornets. A trio then delivers some comedy variations on *Fit as a Fiddle* and another number, both to good effect. Olsen's familiar novelty of playing songs to any color suggested by the audience drew a sweet response.

Ethel Shutta closes the show, working in with the orchestra. Does four numbers and earns plenty of applause. Hill-billy song put over effectively with the aid of the orchestra, as is a new one called *Low Down on the Harlem River*. Miss Shutta's costume drew favorable comments from a number of gals seated near this reporter. JACK MEHLER.

(Note: Britt Wood was taken ill after first show and was replaced by Gus Van and the Three Cossacks.)

Paramount, New York

(Reviewed Friday Evening, January 20)

"Hello, Everybody" Kate Smith is headlining the current stage show, a week in advance of the opening of her first starring feature picture, *Hello, Everybody*, here. She's heading the *Swanee Revue*, which was at the neighboring Palace a few months ago, with support given her by Cherry and June Preisler, Cookie Bowers, Nat Brusloff and his band and Jack Miller. Film portion of the bill is Noel Coward's *Tonight Is Ours*, starring Claudette Colbert and Frederic March. At the third "flesh" showing today the house was comfortably filled, which isn't bad for the supper hour.

The stage bill shapes up nicely, rounding out 46 minutes of fast and applause-compelling entertainment. In spite of the short running time the bunch still had to do some stretching. They all doubled in spots. From a glance at the names of the folks performing there doesn't seem to be any of that opposition bugaboo. Kate, Brusloff, Miller and the Preisler kids were all on the same Palace bill recently, while the Preislers were there again but two weeks ago. And Cookie Bowers came from the Palace right into here, closing at the former house yesterday a day ahead of time.

With all due respect for the good work of the folks and their spontaneous receptions, the one to walk away with the show at this performance was Bowers. This fellow certainly is clever at mimicry, and besides having this talent he's showman enough to include a powerful delivery. He can imitate almost anything, instruments, barnyard fowl and the like, and besides dishes pantomime that had them actually shrieking tonight.

Kate gets her stuff across in her usual clever and personable style, singing in her full and tuneful way and doing a pleasant mistress of ceremonies. She's a warbler of the first order and knows the art of selling, but tonight she didn't seem to put everything into her numbers as she usually does. Of her collection of songs the best was *The Moon Song*, from her picture, and *It Don't Mean a Thing*. The folks mitted her big, especially when she finished with the hotcha song-dancing of *Dinah*.

Cherry and June Preisler, those kids who have been climbing the success ladder plenty fast, mop up big as well. Can't miss with the adorable June, who's a natural on a stage and a glutton for work. This kid's an amusing, comediennes, a grand personality and, what's more, a surefire dancer. Her acrobatic tricks are bound to knock off rounds of heavy applause. Cherry, the older sister, works well also, contributing neat legging and some singing, but the play is all taken by June.

Nat Brusloff and his band, 16 men in all, supply capable accompaniment for the whole show, with the house's pit crew idle. They're spotted for but one solo, during which they give a nice account of themselves with an interpretation of *Underneath the Harlem Moon*. Jack Miller, who's at the piano with the orchestra, does well with his singing spot, offering *Just a Home for the Old Folks*.

Rubinfoff and the house orchestra precede the newsreel and stage show with another stirring overture—this time it's *Frini Melodies*. As ever, they pulled a tremendous applause ballot, a just reward for Rubinfoff's master showmanship in waving the baton and the response of the crew.

SIDNEY HARRIS.

SUGAR'S DOMINO

(Continued from page 5)

the crucible after mixing and mixing while certain of their colleagues couldn't be bothered fusing about laboratories. They'd rather join the mortuary quartet at the Lambs or snooze away, cherubic-like, on a hard bench at the Friars.

Wee & Leventhal are a phenomenon; their second-presentations, not thru be-

ing what they are (others have thought of this and tried it out before), but because of the way they are being handled, are a movement. Let's put it as a Movement with a capital "M." Wee & Leventhal are deserving of success in the academy of showmanship because they've had the courage to keep plodding in the face of ridicule; the kind of ridicule the fellow receives who has the nerve to pick up a dirty coin and have it washed while the fellow watching and sneering at him is dirtier than six feet under a grave, with no idea where his next meal is coming from. The team deserve success because they have shown in the way they are running the second-presentations that it is possible to try new things, experiment with new forms of ballyhoo, while chaos reigns. They are to be admired as much as the soldier in the trenches, waiting to be pushed over the top, willing away his time contemplating serenely the micro-spectacle of a colony of ants building a city.

It's easy now for others to say that anybody could have succeeded in fostering the Wee & Leventhal presentations. But we would suggest to those who are inclined to detract from the credit deserved by Wee & Leventhal for being innovators that they should try the same thing themselves, even now after Wee & Leventhal have blazed the trail. And if they make good we'll buy them a new horn to blow. They'll need it.

—AND FOR THE DEAD

WE ARE determined—somehow we feel we are not alone in this determination—that the name of Bill Morris shall not slide down the toboggan of time and be forgotten ere the next-door's kid cuts his new set of teeth. It is sacrilegious in the real and original sense of the word to wax sentimental over Bill Morris and his works. The man was great; this realization precess in on us more and more as time passes . . . and as we realize more clearly that nobody from amongst the present crop of self-designated philanthropists in the show business is qualified even by the furthest stretch of tolerance to fill his boots.

We go down thru our private list (far be it from us to offend anybody in the same item paying tribute to Bill Morris) and take each aspirant apart—and how mercilessly! This young fellow has ego plastered all over him; it even protrudes from his nose. This prospect is as vain as Napoleon promising to behave himself during the first banishment. This young hopeful thinks of charity in terms of scroled resolutions . . . and so on down the line. Bill Morris, unfortunately, was responsible for a false glamour (really the glamour of his own soul manifesting itself in personality) being given to charitable endeavor in the show business that many are trying to surround themselves with, little thinking that the cyclorama doesn't quite match their motley cloak of conceit, vanity and duplicity.

So that's the situation. Bill's departure has left a void that can be filled only by a fitting memorial—a lasting one to the man who will never be forgotten until the dying day of the thousands of persons whom he befriended, helped to regain their self-respect and reliance.

It was a mere incident in the volley ball game of the gods that Bill Morris was born a Jew. He belonged in respect, love and sentiment to every sect that embraces denizens of the show business. It is fitting and proper that something be done by all of the sectarian guilds to perpetuate Bill Morris' name.

A sound idea would be a fund to be known as the William Morris Memorial Fund, its moneys to be expended by a committee consisting of officers of the various guilds for assistance to show people along the lines exemplified by Bill Morris in his charitable endeavors. The working out of the idea is a mere detail. The principal thing is the incentive to start this movement. It needs somebody like Eddie Cantor; maybe Eddie Dowling or even, among the women, Selena Royle, Rachel Crothers, Belle Baker, Soph's Tucker, to start the wheels turning in the direction of concrete achievement. The first start can be made at the meeting of the Jewish Theatrical Guild the afternoon of January 29. It would be quite the thing for the first stones to be laid in the foundation of Bill Morris' monument by those whom it was decreed that Bill should have called his own.

No matter how it is done and by whom—there must and there will be a living memorial to Bill Morris. Let it not be said that the man who exemplified Charity in his every act and motive was forgotten sooner than many less worthy ones.

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NEW ACTS

Reviewed in New York

Four Bronetts

Reviewed at the Prospect. Style—Pan-tomime comedy. Setting—Full stage. Time—Ten minutes.

This act, imported from the Continent by RKO, was intended for showing at the Radio City debut. Its presence did not materialize because its lack of artliness would have been out of keeping with the snooty air Roxy has sought to create. Rather than being arty, this vehicle is a bridge-ledge of slapstick and is a hum-dinger in its class.

It is interesting to speculate how the auditors at Radio City would have responded to this turn. Altogether possible that they would have warmed up to these loons more readily than they did to the fare dished out to them. Would they have had to be statues not to laugh at the delirious antics.

Clowning is largely shouldered by three males, who receive slight assistance from a fem. They keep up a whirlwind pace, going from one madhouse bit to the next. They all but ruin the stage, and they pile up the laughs in the process. Closed here and bowed out in a ditz.

Three French Misses

Reviewed at the Prospect. Style—Aerial novelty. Setting—Full stage. Time—Four minutes.

These Three French Misses are aerial acrobats, who have all the essentinks for doing well by the opening spots of regulation vaude bills. They are able performers, but best of all they're plenty smart in knowing how to get up an act right. It's unusually fast, with no stalling, and the routine of tricks is okeh. Only four minutes, but enough work is crammed into that time. Of further advantage to the act is the appearance of the three girls.

The rigging from which the girls work comprises two high-ladder uprights atop of which is a horizontal bar. Featured in the turn is iron-jaw work, with the girls doing dizzy spins while suspended by their teeth. Support is given by the teeth and also neck of the understander. They also do whirlwind turns on trapeze and rings. For the finish they use the flicker lights to give effect to their combo spins.

Opened here on a five-act bill and got things started nicely.

S. H.

Aronson, Fayre and Lane

Reviewed at the Prospect. Style—Singing and comedy novelty. Setting—Full stage. Time—Sixteen minutes.

This versatile trio offers a series of radio impressions with drill station announcements interpolated. Act stands out as one of the better grade of its genre. Stage is completely darkened, the spot being turned on when each performer. Idea is quite effective and particularly adaptable to this turn, permitting auditors a chance to judge the merits of the impersonations as they would listening to the original performers via their radio at home.

Turn opens with stage ink-black, but with voices being heard. The imitations cover a wide range, among them Art Barrett, Singin' Sam, Bing Crosby, Street Singer, Burns and Allen, Ed Wynn and Amos 'n' Andy. By and large, they are handled creditably. Bulk of the warbling falls to the fem and one of the chatters. Other male takes care of the chatter, doing particularly well with the Amos 'n' Andy bit, in which he mimics three characters to good effect. Warmly received in the try spot here.

D. C.

Sidney Franklin

Reviewed at the Prospect. Style—Novelty flash. Setting—Full stage (special). Time—Twelve minutes.

Sidney Franklin is the Brooklyn boy who won fame for himself in bull-fighting circles. Now he's capitalizing on it in vaude, his second attempt, with a dash vehicle in which he is assisted by 13 people. That's giving the circuits a run for their money, as "names" usually work alone to pocket all the dough. It's just a fair act, in which Franklin sticks to gab and gives a brief exhibition of how he bull-fights, while the rest of the

turn consists of music, dancing and singing.

Franklin is no actor and he doesn't try to be one, but he's a showman anyway. Sporting a matador's outfit, he spends most of his time making brief visits to the rostrum to announce what's coming next. His longest stay on the stage, and one in which he appears at ease, is when he gives his exhibition of bull-fighting, using a cape and sword on a prop bull. Flickering lights give the action effect. He does this well, and it is interesting.

The music in the turn is furnished by an eight-male marimba orchestra, which serves strictly as accompaniment. Laughs are supplied by the prop bull, dubbed Max, worked by a male team. Besides working with Franklin on the bull-fighting exhibition, the bull does an amusing eccentric dance. They are also three dancers, two of them working as a team, while the other solos with purely Latin numbers. They are capable stop-pers.

Closed here and got by. S. H.

VAUDE NOTES

EDDIE RUTON and his Alley Dogs have just started on a six weeks' engagement at Grauman's Chinese Theater, Hollywood.

BOBBIE MOSS has joined the Marie and Antoinette act.

The vaude cycle has now spun around to the extensive playing of Frank at RKO doing most of it. The circuit has given dates to such publicity grabbers as Prince Mike Romanoff, Peggy Riel and Jack De Ruyter, Babe Dirlikson and Baron Soriani. Tom Noonan and his Bowery Mission bunch may be another soon.

ADELE GIRARD and a Hungarian orchestra have been added to the Chez Maurice, Montreal, floor show.

DOTTY OAKS has recovered from a prolonged illness and has rejoined Joe May's act.

Probably the answer to why most "name" acts lack suitable rchises for "flash" appearances can be seen in the recent booking of Joan Blondell of the movies. Less than a week was had to get up an act for her. Regular vaude acts rehearse and rehearse, play break-in houses and then show. What can you do in less than a week?

DAVID S. STERN says he is booking 40 one-night amateur vaude dates around New York and New Jersey, including a dozen for RKO.

DAVE STAMPER and Norman Schwartz are jointly handling Clark Robinson's old job at the Seventh avenue Roxy.

The few offices that have been making a few dollars casting vaude acts report the casting business at a standstill. Very few new acts are going out, and those few are not worth casting. New acts can hardly get bookings, considering the fact that standard turns can't even get work, and, if there is no work, the casting agencies cannot collect casting fees.

BOYLE WOOLFOLK, who produced *Honeymoon Lane* for the road and was booker and producer for the Butterfield Circuit for years, has come in from the Midwest to stage the shows at the New York Hippodrome. Abe Feinberg, who had been staging the shows, remains with the theater in another capacity.

LEW AYRES is being offered to vaude by the Curtis-Allen Office. He is now working for Universal on the Coast.

Plenty of temperament was viewed by the boys backstage at the Palace, New York, last week when Prince Mike Romanoff made his stage debut. He demanded special stage clothes, which took in a \$23 pair of shoes from London, a full-dress suit at \$105 and a dress shirt for \$8. The circuit tried to chisel on the prices, but it was up against a tough customer.

R. E. McCABE, who had been with the Pantages booking office and with RKO years ago, is now managing the Gayety, New York, for the road-show run of *Cavalcade*.

PAUL DUKE has dropped his jewelry business to give all his time to developing his card and cigaret illusion act. It started as a hobby, but he's serious about it now.

Two acts, practically of the same type, were playing opposition last week on Broadway. The Radio Rogues were at the Paramount, while Aronson, Fayre and Lane were at the Palace. There's plenty behind it, in that Nick Agnetta was the former owner of the Rogues, and the Palace act is his property now.

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Katie..... Margo Finkle

PROLOG—A Cafe in Paris. 4 o'clock. A Morning in September. ACT I—The Living Room in the Lingard Home, 10 Miles From DuBoque, Ia. Two Weeks Later, 5 o'clock in the Afternoon. ACT II—Scene 1, Five Weeks Later, 2 P. M. Same as Act I. Scene 2, A Corner in the Library of the Lingard Home, 3 o'clock the Following Evening. ACT III—Noon the Following Day. Same as Act I.

O. E. Wee and Jules J. Leventhal seem to be about the only producers in town who are making money. With their revivals and second presentations of recent successes, offered everywhere at cut rates, and presented with decent—if cheap—casts, they have been doing well for themselves. Their revival of Rachel Crothers' As Husbands Go (originally presented by John Golden early in 1931) won't let them down. They have provided an excellent, if obscure, cast, and the comedy goes gaily on its way, as enjoyable, almost, as it was in its first incarnation.

Of course, As Husbands Go practically plays itself. Miss Crothers writes so unfairly well of men—and always from the woman's point of view—that the you may damn her you are bound to find her irresistible. It is cruel of her to present her pernickiously feminine views so intelligently, wisely and charmingly.

The present cast and Robert Burton, the director, play a bit more for obvious effects than did the previous crew, but they have done a nice job none the less. Sue Keller, as Emmie, gets her laughs with surety and skill; Joseph King, as

Charley, is forthright and excellent, and Leslie Denton is a convincing and charming Ronnie. Ben MacQuarrie tends to overdo things a bit as Hippolitus. Marjorie Lytell, of the original cast, as Peggy, occupied herself in being determinedly cute—but she is cute anyhow, so there was no harm done. Norman Williams, as the kid, was, as he'd put it, swell.

Alice Frost, a comparative newcomer, was handed the role of Lucille. She was obviously miscast—she is years too young for the part—but she was so completely lovely to look at that nothing else mattered much. She carried the part well, too, so far as one dazzled reporter could tell.

If you missed the original production of the play, the present version is eminently worth seeing.

EUGENE BURR.

MAXINE ELLIOTT

Beginning Tuesday Evening, January 17, 1933

BIG NIGHT

A play by Dawn Powell. Directed by Cheryl Crawford. Setting designed by Mordred Corelick and built and painted by Chon Throckmorton. Presented by the Group Theater, Inc.

- Myra Bonney..... Stella Adler
Ed Bonney..... Lewis Leverett
Musie Murphy..... Phoebe Brand
Delicatessen Boy..... Herbert Rafter
Bob Tuttle..... Grover Burgess
Bert Schwartz..... J. Edward Bromberg
Fargo..... Roman Bohlen
Doorman..... Eunice Stoddard
Clifford Gots..... Clifford Gots
Chet Davies..... Russell Collins
Ladies in Evening Dress..... Ruth Nelson
Dorothy Patten..... Dorothy Patten

PLACE—The scene throughout is the Bonney apartment in Tudor Terrace.

TIME—Spring, 1933.

ACT I—The Beginning of the Party. ACT II—The End of the Party. ACT III—The Morning After.

For not much reason the Group Theater presented as its second production of the season Dawn Powell's Big Night, which has been making the rounds of the offices for years under the title of The Party. It is a sordid and unpleasant recital of the welcome given by an advertising agency's contact man to the boss of a business which spends a million a year in advertising and which has thus far given that business to another concern. In its review of the deeds and misdeeds of its vicious little people it never manages to rise above the commonplace, nor does it ever become anything but the repellent tale of uninteresting and mean events. Even the indignation which it wastes against folk who will fall to mind that indignation in the least is shallow, melodramatic and uninspired. Those who might enjoy the play—the same type as those included in its action—will be repelled by the indictment directed against themselves, and to those who go to the theater as an escape from the humdrum meanness of common life, to those who go to see a good play well presented, it will simply fail to matter. It seeks to be smart, sophisticated and indignant. It succeeds only in being rather dull and extremely cheap.

The tale is of Ed Bonney, who practically seeks to sell his wife to Schwartz, the representative of the concern whose business his own organization is seeking. It doesn't matter to him that Myra, when she was a model before her marriage, was pursued, heckled and flamboyantly wooed by this same man; what does matter is the business. A second act that picks the play up and remains as its only asset shows Myra forced into the arms of Schwartz.

In the cold gray dawn of the morning after, when Ed has seen all chances of getting the advertising contract slip thru his drink-numbed fingers, Myra tells him that she slept with Schwartz—and the latter, in order to stem Ed's flowing tide of invective, promises him the advertising contract. Immediately Ed is serene; Myra is to entertain Mr. Schwartz while the office is told the good news. Myra, however, fails to entertain Mr. Schwartz; at first she thinks of going with him to Chicago, but she realizes that there she will be merely the means of Schwartz breaking into exclusive clubs, just as in New York she has been the means of Ed landing contracts. So she goes off alone.

In the second act both acting and direction perked up considerably above the new Group Theater low at which they had stood during the first stanza. But that first act was bad. Even so nice a little actress as Phoebe Brand seemed like a burlesque of a cartoon comic, and the only two decent performances were turned in by a pair of poodles—neither of whom, of course,

could be directed. It seemed as tho all effort had been expended on the second act, with nothing left to sweeten the rest of the play.

Stella Adler was cruelly miscast as Myra. As unmodel-looking an actress as you can well find, she floundered until she reached the meat of the play in the big scenes of the second and third acts. Then she came thru excellently—but even then she was undoubtedly wrong for the part. Lewis Leverett did fine work in the ungrateful part of Ed, and J. Edward Bromberg was perfect—as he usually is—in Schwartz. The minor characters went thru the same sort of Group Theater self-conscious burlesquing as did the minor characters in Success Story.

The people who could carry away hangovers from their Big Night.

EUGENE BURR.

SAM H. HARRIS

Beginning Monday Evening, January 16, 1933

PIGEONS AND PEOPLE

"A comic state of mind in continuous action" by George M. Cohan. Directed by Sam Forrest. Scenery uncredited. Presented by Mr. Cohan.

- Joseph Heath..... Walter Gilbert
Parker..... George M. Cohan
Tokem..... Arvid Paulson
Miss Gills..... Olive Keefer-Smith
Franklin Chicago..... Paul McGrath
Elinore Payne..... Eleanor Audley
Winnie Lloyd..... Alney Alma Gilroy
McGuire..... Edward Nannery
Mr. Frisby..... Howard Hull Gibson
Mrs. Graham..... Reynolds Denton
Mrs. Dunlap..... Lucille Sears
Janet Rathburn..... Janet Rathburn

The action, which is continuous, takes place in the home of Joseph Heath.

The play is in one act. Yankee Doodle came to town—riding, presumably, on a pigeon this time—and it looks as tho there's another Cohan hit in New York. George M.'s new play is unfortunately called Pigeons and People, but it manages to live down the title before the curtain is up five minutes, and thereafter it develops into an amusing, hilarious, witty and thoroughly enjoyable melange that keeps the customers in their seats for two solid hours without an intermission. It's no play—nobody ever claimed that it was—but it's the grandest example of theatrical virtuosity that has been seen hereabouts in years. Believe it or not, Mr. Cohan combines certain ideas of O'Neill's The Great God Brown with the intermissionless technique of Philip Barry's Hotel Universe and turns out a play that is Cohan thru and thru.

Pigeons and People is George M.'s tirade against curly minds and curly thinking and the masks that people wear as they go thru life, saying what they don't mean, doing what they don't want to do and making irresponsible and undesired gestures in the general direction of morality, respectability and the other virtues. He drives home his thesis by the simple expedient of introducing into the home of a respectable fellow a man who refuses to wear a mask. The resultant confusion is shrewd, witty, thoroughly enjoyable and one of the best stage tricks of the decade. There is no plot. The maskless Mr. Parker goes like a whirlwind thru the household of a middle-aged Joseph Heath, rontex a maelstrom of hefted ideas, leaves the curly minds hanging at loose ends with all their curves spiraling out like so many diphtheric corkscrews, and then quits the house. No one on the stage or in the audience knows who or what he is except for the fact that he has told Heath in the park that he much prefers pigeons to people. That is a sentiment in which he is not entirely alone.

Of course, it is all Cohan. Parker allows him to do everything in his repertoire—hid, as we know, it's a repertoire unexcelled and unmatched by any other in the theater. The virtuosity of Mr. Cohan's playwriting is matched only by the tremendous knowledge of effects—ranging thru the entire lineup of hoke and up into the field of genuine sentiment—that he displays in his acting. The supporting cast has nothing much to do and does that well enough.

Pigeons and People is a zealous, expansive stage trick. It's a good trick if it works—and it's working for Mr. Cohan.

EUGENE BURR.

American Academy Students Present Philip Barry Play

NEW YORK, Jan. 21.—Yesterday afternoon's program of the seniors of the American Academy, their third of the

season, included Walter Prichard Eaton's one-acter, Grandma—Old Style, and Philip Barry's grand comedy, Paris Bound. It was an entirely creditable performance, the youngsters' best so far, all things considered. Three of the kids stood out with really excellent jobs to their credit, and Lorna Volare, who played the lead in the Barry piece, lent sincerity, if not too much depth, to the part. It was hardly her fault that casting and direction were both against her.

The three outstanding performances were headed by the playing of John Bryard as the musically minded Richard Bryard, who came thru excellently in a bisterous comedy part in This Thing Called Love, proved yesterday afternoon that he is definitely an excellent young actor, far above anything you might expect in a dramatic school production. He lent a huge amount of quiet feeling to the role and got every effect possible thru a really fine sense of dramatic underplaying. This, coupled with his previous success in an entirely different role, shows that he'll beat watching. The boy's good.

Also outstanding were Gloria Gill, as Noel (the Hope Williams part), and Garson Kain, as Papa Hutton. Miss Gill, a lovely lass, did a Williams all over the place, but that's certainly nothing against her. It happens to be the only way in which the part can be played, and she did it effectively and excellently. Kain, cast as the father, a hard part for any youngster, came thru with colors flying. He has assurance, a good stage presence and an insight into his lines.

Edith Pritchard, Elizabeth Stillwell and Ronald Brogan all performed nicely enough in small parts. Nancy Dillon did badly as the mother, not getting even skin-deep into the character. Paul Ames, as Jim, would have been better as a musical comedy juvenile. Frances Sage ridiculously overplayed a bit. The director should have stopped her.

Nancy Burwell, Frances Sage, Joan Harding, Clyde Turner, Raymond Woither and Jane McLean were in the curtain raiser.

EUGENE BURR.

"Sing" Versus Depression

CEDAR RAPIDS, Ia., Jan. 21.—Earl Carroll's Vanities played to a small house at Shrine Auditorium here last week, but those who saw the show appeared well satisfied. Of The I Sing, which was here the week before, did a good business, but the \$3 top, plus tax, seems to be somewhat prohibitive out here in the provinces, with commodity prices at unheard-of low levels. Roy Swan, local impresario, who books road attractions for Shrine Auditorium, has The Cat and the Fiddle for February 17. Of The I Sing hit Davenport just a few days after the Union Trust and Savings Bank, the second largest in Iowa, had been forced to close, consequently the box office also got quite a jolt.

"Design" Buy Almost Solid

NEW YORK, Jan. 21.—Max Gordon is understood to have made so many individual "buys" with the brokers that almost 80 per cent of the house has been sold for the 12 weeks Design for Living is scheduled to play at the Ethel Barrymore Theater. Show due to open there January 24.

Lauder Outdraws "Vanities"

DES MOINES, Ia., Jan. 21.—Harry Lauder drew a better crowd to the Shrine Auditorium here this week than did Earl Carroll's Vanities, the last road show to play here. Lauder and his company had about a two-thirds house and extensive press coverage. The Vanities pulled just a fair house.

Spokane's Only 'Flesh' Stand Gets Big Play on Its Opening

SPOKANE, Wash., Jan. 21.—Spokane's only stage show, at the Post Street, is the talk of the town. Ray A. Grombacher, formerly president of the Spokane Theaters, Inc. and operator of the Post Street, reopened the house to near-capacity business. He is using second and third-run pictures and a stage band under the direction of Dudley Wilson. Ten people make up the stage orchestra, which provides novelty numbers in conjunction with a round of dance and song bits. Next week a Fanchon & Marco unit show will be used in addition to the 10-piece band. Grombacher is operating the theater at a 26-cent top, advertising the entertainment "to, at the purse." The Post Street formerly housed road attractions and is rated as a first-class theater, second only to the Fox.

BROADWAY RUNS

Performances to January 21, inclusive.

Table with columns: Dramatic, Musical Comedy, and various play titles with dates and performance counts.

Exhibitor's Weekly Digest of Film News

THE EXHIBITOR

Jack Miller, representing Chicago Exhibitors' Association, and Aaron Saperstein, Allied president, still at variance with Tom Maloy, head of the operators' union, regarding 1933 wage scale.

John J. Enright, attorney for Operators' Local 182 and Stage Employees' Local 11, files suit in Suffolk Superior Court, Boston, against Knights of Labor Union, claiming damages of \$5,000. Charges conspiracy to reduce wages by furnishing men to work at a lower scale.

Allied of Northwest elects officers for coming year and inaugurates new scale of dues. W. R. Frank, Minneapolis, becomes president, John Miller, Valley City, vice-president, Howard Dale, secretary, and A. A. Kaplan, treasurer. W. A. Steffen remains on the board.

House Judiciary Committee of State Legislature at Oklahoma City kills bill to prohibit Sunday movies. Measure aimed to tax Sunday shows out of existence still awaits committee action.

Hearings on at Fall River, Mass., in suit brought by seven "second operators" against IATSE local in that city. Charge is breach of a working agreement on grounds the union wants to put its regular members on the job.

ATO of Iowa-Nebraska, convening at Des Moines, strive for inauguration of new membership plan, whereby sufficient savings to exhibitors will be effected in the purchase of various materials to more than offset cost of membership.

Kansas Legislature this week expected to seek abolition of State censor board and repeal of Sunday blue laws, or at least their modification to permit Sabbath picture shows and other amusements.

Atlanta Theater Managers' Association elects Alpha Fowler 1933 president; Earl Holden, vice-president, and Louis S. Bach, secretary-treasurer. Retiring officers are E. E. Whitaker and Love B. Harrell.

Congressman Ed Crump, political boss of Shelby County, near Memphis, Tenn., gives virtual assurance that Tennessee Legislature, now in session, will sponsor a Sunday opening bill.

Clyde V. McKay running Rivoli, Baltimore, with operators from a new union. Lets out members of A. F. of L. Local 181, hiring members of Independent Operators' Union No. 1.

Indie exhibitors of Kansas City sign new contracts with Local 170, practically eliminating new Independent Motion Picture Operators' Union. Latter union offering one man in a booth and lower scales.

DISTRIBUTION

Milton Kussell, New York State district manager for Paramount, visiting Buffalo on short sales trip. Edward Golden, sales manager of Monogram, says sales in each of weeks of this year exceed corresponding weeks of 1932. Business this year expected to set a record for an independent company, he adds.

All of the 19 circuits in New York territory sign 100 per cent contracts for both Educational and World-Wide 1933-34 product. Excellent Film of Canada opens Winnipeg office from which Monarch product will be distributed. Douglas Cooper and I. J. Roher are partners in the enterprise.

Fox has release dates set on eight features due for general distribution up to April. Dates are: *Dangerously Yours*, January 29; *The Infernal Machine*, February 3; *Broadway Bad*, February 12; *Canyon Walls*, February 19; department-store story, as yet untitled, February 26; *Bad Day*, March 3; *Trick for Trick*, March 12, and *Pleasure Cruise*, March 19.

George R. Batcheller announces formation of Interworld Productions by J. C. Barnstyn and Budd Rogers. New company will supervise domestic sales and distribution of Chesterfield and Invincible productions in unsold territories.

HIGHLIGHTS

MICHIGAN EXHIBITORS forming a new organization, with W. S. Butterfield among the leading sponsors. Move is reported to have been undertaken at the request of about 50 independent theater owners. The new group will work in harmony with the MPTO units and also endeavor to co-operate with the Allied Association of the State.

NATIONAL APPEAL BOARD, in its future operations, may be recognized as the industry's supreme court of self-regulation. Hope for the fulfillment of this condition is expressed in the industry's program, final drafts of which are being circulated among exhibitor units for study and decision. The national board will hear and pass on such controversies as local arbitration has been unable to settle. The formal draft of the program has been approved by Paramount, Fox, MGM, Radio and Educational-World Wide. Universal still asks clarification of minor provisions of the proposal before formally approving it.

ALLIED BOARD OF DIRECTORS, meeting in New York this week, will air its objections to the industry program and final draft of the National Appeal Board. Abraham F. Myers, Allied's general counsel, cites three complaints against the Board. Firstly, that the Board is not a national board of arbitration and, furthermore, is advisory rather than mandatory. Secondly, that circuits and the type of protection they demand are not adequately covered. Finally, that the industry program is not that at all, since Warner-First National has not yet come in and probably will not.

UNITED ARTISTS begins work on the second half of its production schedule this week when shooting starts on "I Cover the Water-front." The film is the first of four and possibly five pictures to be made by Art-Cinema-Reliance Pictures, headed by Edward Small and Harry M. Goetz. United Artists will increase its current release schedule to about 18 features, three more than last season.

J. P. QUITTNER suit against Paramount establishing what is believed to be a record for trial days, entering its sixth week Monday in Federal Court, New York. Testimony of Sidney E. Samuelson, president of New Jersey Allied, that Paramount and other major companies in 1922 refused to sell him film is excluded. He will continue to testify this week, and it is expected that Quittner himself will also be called to the stand. Quittner is seeking damages of \$5,000,000 because of alleged unfair competition by the major companies.

PRODUCTION

U. S. Labor Department planning Hollywood checkup of foreign movie folk who entered country irregularly or overstayed their time. Murray W. Garsson, special assistant secretary, in charge of inquiry.

Phil Goldstone abandons "quickies" and will henceforth finance Ben Pivar, former Columbia producer. Goldstone aims to concentrate on class product for major release, competing directly with output of major studios.

Max Marcin, director and writer, says compensation for directors and writers should be figured on the grossing abilities of their pictures.

Joe Plunkett, theater head of RKO during the Hiram S. Brown regime, heading toward production of his own.

Merton F. Leopold, in charge of film work of the U. S. Bureau of Mines, states production of industrial films is expanding, and demand for exhibition of such pictures is constantly growing. Greatly increased activity in this line is expected, he says, when general business hits its stride.

Fox will extend its short-subject activities this year. Program will be made up of *Magic Carpets*, song cartoons and a series compiled from library shots made years ago.

Al Christie planning a series of comedy satires on topical subjects. First, on technocracy, will be released by Educational in *Vanity Series*.

Columbia signs Louis Serecky to supervise several productions. Serecky was formerly with Paramount seven years and with RKO four.

George R. Batcheller says tentative plans for this year calls for nine Chesterfields and nine Invincibles, a total of six more than last year.

Arthur Loew, head of MGM's foreign department, withdraws resignations after differences on company policy are settled.

Earle Hammon conferring with bankers in New York regarding proposed mergers. Will return to Hollywood in two weeks.

Charles Sullivans resigns as studio manager for Radio, no successor being

named as yet. Ned Depinet in Hollywood to confer with B. B. Kanane on future product.

Internal Revenue Department makes public tax adjustment of \$100,071 in favor of Fox.

Warner-First National will maintain production activity thru the spring and summer, with at least one or two pictures at work in the months usually the slackest.

Universal cancels deal with Herbert Brenon in which he was to make *On Her Turf*. Monogram now free to make picture with I. E. Chadwick as producer.

Raymond Johnson announces six features for production this year. First picture, *Skybound*, slated for release next fall.

Return of E. A. Dupont, German director, to Universal marks end of five-year fight between director and producer. His first picture under "the new deal" will be *The Invisible Man* (Boris Karloff).

CHICAGO EXHIBS

Local film men are making preparations to aid those in the industry who are unemployed. A Film Relief Dinner-Dance is to be held in the Grand Ballroom of the Medinah Athletic Club Saturday night, March 4. Admission is to be \$2.50 and the entire proceeds are to go to relief of the unemployed.

Several theaters have recently changed hands. George Lang has taken over the Bell; Lon Brecks the Lyric; Emma Wells the Adams, and William Mueller the Alamo. All of these except the Adams, a small Loop house, are neighborhood theaters.

The Chicago RKO Exchange won the national prize for being 100 per cent perfect in its fire prevention measures. The prize, a silver cup, is to be presented to the exchange shortly.

Irving Lipnick is now managing the Drexel Theater.

Julius Lamb, former theater owner here, is now manager of the Uptown, Cleveland.

N. S. Barger has subleased the Academy Theater, Halsted near Madison, to Harry Newpo, who will operate it on a straight film policy.

NEW FILMS

The King's Vacation (Warner). George Arliss, Florence Arliss, Dick Powell and O. P. Heggie. Arliss comes thru for this one and saves the picture with his suave and skillful acting. As is usual, he is the whole picture, and the Arliss fans will be pleased. For the others the film is a not-so-exciting tale about a romantic king who tries to recapture an old romance with his own wife. The supporting cast is not so good, and everything depends on Arliss so far as acting goes, while the story holds fair interest.

The Big Drive (A. L. Rule Production). This one is a chronological record of the events leading into and during the recent World War. It is really a new record of the war, the events given a chronological sequence and accompanying synchronized explanation and incidental music. The photography is naturally bad in many spots, but it will get by. It's a freak picture that will get the male patronage if exploited heavily. It has little, if any, appeal for women.

Employees' Entrance (First National). Warren William, Loretta Young, Alice White and Wallace Ford. The story revolves about the doings in a big department store and is interesting enough, although nothing extra. Warren William is excellent in the unsympathetic role of a romantic but unscrupulous boss, while Miss Young is lovely to look at as the model. Ford is okeh as her husband and Alice White is neat as a gold-digger. Good program picture.

Hot Pepper (Fox). Edmund Lowe, Victor McLaglen, Lupe Velez and El Brendel. The *Cock-Eyed World* stuff again, only this time Lowe and McLaglen are in civilian clothes, and Miss Velez is the hot-cha charmer. The story is ribald, rough and sock-and-tumble comedy in the good old style, and this should appeal to the Loew-McLaglen fans.

Tonight Is Ours (Paramount). Claudette Colbert, Frederic March, Paul Cavanaugh, Arthur Byron and Allison Skipworth. A light comedy romance, with March and Colbert handling the leading roles nicely. Miss Colbert is the beautiful queen and March the dashing young commoner who falls madly in love in the conventional Graustarkian manner. The story, based on Noel Coward's sentimental comedy, *The Queen Was in the Parlor*, is light stuff and by no means holds close attention.

Der Hauptmann Von Koepenick (Carl Zuckmayer Production). Max Adalbert and Will Schur. A picture version of the famous William Voigt hoax on the German army and government during the late World War. It is turned into a rollicking comedy in German dialog, but with English superimposed titles so that it is intelligible to non-Germans. The picture drags a bit, but in general it is good entertainment.

Nat Finston, musical director for Paramount, says more than 60 per cent of company's features to be made on the new season's schedule will contain a musical background.

Address all communications on Film Matters to Elias E. Nagornas, 251 West 42d Street, New York City.

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Broadcasters Are Offered New Music License Deal by ASCAP

Serves notice to NAB and all stations that it will confer on new deal, and any broadcaster may cancel present license—won't deal with Schuette

NEW YORK, Jan. 23.—Developments in the National Association of Broadcasters-American Society of Composers, Authors and Publishers differences on license fees for the broadcast of copyrighted music for profit took a sudden turn of astonishing events the past several days, the outstanding features being: Notice sent to NAB by E. C. Mills, general manager of ASCAP, that the Board of Directors had thoroughly and exhaustively considered the proposal that license fees agreement between ASCAP and broadcasters be revised and that they were just as discontented with the formula now in effect as were the broadcasters.

That the ASCAP will welcome conferences with any committee of representative broadcasters looking toward a revision of the present style of contract.

The Society will not, however, confer on this subject any further with Oswald F. Schuette, since on letterheads of the NAB, Schuette's typewritten signature was attached to a number of "scurrilous and misleading communications to broadcasting stations." "These letters," states the letter to NAB, "have referred to the Society and its activities in terms which we consider false, libelous and certain epithets which we strongly resent."

No broadcaster is under the slightest obligation to retain its present license from the ASCAP, and all broadcasters who do not send notice to the Society upon receipt of a copy of the letter to NAB, that it wishes to cancel its license, it shall be assumed that it is in accord with the sentiments expressed by the Society in reference to Schuette's activities against the ASCAP. Any station which believes it signed a contract under duress is at liberty to cancel its existing license.

More than 400 broadcasters are now licensed by ASCAP and in the opinion of Mills, it is unthinkable that so many would have entered into a contract with "racketeers" as Schuette has referred to the Society. (This is part of the Mills letter to NAB.)

Writers of the songs mentioned in last week's *Billboard* have served notice on Milton Weil, controlling the Randolph Music Publishers, that he had no right to assign their rights for public performance for profit without a license fee being paid and that these rights were assigned by them to ASCAP, which in itself nullifies any deal between himself and Schuette. The writers may bring suit because Weil turned over their song for the time being.

ASCAP sent a registered letter to Schuette asking him if the signatures on bulletins sent out by NAB over his name were forgeries or his own and whether he did or did not send out bulletins mimeographed and purporting to come from him. Apparently ASCAP believes it has grounds for criminal libel against Schuette and wants to know officially who sent them out as a matter of form. Bulletins number six and seven were issued last week, one touching on phonograph records on the air, requesting reports on the *Shadow* song, also not to accept free music if offered by publishers, especially that proffered by Emil Ascher, Inc.

Letter signed by E. C. Mills, g. m. of ASCAP, follows in full:

"More than 400 of the broadcasting stations have executed the new form of license. It is unthinkable that they would have done so or would have entered into any contractual arrangement with 'racketeers' of any nature, unless it is to be assumed that such a large number of stations were willing to become parties to any participants in such a 'racket.'

"However, assuming that there may be broadcasters who, for some unknown reason, may not have familiarized themselves with the situation, or some who feel that they entered into their present license arrangement with the Society under some form of duress, please be advised that we shall be very glad to accept from any broadcaster immediately (See BROADCASTERS on page 16)

NBC Sales Personnel Makes Two Switches

NEW YORK, Jan. 23.—Effective today, two changes will go into effect in the National Broadcasting Company sales department, which is headed by Roy C. Wittmer, vice-president in charge of sales, the changes being made on account of new highly concentrated, important sales efforts.

T. F. Allen will now devote his entire time to promoting and servicing four or five active accounts requiring unusual attention. T. G. Sablin will assume the duties and responsibilities of Eastern Sales Manager in sole charge of the New York branch and of Eastern sales.

Auditions Include Two Lucky Strike Programs

NEW YORK, Jan. 21.—Auditions held at NBC studios and other spots during the week intended for possible NBC outlets included two for American Tobacco Company for its Lucky Strike cigaret programs, supposedly for Saturday night fare. One was Edwin Frank Goldman's 55-piece orchestra plus 16 singers and a script which features a biographical sketch of a wife of a famous musician, etc. Other Lucky Strike possibility was an orchestra headed by William Merrigan Daly of 23 pieces, Willie and Eugene Howard, a chorus of eight and several actors.

Woodbury soap concern apparently wants to hear other announcers and has auditioned a few possibilities to sales conference only so far. Phil Baker and orchestra also had a hearing.

McLeod Resigns From NBC; Will Not Be Replaced

NEW YORK, Jan. 21.—Keith McLeod, musical supervisor of National Broadcasting Company local studios, has resigned, effective today. He will not be replaced, inasmuch as musical director of programs, Frank Black, intends to centralize the entire musical department of NBC.

McLeod was connected with radio for more than 10 years, having been a member of the WJZ staff when it was an RCA station before the organization of NBC, when it combined with WEAP and formed a nation-wide chain.

Reisenfeld NBC Period To Start February 4

NEW YORK, Jan. 23.—Hugo Reisenfeld will conduct a symphony orchestra half-hour period for NBC beginning Saturday night, February 4. Program will be called *Blue Danube*, which period will replace *Golden Threads*, now being done by Frank Black, although the name of the period in question may be changed to the new name before Reisenfeld actually takes up the baton for the weekly sustaining.

Amos 'n' Andy Back to Chi

NEW YORK, Jan. 21. — "Amos 'n' Andy" dashed back to Chicago today, although the duo planned to remain here for at least three weeks. Reason is said to be a benefit performance for unemployed on which they are to take an important part.



TOM KENNEDY, off the air since last spring, but still known as "The Voice of RKO." He is now a successful producer of radio acts, with six of his productions being heard over the ether at present.

NBC Claims \$10,000,000 In New 1933 Business

NEW YORK, Jan. 21.—National Broadcasting Company's sales department figures it has signed approximately \$10,000,000 worth of new business since the first of the year, or at least business that may be considered strictly 1933 accounts. No allowance is made, of course, for possible four-week cancellations as per clauses in the contract.

New business signed within the past week takes in General Foods Corporation, thru Scott Howe Bowen, Inc., six broadcasts only over Station WJZ, which started Thursday. This is a series of "Temperature Reports" of few minutes' duration.

Identit Toothpaste Company, thru Scott Howe Bowen, Inc., WRC only, for 13 weeks, which started Monday, utilizing the electrical transcription "Detectives Black and Blue" series.

B&K Buy Air Names For Chicago Theaters

CHICAGO, Jan. 21. — John Balaban and Louis Lipstone, of Balaban & Katz, have just returned from a trip to New York, where they went in search of radio personalities to appear at their local houses. Several noted stage stars also were interviewed, and it is probable that negotiations for nearly a score of the best known entertainers on the stage and the air to appear in B&K houses will be made soon.

Among those whom it is practically certain will come here during the season are Kate Smith, Burns and Allen, the Mills Brothers, George Olsen and Ethel Shutta, Russa Colombo, Bing Crosby, the Boswell Sisters and Singin' Sam (Harry Frankel).

Morton Downey and Other Stars for New Brice Film

NEW YORK, Jan. 23.—William Rowland-Monte Brice Productions have started work on a new feature in conjunction with Educational films which will star Morton Downey and seven other radio stars not yet selected. Original story by Robert Andrews is called *Radio City*.

Gale in New Offices

NEW YORK, Jan. 21.—Moe Gale has opened new offices in the Elves Building, the firm being known as Gale, Inc., specializing in radio productions. New offices include complete studios with sound equipment for auditions. Currently, Gale is handling the Don Hall Trio, Verna Burke, Paul Whiteman Rhythm Boys and other artists.

WAYNE KING and his band are back at the Aragon Ballroom, Chicago, after a successful personal-appearance tour.

West Coast Notes

LOS ANGELES, Jan. 21.—A program series intended to sponsor the development of all that is fine in the arts, drama and life of the Negro people in America is being presented by Clarence Muse, prominent colored actor, movie star and composer, over KRKD. Feature will be on the air each Monday night at 7:30 for next 52 weeks.

Skippy Fleming has been replaced by Hy Moulton as director of the Happy-Go-Lucky Orchestra over the 12 stations of the Don Lee system daily.

Dick Aurandt, former organist at the Fox Theater, has been added to the studio staff of KFRC, San Francisco.

The Smallman a Capella choir of 35 voices, internationally known, will be featured on Raymond Falge's nationwide broadcast of *California Melodies* over the Columbia System January 24.

Grant Pollack has been named studio manager of KTAB, Oakland.

KHJ's *Merrymakers* comprise almost an entirely new cast since Union Oil Company has taken over the Coast sponsorship. New members are Ben Hard, m. c.; Red Stanley, Sterling Holloway, Gill and Demling, Yogi Yorgesson, Margit Hegedus and V. Thompson.

Dorothy Labelle, soprano from the New York Philharmonic; Peter Grasso, tenor, and the Dusky Stevadores, Negro quartet, have been added to the staff of KMTR, Hollywood.

Arthur J. Kemp, formerly in the advertising department of *The Los Angeles Examiner*, has been named commercial manager for KHJ.

Kay Thompson, blues singer, has been added to the artist staff of KHJ. Other additions include Ray Canfield and his Hawaiians, late with Stanley Smith and his orchestra at the Los Angeles Biltmore.

Gerald J. Norton, of the Don Lee commercial department, has been elevated to chief of commercial service work for the network.

Langendorf United Bakeries started a series of 15-minute news periods January 17 over KFI, Los Angeles, and KGO, San Francisco, from the NBC studios in S. F. Period, conducted by Rush Hughes, is on the air five mornings a week.

San Francisco Examiner has started 15 minutes weekly on KPO, San Francisco, to promote the sale of its Sunday edition. Period consists of dramas based on stories appearing in the magazine section of the paper. Electrical transcription being used.

Sinclair Minstrels To Play Chi Palace

CHICAGO, Jan. 21.—The Sinclair Minstrels, whose Monday night broadcasts over NBC attract hundreds to the studios, have been hooked to appear at the Palace Theater here for a week starting February 10. The cast will be headed by Gene Arnold, interlocutor, and will include Cliff Soubler, Mac McCloud, Chauncey Parsons, Joe Parsons, Bill Childs and Fritz Clark.

"The minstrels' broadcast is witnessed each Monday by some 400 people, which is the capacity of the studio, and there are thousands on the waiting list.

Coast Stations Offer Acts No Money, But 'Opportunity'

LOS ANGELES, Jan. 21. — The smaller radio stations in and around Los Angeles are taking advantage of the tremendous number of unemployed vaudeville people on the Coast and are offering golden chances to "hit big" on the ether. Stations carry daily ads in the newspapers asking for acts to appear on their talent programs gratis with the understanding that if they "click" a lucrative connection awaits them.

There is almost a steady line of talent being used on these stations, but no reports are forthcoming of any acts being signed on the strength of their donated program. Stations in turn sell the program to sponsors, to whom they guarantee an ever-changing variety of talent. Setup results in 100 per cent profit for the stations as far as talent cost is concerned.

Air Briefs

By JOE HOFFMAN

Among the new accounts signed by NBC are: Thompson Products Company (automobile parts), which will go on WJZ April 12 for 12 weeks. Program will be called *Service With a Song* and will feature a male quartet with a humorous dramatic skit. On April 7 Manassasville, King Company (flower seeds) also takes to the WJZ network with a series of talks on flower gardening. Klein, Inc. (shoes), has contracted for WEAF only, commencing February 22 for 18 weeks. Will sponsor Dennis and Breece.

The National Biscuit Company, sponsoring *The Wheatworth Program*, renewed with NBC for an additional 21 weeks, beginning February 13. Dr. Lyons Toothpowder, sponsoring the *Sunday Manhattan Merry-Go-Round* broadcasts over WJZ, renewed for another 13 weeks, effective February 5.

Nell McDonald resigned from the commercial program division of CBS, with which she was connected for over a year, and her place was taken by John Jack Chasell. Jerome Kern will be the second guest artist on the CBS *Inside Story* program February 13. Morton Downey, now heard over CBS each Monday and Friday, will shift to Thursdays and Saturdays, beginning January 29. Frederick William Will Sr. came up from Washington last week just to ride back again in the Roosevelt Special. Bill Cook will be featured over WEAF January 28 for a one-hour radio circus in which he will, as usual, play all the parts. Jesse Crawford estimates that during the last 10 years he received more requests for the number *Masquerade* than for any other. Boswell Sisters intend to reach the Coast during their current vaudeville tour. The Don Hall Trio were given an additional NBC period last Sunday when they went on WEAF at 10 p.m. This instrumental and harmony trio are now heard each

day during the week and will probably go commercial shortly. George Price is back in town with a new idea for radio, but needs the aid of an expert newspaperman to pound out the script. During 1932 Jack Denny sent more than 50 autographed batons to different firemen's benevolent associations throughout the country. The batons were then raffled off to the highest bidders. Amos 'n' Andy are currently in New York for what they call a "vacation," altho they are continuing with their broadcasts from the NBC's New York studios.

Duke Ellington's Orchestra is currently broadcasting over CBS from the Avalon Restaurant, St. Louis. The CBS *Funnybones* spent the past week-end at their homes in Boston and had to re-stage many of their broadcasts for the family gatherings. By authority of the Federal Radio Commission, WJZ has increased its operating power from 30,000 watts to 50,000. It now has a power equal to NBC's other chain outlet, WEAF. Ben Alley will take a week off shortly to visit his folks in West Virginia. Frank Black, NBC musical director, is looking for unpublished modern American music manuscripts, preferably from unknown composers. Verna Burke is making a big hit with Happy Felton's Orchestra at the Governor Clinton Hotel.

Eddie Cantor during the week of January 28 will play a week of one-night stands and will come back to New York February 5 for his Sunday night Chase & Sanborn broadcasts. Then Cantor goes south for a series of one-nighters which will bring him into Florida for a two-week vacation. Will broadcast from Florida and then return to New York.

Al Jolson may go to Florida the last week of January and the first week of February. If he goes he will have to pay wire charges which amount to \$1,200 per broadcast. Jolson told his sponsor that he is willing to pay the wire charges. Leo Reisman has four arrangers collaborating on his half-hour Friday night broadcast. Carson Robison has written more than 100 hill-billy songs. Irene Taylor insists that at heart she's really a home girl. And Jack Fulton, the other Paul Whiteman soloist, plans for the wide open spaces. Mildred Bailey's youngest brother, Charles, is in New York just to attend a few of Bing Crosby's broadcasts. Anson Weeks has just been made a member of the American Society of Composers, Authors and Publishers. He has written a few good selling songs. Raymond Knight, whose "Billy Bachelor" series will continue on WEAF thru April, plans to sail for Europe in June.

NAT BRUSILOFF

AND HIS ORCHESTRA

This Week **PARAMOUNT** N. Y. Jan. 20th

THANKS TO

Kate Smith and Ted Collins

ISHAM JONES

WABC—CBS Network
from
Hollywood Restaurant
New York
Indefinitely

W. J. Z.
7:45 A. M.
CREAM OF WHEAT PRO.



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"The Southern Girl and Her Good Natured Boy Friend"
WEAF-NBC NETWORK
TUES. AND SAT. AT 11:00 P.M.

A BEN ROCKE PRODUCTION

PROGRAM REVIEWS

Gertrude Niesen

Reviewed Wednesday 10-10:15 p.m. Style—Comedienne and orchestra. Sustaining on WABC (CBS network). Gertrude Niesen has been heard with the Roger Wolfe Kahn Band on stage and hotel engagements. Still in her teens, she is unquestionably a comer on the road to become a radio name. As a singer of torch songs she is plenty hot and has an excellent voice and delivery. As a mimic she also shines. Her imitation of Lupe Velez doing the number *Hotcha* was a pip, and she is doing one of these on each program. Movie stars seem to be her forte and she should stick to these in her mimicry, especially when accent or dialect can be worked in. On a subsequent broadcast, wherein she imitated some well-known singer, it was but fair. Coming in toward the close, or what corresponds to the climax of her programs, these imitations cannot afford to be let down. Her voice seems to be that of Belle Baker, Ethel Merman and Lyda Roberti rolled into one, yet it is distinctly her own style, nevertheless. Future broadcasts have her spotted early in the evening, an indication that she is being groomed for a consistent buildup. Orchestra rendering accompaniments is ok in every respect, getting hot or sweet as the occasion may require. Not a poor bet for a 15-minute commercial on her own or as a decided lift to any period, short or long, utilizing additional talent. M. H. S.

"John Henry" Stories

Reviewed Sunday, 8-8:15 and 8:45-9 p.m. Style—Negro folk legend and music. Sustaining on WABC (CBS network). If there were such a thing as a Pulitzer Prize for the best radio dramatization of

Don Becker Back at WLW CINCINNATI, Jan. 21. — Don Becker, ukulele virtuoso and material writer, has returned to the staff of Station WLW here. He will author the "Ken-Rad Unsolved Mysteries," new detective series which was inaugurated over WLW recently.

the season this series of programs would have had a strangle hold on it from the very first broadcast. John Henry—Black River Giant is based upon stories by Rourk Bradford and follow the exploits of the fabulous Negro strong man of the Mississippi country in a series of episodes cleverly adapted and dramatized. Acting is as perfect as one would want it, while all members of the cast contribute their vocal efforts in incidental folk song and spirituals. John Henry, legendary giant who is as kindly and wise as he is strong, weighed "44 pounds; when he born and straight-way talked and sang"; in fact, named himself immediately and the river ran upstream. "Sho 'nough, Uncle Slim?" queries the little nephew. "Sho 'nough," affirms the narrator between the dramatizations, and the yarn spins merrily on. Rafts of hog jowl and cabbage and enough rations to feed 50 men were also ordered by John Henry, and the terrified and amazed mother and relatives fear no good will come of it. Soon he announces to his parents that he is "go'in on down de line." Which ends the first episode as told by the narrator.

Second series of incidents presented a half hour later with suitable introduction again by the announcer finds John Henry coming down the road singing. He halts as he meets up with a lazy boy whipping a still lazier mule. John Henry takes the matter in hand in philosophical fashion, analyzes the situation, despite the admonition of the youth that he couldn't "sweet talk dat mule." However, the mule, Nebo, soon is going down the road hell bent for parts unknown. Following this miracle John Henry arrives at his grandma's house and by his talk they know he is full of "preachment" and granny naks for a "message." (See PROGRAM REVIEWS on page 16)

EDDIE and RALPH
Featured on
Armour Hour
NBC
Coast to Coast.
—9:30 P. M., E. S. T.
NBC Artists' Bureau

SISTERS of the SKILLET

13th Consecutive Week

EDDY--BURTSON AND THEIR ORCHESTRA

STATION WOR
STUBBENS TAVERN,
NEWARK.

ABE LYMAN

—And His—
CALIFORNIA ORCHESTRA
Columbia Broadcasting System
PHILLIP'S DENTAL MAGNERIA
Tues., Thurs., Sat., 8 to 8:15 p.m., E. S. T.
COAST-TO-COAST

WABC JACK DENNY

AND ORCHESTRA
WEAF • WABC
Waldorf-Astoria Hotel
Victor Records
Lucky Strike Dance Hour
Whitman Candy
WJZ • WOR
Management M. C. A.

Price Cutting a Blow To Ohio Ballroom Men

CANTON, O., Jan. 21.—Standardization of admission prices and elimination of the free courtesy where not entitled is the only salvation for the dance business in Eastern Ohio, declared H. W. Perry, managing director of New Land O' Dance here, and for the last 15 years identified with major ballrooms in the Midwest, following a conference in Cleveland recently with a number of leading ballroom operators of Eastern Ohio.

Complaining that in many centers competitors have reduced admissions to where it is no longer possible to operate at profit, ballroom managers plan to cooperate in having admission prices returned to a level where they can meet expenses and make a fair profit for themselves.

Perry declared the current season to be one of the worst in many years, due to the fact that competing ballrooms have cut prices and that dancers now consider the admission rather than the band attraction. In years past it was just the opposite.

Few ballroom operators in Eastern Ohio are taking a gamble with "name" bands this winter — since several lost heavily on early season promotions when certain "names" failed to come up to expectations. Most ballrooms have been offering mediocre bands at 25 cents top, and even as low as 15 cents at the mid-week. Few are asking 50 cents, the same as last year.

In Akron one of the better-known ballrooms has been going along for several weeks for 10 cents admission to the entire evening session, using bands that will "play ball" with them, and splitting the gross 50-50.

Perry maintains that when admission prices return to their former level dance hall patrons will benefit by the reason that the operators will be able to offer a better class of band attractions at a still common-sense admission.

Weede-Meyer at Wardman

WASHINGTON, Jan. 21.—The Weede-Meyer Orchestra, began an indefinite engagement at the Wardman Park Hotel here recently. Band is under the direction of Howard Russell, with Babe Pearson as featured vocalist. This marks the orchestra's third appearance at the Wardman Park. Combo is under the management of Bernard Barton, Washington.

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DANCE ORCHESTRA CARDS

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SPECIAL DIAMONDS
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12 Sets of Xylophones

With Travelling Trucks. Can be seen at the BEN HUR STABLES, 400 West 42nd St., New York City.

LOVING CUPS AND PRIZE MEDALS

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GET MODERN ARRANGEMENTS

of your favorite tunes. Write for Free Introductory Offer.

KISSINGER

Suite 22, 241 W. 45th St., New York City

Tom Sherman With Cole

CHICAGO, Jan. 21.—Tom Sherman, for the last four years with the Irving Berlin Music Publishing Company here, has affiliated himself with the M. M. Cole Publishing Company and is now manager of the firm's popular music department, with offices in the Woods Building. Sherman is well known and liked in the trade and he is getting splendid results with Cole's potential hit, *Lonesome and Blue*.

Night Clubs

JOE LEWIS is the new master of ceremonies at Suburban Gardens, New Orleans. Lewis, perhaps you'll remember, is the singing chap who a few years ago incurred the displeasure of some Chicago gangsters and just to show him that they were really peeved at him attacked him in the night club in which he was working and literally cut him to ribbons with knives. He spent several months in a hospital and finally won his way back to the spotlight.

JIMMY GRIER and his orchestra have opened an indefinite engagement at Club Forest, New Orleans, with a new floor show that includes Stadler and Rose, eccentric dancers; Vivial Janis, singer; Billy Gorber, male impersonator, and George McQueen, master of ceremonies.

RICE HOTEL, Houston, is featuring in its floor show Curtis Smith, Lindy Coonr, Ann Debrew, Eloise Thomas, Gene Walters, Mamie Morgan and others.

CLEO AND NORMAN, apache dancers; the Collum Sisters, singers, and Kitty Martin are recent additions to the floor show at the New Talmadge Inn, San Antonio. Davy Doss is emcee, with Steve Gardner and his University Boys furnishing the hot tunes.

THE BISMARCK, downtown resort in San Antonio, has closed down after a short season. It is learned that the Bismarck will reopen soon after a financial matter has been righted.

BAL TABERIN, Hollywood, is featuring Jack Dunn and his orchestra, as well as six new specialty acts and a line of 12 girls. Frank G. Senne is managing.

Ballrooms

By BILL SACHS

SAN ANTONIO, Jan. 21.—Bud Nash is directing a weekly dance in the ballroom of the Gunter Hotel. Troy Floyd's orchestra is still a feature at the Midway, downtown near San Antonio.

SOUTH BEND, Ind., Jan. 21. — Len Fletcher and his band are being featured at Reid's Casino, on Barron Lake, nine miles north of here. Dancing is held on Saturday and Sunday nights, with admission at 10 cents, and dancing free. Merets, Reid and Kenny are managers of the Casino.

DECATUR, Ind., Jan. 21. — Bernard Clark, proprietor of the Green Kettle confectionery here, has remodeled the upper floor of the building, turning it into a ballroom. It is known as Paradise Gardens, and Paul Weaver's Orchestra, of Fort Wayne, is furnishing the melodies. Dances are held on Saturday night, and Mr. Clark states that dancing may be held three times a week later on if conditions warrant.

ARMONK, N. Y.—Due to a sudden change in plans the Rhineland Gardens has closed for the winter. Business was fair, but the management wanted time to redecorate before the summer season. The reopening has been set for April 1. An entire change in entertainment policy is planned.

RACINE, Wis., Jan. 21. — Beachland Gardens here has been leased for the coming season by Line Tommy Sacco booking offices, of Chicago. The ballroom will be completely remodeled and will be opened about May 1 under the name of Kewaunee Beach. Mr. Sacco is operating 16 ballrooms in Wisconsin and Illinois.

FORT WAYNE, Ind., Jan. 21.—The Brown Buddies Orchestra is now playing at the Palma Ballroom on West Main street. Dancing at this stand every night except Monday.

Orchestra Notes

By BILL SACHS

SID DICKLER and his orchestra are continuing their twice weekly broadcasts from KQV, Pittsburgh. For the last five months the orchestra has been sponsored by a musical supply house. The band was formerly featured on WWSW, WJAS and WMBJ. Dickler's unit comprises 13 men. Freda Lazear is sharing the vocal honors with Jess Best, Jerry Kahn and Ralph Canon, members of the band.

MARY WINE, featured vocalist with the Kay Kyser band, has rejoined the outfit at the Hotel Bellevue, Kansas City, Mo., after spending several weeks at her home in Columbus, O., due to illness. The Kyser combo will remain at the Bellevue at least another fortnight. It has proved one of the most popular bands to play the spot in many months.

MACK ROGERS is waving the haton over the orchestra at the Cave, located in the basement of the Gunter Hotel, San Antonio.

FLOYD WRIGHT is featured organist with Horace Held's Orchestra at the Golden Gate Theater, San Francisco.

MARY DOBBS is meeting with success with her organ solos at the Isis Theater, Denver. She has been at the house for the last nine years.

BILLY ADAMS and his colored combo have started an engagement at Peggy's Pantry, located on the Lincoln highway, west of Fort Wayne, Ind.

KATIE SMITH is the new soloist with the Ralph Webster Orchestra at the Hotel Plaza, San Antonio. Combo broadcasts daily over Station KTSA.

HOLLYWOOD RHYTHM GIRLS have opened an indefinite engagement at the Palatial Inn, Poughkeepsie, N. Y.

BEN BERNIE and "all the lads" will go on tour for Publix the latter part of February. Several bands being considered to take Bernie's place at College Inn during the Old Maestro's absence.

BROADCASTERS

(Continued from page 14)

a cancellation of his existing license from us.

"No broadcaster is under the slightest obligation to retain his present license from this Society. As to any broadcaster (and a copy of this letter will be sent to all of them) who does not forthwith serve notice upon us of his desire to cancel the license, we shall assume he is not in accord with the comment regarding the formula explicit in this license which has been expressed in the mimeographed letters forwarded to—"All Co-Operating Broadcaster"—under dates of December 8, 14, 28 and 31, 1932, and January 9, 1933.

"In other words, as to such broadcasters who feel that their license from the Society has been taken under duress and who support the statements in toto as contained in the above communications, they may now forthwith by notice upon us cancel the license.

"As to any broadcasters not serving such notice upon us, we shall assume that they do not support the statements made in the said letters.

"This Society will be very glad at any time—and will welcome an opportunity—to confer with any individual broadcaster, or any committee consisting of broadcasters, which is reasonably representative of the broadcasting industry, with a view to revising the present form of license.

"This letter is in response to one received from your Association under date of December 1, 1932, over the signature of Oswald F. Schuette, requesting that there be called to the attention of our board of directors certain resolutions adopted by the National Association of Broadcasters at its convention in St. Louis and suggesting a proposal to revise the present form of license issued by this Society to broadcasters.

"As requested, this letter was presented to our board and has been fairly, thoroughly and exhaustively considered, discussed and deliberated upon, and I was directed to inform you that the members of our Society are quite as discontented with the formula expressed in the present license as the broadcasters can possibly be and the Society will welcome conferences with any committee of representative broadcasters looking toward a revision of the formula.

"The Society will not, however, confer on this subject any further with Mr. Schuette. On the letterhead of your Association, bearing the typewritten signature of Mr. Schuette, a number of scurrilous and misleading communications have been sent by mail to broadcasting stations.

"These letters have referred to the Society and its activities in terms which we consider libelous, false and misleading and contain opprobrious epithets which we strongly resent. The deliberate purpose of the propaganda expressed in them is obvious, and the hostility voiced indicates clearly to us that it would be hopeless to expect a constructive result from the viewpoint of either the broadcasters or the copyright owners from any conference in which Mr. Schuette might participate. The content of these circulars purporting to be distributed from the offices of your Association over the typed signature "Oswald F. Schuette" will be commented upon in a separate communication.

"The Society will not negotiate nor confer with nor recognize Oswald F. Schuette as a representative of the broadcasters or any of them or of the broadcasting industry for the reasons above stated.

"All broadcasting stations are advised that if and when, as a result of any negotiation had with a committee of representative broadcasters, a departure from the existing formula is agreed upon all will be afforded an opportunity to revise their licenses in accordance with such formula.

"We recognize that the matters at issue are of vital concern to the composers, authors and publishers of the world and no less to the users of music in public performances for profit, and we are quite as anxious as are the users or any group or individual of them that a truly constructive solution be found for any and all differences between the two interests.

"To the finding of such a solution we pledge our best possible co-operative endeavors, and with all good wishes, we remain."

WASHINGTON, Jan. 21. — Oswald Schuette, director of all copyright activities of the National Association of Broadcasters, when asked by a representative of *The Billboard* to comment upon a letter which had been forwarded to NAB by the American Society of Composers, Authors and Publishers, offering a revision of the contract of ASCAP with NAB, but based upon the reported condition that this revision would not be handled with Schuette himself, said he had no statement whatever to make on this subject.

Replying to a further suggestion that he express himself as to the reported communication, he said that the resolution adopted at the St. Louis convention of NAB would have to speak for him in this connection. This resolution, cited by him and incorporated in the text of "Copyright Motion" of NAB bulletin, under date of November 26, 1932, was presented by Isaac D. Levy, of Philadelphia (Station WCAM), and a director of Columbia, and adopted. Schuette also called attention to a motion made by him at St. Louis and incorporated in the same bulletin.

PROGRAM REVIEWS

(Continued from page 15)

for he has been away gathering knowledge and conversing with bird and beast as well as mankind.

Throughout the program there is considerable chanting of spirituals and the singing of other songs by a mixed choir, also accompanied by a string instrument. This is an important part of the program and as well done as the dramaticizations. Juano Hernandez has the title role and as John Henry reveals an excellent singing as well as talking voice. Rose McClendon, also of the legitimate stage, plays opposite Hernandez. This talented Negro actress is probably foremost among her race in this country in her line. There is a supporting cast of eight players, all of whom sing as well as act. Geraldine Garrick and Hernandez did the radio adaptations of the Bradford book.

Columbia Broadcasting System believes it is bringing a new type of showmanship to radio by broadcasting two separate programs in one night, with a musical period of a regular feature doing the half hour between. Each period, of course, is complete in itself, but whether the new departure is helpful to the program itself, the one in between or whether it is the CBS idea not to try to buck the Eddie Cantor hour completely is problematical. However, John Henry lore is swell entertainment and well suited to Sunday evening presentation.

M. H. S.

Mrs. Freddie

Mr. Jack

RICH AND De RUYTER

And Their Society Orchestra

DIRECTED BY

MRS. FREDDIE RICH



HEADLINING

AT THE

**RKO PALACE, NEW YORK
THIS WEEK, JANUARY 21**



More RKO

Dates to follow ••••

If you are considering future bookings for Mrs. Freddie Rich and Mr. Jack De Ruyter—address all communications care RKO, Radio City, 51st St. and 6th Ave., N. Y. C.

Assisted by

EDDY BURTON

who has been featured over Station WOR for several months.

LEGITIMATE

Conducted by EUGENE BURR—Communications to 251 W. 42d Street, New York City.

Green Claims Fortune Behind Move To Restore Road Tours

New group expects to be ready in two weeks—25 weeks promised to shows—will finance indie producers—to bring back former road idols

NEW YORK, Jan. 21.—Morris Green declares that, altho his new organization, the Union Theater League, has not been sufficiently organized to permit it to make any definite statements of its plans, preliminary work has already been started. Financial backers of this new group are not show people, according to Green, but have decided to take a fling at the game because they believe that this is a propitious time to engage in it. No activity is planned for any New York productions, the group to concentrate its efforts strictly on out-of-town road shows. Revivals of shows which have had fairly successful New York runs will be given a showing in all of the 25 houses the League hopes to have booking arrangements with. Propositions will be made to those producers owning shows the League is interested in, and either the League will finance these plays as a whole or will angle the original producer to some extent.

Green also intends to produce shows, give them a short New York run and if they pan out well send them out on a tour of the circuit. He has several assistants now engaged in a survey of shows played in New York for the last three seasons, and those plays which achieved a fairly successful run and didn't for some reason or other go on tour will be revived for a showing on the newly organized chain.

The new group has also sent out a call to recognized indie producers to the effect that it is willing to finance, in whole or in part, productions which meet with the approval of a committee appointed by the organization. Also, a canvass of all available stars familiar to road-show audiences is being made, the group believing that a good many of these performers have dropped out of the limelight during recent seasons simply because most New York producers have concentrated their activities on Broadway.

Dramatic shows alone are scheduled for immediate production, the group feeling that the expenses entailed in sponsoring musical shows are too much in proportion to the gross intake. Green is now engaged in a definite program, making arrangements with a group of directors, scenic painters, playbrokers and other branches of the profession to devote their energies to the new group.

Canavan Defeated for Ex-Job

ST. LOUIS, Jan. 21.—William F. Canavan, former president of the IATSE, who resigned from that post last October after attempting to put thru a general wage cut, was defeated here in the election for business agent of Local 43, Moving Picture Operators' Union. Canavan was defeated by Oscar Kinetop, present holder of the office, who was elected to the post when Canavan left to become head of the international organization.

Henry Baron Readies Play

NEW YORK, Jan. 21.—Henry Baron expects to fix his dispute with Actors' Equity early next week and immediately afterwards hopes to place his play in rehearsal. Play is from the French and has been adapted by Baron himself. Present title is *Bibi Breaks In*. This will be his first production since he was forced to quit the business due to ill health.

Jolly Good "Felons"

DANMEMORA, N. Y., Jan. 21.—"Jail! Jail! the Gang's All Here," a revue written, staged and acted by the inmates of the Clinton Prison, drew a crowd of 1,600 people, while plenty were turned away. Show was such a hit that many in the crowd thought that "ringers" had been imported from the near-by NVA Lodge at Saranac Lake to help out.

Civic Rep Losing; "Alice" Goes Uptown

NEW YORK, Jan. 21.—Eva Le Gallienne's rep theater has been hit hard by the depression, which caused a sharp cut in the customary subsidies. Also the company has had rather hard luck with most of the regular bills, customers coming only to see the new productions. Latest venture, a production of *Alice in Wonderland*, has proved quite successful and the company hopes to make up the deficit by bringing the play uptown to the New Amsterdam Theater for an extended run. The entire rep company is used in this production, which also calls for a large working crew.

Meanwhile all other production work will be temporarily discontinued, and Miss Le Gallienne hopes to have the troupe back in the old stamping ground next season. Options on some of the new plays announced for this season will be renewed. Among them are *Loyalties*, by John Galsworthy, and a play by Gordon Bottomley called *Gruach*.

Alice has done S R O business at every performance in the old 14th street house and opens at the New Amsterdam January 30.

Selwyn Guarantees 3 Shows

NEW YORK, Jan. 21.—Arch Selwyn, whose production activities have been rather negligible of late, seems to have awakened with a vengeance. Besides standing sponsor to two productions of his own, the imported *Erasmus* and the Tallulah Bankhead show, *Forsaking All Others*, he has guaranteed the bond on the Brown-Henderson musical, *Strike Me Pink*. Musical has Jimmy Durante and Lupe Velez as costars.

No actual cash bond was necessary, Selwyn being a member of the Managers' Protective Association, which is still technically in existence, tho it is not active.

Billy Rose Rushing Revue

NEW YORK, Jan. 21.—Billy Rose is now busy readying a new revue. No title for the show as yet, tho he intends to troupe it under the same title as his last effort, *Billy Rose's Revue*. No one as yet set, but the expectations are that Fannie Brice will head what Rose expects will be an all-star cast. Out-of-town tryout probably in the middle of February.

"Bridal Wise" Set on Coast

HOLLYWOOD, Jan. 21.—Tom Moore, Matt Moore and Lois Wilson in *Bridal Wise* is set to open tomorrow at Henry Duff's El Capitan Theater for an indefinite run. House has been dark for the last two weeks. Others in the cast are Blyth Daly, Grace Hampton, Jay Ward, Marlon Schockley, William Macaulay, Ben Erway, "Hambone Johnson," or Our Gang comedy fame; Cleo Desmond, John Ray and Walter Clyde. Russell Fillmore handled the directing.

SRF Has \$15,401

NEW YORK, Jan. 21.—The Stage Relief Fund has received moneys amounting to \$15,401 during the past week. This brings the total amount of the fund to \$15,401. The latest contributions include: Gertrude Freeman, \$100; Mary Naah, \$100; James Forbes, \$50; James Speyer, \$50; Osgood Perkins, \$20; Mrs. Irving Berlin, \$10; Mary Servoss, \$10; Louis Lowenstein, \$10; Gregory Zilboorg, \$10; Grace S. Batchelder, \$10; Frank J. Shell, \$10; Constance Collier, \$10; Rita Gould, \$10.

There will be a benefit performance of *Autumn Crocus* for the SRF January 22 at the Morosco Theater.

Shubert-Erskin To Do "Wax"

NEW YORK, Jan. 21.—The Shubert office intimates that it expects to have Chester Erskin stage *Man of Wax* immediately after Erskin finishes work on his own production, *Two Living, One Dead*. *Wax* is an adaptation from the German play by Walter Hasencloer called *Napoleon Intervenes*. Play is expected to be ready for a New York showing late in March.

Sam Harris To Be Gone

NEW YORK, Jan. 21.—Sam H. Harris will extend his vacation from the expected four weeks to about eight. Meanwhile expected early production on the Somerset Maugham play, *For Services Rendered*, will be postponed awaiting his return. Harris is visiting friends in Hollywood and also expects to spend some time in Miami.

Columbo in "Scandals" Tour?

NEW YORK, Jan. 21.—Russ Columbo may be spotted in George White's road edition of the late *Scandals* if present negotiations with the crooner are completed. White intends to send the show out February 20 for a tour of the one and two-night stands thru the South. Columbo will have the same material held down by Rudy Vallee, Willie and Eugene Howard head the cast.

Philly Theater Society Members Squawk at Price Drop; No Saving

PHILADELPHIA, Jan. 21.—General slash downward in theater scale to a \$2 top has raised havoc here with the subscription group, the American Theater Society.

Squawks are being received by the Society on all sides from subscribers who find that the saving they were supposed to secure by buying all the attractions at once isn't really a saving at all, in view of the general price trend. Regular box-office rate for Society's plays is \$2.50 top, which is dropped to \$2 when the patron buys five plays at once. Subscribers are also dissatisfied because they can't get a lineup on the second half of the current season. So far *There's Always Juliet* has played as the second attraction, and those to follow have not yet been selected. *Autumn Crocus* is supposed to be next, but no date has been announced.

The \$2 scale for a first-line attraction was inaugurated by *The Green Pastures*,

which has been attracting good business at the Forrest and will play six weeks in all. *Springtime for Henry* is playing at the Garrick at \$2 and has had a second week added to its engagement. Monday Peggy Fears is to open her new play, Elsie Schaeffer's *A Story of Love*, at \$2 top, and *Counselor-at-Law* will also play here at that price. It seems likely that practically every other attraction except musicals will play at this figure, with the report that some \$1.65 top bookings may be expected.

Situation has the film men worried on the road-show plan also. Faced already with a drop from 75 cents to 55 cents in the top of the first-run straight film houses, the \$2 legit top will offer stern competition for the \$1.65 pictures. However, *Rasputin and the Empress* is coming to the Aldine as a road show Friday night, while Fox will probably reopen the Fox-Locust on the two-a-day for *Cavalcade*.

Stage Whispers

By JACK MEHLER

Former successful producers who are now hard up are in a particularly tough spot as far as raising dough is concerned. In previous years they seldom, if ever, had to dig up production money, and now have either lost contact with possible angles or are too proud to let their plight be known to their personal friends, who might be inveigled into investing. Little if any help has come from the Shuberts or Erlangers, and practically no financing has been done by the picture companies. The brokers, who in former years could be depended upon for some backing, haven't had any real dough any time this season, so they had to be counted out. The financial problem has reached the stage where producers have been forced to look to each other for part of the financing. And good scripts being scarcer than the proverbial hen's tooth, any producer owning a good script can get one of his colleagues to take a piece of it. An advantage in this arrangement is that the two or three men in on the show can often do the opus much cheaper, due to the fact that collectively they may have in the storehouse enough lights and props to save a sizable piece of change.

Chester Erskin, who makes good copy for this column, is moving into Jed Harris' former headquarters atop the Morosco Theater. Which brings to mind a remark made here several weeks ago that Jed Harris had moved into Chester Erskin's former headquarters in the Empire Theater. But the important news is to the effect that Erskin is being angled by Lee Shubert in his first production since his return from Hollywood. The show is *Two Living and One Dead*, which will go into rehearsal this week.

The opening night of Cohan's *Pigeons and People* was a flop as far as the first-nighters were concerned. . . . None of the dames could high-hat each other, because there weren't any intermissions.

Cohan's entrance drew the greatest ovation heard this season. By actual timing, it lasted six minutes before he was able to go on with his lines. His admirers flooded the lobby and dressing rooms with flowers, and the only celebrity missing was Jimmy Walker.

Believe it or not, a 42d street broker paid 80 bucks for two opening-night seats for *Design for Living*. . . . And incidentally there is a solid "buy" on the opus extending back to the 11th row.

The Beaux Arts Ball at the Waldorf-Astoria put the flux on show business for Thursday and Friday nights. . . . All the loose change around being spent on the ball. . . . Dick Moon is averse to feature stories in the dailies about him.

Ever since a story appeared about how he gave a patron car fare after she had spent all her available cash for ducts he has been besieged by panhandlers, who figure he has a kind heart.

Jewel Morse of *White's Varieties* is proud of the fact that she is a Texan. . . . Jeane Cohan, Erskin's aid-de-camp, now with *Columbia Pictures*, has become so invaluable to that company that they have nicknamed her Miss Columbia.

A real honest-to-goodness delicatessen store has opened on the Kialto. . . . Terry Halpburn is looking high and low for a script to produce independently of the Theater Guild.

With the legit season hardly over as yet, the countryside around New York is being combed by people anxious to operate summer stock companies. Last season's spots have mostly been already spoken for by their former operators, which lessens the prospects of newcomers in the field. But nothing seems to daunt these hopefuls, for if they can't get a regular theater they're willing to consider large barns and garages, and won't turn their noses up at remodeled dance halls as long as there is a patch of green and a tree or two in the vicinity.

NEW YORK, Jan. 21.—Thomas Adrian Crawford has been commissioned to design and paint the settings for the Howard Inches production of Edwin Gilbert's play, *East River Romance*. Show is scheduled to come in late in February.

Actors' Equity

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- 45 West 47th Street, New York.
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- Theo. Hale, 369 Pine Street, San Francisco.
- 6636 Hollywood Boulevard, Los Angeles.

Honor Gold Star Member

At the third lecture of the series for new members delivered by President Frank Gillmore at the Hotel Astor, New York, Monday afternoon, January 16, Mr. Gillmore, speaking on *The Theater in America*, referred to *The Battle of the Century*, a crucial contest which immediately preceded the great strike of 1919. And because of a very interesting occurrence which followed hard upon Mr. Gillmore's reference the story of that battle may be of interest to Equity members.

When early in May, 1919, the Producing Managers' Association severed all connections with the Actors' Equity Association, and refusing to recognize it as the representative of the actor, announced that it would do business with the actors only as individuals, the association was placed in a very precarious position.

Also the actors and managers were actually in a state of war and the fighting between them was daily growing more bitter, there was still the necessity for what the diplomats call an overt act—some definite, sharp action which would dramatize the break and call attention to the personal issues involved.

And that action would have to come from the actors. The managers were willing enough to let things drift. Delay and evasion were allies of whose aid they were only too willing to avail themselves. They were signing some actors on their own forms of contract and every signature was a clear gain.

The actors, on the other hand, could not afford to conform to these tactics and to allow them to be forced upon them. They had to take the offensive to stand any chance at all.

The first skirmish was fought on the stage of the Century Theater, New York.

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since torn down and replaced by apartment houses; hence it was, to the actors, known as *The Battle of the Century*.

The stake was the cast of the *Chu Chin Choo* Company. The company had been in rehearsal for a couple of weeks and no contracts had been issued. There were only verbal agreements as to salaries between the players and Comstock & Gest, the producers. Working conditions, and especially the Equity working conditions, had not even been mentioned.

And yet it was not mere chance or untimely boldness which had dictated the choice of this company as a test case. The producers were both members of the Producing Managers' Association and of the United Managers' Protective Association as well. As such, they had been obligated to issue Equity contracts within 10 days of starting rehearsals. Two weeks had gone by and no contracts had been issued. Furthermore, Comstock & Gest were proclaiming that none would be issued.

Beyond that *Chu Chin Choo* was still in rehearsal, and if a shutdown had to come to demonstrate Equity's intention of insisting on observance of the basic conditions no salaries would be involved.

The Council determined, July 26, 1919, to call the company out, but no move was made for three days. July 29 Frank Gillmore, then executive secretary and Edwin Mordant, a member of the Council, set out for the theater.

Mr. Gillmore, who had played in the house when it was the New Theater, knew the place well and counted on going by the doorman as tho he were a member of the company, gaining the stage and giving his instructions to the company. But before he and Mr. Mordant had gotten well inside, the door to the manager's office, a little further along the corridor, opened and Morris Gest turned in from ahead of them. They went along and had almost reached the stage when the door again opened and Mr. Gest came out and started toward the stage.

The last thing the Equity emissaries wanted was a wordy conflict before a company of whose loyalty they were not assured, and so, their presence undiscovered, they retreated in good order and summoned the company to the Equity office in the Longacre Building at Broadway and 42d street.

Ten of the company came down that night and met the Council, but of them all only four, Richie Ling, Lucy Beaumont, Ida Mulla and Clara Verdora, stuck to their promises and refused to go back until Equity conditions were granted. By that action they became Equity's first Gold-Star Members. They were replaced, and the company opened without them, only to be closed during the strike by a walkout of stagehands and musicians.

The point of this reminiscence is that Richie Ling was present at the Equity lecture, and at the point in it at which Mr. Gillmore referred to the *Battle of the Century* he called on Mr. Ling to stand. And what an ovation he received from the new members and old members alike who were present!

Helpful Mr. Rice, Again

Elmer Rice's new play opened Saturday night, January 21, at the Empire Theater, New York. The next night, January 22, the helpful Mr. Rice turned his production over for a special performance for the benefit of the Actors' Fund of America.

It may have been done somewhere else before, but Equity doesn't know where.

Death of Original Lay Member

Equity learns with considerable regret of the death of Carlos French Stoddard at his home in New Haven January 16. Mr. Stoddard had been an honorary lay member of the Actors' Equity Association since January 28, 1921. The manner in which he became a lay member was this:

Mr. Stoddard was never on the stage himself, but his first wife, Sando Milliken, had been a well-known actress, and both the Stoddards had been greatly interested in the theater and in the Actors' Equity Association.

When the strike broke, in August, 1919, Equity's immediate need was for money and then for more money. Promptly with the declaration of war, Mr. Stoddard sent a check for \$250 to the Equity War Chest, one of the first to be received and certainly one of the first from a nonprofessional. The gift was made thru Richie Ling, who was a close personal friend of the Stoddards.

Thereafter followed his election to an honorary lay life membership by the Council.

ACTORS' EQUITY ASSOCIATION.

Chorus Equity Assn.

DOROTHY BRYANT, Executive Secretary

Fourteen new members joined the Chorus Equity Association in the past week.

We are holding checks in settlement of claims for Eva Butenko, Charlotte Davis, Tonia Desatoff, Gladys Harris, Marge Hylan, Marion Hylan, Elizabeth Huyler, Fred Holmes, Nadia Pomocheff, Robert Rochford, Neida Snow, Hazel St. Amant, Alexis Vassiloff and Paula Vassiloff.

It is with deep regret that we report the death, January 10, of John Scelortino. Scelortino joined Chorus Equity while with *Strike Up the Band* in December, 1929. He had since been with *Girl Crazy* and the New York production of *Of Thee I Sing*.

Recently a complaint was received from a member which stated that he had been aware of what salary he was to receive he would not have wasted his time rehearsing, for, as he put it, he could not afford to live on the amount that he was going to be paid. While he did not put the blame upon the Association, he felt that there ought to be some rule that would provide protection for the chorus so that they would know in advance exactly what salary they were expected to receive. This is out of our control, but it is certainly the privilege of every person who is engaged for a production to inquire what salary is to be paid before rehearsals have started.

The Association has provided that there be an agreement entered into between the manager and the chorus starting with the date of the first rehearsal. Tentatively they are engaged, but the manager is not obligated to give and sign contracts before the end of the seven-day probationary period for rehearsals. If you have not inquired what your salary is to be before rehearsals begin or during rehearsals and the management exercises its privilege of not issuing contracts before the seventh day, then you may have wasted that much of your time, provided the salary specified in the contract is not acceptable to you.

January 31, 1933, all mail received in the Chorus Equity office prior to July 15, 1932, will be returned to the post office. A portion of the mail held here will be listed alphabetically each week. Mail is forwarded on the request of the member only. If you cannot call at the Chorus Equity office for your mail, write and ask that it be forwarded.

We are holding mail for Gene McVey, Julia Mooney, Roderick Murray, Alfred Milano, Clinton Moore, Elise Meror, Dave Morton, Vera Milton, Raymond Mohr, Laverta McCormick, Adeline Martin, Lorraine Merrill, Georgia MacKinnon, Barbara Morley, Lea Manners, Harold Morton, Margaret Moore, Gertrude McPherson, Lois May, Ruth Martin, Florence Mann, John Mangum, Barbara Lee Morgan, Evelyn Miller, Elaine Mann, Mary McDonald, Robert Millikin, John Malone, Jerome Maxwell, Evelyn Mueller, Julia Mooney, Jean Malin, Mattie Merryfield, Curley Mecca, Patriola Moore, Joseph Napoli, Walter Nagle, Jack North and Francis Newbaker.
 CHORUS EQUITY ASSOCIATION.

Saranac Lake

Henry Chesterfield, William Lee and Sam Scribner visited the NVA Lodge last week.

Fred Rith has returned to the Lodge after spending the holidays with his folks.

Fred Buck is in bed with a little setback. Fred is a fighter and will soon pull out of it.

Jack Dempsey and Charles Bloomfield have been put on unlimited exercise.

Chris Hagedorn is doing very nicely after a rib operation.

Betty Blair has been put to bed for a few weeks.

Ruth Hatch is up for three meals and doing fine.

Olga Galer is up for meals and showing big improvement.

George Harmon, bed patient, is putting on weight and looking fine.

It is with deep regret that we write of the death of Elizabeth Fay, who has been at the Lodge only a short time. She was a very sick girl when admitted.

Betty Huntington, up patient, is doing great. She expects her discharge papers very shortly.

Guy Johnson has been visiting his wife, Elsie, at the Lodge for the past week.

Jeanine La Faun is still a bed patient, but is showing improvement.
 Dorothy Wilson, bed patient, is feeling okeh.
 Write your sick friends at Saranac Lake, N. Y., care NVA Lodge.

Little Theaters

Communications to 251 West 42d Street, New York.

Samuel French, Inc., has just issued a supplement to the catalog which contains descriptions of all plays published or acquired since the fall of 1931. It may be obtained by application to the French offices, 25 West 45th street, New York, or 811 West Seventh street, Los Angeles.

The Paris Players, of New Paris, O., presented *Tea Toper Tavern*, by Lindsey Barbee, January 11 at the Jefferson School auditorium. The play was a success under the direction of Evelyn Northrop. The cast included Mabel Beasley, Nora Stowe, Eugenia Stowe, Evelyn Ayers, Ural Grooms, Ruth Alice Coblenz, Doris Irene Happer, John A. Diggs, Jim McNeill, Lorraine Penland, Carl Northrop, Byron Grooms and Beverly Northrop.

The Department of Drama of Carnegie Institute of Technology presented Rudolf Besier's *The Virgin Goddess* at the theater of the College of Fine Arts for six performances January 10 to 16. The play was staged by Chester Wallace.

The Garcon Players, one of the newest little theater groups in Arkansas, with headquarters at the Little Rock Boys' Club, Little Rock, Ark., are making their first appearance January 26, when they will present *Safety First*, by Sheldon Palmer, at a benefit performance in the auditorium of St. Edward's School. Ralph T. Cutter is director, while the cast includes Henry Jack Weiss, Lillian Sawyer, Earl Wiegand, Kathleen Lewis, Euloh Woods, Edress Dunn, David Knesal, Leon Weiss, Marie Igner and C. L. Cooper. The following offering will be *The Doll Maker*, arranged and compiled by Cutter, to be produced in the auditorium of the Boys' Club February 22.

The rehearsal class of University Extension at Columbia University will present *Midnight at the Mermaid*, an interlude by Edward Staloff, with scenes from *Hamlet*, *As You Like It*, *Much Ado About Nothing* and *The Merchant of Venice*, January 28 at the Moxmillin Academic Theater. Estelle Davis is director of the class.

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Rotary Stock New Herk Plan

Wheel will drop out in favor of five houses scap-ping strong shows

NEW YORK, Jan. 21.—Net result of the conference that lasted most of Monday in the offices of I. H. Herk, head of the Empire Burlesque Association, and another on the following day, is that the Empire Wheel is to go out of existence shortly and rotary stock is to take its place, with five houses being linked in the deal. Stock company does not have to take a carpenter along when opening at another house, when scenery and costumes are rented and delivered to the house in question.

The Star, Brooklyn, will open the first show today, and each week will add another show at another house. Linup will be Star, Brooklyn; Irving Place, New York; Trocadero, Philadelphia; Empire, Newark, and Gayety, Brooklyn. Two Brooklyn houses are controlled by the Raymonds; Irving Place and Newark by Herk, and the Philadelphia spot by Issy Hirst. Wheel shows will continue for the time being, but each week one will be eliminated until the five houses in the rotary stock plan are going full swing with a stock show.

All shows will have no less than 12 recognized principals and 18 girls. Production will be under the direction of Freddy Clark and his assistant, Ida Rose. Cast opening at the Star comprises Steve Mills, Joe Lyons, George Murray, Eddie Lloyd, Herb Ferber and Inez Marvin, Three Cordova Sisters, Buster Phillips, Lillian Dixon and Herbert Leonard, colored musical specialty act. Mac Brown will be added attraction at the house.

All shows will be just as strong, according to those in on the deal, which resolves itself into a three-cornered proposition between the Raymonds, Issy Hirst and Herk.

Teeter, Tyree Launching One-Nighter in Southwest

HOUSTON, Jan. 21.—Tel Teeter announces plans for a motorized cartoon one-nighter to take to the road about March 1. Teeter, who with his wife owns and operates the Joy Theater, Oklahoma City, and the Rio, Dallas, was formerly a tent showman. Earl Tyree, outdoor showman, of Oakdale, Neb., will be associated with Teeter in the new venture.

Five trucks, four trailers and a bill car ahead will be used. A band and orchestra will be featured, and a calliope will be used for a bally, with plenty of paper to herald the show. A pit show and an educational exhibit suitable for drawing school children and teachers also will be carried. Top selected here yesterday by Teeter is a \$5 by \$0. Most of the people for the show have been selected, including Tyree's Family Band. Teeter will remain in Houston for several days fitting up equipment.

'Flesh' in East Liverpool, O.

EAST LIVERPOOL, O., Jan. 21.—First stage show at the Ceramic Theater here in many months brought Arthur Hauk's *Sunshine Revue* to the ace movie house this week. Ceramic is reported to have done well with the stage-film program, and William C. Dallman, owner and manager, plans to use more stage offerings within the near future.

Union stagehands and motion picture operators returned to the house recently after being locked out several months because of a wage dispute. Owners operated their own machines, and, unlike other theaters in the district, did not import non-union workers.

Oklahoma City Stock Set

OKLAHOMA CITY, Jan. 21.—Opening of a stock company show at the Warner Theater, scheduled for last week, was postponed until January 24 by Nathan Sablosky, manager, who announced the delay was caused because the cast that had been contracted for failed to arrive. The opening is scheduled with a presentation of Noel Coward's *Private Lives*.

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

Burly Briefs

FREDDY CLARK is back in New York, and, in addition to putting on the new stock shows, which are to rotate, he will be producer for Max Rudnick at the Ellings.

DAVE GOULD is reported as being the newest number producer for the Minskys, holding forth at the Republic, New York.

BURLY CONFERENCE in New York wound up with everybody being good friends, altho it was originally planned that all would stick together in one kind of a bargain or another. Herk will remain good friends with Joe Weinstein, but will not be associated in business routine, which also goes for Max Rudnick. Whatever labor agreements were proposed between them probably were not needed once the Old Howard, Boston, was padlocked. House was the only one making money to speak of on the wheel, and when it went the Modern, Providence, had to be dropped, of course. This more or less spelled the finish of the wheel, or hastened the decision on adopting rotary stock.

THE RAYMONDS, of Brooklyn, who went on record as being against the centralized booking bureau recently proposed by the Minsky-Weinstocks, are said to be equally opposed to having their houses switch from the IATSE to the Empire State Union, an organization not affiliated with the AFM.

HARRY (KATZ) FIELDS has closed at the Parsons, Hartford, Conn., where business seems to have fallen off after an auspicious opening. House was planning to close also at this writing.

BROADWAY BURLY chances have grown slimmer now that the Minskys have closed the Central, where pictures were played of late but which was intended to do a burlesque comeback, barring labor troubles. The receivership sale ordered of all Shubert Theater Corporation assets automatically relieved the Minsky-Weinstocks of the lease.

LOUIS REDELSHEIMER, veteran burly booker, informs that he was never associated with Solly Shaw in booking burlesque, altho both occupied office space in the same general quarters.

MAE BAXTER, now at the Apollo, New York, writes that the Mae Baxter who opened recently at the Republic was really herself and not a case of her sister, Bea, changing her name. Sorry, Mae, but you know you even fooled the Minsky booker—who at least should have known better.

JACQUETTE, newcomer to the East, has opened at the Irving Place, New York, where local burly fans are getting their first view of the protegee.

WALTER BROWN (Shultz the Butcher) has hurled the hatchet with the Minskys and opened this week at the Apollo. Nat Mortan acted as the pacemaker.

BUBBLES YVONNE closed suddenly with the Minskys when a misunderstanding arose over difference of opinion on a costume.

McCardell "Night in Paris" Eu Tour in Texas Country

HOUSTON, Jan. 21.—A *Night in Paris*, a new tabloid revue owned and produced by Lillian McCardell, of Houston, is playing theaters in this territory under the management of W. H. Coffman. From Texas the company will jump into the Carolinas. Show is making the jumps by motor.

In the personnel are Lee Norton, Poppy Maarl, Gene Walters, Mary Ellen, Jerry Cardell, Alice Brock, Helen Alton, John Carroll, Christian Ross, Stanley Meehan, David Briggs, W. H. Coffman, and Roy Snyder, transportation and props.

A feature is Guy Lanham's Orchestra, comprising, besides Lanham, Bonnie Bell, Mat Naton, Jack O'Neal, "Chuck" Stanley and Jack Scott.

Stock for Court, Buffalo

BUFFALO, Jan. 23.—Dramatic stock opens at the Court Street Theater here in February under direction of Rupert Labelle. Jack Deaken will be manager and Charles Nicholas, technical director and designer. First show *Unexpected Husband*.

Lynn Overman Held Over; Worcester Business Is Off

WORCESTER, Mass., Jan. 21.—Lynn Overman, who has been appearing in *The Queen's Husband* at the Worcester Theater this week, has been re-engaged by the Civic Repertory Company to appear in *Whistling in the Dark*, starting Monday.

The continuance of the visiting-star stock at the Worcester Theater will depend on the volume of public patronage. The attendance during the first week was very poor, due to bad weather, a drop in the prices at the other local theaters and unfavorable reviews of the opening production, *Paris Bound*, with Madge Kennedy. On the other hand, *The Queen's Husband* received favorable reviews.

It was originally planned to present 12 weeks of stock, but this will be abandoned unless there is a decided increase in the patronage. Public subscriptions were sought a number of weeks ago to make stock possible here, and when about half of the set quota was received the productions got under way.

In the event that the stock is discontinued subscribers will be protected, the money to be returned pro rata. A sufficient amount of money has been placed in escrow to guarantee salaries as required by Equity.

Duluth Theatergoers May Get "Flesh" Shows Again

DULUTH, Minn., Jan. 21.—Without flesh attractions for more than three years, with the exception of occasional amateur talent shows or spot features, Duluth theatergoers may soon be treated to living talent.

While definite plans have not yet been completed, and those at the head of the project refuse permission to make use of their names, it is understood that the next 60 days will see the fulfillment of their plans. Definite assurance has been given that the Orpheum Theater, dark for several years, will not be considered, due to excessive rent demanded by Public, holder of the lease.

The last flesh attraction of any merit exhibited at the Head of the Lakes was Slade (Mike) Taylor's tab company at the Broadway Rialto in Superior a number of years ago. It is understood that Taylor will be asked to return to these parts with a company of players.

Public officials scoff at the project, pointing to their own sub-normal business as an indication of conditions. The facts are, however, that theatergoers are no longer anxious to pay upwards of 50 cents to see unusually ordinary screen fare, and, according to a private survey, would welcome stage attractions coupled with second-run movies or even a program of interesting short reels at a 35-cent top.

Okla City Venture Is Off

OKLAHOMA CITY, Jan. 21.—The stock company at the Warner Theater, which was first scheduled to open January 10 and later announced to open January 24, will not get under way at all, despite the sale of \$800 of tickets. Announcement came Wednesday that the option obtained on the house by Nathan Sablosky had expired and would not be renewed. According to persons employed by Sablosky, advance ticket sales amounted to \$900. Demands for rebate when the original opening was postponed amounted to less than \$25, it was said.

Duffy Turns Down Talkie Offers

SAN FRANCISCO, Jan. 21.—Henry Duffy, according to reliable report, has received several offers from Hollywood producers to stage productions for the talkies. He is said to have been offered top money in at least one instance, but has turned down all propositions with the statement that he would rather struggle with the living theater than luxuriate on the Hollywood lots. Meanwhile he is preparing several new shows for presentation here and in Los Angeles.

Sam Micals' Burly Opens

SPRINGFIELD, Mass., Jan. 23.—Stock burlesque under direction of Sam Micals, with guest stars and specialties supplementing resident organization, began a run at the State Theater here last week. *Beauty Parade* was opening attraction, with Evelyn Cushway and Dorothy Abcarn feminine feature, and Artie Lloyd and Lew Powers the comics.

Rep Ripples

ED WARD, formerly of Princess Stock Company, later with the Neil Schaffner and Doug Morgan shows, is in Houston for a brief visit.

HOWARD HENDRICKS is again plotting the J. Doug Morgan Show thru Texas.

DUTCH AND ELOISE MAHAN and son, Jerry, are with the Doug Morgan Show.

JACQUELINE LARUE was seen in Houston recently.

TOL TEETER and party have been seen on the streets of Houston the past week.

JIMMIE RODGERS, radio and Victor recording artist, who has appeared with several of the larger tent shows, is currently playing independent vaudeville in the Texas country. He appeared for one night last week at the Joy Theater, Dallas, and is reported to have pulled big business.

MR. AND MRS. RICHARD RICTON are now in their 12th week of their winter's vacation, with approximately four more weeks ago go. They are currently lolling on the sands in Florida and were recent visitors on the Billroy show, the only tented attraction playing in that State. The Rictons will begin their new season under canvas April 3.

LEW HENDERSON PLAYERS are working a circle thru Iowa, taking in Milton, Bloomfield, What Cheer, Batavia, Otumwa and Stockport.

MAUDE FLEGER and her "musical exponent" are proving a popular entertaining feature with the Monroe Hopkins Players, playing stock under canvas in Houston.

Billroy Show Briefs

PAHOKEE, Fla., Jan. 21.—Down among the beans, sugar cane, sunflowers and what have you.

Played this section for three weeks last year, but doing it up in one week this time for reasons best known to "Mr. Billroy."

Mrs. Billy Wehle is under the weather with a case of neuritis. Expects to be back in harness in another week.

Fred Kligore and Bob Fisher have become quite proficient hunters. "Kelly" is forever hunting something.

Billy Wehle and "Red" Jenks have gone in for rattlesnakes.

Bob Demorest Jr. and Johnny Finch threaten to get up in some new doubles.

Norman Henkle (yes, he's a new one), banjo player, is quite a ladies' man, but after all he's teamed up with our Beau Brummell, Archo Farley.

Heading for Ravens on the East Coast from here, where I hope I will be getting plenty of fish as you read this.

TOM HUTCHISON.

Fall River Civic Group Quits After Three Weeks

FALL RIVER, Mass., Jan. 21.—The Civic Theater project launched by Howard W. Comstock, local resident and author of several Broadway shows, among them *Stepping Sisters*, has proved unsuccessful as far as this city is concerned.

The organization carried on for three weeks, going deeper into the red each week. Productions were given three days a week, splitting the week with New Bedford for the last half. Last week it was decided to "play the full week of New Bedford."

Hector I. Bellisle, president of the Civic Theater group, says a plan is now being worked out whereby it is hoped to satisfy subscribers who want plays in Fall River. "General support," he said, "fell below our expectations, the subscriptions not being sufficient to carry on as we had planned."

Allen Bros.' Season Ends

JONESBORO, Ark., Jan. 21.—Allen Bros.' Stock Company, owned and managed by Jack Vivian, closed its season here this week. The troupe has been working in houses for the last seven weeks, with business spotted. Jack Vivian expects to open under canvas in Southern Missouri as early as the weather will permit. He is quite optimistic over the forthcoming tent season.

Jane's Corner

By JANE KESNER



DIARY of a Stage-Door Janey:

How ya doin', diary—
There's lots to tell today.
Mot heaps of people that we know
Down Rialto way.

There was this morning—we dropped in on Paul Ash, rehearsing with his boys over at the Palace—first time Paul has been in town for two years and he is a different Paul—smoother, more sophisticated, yea, even slick haired. Lillian Mills and Al Siegel are on the same bill and doing nicely, thank you. . . . Al is a suave pianist and Lillian Shadic, his former partner and lady of the *Vanities*, seemed to be missing him sadly in her act at the Palace last week.

Matinee time at the Auditorium, where *Show Boat* is holding forth. . . . Helen Morgan's stepfather and her Aunt Ella telling me about Helen's school days down in Danville, recalling a bit wistfully how thrilled they were when Helen won the beauty contest and "stopped being a stenographer." . . . Robert Raines trying vainly to identify the voice of some lady admirer calling him on the phone and after some 10 minutes of vain effort suddenly remembering, "Oh-h-h-h Leona, why I've been hunting all ovah Chicago for you, shub nuff!" . . . lovely little Negresses trouping in . . . everyone making a divc for the letter box. . . . Alice, Helen Morgan's maid, worrying back and forth because it was 2:20 o'clock and the lady had not yet arrived. . . . everyone beginning to worry vaguely. . . . Dad, the militant doorman, getting all burned up and wishing he were back living the quiet life of the fire department. . . . 2:21 o'clock, Bill Kent taking his last puff of a cigaret. . . . 2:22, 2:23 o'clock—Helen arrives very unlinksy in a great raccoon coat.

Tea dancing (no, we don't eat lunch any more) at the Cafe de Alex, where they have a brilliant classical floor show with the queerest conglomeration of nationalities you ever saw (or heard). . . . Dennis O'Neill, the little Irishman, singing Italian operatic numbers in the Spanish cafe. . . . Dinner at Chez Parce with Sophie Tucker, who looked indeed hi-de-hi in a black gown with large black and white sleeves. . . . Sophie has been held over for another week out there (until February 1) and then will make some theater appearances out west here. . . . She is vastly amused 'cause Ted Shapiro says Al Lackey lives by "the sweat of his frau."

And then—just a few moments with Ben Bernie, Esquire, Esquire and Esquire, College Innward. . . . don't you love "Bohemia"—volla.

HOP TALK

There seem to be anniversaries all over the place about now. . . . George Flint introduced a girl revue to the old town at the State Cafe. . . . Curly Ross was featured tap dancer in the show. . . . That was the same year that Texas Guinan made her stage debut at the Great Northern Hippodrome. . . . Scene, a saloon of the gold rush days. . . . Enter Tex on a horse shooting up the place, just as natonal. . . . About the same time Morris Silver was singing with illustrated slides over at the old American Theater. . . . and we didn't even get to see it. . . . Kate Smith adapted her *When the Moon Comes Over the Mountain* from an old hill-billy ballad, which chalks one up for the hill-billies. . . . Sam Branson flew to St. Louis to arrange bookings at the Ambassador. . . . Will Harris insists he is the most "barrired" of men and won't somebody please bring him his car. . . . Oh dear, oh dear, if Congress does vote back beer will the Rice Brothers dig up their pitcher skit again?

THAT'S D'OEUUVRES (we like 'em)

Anne Greenway's black hair is the talk of the town. . . . A critic on a metropolitan daily thought that Guy Bates Post was more important than Cornelia Otis Skinner—e-magine. . . . Eddie Cantor's proposed Chicago booking is out. . . . The Accs moved into the Chicago Theater January 27. . . . St. Bartlett and Alice White are reported as about to drift their own ways. . . . Michael Bartlett plays squash—it's a game. . . . Ben Omar sails February 4 for an engagement at the UFA Theater, Hamburg. . . . Fritz Block's children were having a gay time at *The Cat and the Fiddle*. . . . Babe Didrikson makes her first stage appearance at the Palace next week, plus much gymnasium equipment, including a tread mill. . . . George Price didn't use a microphone even with that bad cold. . . . ditto Pat Kennedy. . . . Ran into Mrs. Burke up at B and Kay—she's going out west in a week or so to check up on Kathleen. . . . And that's all today.

Old Howard, Boston Gets a 30-Day Slam

BOSTON, Jan. 21.—Old Howard, local burly stand that was packing them in with a grind policy using Empire Wheel acts and pictures, was ordered closed for 30 days by the Boston Censor Board after hearing testimony of Watch and Ward Society agents. Agents said they had attended performances for six months and had gathered ample evidence that the shows were offensive. . . . John Slaymaker, agent who brought the charges before Mayor Curley, said Hinda Wassau had been particularly loud in that she displayed "particular offensive obscenity." Mayor Curley remarked that he had gone to the show on at least one occasion, and his friends were disappointed to see the girls in six-foot towels.

Chase-Lister Will Open 1933 Season in Theaters

NEWTON, Ia., Jan. 23.—The Chase-Lister Company will open a preliminary season in Iowa theaters March 1, prior to opening the tent season early in May. Glenn F. Chase, owner-manager, announces.

The company closed a season of 13 weeks in houses thru Nebraska, Wyoming and Colorado December 1 to an average good business. The Chase-Lister show will be prepared to fight the depression this coming season as it has the last two years, Manager Chase says.

Milt Hill Revue Set In Oklahoma Theaters

OKMULGEE, Okla., Jan. 21.—Milton Hill's revue, 1933 on *Parade*, which has just closed at the Topaz Night Club in the Now Hotel, Tulsa, has booked four theater engagements in Oklahoma, opening at the Orpheum Theater here Tuesday.

The principals are Milton Hill, Gary Gray, George Hood, Mabel Moore and Yvonne Doree. There is a line of 16 girls.

Edith Ambler Company at Jefferson, Birmingham, Ala.

BIRMINGHAM, Ala., Jan. 21.—The Edith Ambler Stock Company opened at the Jefferson Theater this week with an offering that indicated an extended run. *City Wives* and *Country Relations*, the premier vehicle, played to capacity houses. This will be followed by *That's My Baby*.

Writer and Edith Ambler, with Malcolm Miller, played the leads. Other members of the cast include Jack Haggerty, Anne Neilson and Clyde Waddell. Vaudeville acts with John Lampe's Orchestra fill the intermissions with a pleasing variety. The company is here for an indefinite engagement.

CHARLES ARGANBRIGHT, until recently leading man with the Edith Ambler Stock Company, is now handling the leads with the Eloise Jordan Players in Canton, O.

Boone, Ia., Turns Out For Bill Bruno "Flesh"

BOONE, Ia., Jan. 21.—This city, with a population of 12,000 and at one time of the best one-night-stand towns in the Midwest, is one of the smallest, if not the smallest town in the country supporting a "flesh and blood" attraction.

When Bill Bruno recently announced that he would open the Strand Theater here with stock with the intention of continuing until the summer, the consensus of opinion was that it couldn't be done. The Strand had been closed for two years—after being put on ice by some raw "girl shows"—and there were two picture houses in opposition. Besides barring one tent show Boone had seen no "in-the-flesh" drama in more than two years. Even vaudeville had been out for that time.

However, Mr. Bruno had faith in Boone, and that his faith was justified is evident by the following from one of the Boone papers:

"The Strand Players, who opened at the Strand Theater New Year's night, have evidently done what was thought impossible—created an interest in the almost obsolete "flesh and blood" drama. Sunday night's audience packed the theater and some 300 were turned away."

The company is now in its fourth week after playing the first three weeks to satisfactory business. However, there is a reason for this, as this little town is booming in comparison with other small cities despite the fact that the large Northwestern railroad shops here are shut down and all the local banks are on a three-year moratorium. The theater was in bad repute, but the ladies are turning out in force and bringing the men and children with them.

In the company are Herbert Walters, Mickey McNutt, Bush Burchichter, Ross McKay, J. Bradley Alexander, Jack Bell, Helen Walters, Margaret McKay and Jeanne Dixon. A low scale of prices—10 and 20 cents—is the policy, and bills changed three times weekly, with matinee Sundays, Thursdays and Saturdays. Bruno searching for another location for a second company.

Hopkins Players Continue To Draw Well in Houston

HOUSTON, Jan. 21.—Mr. and Mrs. Monroe Hopkins Players, who enlarged their seating capacity last week, enjoyed another turn-away crowd Sunday night, Friday and Saturday also were capacity houses, and other nights have been satisfactory. Donald Null, new leading man, has made many friends here. Maude Fleece has made some additions to her orchestra, Rex McCoon and Tommy Meyers, recently of the "Skeeter" Kell Show, joined last week. New acts booked as added features include Mae Clark, piano-acordionist; the Hawaiian Duo (Joe Kalpo and Johnny Kealoha) and Phil Rey, the "Aristocrat of Ventriloquists."

Cincy Music Hall Leased For Film-Tabloid Policy

CINCINNATI, Jan. 23.—Larry Subbrock, in the past engaged in various local theatrical pursuits, has leased the 3,700-seat Music Hall auditorium here for an indefinite period and will present second-run pictures and a 25-people miniature musical comedy revue. The show will operate nightly.

The new company gave its first performances yesterday, doing a matinee and one night show, and drew satisfactory houses. Company is playing at popular prices. In the Music Hall revue are the Marsh Sisters, specialty dancers; Jackie Green, soubrette; the Hokum Trio, comprising Willard Cole, Johnny Hannon and Jimmy Rich; Bobby Walker, comedian; Johnny Buckley, dancer, and Louis A. Warren Jr., juvenile and stage manager.

In the chorus are Alice Kellerman, Harriet Wentzel, Evelyn Felzer, Dolly Skidder, Naomi Stuart, Betty Corri, Billie Joier and Frances Joier. The company also features an eight-piece orchestra.

Showman's Bookshelf

Published Plays

Children in Uniform, by Christa Winsloe, adapted and translated from the German by Barbara Burnham. The version of the by now well-known play, which ran briefly on Broadway several weeks ago. Little, Brown. \$3.

A Repertory of Plays for a Company of Three Players (Vol. II), by Charles Rann Kennedy. The title is self-explanatory. University of Chicago Press. \$2.50.

The Revealing Moment, by Oscar W. Firkins. The high spots, dramatically presented, in the lives of seven literary figures. University of Minnesota Press. \$3.

Thou, Philadelphia, by Eleanor May Price. A pageant play. Published by the author at Winston Press. \$1.

Wild Decembers, by Clemence Dana. A play about the Bronte sisters. Doubleday, Doran. \$2.

Radio

Radio and Education, edited by Levering Tyson. Minutes of the second assembly of the National Advisory Council on Radio in Education. University of Chicago Press. \$3.

Jordan Players Succeed Gordiniers in Canton, O.

CANTON, O., Jan. 21.—Gordinier Players, who have been holding down the boards at the old Grand Opera House since last fall, terminated a four months' engagement there last night and have been succeeded by the Louise Jordan Players, who opened today.

Stock at the Grand is being sponsored by the local stagehands on the co-operative plan. Business has been spotty, with several good weeks, but nothing compared with the business done by the Edith Ambler Players, who held forth at the same theater for more than six months last year.

New company will continue to change bills on Saturdays and will offer vaudeville between the acts. An orchestra will be an added feature.

LAWRENCE DEMING and wife, De-bornh, have just completed a 2,000-mile trip, which took them as far south as Miami, and are now back in Canton, O., where Mr. Deming is engaged as business manager of the Eloise Jordan Players, playing stock at the Grand Opera House there.

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MINSTRELSY

By **BOB EMMET**
(Cincinnati Office)

HARRY C. SHUNK, veteran minstrel star, formerly for 10 years with the Al G. Field show, has vanished from his usual haunts in the State House in Columbus, O., due to the recent change of administrations. For the last six years Shunk has been clerk in the State's law offices under two attorneys-general. The result of the last election cost him his position. In addition to his trouping with the Field show, Shunk was for six years with the Dumonts in Philadelphia, and later was featured in vaudeville. He also spent a season with Shubert's Red Tupper, and doubled for Heath, of McEntire and Heath, when the latter was unable to play for six months. Shunk was the subject recently for Karl B. Pahl's *Mostly About People* column in the *Ohio State Journal*.

LEON LONG, whose *Happy Days Colored Minstrels* were cured to play in Long Beach, Calif., during the month of February, has canceled the stand, because, as Long explains, of the many free radio shows in that city. The company is currently playing out of Fresno, Calif., while the show's transportation equipment is being repainted and repaired. Recent additions to the company are Enick Inman, George W. Clay and Lewis McClain.

THOMAS H. NABB turned out a good job of directing the *Black and White Minstrels* presented January 11, 12 and 13 by the Men's Forum of St. Mark's Episcopal Church, Fall River, Mass. William G. Marsden was interlocutor, and Albert Riley saw to it that the boys put on the burnt cork properly.

MACK & LONG'S New Idea Minstrels opened on the Butterfield Time at Benton Harbor, Mich., January 21 with a two-day engagement, with other Butterfield stands to follow. There has been some confusion as to just who are the owners of the New Idea Minstrels. In reply Jack Long says that he and Mr. Mack (Mack & Long) are the solo owners and producers.

"DO YOU REMEMBER," writes that old veteran, Buck Leahy, "when Bertrand Robinson was a bellhop at the Brown-Palace Hotel, Denver . . . when Howard Lindsay was with a rep company under Evans . . . when Harry Von Tilzer wrote *It Ain't Going To Weep No More* . . . when Tom Mix and Arthur Hursan stole a keg of beer on Tom Wiedeman's *Kit Carson Wild West Show* . . . when Al that first told the three-legged stool joke . . . when E. A. (Abe) Blatt was office boy for the optimistic and symphonic Channing Pollock . . . when Fred Daller and Ray Dion played Newport, N. Y., with Dan Fitch's Minstrels. . . when Ben Bernie and Phil Baker did a two-act in vaudeville . . . when Harry LaToy did nine shows a day at Austin & Stone's, Boston . . . when B. A. Rolfe played cornet in the Majestic Theatre Orchestra, Utica, N. Y. . . when Bill Hart sang illustrated songs at Duff's Globe Theater, Pawtucket, R. I. . . when Harry (Doc) Richard was with Gus Sun's Tom show . . . when Julian Mitchell was stage manager with Charles H. Bell's *Texas Steer* . . . when Enrico Baccilli was considered the premiere juggler of the 20th century . . . when Charles Doble trouped with the DeRue Bros.' Minstrels . . . when George Price and Lila Lee were with Gus Edwards' *Song Repus* . . . when Herbert Swift had the band on the Welsh Bros.' Circus . . . when Charlie Siegrist was with the Charles Lee London Circus . . . when Fred Daller was a barrel jumper . . . when Roy Leon Hart and Aug Kanvera did a comedy acrobatic act with the DeRue Bros.' Minstrels and when Jess Bullock was with the Pawnee Bill Wild West?"

ST. MICHAEL'S BROTHERHOOD, of Bristol, R. I., presented its fourth annual minstrel show January 23 and 24. Fred G. Dietz was again the director this season, while Rev. Anthony A. Parshley served as interlocutor.

NMP&FA Notes

By Robert Reed, Secretary
1879 East 82d St., Cleveland, O.

Writing in from Louisville, former Vice-President "Hi-Brown" Bobby Burns advises that he has several home talent minstrel shows booked for the 1933 season. Just evidence that minstrel inter-tribe lives on, states Bobby. . . . Welcome into membership this week is extended

to C. N. Laymon, of San Francisco, enrolled by Western States Vice-President Sam Griffin. With a revival of business and employment more new members will be enrolled from that area, writes Mr. Griffin. . . . Jimmy Daley, writing from his outpost at Bangor, Me., states that the rugged coast territory will be the real thing for minstrel presentations this coming season. Jimmy migrated from Kentucky more than a year ago and will be remembered as the distributor of souvenirs at our first annual convention at Cincinnati. Altho he is now operating a string of dance halls, he remains loyal to his first love, Minstrelsy. . . . Glad to hear from Cleveland Williams, of the General Staff Schools at Fort Leavenworth. Mr. Williams keeps the spirit of Minstrelsy alive in the Kansas area and is one of our earliest members, having become interested in our association thru the medium of his old-time pal and friend, Colonel C. C. Sturtevant, of Dallas. . . . Ned Cleveland is keeping the fires of Minstrelsy aflame at Fitchburg, Mass. Rattling the bones as in the days of yore, writes Mr. Cleveland. . . . Thank you, George R. Guy, for the photograph forwarded to headquarters some time ago. We are happy to note your kindly interest in the minstrel association. Likewise, we are pleased with the receipt of greetings from that hustling minstrel warrior, Byron Gush and his Seldom-Ped Minstrels. This boy is certainly spreading the gospel of Minstrelsy thruout the land. . . . Mack and Mack, those minstrel boys of yesteryear, are both recuperating from a long siege of illness and we are delighted to note an early and effective restoration of former good health. . . . Again a reminder to our members and friends: Why not write that letter to a sick friend today? "Happy" Bonway is back at the NVA Lodge, and a letter to him will help along mightily and speed along that recovery of good health. . . . Eastern States Vice-President Paul Don-levy, better known as Sharon's Singing Fireman, has been confined to his home for several weeks with an attack of the flu. This is the portly fireman's second dose this season.

Placements
SCHUSTER BOOKING AGENCY, Chicago, Milt Schuster, manager.
Pittsburgh, Academy—Mabel White.
St. Louis, Garrick—Charles Lavine, Hattie Conchita, Hazel Walker and Molly Manor.
Chicago, Star & Garter—Sunys Blane and Frances Malloch.
Milwaukee, Gayety—Bob Freeman and Ester Bert.
Peoria, Grand—Margie Dale.
Indianapolis, Mutual—Ruby Shipman.
New Orleans, Dauphine—Vivian Kent.
Baltimore, Gayety—Bobby Whalen and wife.
Chicago, State Congress—Deademona, extra added attraction.
Milwaukee, Gayety—Ruth Hamilton, Sammy Weston, Frank O'Neil.
St. Louis, Garrick—Fritzie Bay.
Chicago, Star and Garter—Beulah Hayer.
Cincinnati, Empress—Irving Fields.
Washington, Gayety—Nora Murray, Bob Sandberg and wife.
NAT MORTAN AGENCY, New York.
New York, Republic—Al Golden, Joe DeRita, Jules Howard, Happy Hyatt, Jacques Wilson, Je-Ann Dare, Dorothy Maye, Louise Stewart and Sylvia LaVoun opened last week. Ray Parsons and Robert's Sisters opening January 30.
New York, Apollo—Waiter Brown opened January 23.
Philadelphia, Bijou—Margie Hart, added attraction, held over. Babette Byers, Gene Schuler and Milt Bronson opened January 23.
Baltimore, Gayety—Tille Griffin opens January 29.

Placements

Edwards Players in Portland
PORTLAND, Me., Jan. 21.—The Rowland G. Edwards Players launched their second week with *The Church Mouse* to a small house. The company came in January 9 at a time when things did not look very auspicious. In the cast arc Doris Packer, Robert Allen, James Shelbourne, Jack Easton, Grace Denning, Jean Arden, Francis Fraunie and Bram Nossen. Edwards is director and Robert Senior scenic artist. *Criminal at Large* has been secured for the third week's presentation.

LOUIS LYTTON, formerly stage director of the Peruchl Players, has signed a contract with the Knoxville Junior League to supervise a series of dramatic productions in that city. The first will be staged the latter part of February. Plays will be presented monthly thereafter.

Chicago Chat

By **NAT GREEN**

The "weak sisters" among the Loop's plays keep slipping, as is the wont of weak sisters. Like their human counterparts, they have many admirable qualities: they're likable, sometimes clever and seemingly have the requisites of success, but somehow their weaknesses—financial, managerial and what not—will crop out, and it isn't long until they're on the toboggan. A quartet of this variety inhabits the Loop at the present moment unless one or more of them have had a sudden relapse and have expired without warning—a possibility not at all remote. There is Guy Bates Post in *The Play's the Thing*, for instance; and Helen Morgan in *Show Boat*; also Thomas W. Ross in *The Family Upstairs*. All three contain a lot of excellent entertainment, but all have organic weaknesses of one sort or another that has militated against them. Not one has been a financial success, and shows can't linger long unless the coin flows into the box office in a fairly liberal stream. Shoestring production probably is the chief cause of failure. Limited capital necessitates drastic economies and all too often the economies are exercised in the places where they can be least afforded. The courage of producers who attempt to bring back the drama on extremely limited bank-rolls is to be admired, but the mortalities among such ventures are discouraging. Of the three aforementioned, the first closed Saturday night, the second runs another week, and *The Family Upstairs* can't last long as business now is going. And over on the west side of the Loop the recently organized Chicago Opera Company is struggling along in the insular sepulcher of opera, giving acceptable performances, but having a difficult time attracting a sufficient number of people to pay the army of performers, musicians, stagehands and other employees. And with the "house" taking the first 40 per cent, the outlook for the sponsors of the venture is not so rosy.

New policies in keeping with the times are being inaugurated by some of the leading night life spots. Most of them long ago knocked off the cover charge except on Saturdays, Sundays and holidays, but they relied on the sale of ginger ale at an exorbitant price to yield a nice profit. Now, however, we read: "81.50 minimum, ginger ale free" or "All you can drink, including admission, \$2.50." Maybe there's a catch in it somewhere, but it sounds inviting!

Horace Sletare, who is handling publicity for *The Family Upstairs*, must be credited with putting over a smart piece of exploitation. He has had cards placed in 3,180 street cars offering a free trip to the Cort Theater to any person presenting a street-car transfer at the box office and purchasing a full-rate ticket to the show. For every such transfer presented two street-car tokens are given in exchange. It's a good stunt!

Brownings: Bernie Cummins, popular dance maestro at the Aragon, off for a tour for MCA. . . . *Mme. Butterfly* picture proved so weak at the Tivoli it was yanked in midweek and *No Man of Her Own* was substituted. . . . Riviera has dropped vaude after a short try. . . . Bookers say it's lack of vaude-minded execs. . . . Castle Theater, intimate Loop house, is looking for a wildcat as a bally for its picture, *Curly, the Killer*. Harold Taylor American Legion Post staging a big show in its "Dugout" January 28. . . . Many pros in its membership, among them Herbie Vogel, Walt Williams, Guy Woodson, Elmer Williams, Stewart Allen, Al Gault and Eddie McIntyre. . . . They're givin' everything—dancing, entertainment, refreshments—free at this housewarming and expect many well-known theatrical folks to be present. . . . Grace George and Alice Brady, in *Mademoiselle*, open at the Erlanger February 6 as last of subscription plays of the season. "Slim" Green, Joh wows 'em at the Via Lago with his bass sax number. . . . Texas Guinan's stay at the Frolics is limited to four weeks. . . . then she goes to New York to open a new Guinan Club on 48th near Broadway. . . . Walkathon, which has been running at the Coliseum for four months, moving to Dramland Ballroom. . . . Just five couples left. . . . Pat Barnes back on the air via WENR in a new children's program. . . . Radio Revue at Stadium Monday night an assured success, having the co-operation of all the local radio stars and execs.

Bonstelle Civic, Detroit, Will End Season March 15

DETROIT, Jan. 21.—Going to a Monday opening from Fridays, following the three-day extension of the run of *Ticket-of-Leave Man*, starring Fritz Schoff, the Bonstelle Civic Theater is now scheduled to close about March 15. Elen Gray and Allyn Gillyn are co-starring in the current production of *Bridal Wise*, a play new to Detroit. Others in the current cast include Arthur Davison, Amy Loomis, Paul Stephenson, William Merrill, Ralph Mason, Alenworth Arnold, Francis Compton, Eugenie Chapel, Erinan Matus, Alan Handley and Helen Ray.

Blanche Yurka comes to the Civic Monday as guest artist in *The Firebrand*. Following this, Miss Yurka will take the lead in the revival of *The Merchant of Venice*, planned by Robert Henderson, managing director, as the principal production of the season.

The remaining season of the Civic will include the following productions: *Whistling in the Dark*, opening February 8; premiere of Alexander Franklin's *Respectability by Knight*, February 13; Shaw's *Captain Brassbound's Conversion*, February 20, and the John Van Druten comedy, *There's Always Juliet*, February 27. Two other productions of the Civic will include another Shaw play, the third of the season, *Great Catherine*, and the Insen revival of *Hedda Gabler*. Violet Kemble Cooper and Martha Graham have been booked for lead roles during the remainder of the season.

Murder Jury Is Selected

LIVINGSTON, Tex., Jan. 21.—Selection of a jury to try Durrell Kendall, Mississippi youth, for the alleged murder of Mrs. Martha Smith in the Lou Brownlee tent theater at New Caney, Tex., in December, 1931, was completed Monday, and the trial is now under way. Kendall has been tried for the Lou Brownlee murder and acquitted. The woman and Brownlee were found beaten to death in their tent and were discovered by citizens attracted by the cries of a starving parrot.

Capitol, Albany, Quits Burly

ALBANY, N. Y., Jan. 21.—The Capitol Theater closed its burlesque season abruptly last Saturday night with the *French Models* company. *Round-the-Town* was booked to open Thursday night, but the engagement was canceled.

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Newspapers Defend Showboat

MEMPHIS city officials came in for a neat lambasting in the form of editorials appearing in both The Memphis Evening Appeal and The Memphis Press-Scimitar last week, in which the press scored Mayor Watkins Overton and Commissioner Sam Jackson for their activities to prevent Capt. J. W. Menke's Hollywood Showboat to play longer than a week's engagement in the Memphis harbor.

Both officials were severely criticized by the newspapers for the lame excuses advanced by them to keep the floating theater from giving Memphis its only "fresh" entertainment. It seems that the pair couldn't get together on their excuses for barring the boat. Commissioner Jackson was satisfied to give as his alibi the crowded condition of the Memphis harbor, while Mayor Overton, altho a bit more frank, supported his actions by dragging forth again that inane and time-worn gag of the boat "taking money out of town, and that the local theaters must be protected."

He failed to mention, however, anything about the money which the showboat players spent during their three weeks' stay in Memphis preparatory to the opening. Neither did he mention what becomes of the money that is taken in at the local picture emporiums. From outward appearances the action against the showboat came as the result of pressure brought by the picture people, altho both officials deny that such is the case.

In commenting on the situation The Memphis Evening Appeal stated, in part: "It now develops, after a week of 'stalling' and inane excuses, that the real reason for refusing more than a week's permit to the Hollywood Showboat was Mayor Overton's desire to protect 'home industry.' . . . The Hollywood has been playing about a week. It has been here about a month. During that time crew and cast have spent considerable money in Memphis. . . . The boat's owner had to spend a neat sum meeting the demands of Memphis' many inspectors. The showboat will probably leave as much money here as it takes away—not forgetting the three months' license fee which the city got under false pretenses. . . . What the mayor and the city commission really ought to do is to attend a showboat performance. It is ventured that they would enjoy the first hearty laugh they've had since that fateful day of December 15, when somebody stuck a gluey hand into the city's cash till."

The Memphis Press-Scimitar touches upon still other good points in support of the showboat. It says, in part: "To begin with, no one will patronize the showboat that doesn't want to. So Mayor Overton's position is one of telling the people where they can spend their money. . . . As a matter of fact, the people who come down town have to come in one of three ways—by foot, street car or by automobile. If they walk they wear out shoe leather and help the merchants. If they ride street cars they help pay salaries to motormen and conductors. If they come in an automobile they use that much gas and wear out tires. Besides, they may do a little window shopping and buy something the next day. . . . The mayor is looking thru the small end of a telescope. What Memphis needs is amusement. It needs to have money spent by those who can afford it."

The Memphis officials have aroused the displeasure of the Memphis theatergoers by their action against the Menke boat. It is not too late for them to get out from behind the eight-ball. They can do this by

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doing their own thinking instead of letting somebody else do it for them and by rescinding their order against the Hollywood Showboat and giving it the same fair break they themselves would expect. Our hat is off to the two Memphis newspapers for their unbiased support in favor of the floating theater.

"I have always said The Billboard is as necessary to the fair official as The Delineator is to the dressmaker." This comment, which speaks for itself, comes from George Harman, secretary-treasurer of the State Association of Kansas Fairs and secretary of the Jefferson County Fair Association, Valley Falls, Kan.

Radio Is Show Business

WEEK before last The Billboard carried an exclusive story regarding the situation on the Coast wherein thousands of patrons are lured to radio broadcasting studios to attend a free show. Since then other theatrical papers have also carried stories on the situation, which is a serious one for Hollywood and Los Angeles theaters, yet additional "free shows" at the expense of theater patronage continue to develop, with the theaters in question apparently being unable to do anything about it.

Paradoxically enough, at least one studio that produces motion pictures is also the scene of some of the free radio shows. Which gives further credence to the saying "radio IS show business." Warner Brothers' studio is the spot where two big broadcasts originate weekly, the studio being large enough to accommodate most any size crowd. On Sunday night Station KFWB, the Warner studio, presents "Hi-Jinks," and on Wednesday night the "Big Show." When the Warner theater, the Western, Hollywood, was dark between pictures broadcasts originated on the stage, and there was no admission charge.

Whether the situation be regarded as pathetic or beneficial, radio is seen to be definitely linked to the motion picture in-

dustry, not only in the use of radio stars for picture material, or on the stage as attractions, but even to the extent of being a component part of a routine not exactly concerned in either the making of or selling pictures to the public. Radio has angled itself into every form of the show business and made itself felt in ways exclusive of merely hurting the former strong patronage. It now remains for the rest of the show business to find as many ways and means to utilize radio for its own particular benefit. Apparently Warner Brothers find that radio is a help to them in one way or another.

When will the legit theaters awake to the fact that bathyphoo is the order of the day? Even sausage companies and cake manufacturers indulge in some sort of grandiose advertising, via the radio, but legitimate dramatic manufacturers persist in hiding their wares under the proverbial bushel basket. Anyone walking along streets lined by legit theaters cannot help realizing that the present method of advertising the attractions is insufficient. Lobbies are seldom, if ever, well lit, and the majority of theaters in the daytime look like so many morgues.

Making More From Less

AT LONG last, after many abortive attempts, legit managers are beginning to reduce admissions. Around New York of late there have been sweeping reductions. There are, of course, such tragedies as that of "Girls in Uniform," a fine production, which lowered immediately after opening to a \$2 top and then folded the following Saturday anyhow; but the fact remains that the wholesale experiments with lower charges have proved that, in general, such lowering benefits the coffers of the managers concerned.

It is only natural that it should be so. The public has very little money to spend on amusements, and the amusement industry must face that fact squarely. It is hard, in the legitimate, to lower established scales, what with wages socked in by stagehands, and the prices of actors and productions. But an attempt must be made. It is the only way to avoid the rise of a generation unversed in the ways of the stage. The young folks of today have been educated to pictures, and the legitimate's only hope is to fix things so that they may again become educated to the stage. The only way to do that is to lower prices.

Those scattered Sunday benefits which have thus far been run at reduced prices for the Stage Relief Fund have also shown the way. The combination of Sunday shows and low prices has drawn in the patronage to a far greater degree than the same shows drew on regular nights. "Dangerous Corner," a case in point, drew more money on its Sunday benefit at \$1.50 top than it did on its average regular performance when a \$3.30 top was in force.

The Sunday show angle, of course, is another reason for the increased patronage. Sunday shows, incidentally, would be another and powerful way of winning the younger generation away from their habitual movies and allowing them to see once more what the inside of a legitimate theater looks like.

Movie exhibitors will doubtless find it profitable to take the cue from broadcasting stations in cutting down on allotted advertising talk. The use of trailers in announcing coming presentations is an excellent practice, but it can be and is being overdone. Foreing it down the throats of movie fans in gulps of five minutes and longer may have an adverse effect. Radio listeners—who object to overmuch advertising simply switch a dial. It is possible that patrons who refuse to be annoyed with much too lengthy trailers will switch their favorite movie house.

Defends Amateur Magicians

Editor The Billboard:

My ballot for the magic merger has been in for some time. Since sending in my ballot I have read with interest the comments in The Forum. Of special interest was one from a professional magician, who objects to associating with amateur magicians. There have been others who have been giving the amateurs a rub. Such comments coming from professionals who have never been heard of should have a lot of weight.

I remember of reading that Thurston said that we owed a great deal to the amateur, who invents a great many effects, while a professional is too busy to think about new tricks. When a magic merger does come about it is hoped that the amateur will be allowed to see the face of the great professionals so that the said professionals will be able to learn a few new tricks. It seems too bad that men like Domanski, Zola, Budd and others who are content to be called amateurs would have to be denied admission to the secret halls of the convention when in all probability they know as much, if not more, magic than a lot of so-called professionals.

As for exposing, the professional is doing as much as the amateur. There was a professional thru these parts recently who allowed the kids to come on the stage and inspect his stuff after the show. Every kid in town knows that the "billiard ball" trick is done with a shell. The above-mentioned professional is a man whom you all know and has the ability to present magic the way it should be presented, but even he doesn't do all he can to keep the secrets of magic. It is too bad that some people read a book on magic and then call themselves magicians. It is not our fault that they call themselves amateur magicians. Professionals, please lay off amateurs as a whole and work on people who call themselves magicians!

As for the merger, I'm strong for it. Even if it does cut some people out of office. If the present presidents should die we would still have as many societies and just as good. Give us one magazine, and make that a good one, and in that put John Moholland at the head of it. One magazine will serve better than seven or eight. If you don't believe it, consider the work that The Billboard is doing. JOHN G. MACKAY. Hersey, Mich.

Save the Side Show

Editor The Billboard:

I have been around a side show, boy and man, nearly 40 years. In that time I have been performer, lecturer, grinder and manager. But never in all side-show history has this particular department of the outdoor show business been on such thin ice as at present. It is high time for side-show men to wake up and do something to save this fine old ship from being destroyed by its own hand. The average circus or carnival manager will admit that the side show has not even paid its way for several years. It just fills space on the lot or midway. Very few close the season without costing the show office money, grief and worry.

There must be a reason for this, and the reason lies within the side-show manager himself. He has broken faith with his public. I spent most of last season trying to find out what is wrong with the side-show business. I paid visits to shows in 28 States and looked over all kinds of shows, the larger circuses, truck shows, standard carnivals and many of the smaller shows. The main things that have caused the public to boycott the side show are dead banners, cheap acts, junk equipment, old worn-out illusions improperly presented; dirty, sloppy personnel, and makeshift wardrobe.

Of 18 shows reviewed 10 had a sword box, sword ladder, electric chair and a cheap pit of snakes. A 100-foot side show in Michigan had 10 banners on the front. I found one man and one woman if it doing four haywire acts. That left six dead banners.

Can you wonder at the public being sore with this kind of deal? One show had a banner of big snakes. The talker claimed they were 12 to 18 feet long. Beldie I found a pit of "worms" worth about \$10. One show in New York State had six banners on the front and one of the best talkers in the business making openings. There were magic, mentalist, Punch, half-and-half, edited performing monkey, and four-legged girl alive banners. The magician (?) worked a sucker box and offered slum magic for sale. The mentalist (?) worked an alive bottle Buddha outfit at 5 cents. A workingman on the show

THE FORUM

was the half-and-half. A cage with one Rhesus monkey fooling with a piece of rope was the "educated monkeys." The Punch worker used three old figures and tried to peddle gum whistles. The four-legged-girl illusion was used as a 10-cent blowoff.

A man in Georgia claimed to have "dug up an Indian mummy and child in his yard" and placed them on exhibition as the real thing (?). A store showman opened a snake illusion in a downtown store in Tennessee and claimed in his advertising that this attraction was half woman and half snake, alive and born that way.

In Canada, Mexico and Cuba it means a heavy fine to put up a fake or dead banner. It would be a blessing to the side-show business if this were the law here. However, several well-known side-show men have proved that a show of good entertaining acts can be presented and still make a fair profit.

It's up to you, Mr. Side-Show Man. Here is the only remedy left for you. Hire some good acts. Don't use a banner unless you have the act. Out out that falsifying on your front. Don't tell them you have so-and-so unless you have it. Give them a little more than you promise them. If you go into a cafe and the sign says you get ham, eggs and potatoes for four bits and they give you only eggs and potatoes and no ham, you will squawk, too. Sure you will! Let's give a good show and see if it doesn't make a difference.

EDWARD ANDREWS.

Johnson City, Tenn.

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.

25-Cent Vaude Circuit

Editor The Billboard:

Looking over a recent issue of The Billboard I saw that Philadelphia will have a 25-cent vaudeville house. I have predicted that the opening of a 25-cent vaudeville circuit would be a success. It will be recalled that some years ago theaters ran vaude for 10 and 20 cents and made money. Put on good acts, five on a bill, and I can safely say that acts cost more in those days than at present. Many will say, "We are living in a different age." That may be true. We had the phonograph to entertain in homes. The radio takes its place today, but that doesn't satisfy those who want to SEE FLESH ACTS. People also get tired of the movies.

In almost any place the 25-cent vaudeville will go over big if the proper acts are put on to make a vaudeville show.

The trouble today is, in many places, high prices to see ordinary vaudeville performances; for instance, 86 cents to see four or five acts, and what are they?

Philadelphia, Pittsburgh, Chicago and many other cities used to have vaudeville theaters operated at such prices that whole families could stand. Today the situation is different and the field is open for a family circuit of vaudeville. Probably what ruined the outlying small-time vaudeville was the big fellows in the downtown districts wanting to get rid of the outlying theaters in drive the business downtown. Encouraged unions to demand higher wages to a degree the "little fellows" couldn't afford it, and what happened? They had to cut out vaudeville and run pictures. When this happened the "big fellows" were set. Apparently used the unions to work out a scheme, and it worked "fine" and today we find thousands out of work. Does it pay to demand more for something than it is worth? Wouldn't it be far better to keep the small-time houses open than have actors and others laying off? CHAS. GATMORE.

Chicago.

New Trouping for Vaude

Editor The Billboard:

I have been wondering if this has been tried out as one remedy to help poor old vaudeville. The house to charge 10-20-30 cents, top 50 cents; line up a two-hour show and let the show move by autos, using a trailer for baggage. That would cut down train fare.

The big acts could buy themselves trucks, as cars and trucks are pretty cheap now. Where the acts wanted to and were not too high-browed they could fix their own meals at tourist camps. This would mean a big saving for them.

The managers of houses could get special rates at camps in the towns for the acts, as they would know a week in advance how many cars and people that would be on the hill the coming week. You see, tourist parks of today are much better than some of the hotels were in the old days, and since the depression I think that most of the ladies have learned to cook. By doing this they could cut the cost in half and still live like kings.

How many acts today would like to be working steadily and have a dollar or two in their pockets? Cars are easily bought and by everyone trying, believe me, that thing could be done in a big

way. And by giving the public something for their money you could pack them in.

You see what the circus people have done. This merger business that was put across put thousands of circus acts out of business. What did they do? They got themselves trucks, joined a truck show and went right on eating their tree squares a day. No long walks to the cars at night, where you could not sleep for the heat. No worry about missing the flag in the morning and all that stuff.

On the other hand, when our day's work is done we go out to the lunch stand or, if the wife feels like it, fix our own lunch (you know, we have a regular kitchennette in our trucks), after which we go to bed. The night watchman calls us at 5:45. We eat breakfast at 6, then step on the starter and are off to the next town in the fresh morning air, arriving never later than 9 o'clock and ready for the day.

That is what the circus people did to help themselves. Now, why don't the vaudevillians try something along those lines? I honestly believe it would pay, or else frame up companies and do a little barnstorming like we used to do in the old days. JACK RIDDLE.

But He Never Came Back

Editor The Billboard:

This letter is written as a warning to theater managers and merchants. A person calling himself J. E. (Jack) O'Brien called on me and mapped out a window neon sign.

Within the border he was to furnish a theater card advertisement, giving me two passes weekly to the theater and collecting \$1 week for 36 weeks. I gave him \$5 down, which he kept. He never delivered the sign.

He got this idea from a firm here that is putting out an electric clock, but this firm is making good on its contracts. This man, O'Brien, sold several signs here, according to the theater, and never delivered any of them, but skipped town.

His contracts represent his office to be in the Pantheon Theater Building here and if caught he should be sent to jail. Toledo. R. R. SMITH.

Best Riders' Big Horses

Editor The Billboard:

Regarding the letters in The Forum of B. L. Hill and Fred Pitkin, I must say something on the subject of ring stock of celebrated riders of the '80s and early '90s.

They surely did not ride ponies or mustangs in those days, for such light-built equines could never stand the strain of the pounding from somersaults and jumps day after day.

How often do we see a graceful forward or back somersault on a running horse today outside of May Wirth's act? William Showles had to make a jump of over 5 feet to stick gracefully on his fast-running horse, "Lightning," and his finish horse, "Beauty," was even higher. "Billy," his somersault horse, was a big Percheron, way over 15 hands high.

Josie Ashton rode a big black A. Robins. Willie Demott had two large horses when he appeared at the Academy of Music for the long run of the Country Circus under O. B. Jefferson in the very early '90s, and that was in a curb ring on the stage. So where do all these small horses fit in that Fred Pitkin speaks about? ALFRED J. MEYER. Long Branch, N. J.

"Give Amateurs a Break"

Editor The Billboard:

This magic merger business sure gives me a laugh each week. Altho I am in favor of the merger, I hardly see how it could be possible, because even after a so-called merger other groups and organizations would start.

A part that sure looks cheap is the desire of some magicians to rate the amateurs. Do these fellows forget when they themselves were starting? Do they feel that just because they have been a little successful that they should consider themselves so far ahead of the poor amateur? I think that the amateur should be encouraged providing he is not just a curiosity-seeker.

I know from experience that in the last 11 years I have helped at least a dozen of those so-called amateurs, and many of them are now working with their own road shows and doing fine. Again I repeat, give the amateur a break. It sure puts this art in a very queer light when we have to keep everything to ourselves. If one is not naturally egotistical he seems to be later on. So remember we were all amateurs once ourselves. "Servamus fidei." KENNY THE MAGICIAN. New York.

Income Tax Department

By M. L. SEIDMAN

Member Tax Committee of the New York Board of Trade

This is the fourth of a series of articles by M. L. Seidman on how to prepare income tax returns that will appear regularly in these columns. He will answer all income tax questions directed to him by our readers. Questions should be addressed: M. L. Seidman, care The Billboard, 231 W. 42d street, New York City. All communications must be signed by the inquirers, but no names will be disclosed in published answers.

In the preceding article we took up the matter of personal exemptions. We there found that every unmarried person is entitled to an exemption of at least \$1,000. If he is the head of a family he gets a \$2,500 exemption. We also noted that the exemption for every married couple is \$2,500. We concluded by saying that besides these exemptions additional amounts were allowed for support of dependents, and we reserved the explanation of the latter phase for this article.

Exemption for Dependents

We can master the rules governing exemptions for dependents in one, two, three fashions. A person is allowed \$400 for each dependent. The question then is what is meant by the word "dependent"? The definition is furnished by the law. Under it two requirements are laid down: First, that the dependent be either under the age of 18 or else incapable of self-support, and, second, that the one claiming the exemption

must be the chief contributor towards the support of the dependent. Let us go into these requirements a little further.

Take the first one about the age of the dependent or the incapacity for self-support. A parent supporting a 19-year-old son thru college could not, under the rule, claim the \$400 exemption for support of the son, because of the limitation that the dependent cannot be over 18. Likewise, a son would not be able to claim exemption for the support of his father if his father was able to earn a living, even tho he was not in fact doing so. However, if because of some mental or physical defect, the father was incapable of supporting himself, the son could get the \$400 exemption.

The second requirement, that of being the chief support, arises where more than one person is a contributor. It is not uncommon, for instance, for several of the children of a family to contribute to the support of a parent. Where that is (See INCOME TAX on page 28)

C I R C U S E S

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

Russell Wins Breach Suit

Existence of contract with F. K. Moulton not proved, Missouri court rules

KANSAS CITY, Mo., Jan. 21.—The case of Fred K. Moulton vs. the Russell Bros.' Circus, C. W. Webb and F. M. Harvey for a breach of contract was tried at Hermann, Mo., last Friday before Judge Brewer.

After Moulton had presented his side, and the defense attorneys, Blair & Blair, of Jefferson City, had answered, the court declared that the existence of a contract had not been proved and indicated he would instruct the jury to bring in a verdict for the defense. The Moulton lawyers then voluntarily dismissed their case. The defense did not introduce any witness or any evidence, as their attorneys convinced the court there was not any contract, therefore it could not be breached. The case cannot be appealed.

Moulton, who hails from Okmulgee, Okla., exchanged wires and letters with Harvey early last spring relative to a place on the Russell advance. He did not report, the defense said, when notified and Harvey obtained the services of Harry V. Winslow, who remained the entire season.

Moulton thought the wires and letters constituted a contract and was so sure of it that he attached the Russell Circus when it exhibited in Hermann, Mo., April 28, 1932, claiming \$2,800. The case could easily have been compromised then, but Webb and Harvey after a conference decided that for the good of the circus business it was best to fight the case, so they speedily arranged a bond and thereupon Moulton was required to put up a \$4,700 bond to guarantee the court costs and to make good any loss and expense his suit caused the Russell Circus in case he did not make good his claim.

To Operate Under New Title, Wheeler-Almond

SALEM, Mass., Jan. 21.—Al F. Wheeler, attending meeting here Wednesday and Thursday of the Massachusetts Agricultural Fairs' Association, told *The Billboard* that the Wheeler & Sautelle Circus would operate as the Wheeler & Almond Circus the coming season. Jehro Almond is assistant manager and a stockholder.

Mr. Wheeler anticipates New England fair bookings for the show on par with last year. Aside from his circus interests, he said he is looking independent acts. He was the only circus man at the meeting.

Truck Show for Knisely

AERON, Jan. 21.—Russell G. Knisely, formerly of Knisely Bros.' Shows and last season agent for the Lewis Bros.' Circus, is planning to put out a one-ring truck circus next spring, to play Ohio and adjacent territory. It was learned here this week. Knisely expects to start about April 1.

Jennier Again With Dill

DALLAS, Jan. 21.—Walter Jennier and "Buddy," wonder seal, have been re-engaged with the Sam B. Dill Circus, making their third season with that show. Jennier will play the Zenobia Shrine Circus, Toledo, O., for two weeks, starting February 13. "Buddy" was a big bit at the Galveston Shrine Circus and has played a few other dates in Texas.

Baker Signs With Reed

SEBRELL, Va., Jan. 21.—Col. M. L. Baker, wife and daughter have signed with Reed's European Shows and will present aerial, contortion, wire, juggling and other numbers. Baker will have the pit show privilege. Manager A. H. Reed will have a one-ring show and will offer a number of old-time acts.



ORRIN DAVENPORT, riding comedian, who will again produce the *Al Sira Grotto Circus* in Cleveland. He is a member of that Grotto. Mr. Davenport also will produce the *DeMalay Circus* at Milwaukee, assisted by Fred Bradna, and the *Shrine Circus* at Detroit.

Circus Is Assured For Coliseum, Chi

CHICAGO, Jan. 21.—At the present time it looks as if there might be two circuses playing in Chicago day and date next spring, although such a situation is, as yet, merely a possibility.

H. C. Ingraham has already announced that there will be a circus at the Chicago Stadium April 15 to 30. Charles Hall, manager of the Coliseum, this week let it be known that a circus also will be staged at the Coliseum. No date has yet been announced. It is understood the Coliseum show will be one of exceptional merit.

Meighan Back at Desk

CHICAGO, Jan. 21.—George F. Meighan, representative of the Ringling Interests, is back at his desk in the offices on Institute place after a siege of the flu.

C. T. Hunt Asks Co-Operation In Battling Tax Legislation

WASHINGTON, Jan. 21.—Charles T. Hunt, president of the Motorized Circus Owners and Agents' Association, in Washington this week, stated: "We can gain a perfect understanding of the general problem affecting motorized circuses by a study of three specific problems."

"In gaining such understanding we have only to consider three States," continued Mr. Hunt. "Take first Pennsylvania. In this State one motorized circus last year paid a State tax of \$750. Motorized shows are limited to 15 days, although the State license is issued for one year. In that State each truck is classified as a railroad car, and, therefore, a small circus of 20 trucks has to pay the same license charged a railroad circus of 20 cars. The State of Vermont figures five trucks the equivalent of one railroad car. This splendid circus territory is practically closed to us because we could not possibly, in 15 days, earn enough to pay the excessive license demanded."

"Now turn to Florida. In that State, city and county licenses are \$25 per day each, and the State license is \$50 per day. That means a license of \$100 per day in the State of Florida, which owes so much to the circus. The State of Florida, because of the generosity of a great circus owner, has probably the finest art gallery in the world, and yet, to satisfy the demands of an alien moving picture industry, they are attempting to bar clean circuses by means of excessive licenses."

"Then, let us consider the State of California. In that State it is proposed

Dill Show To Open At Dallas April 1

DALLAS, Jan. 21.—The Sam B. Dill Circus will open here under auspices of the Good Sinners Club, a local charitable organization. The engagement is for a nine-day run at the State Fairgrounds April 1-9.

Work at quarters is well under way. A number of horse acts are being broken and some stock has been added since the show has been in quarters.

Rodney Harris Re-Engaged To Direct Downie Band

MACON, Ga., Jan. 21.—Rodney Harris has again been engaged as band director of the Downie Bros.' Circus and will also act as *The Billboard* agent. During the winter months he conducts a circus farm at his home in Longwood, Fla.

Allen Hauser, new equestrian director of the show, arrived in quarters January 11 and has started to break in a number of new menage horses and other domestic animal acts. He spent a number of years as equestrian director of the Sparks Circus and feels quite at home in Macon.

Beatty Back East

CHICAGO, Jan. 21.—Clyde Beatty, animal trainer, has completed his picture work on the Coast and is on his way back to Peru, Ind., to prepare for his winter circus dates.

Evansville, Ind., Items

EVANSVILLE, Ind., Jan. 21.—Frank Kenopke, of Ringling-Barnum Circus, whose home is here and who has presented his bar act for the Christmas Fund, also for Community Benefit Show, will leave in a few days to play several indoor dates in the East.

Tierney Family passed thru here en route to Linton, Ind. Playing theaters and report business very good.

Sam Head, tuba player, with Hagenbeck-Wallace the past season, is at home here.

Cambren and Albright are putting in several hours a day, working on a new comedy acrobatic act.

Huston Rhodes, on advance of Sells-Floto last season, is a visitor. His home is in Mt. Vernon, Ind.

Elephant act of the Singer Midgets here last week made all "fans" wish for spring.

81st Tour for Orton Outfit

W. J. Smith in charge of quarters at Minneapolis—breaking animal acts

MINNEAPOLIS, Jan. 21.—The Orton Bros.' Circus, which is at the quarters of Herbert E. Sater in this city, will start its 81st annual tour this year. It never having missed a season since its inception.

Capt. Walter J. Smith, formerly with Sells-Floto and other shows and for a number of years head trainer at the Longfellow Gardens Zoo here, is in charge of quarters. With a crew he is working on trucks and will soon break a new puma act for Mr. Sater. Smith also will break four Russian wolfhounds. The light plants are in the shop for overhauling. New equipment has been purchased, including a new wire outfit from Ed Van Wyck. Alice Marinato is having new wardrobe made for her acts, as is Grace Orton.

When the show closed in Nebraska last October, Lawrence, Grace and Nellie Orton came here; Bayard Orton went to Kansas City to play in a band for the winter; Florence and Lester Orton returned to Ortonville, Ia.; Dolly Ford went to Denver; Babe Orton (now Mrs. William Woodcock) to Hot Springs, Ark. for the winter; Miles Orton and family returned to Ortonville, Ia.; Grace Orton has a child (she was married two years ago to Vernon Liedtke); Chuck Rourke returned to Denver, Kenneth Lord and Lawrence Yule joined an orchestra for the winter; Clair Burehfield, advance agent, went to Yale, Ia.; Alice Marinato, Japanese girl, is here with the Ortons. There are 26 Ortons in the family. Maru Tokay trained all of the family.

On Christmas Day all were at the Sater residence for dinner and received presents. Florence Orton spent a week here during the holidays, coming from Dallas Center, Ia. She is teaching school there for the winter, her second year.

The Four Ortons and their mother were here, playing the RKO house for a week and a fine time was had. They are cousins of the Ortons, of the Orton show.

Lewis Has Six Trucks, Four Semi-Trailers

SHELLMAN, Ga., Jan. 21.—Texas Ted Lewis' Wild West opened for the winter season at Sparta, Ga., after closing with Wheeler & Sautelle Circus, where Lewis had the concert for the last two years. Snow has six trucks, four semi-trailers, and is carrying 20 people and 10 head of stock.

The outfit has been playing two and three-night stands to fair business. It is the fourth winter that it has played this territory. Texas Slim Williams has the side show and Joe Rossi the band. Red Williams joined at Vienna, Ga., after closing with the Lamar Wild West on the Castle-Frlier-Hirsch Shows and is operating the cookhouse.

Riders include Buck Lee, Tom Jacob and Al Endron. Walt Kohn is clowning and riding steers; T. F. and Dorothy Lewis are doing trick and fancy roping; Evalina Rossi is dancing and singing in spec., and Harold Long is handling the advance.

A new light plant was received at Decoto, show now having two light units. An 18-foot trailer was recently built.

Manager Lewis states that the outfit will continue to play in the South until the middle of March, when he plans to head north. It is planned to enlarge the show prior to going north.

Buffalo Bill Surrey Destroyed

BRISTOL, Pa., Jan. 21.—An old surrey, once used by William (Buffalo Bill) Cody to lead the parades of his Wild West Show, was destroyed in a \$10,000 fire which leveled a barn on the farm of Thomas Smith, near Beaver Falls, Pa.



By CLAUDE R. ELLIS
(Cincinnati Office)

ACTION OF Canadian Amateur Hockey Association in barring the Atlantic City Sea Gulls from play with teams affiliated with the Dominion League was severely criticized in Atlantic City last week by General Manager Lincoln Dickey of the Auditorium, where the Sea Gulls hold forth, and prominent hotel and amusement men. The general opinion that the Canadians are overstepping international sportsmanship boundaries seems to be prevalent.

The Canadian action was in this statement of President Frank Orenloaf: "All branches of Canadian Amateur Hockey Association are hereby notified that no permission is to be granted to any club to play the Sea Gulls, of Atlantic City. The AAU of the United States has reported that as far as it knows the Sea Gulls are in good standing, but this is not sufficient. This takes effect immediately."

However, the USAAU, thru Secretary Dan Ferris, last week openly announced that the Sea Gulls have proper credentials and the USAAU will not interfere. The Canadian action, however, upsets Auditorium schedules, which must be rearranged. Last year the most colorful games of the season were the international, with feature acts, band playing, etc.

Mr. Dickey stated: "Action is unjust and unwarranted. Three years ago ice hockey or skating in general was unknown in A. C. We have fostered junior leagues for development of players. The Sea Gulls have acted as coaches to these boys, who will some day replace them. You cannot teach a boy to skate and play hockey all within a year. We therefore chose our Sea Gulls from the best players available both in the United States and Canada. Several of the boys have made their homes here. Nearly all are working in hotels. We have built up a new attraction for winter. This is bringing visitors here. All amusements and hotels therefore share in what we started."

"I believe the entire action was inaugurated by Ontario Hockey Association, with which we have had no contact. It either does not understand what we are trying to do or has adopted a narrow-minded policy, which can only injure this game in the United States. A broader consideration of the situation, I believe, would tend to reverse this decision."

Ontario Hockey Association claims that several members jumped tracks and are now playing with the Sea Gulls. The score sheet of the Sea Gulls giving info on each player shows that Vern Tupling, Toronto, formerly played with the Marlboro Seniors, of the OHA, while "Short" Ewens and Bruce McKillop, also of the Dominion, were one time members of OHA teams. All are making first appearance with Sea Gulls.

ED NICKERSON, manager of Chateau Rink, Bangor, Me., is featuring roller racing as a means of developing public interest not only in races, but in roller skating, as an exercise and recreation. Prior to the yuletide season Mr. Nickerson introduced several minor races, but since Christmas he has mapped out a program which calls for appearances in races against local talent particularly,

He has booked Mary Graffam, Portland, favorite champion of Maine in roller speeding, for a series of races during January, February and March against both male and female opponents hailing from Eastern Maine, chiefly Bangor and suburbs. Races are to be from 1 to 15 miles. Last winter Miss Graffam was brought to the Chateau for a series against Bangor skaters of both sexes and she won all of the events. However, roller skating has caught on more in the Bangor section during the last 12 months and Manager Nickerson looks for the local love to give the State champ far stronger opposition this winter. Wally Miller, Bangor, who holds the Maine roller speed title, is to be pitted against the best in the State of his sex for distances from 1 to 25 miles in the Chateau during the winter. Mr. Nickerson reports increased interest in roller skating over last winter and he attributes much of this to activity of speed skaters and the exciting races they are offering. The only opposition from ice skating in the Bangor section is from outdoor rinks, and there is very little interest in either ice skating or hockey. There are three roller rinks in the Bangor zone, two of them featuring summer skating.

ROLLER HOCKEY, once the favorite winter sport in New England when it was known as "Roller Polo," has staged a real comeback this winter. At Infantry Hall, where "Jigger" Higgins and his Providence team play their home games, a crowd of more than 1,500 fans turned out for the opening match December 20. In the other cities having teams in the American Roller Hockey League big gates at all games have been chalked up. Providence topped the league until January 18, when Lowell took a 10-9 victory over them in an overtime session. This put Providence and New Bedford tied for first place, with Lowell, Salem and Fall River following in that order.

PERMISSION was given Canadian skaters to enter the Western Open Speed-Skating Tournament and Ice Carnival in Chicago in February by President W. E. Raughton of the Canadian organization.

WORLD'S CHAMPIONSHIP for ladies and pairs in figure skating will be decided in Stockholm, Sweden, on February 11-13. Efforts are to be made to secure a program of events similar to the one used by the Amateur Skating Association of Canada in its world's championship in Montreal last year.

WORD HAS BEEN received that world's speed-skating championship will be staged in Trondheim, Norway, on February 18-19, and five Americans are scheduled to compete. Present champion is Ivar Ballangrud, Norway. No Canadians entered in this contest, announced Secretary Champlain Provancher. It is announced that the European speed-skating championship will be held at Viborg, Finland, on February 4-5.

ROLLER SKATING may be restored to Wollaston Beach, Mass., for this summer.

THURSTON ALLEN, of East St. John, N. B., fancy, trick and figure skater on ice and rollers, is giving exhibitions on the ice of indoor and outdoor rinks in the eastern provinces. He is also giving instructions and coaching to pupils.

THE 7,000 square meters ice-skating rink, adjoining the Palace Hotel at Gstaad, Switzerland, is open and drawing big crowds.

SCRANTON, Pa.—Scranton and Binghamton roller-skating hockey teams may clash in home-and-home series. Fred L. Smith, manager Scranton team, negotiating with Doc K. F. Peterson, manager Paramounts, Binghamton, for matches. Paramounts may enter proposed roller-skating hockey league being pushed by Dave Gould, coach Scranton puck chasers. Women's skate events started on Scranton rink. Helen Roscoe, Scranton, claiming woman's mile championship of Northeastern Pennsylvania after defeating Ruth Smith, Scranton, January 12 in sensational finish. Two feet separated pair at tape. The three minutes, 24 seconds for mile. Arrangements under way for Scranton roller hockey crew to stage exhibition on Carbondale, Pa., rink. Harry O'Neil, State representative, who controls Scranton armory rink, also has lease arrangement at Carbondale armory. Capt. Robert Peterman is manager Carbondale rink. Crowd at Scranton rink during women's races largest of season.

NSAA Notations

By BERT RANDALL, Secretary

Executive officers' meeting held January 18.

Walter E. Sulphen, 2859 West Warren avenue, Detroit, appointed Michigan governor.

Fred Goss, 2013 South Second street, Omaha, Neb., appointed Nebraska governor. Nebraska skaters, note.

Sanction granted to New Coliseum, Cleveland, for Midwest championship hockey game January 21.

Cliff Howard recognized 1932 Pacific Coast professional champion. Johnny Jessup, amateur champion.

Ernie Bartlett, California governor, has arranged with Southern California rinks to allow Southern California members of NSAA reduction in prices together with free instruction in all branches of skating one night each week. Other governors please note.

PEEPING IN

(Continued from opposite page)

in February. He likes to drive along actors' row in Chicago's Loop and tell 'em all about it. Well, Charles, tell them it is February 18.

Ernie Eckenstein is a busy man when in the club, holding the mechanic rope for various acts and debating technocracy with Willis Patrick, of Rita and Patrick.

Lawrence Lester, of the Three Kirbles, in company with Gabe Maxine, of the Four Cards act, can be seen most any time off in a corner with hot feet. Both boys shake a mean hoof.

Dr. Max Thorek, of the American Hospital, advised Alex Emery, of the Four Cards, to give himself a little rest. He did—little as possible. Alex loves his teeter board quite as well as Joe Kosher, of the Oslo Troupe, loves his pie and cake.

Recent visitors at the club: Roy Barrett, Ed Leady, Mrs. Arthur Mann, Paul Aremanto and Hazel Cotto.

Keep at it, Arthur Mann Jr. You are making good the way you hand out the cats on Tuesday evenings!

Pearle and Griffin must have a date in view. See them in the clubroom daily spinning around on the pin wheel. Would some one please suggest they have Louis Plamondon, of revolving-ladder fame, look them over. He has a heap of good tricks up his sleeve.

Members on the road, get *The Billboard* and read this column for news of your club. It is your column. Write your news care of Griffco to the club. The address is 640 North Wells street, Chicago, Ill. The skeptics say it can't be done; let's show 'em with our column.

Alfred Seror with his working dummy is playing the Colonial Theater in Detroit.

Mrs. Johanna Muller, mother of Charles Muller, says she won't be outdone by her son, so she is throwing an impromptu party for members and their families at the clubroom January 24.

The president of the club, George Geddis (manager and coveyor of the Geddis Trio), writes from Detroit that they have enjoyed no small amount of work in and around the automotive city. As you read this column the Geddis Trio will be in Boston.

Harry Sykes, the cycling kid, is on a steady job.

At this writing the members are happy because 'tis a fact the clubroom will be redecorated in plenty of time for the Midwinter Frolic to be held February 18.

The Four Cards are seen at the gym daily bustin' bottoms out of barrels and straining teeter boards. Sure signs of coming activities under the big tops and on platforms.

On January 3 the Brown Sisters, of Three Brown Sisters and Buddy, entertained with "Matty" Mattson, of Jimmie Green's Orchestra, as guest of honor. That was Matty's night away from the band and the folks kept him yodeling up to a late hour.

The lady member selling the greatest number of tickets for the Midwinter Frolic February 18 will receive a beautiful pair of American-made kid gloves donated by Dex Cameron. The male member selling the greatest number of tickets will receive a beautiful hand-made tie donated by Harry Sykes, treasurer of the club.

Another new and novel rigging completed and all set to knock the people off their seats by two versatile gymnasts, McLean and Rogers.

Paul Lorenzo, popular gymnast of high-art fame, is having his riggings whitened up in preparation for the spring and summer rush. Some optimist, this boy Paul.

Another optimist, Emille Cameron, who has been off the road since 1927, is rebarbering daily. You can't keep 'em away from it. She will be accompanied by her daughter in a return to the road the coming season.

INCOME TAX

(Continued from page 25)

In the case, only the one who is the chief contributor is entitled to claim the exemption. If they all contribute equally, none of them can avail themselves of the allowance.

It is not necessary for the dependent in any way to be legally related to the person who claims the exemption. An individual supporting his friend is entitled to the \$400 exemption.

Another point worthy of emphasis is that the \$400 applies for each dependent. If a son supports a dependent mother and father, he is entitled to \$800. If there are five dependents, he is entitled to \$2,000, and so on.

Husband and Wife

The way the exemption for dependents works out in the case of the returns of husband and wife is rather interesting. In the first place, neither one is regarded as dependent upon the other. (This is looking ahead to Utopian days.) Therefore, the husband cannot take the \$400 allowance for supporting his wife, or vice versa. The \$2,500 exemption is supposed to cover that part. However, they can take the exemption for other persons that are their dependents.

When we spoke about the \$2,500 allowance, we said that it could be divided between the husband and wife as they deemed best. In the case of the exemption for dependents, however, no such division can be made. The allowance can be deducted only in the return of the one who is the real supporter. Thus, if it is the husband who supports the children, only he is entitled to the exemption. Of course, if he files a joint return with his wife, this point makes no difference. But if separate returns are filed, the exemption cannot be taken by the wife.

Head of Family

In the case of the head of a family, if the individuals being supported come under the definition of dependents, the head of the family is not only entitled to the \$2,500 allowance, but also to the exemption for dependents. For example, if a son lives with and supports his parents and his parents are incapable of self-support, his exemption is \$2,600 for being head of the family, and \$800 for two dependents, or a total of \$3,400.

Prorating Exemptions

Suppose there is a change in the situation during the year, and a person who was a dependent at one time no longer is such at another, or vice versa. That situation arises frequently. For instance, a dependent may become 18 during the year, or a child may be born during the year. Under the old law it was the status at the end of the year that controlled. This is now changed, and the new rule is that the exemption is computed on a pro-rata basis, just as in the case of the personal exemptions of a single or married man.

Thus far in the series we have covered who must file a return and what exemptions persons are allowed. If the income is greater than the exemption, then a tax is due. We are now ready, therefore, to go into the subject of the tax rates and the method of computing the tax to find out how much is due.

The next article will be devoted to that subject.

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PARKS-POOLS

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Woodcliff Sold To Harry Katz

Poughkeepsie, N. Y., park under hammer for \$37,000 to satisfy mortgage claim

POUGHKEEPSIE, N. Y., Jan. 21.—Woodcliff Pleasure Park has been sold at public auction to Harry Katz, Greenwich, Conn., for \$37,000. The sale was held to satisfy a mortgage claim for more than \$27,000 held by Wesley Ruthkowiak, of this city. A spirited legal tilt to prevent the park from going under the hammer preceded the sale. At a sale previous to that of the park proper the rides were purchased by Abe Kantziessen. This sale was on a foreclosure on a chattel procedure.

The park, which has been operated for a number of years by Fred H. Ponty, was recently improved to the extent of \$200,000, and a swimming pool costing \$100,000 was installed.

After the sale Mr. Katz refused to announce his plans for the future of the park.

Coney Island, Cincinnati, Executives Are Announced

CINCINNATI, Jan. 21.—Following a recent meeting held at the office of George F. Schott, president and general manager of the Coney Island Company, which company operates Coney Island Park, the executive staff was announced.

Two changes were made in the staff from last year, otherwise it is almost the same as the last several years. Robert F. Stayman, formerly advertising publicity director, was announced as promotion director, and he is succeeded in the publicity department by Rudolph Benson, formerly in the publicity department of Cincinnati Zoo.

Among others who will again be in charge of park departments are the following: Edward L. Schott, park manager and assistant general manager; Capt. F. P. Noel, marine traffic manager; H. E. Quigley, steward and purchasing agent; A. W. Hutchinson, manager swimming pool; Shirley Watkins, superintendent maintenance; Al Behrman, chief electrician; Arnold Fox, grounds superintendent; George W. Wurst, stockkeeper; Leo F. Schott, comptroller; J. P. Brandewie, auditor, and Amy L. Baushausen, secretary to general manager.

Carl A. Sinclair at Work On New Type Electric Boat

CANTON, O., Jan. 21.—Carl A. Sinclair, manager Meyer Lake Park here, president of the Eastern Ohio Park Managers' Association, with a group of others, is experimenting in a new type electric boat, for use in amusement parks, city parks and private lakes.

Experimental work, now almost completed, has been going forward in buildings at the local amusement park all winter and soon the first model of the new boat will be ready for its initial test. J. D. East is in charge of the experimental work.

Summit Beach Equipment To Go at Receiver's Sale

AKRON, O., Jan. 21.—Future of Summit Beach Park, Akron's largest amusement center, will be determined within the month. Buildings, rides, concessions and other property of the defunct Summit Beach Park Company will be offered at receiver's sale shortly, according to C. A. Sarchet, manager for the last several years and also receiver.

The park was thrown into receivership shortly before the close of the 1932 season by owners of the land on which the buildings are located and other creditors who held notes against the park company. Several individual concessioners stand to lose their holdings unless satisfactory arrangements can be made for reopening next May.

Seashore Breezes

By WILLIAM H. McMAHON

ATLANTIC CITY, Jan. 21.—There will be several conferences during the remainder of this month which will have effect upon coming amusement season.

Announcement was made yesterday by Hugh Riddle, owner of the Steeplechase Pier property, that the Tilyou interests would not renew their lease on the ground when it expires in the fall of this year. The Steeplechase, one of the early landmarks of Atlantic City, destroyed by fire February 14, 1932, is not being rebuilt. This summer will see no change in the present temporary structure with kiddie rides and managed by William H. Fenman. Beer garden will be operated on one side of pier and stores rented on other.

In the event there is no bidder for the lease of the ground, the Riddle interests will take over operation of property and possibly launch big amusement enterprise for 1934.

Altho no definite plans of policy have been decided by Million-Dollar Pier, a meeting shortly will fix a program which, if rumors are to be believed, will attempt to rival Steel Pier for variety. No great alteration job anticipated. Egyptian Ballroom to be run week-ends until summer. Local bands.

Gateway Casino conference within two weeks will bring details, altho 1932 schedule will again be carried out; that is, "name" bands and big floor show. Bally will be doubled. New Casino to be built on Virginia avenue may prove rival with same sort of program.

Sol Kendis, well-known local orchestra leader, is forming unit show for road tryout locally. minstrel unit also in process of formation.

What's become of Joe Lombardi? Mary (blues) Harris kept engagement at Auditorium this week in spite of broken arm suffered in accident a few days before. The Auditorium ice-hockey fans offered special treat in Philly game when Sea Gill star, "Moose" Adams, played in every position, including goal also clowning.

Frankle Re-Elected President

DES MOINES, Ia., Jan. 21.—Abe Frankle has been re-elected president of the Riverview Amusement Company for 1933, with W. F. Kooker, secretary-treasurer. These directors were elected: M. H. Cohen, J. Leitch, W. L. Stewart, Harry Bonkey, W. E. Kooker. Abe Frankle and Harry Frankle. The company plans to operate Riverview amusement park next season, altho the past year was not a financial success.

Duluth Coaster Toboggan

DULUTH, Minn., Jan. 21.—The new mile and a half coaster toboggan begun two weeks ago by Bert E. Onsgard, curator of the Duluth Zoo, has been opened to the public. The slide is fast and full of curves. It has been well banked at sharp turns to prevent serious spills. A truck is to be put into operation shortly which, for a small fee, will haul sleds and sleds to the top of the hill.

New England NAAP Section Committees Are Appointed

LAWRENCE, Mass., Jan. 21.—Standing committees for New England section of the National Association of Amusement Parks for this year were recently announced as follows: Convention and summer meeting place, C. F. Chisholm (chairman), E. R. Enegren, H. D. Gilmore, George Hamid and David Stone. Publicity, Sylvan Hoffman (chairman), D. E. Bauer and T. L. Gill. Adjustment, George P. Smith Jr. (chairman), James A. Donovan and W. St. C. Jones. Insurance, George H. Laurin (chairman), John Legun Campbell and Fred Fansher. Membership, L. K. Christman (chairman), A. E. Clair, Hubert Standeven, L. D. Pellister, D. H. Barnes and Leon J. Zipp. Music royalty, Leonard P. Schloss (chairman) and Harry C. Baker. Legislation, James A. Donovan (chairman), H. D. Gilmore, Frank Terrell, John T. Benson, Charles Ugen and D. E. Bauer. Nominations, Fred Fansher (chairman), James A. Donovan and George P. Smith Jr. Program, H. D. Gilmore (chairman), D. E. Bauer, Silvin Williams, Fred Fansher and Paul Haney. Reception and entertainment, Stuart Kollins (chairman), Norman E. Campbell and John Macintell. Jury of awards, Thomas Cusker (chairman), August Rosasco and D. E. Bauer. Safety, George P. Smith Jr. (chairman), W. St. C. Jones, E. R. Enegren, T. L. Gill, Robert Lusse and Major P. F. Hedley. Code of ethics, Frank Darling (chairman), Hon. Andrew A. Casassa and Harry Baker. Finance, A. E. Clair (chairman), Frank Terrell and D. H. Barnes. Special committees: Dance circuit, Barney J. Williams, Fred L. Markey, George Hamid, E. R. Enegren and Charles Ugen. Special Massachusetts Legislature, James A. Donovan, Andrew A. Casassa and Fred L. Markey.

Pool Bill Up In New Jersey

Measure before legislature calls for State regulation—license fee \$10 a year

TRENTON, N. J., Jan. 21.—State regulation of public swimming pools and baths was proposed in a bill presented to the Legislature on January 16 by the State Department of Health. The measure is the result of months of study by the engineering bureau of the Health Department.

It provides that no swimming pool or bath be operated without a license obtained from the department and as a condition to the issuance of a permit compliance with prescribed rules as to construction and maintenance would be required.

The annual fee would be \$10. Pools conducted by municipal, school, religious or charitable organizations would not be called to pay the license fee.

Representatives of the department would have access at all times for the purpose of inspection, and interference would constitute a violation for which the penalty would be the revocation of license and a fine of \$100. Power would be conferred for the bringing of an injunctive action to close any pool not complying with approved health standards.

Privileges to Feinstone

BRIDGETPORT, Conn., Jan. 21.—Louis Feinstone, of Norwalk, was the highest bidder for the concession privileges at Compo Beach, Westport, Conn., for the coming summer season, it was announced this week by the selectmen of Westport, who have charge of the municipally owned beach, and will be given the contract. He has been in charge of the concessions there for the last four years. It is understood that the lease will be with the understanding that local labor must be employed.

Capt. Curley Wilson Proposes Circus at Zoo

CLEVELAND, Jan. 21.—Capt. Curley Wilson, for several years manager of Brookside Zoo, has suggested operation of a circus at the Zoo where admission would be charged. The suggestion brought considerable opposition from West Side business men and school teachers, especially with reference to an admission fee which would keep many people away. The issue has not yet been settled.

Curley himself is an old circus man, and many associates of the big tops drop in on him every year.

Long Island Patter

By ALFRED FRIEDMAN

JAMAICA, L. I., Jan. 21.—More than 6,000,000 persons visited Long Island State parks during 1932, according to figures revealed during the week by the Long Island State Park Commission. Jones Beach, New Island resort place, topped other localities by far with a total of 3,350,000 visitors. Valley Stream handled 350,000; Wildwood, 125,000; Sunken Meadow, 350,000; Hither Hills, 120,000; Belmont Lake, 150,000; Fire Island, 25,000; Heckacher, 300,000; Hempstead Lake, 150,000, and Montauk Point, 150,000.

Park Commissioner Al Benninger, of Queens, is determined to make Ritz Park, Neponset, one of the most important of Long Island play spots the coming summer. . . . Ben Friedman off for Florida to join John Hogan and Ed Feeney at Miami, where a Long Island colony is located. . . . Harry Kingsbury, erstwhile beach resort press agent, now a reporter on The Long Island Daily Press. . . . Murray Lee Brody, one-time non-concessioner, plotting a show which he'll both write and produce.

Eddie Coughlin, once a w.-k. circus clown, living in Hempstead with wife and kiddies, Eddie, who stepped out of the show biz five years ago, is one of the Island's leading renters. . . . Arnie Avedone gone from this place for New York, where he'll reside. . . . Louis Young, attorney for members of the show gentry, off for Florida with his misisus for several weeks.

Dance marathons banned in most sectors. "Gentleman" Jim Corbett has cast aside the managerial reins of the Jamaica Arena. Poor health the reason. . . . Sunnyside Pool, Long Island City, being propped for an early opening. . . . Broad Channel Bathing Park will put season tickets for next spring and summer on sale shortly, management reporting that an early sellout is foreseen. . . . On clear nights Coney Island's lights are visible across Jamaica Bay.

LONG BEACH—Mayor Frankel trying to convince outsiders that Long Beach is a desirable place for conventions. . . . Charley Duggan sends regards to friends from East St. Louis. . . . Eddie Quinlan spending the winter in White Plains, N. Y., with his sister. Police Chief Roddy finished with plans for handling of concessions next summer. For the first time in years fire has not damaged property in the Boardwalk territory.

ROCKAWAY BEACH—Phil Addison, concession electrician, reports a spurt of activity already. . . . Jim Claire, one of the busiest local persons. . . . Joe Geist, Playland Park's big boss, making speeches before community center gatherings. Joe, an attorney, has been discussing matters of legal importance. . . . Gang is wondering whether the expensive Jack and Jill ride, idle the last two years, will be put into operation next summer. . . . Fred Marshall, owner of extensive amusement property, inducted as president of the Rockaway Board of Trade. . . . This pillar is in receipt of letters from Ed Weill, Poughkeepsie, N. Y.; Myron (Byron) Hegeman, Los Angeles; Phil and Babe Warner, Miami Beach, and Terry Gould, Chicago. All will be around with the advent of July 4, they announce.

Warwick Co. Incorporated

PROVIDENCE, Jan. 21.—Incorporation papers for the Warwick Amusement Company, with capital stock of \$50,000, divided into 500 shares \$100 par common stock, was filed recently in the office of the Secretary of State. Paul and Alfred M. Castiglioni, proprietors of Rocky Point Park, and Charles Krosnow, of this city, are the incorporators. The new concern is empowered to "operate shore resorts and places of amusements."

HONOLULU—Fifty-one events will be featured at the Hawaiian AAU annual meet in Punahou tank on February 23-25. It is the largest indoor pool in Hawaii. With War Memorial pool, outdoor pool, the two combine to make for perfect swimming for those who prefer it to the ocean.

The Pool Whirl

By Nat A. Tor

All Communications to Nat A. Tor, care of New York Office, The Billboard

Word was received here last week of how the operators of the Seigniorio outdoor pool, Lucerne-in-Quebec, Canada, solved their "what to do with the pool in the wintertime" problem. And as that subject has long been a pet of this department it is indeed a pleasure to present their experiences to you.

It seems that those in charge of that Northern tank couldn't sit back and let their investment stand idle eight months of the year, as most American outdoor pool men do, despite the fact that it's plenty cold up there in winter and that there's snow on the ground nearly every day, making winter sports very popular and stiff opposition to any pool which might try to operate.

The pool men in this case were courageous, tho, and I wish I knew their names to give them due credit, but the item I received lacked that information. They had a glass top and glass sides constructed, enclosing the bathtub, and with the installation of an oil-burning system made it possible to offer swimming all year round. The glass slides are convertible, of course, and will be removed next summer whence outdoor aquatics will be resumed.

With regard to that new professional swimmers' club, Anne Benoit, treasurer, writes: "We have been organized one month and now have 90 members. Our plan is to promote more swims and fairly good prize money. We feel that one swim a year is not enough and know that there are many places such as pools and beaches, etc., that would be glad to put on swimming races if someone pushed the idea. We intend to do just that."

Norman Cox, the swim instructor at the Crystal Pool, Vancouver, B. C., has written a book entitled *Natural Laws of Speed*. He recently sent out a rather amusing New Year's card, stating "Wishing you the best in health, strength, speed, resistance and endurance." And then the second line read, "If you lack any of these do not hesitate to call on me." That's what is known as mixing business with greetings.

Babe Didrickson, the versatile Olympic champion, who is declared by experts as the greatest all-round woman athlete of all times, was in New York for the last few weeks, as you may have read. But what you didn't read is that, tho the female Babeino made her professional debut playing basket ball and pocket billiards, the majority of her time was spent swimming and diving at the Park Central indoor pool. She is best known for her track accomplishments, but Miss Didrickson confides to friends that of all sports she likes swimming the best and that her one ambition is to swim around Manhattan Island. Oh, yeah!

The American Red Cross aquatic school for the development of swimming instructors for pools and beaches is holding regular classes in the Hecksher Foundation indoor pool, New York City. Ethel McGarry, former local amateur star and more recent marathon swimmer, is in charge of the women's classes this season. In addition to regular practical swim lessons a course of what is called "theory classes" is given at the New York chapter of the American Red Cross. This is about the only school I know of which specializes in tutoring men except, of course, the Nicholas Fern School for Swimming Instructors in the Midwest. It's fine work and there should be more institutions throuth the country catering to those interested in the swimming business.

Did you ever stop to think how many families are interested in the pool industry? I mean to say, look at all the brothers who are partners in the operation of tanks and others who are swimmers. There are the Pincus freers at the Cascades in New York City and the Birchcliffe brothers at the Wal-cliff pool, Jamaica, and then there are the three famous Spences, Walter, Leonard and Wallace, noted swimmers. But there must be many more. And that's why I wrote this item. I want you to send me the names of the different families

you may know of who are interested in aquatics.

DOTS AND DASHES—Charlie Norclius, father of the famous Martha, Olympic and marathon champ, writes that he's back at the Breakers outdoor pool, Palm Beach, Fla., and that he hopes business will be better than last year, as who doesn't.

What's all this hubbub of an exclusive item in *The New York Herald Tribune* last week about a pool being built in the White House when the news first appeared here issues ago—The name of the Clay Hole Pond, Harvey, Ill., was recently changed to the Green Lake tank because the local women no like former appellation.

What happened with the plan to build a mammoth outdoor pool in the Jacob Rills Park, Rockaway, Long Island?—George Kujac, the former Olympic champ, writes me that he's going to tour the various Japan pools next summer.

Announcement was made last week of the national YMCA swim champs to be staged April 21 and 22 in Orange, N. J.—Aquatic circles buzzed last week over the charges made by Matt Mann, collegiate swim coach, that dope was administered to the Jap swimmers during the last Olympics in the form of oxygen, but it was one of those "don't quote me" affairs.

They say Al Bach is doing all right with the Paris indoor pool, New York City, which was pretty nearly all washed up last season after that fatal accident.—And god of Professor Jackson started his 24th season at the Lurline Pool, San Francisco, January 5, which, if you ask me, is going some.

their own right of way, pay tax on it and are regulated by the Commerce Commission. If the Coney Island program sponsored by Morris Goldberg succeeds, many beaches will be glad to know the method of procedure. Not only Coast resorts, but also many lake resorts are confronted with the same menace to what was once a profitable business. Most of the Atlantic Coast resorts have had a heavy pounding by the wind and waves, which will call for much repairing and some rebuilding, while the Pacific Coast has had its most disastrous storm in years. This all adds to the cost of doing business and intensifies the desire for helpful legislation than cannot be termed class legislation.

Schloss Very Active

Leonard Schloss expects to make this coming season better than the last one. His actions speak louder than his words in the new ballroom now under construction and a new front on his Coaster. This man has the courage that wins success. It is recalled that he built a fine swimming pool just at the time that some parks decided to let the spiders have free rein. Schloss has the confidence of the best park patrons in the Federal City and understands his business too well to forfeit that deserved patronage. Leonard has to pay taxes and consider capital invested, and is not despairing, thanks to his background of experience. He is not a showman, but an amusement park executive, or should we say he has "showmanship plus sound business principles"?

A. H. Slean Resigns From A. C. Convention Bureau

ATLANTIC CITY, Jan. 21.—Announcement was made Monday that Albert H. Slean, director of the Atlantic City Convention Bureau since its organization, has handed in his resignation to President Ezra Bell of that organization. Slean is leaving to accept a similar appointment in Cleveland.

Thomas Huselton, secretary of the Chamber of Commerce, will combine this post with his present duties. He has also had experience with convention work. Slean came here nine years ago and organized beachfront hotel owners into a convention body and has since traveled to all parts of the country to secure these gatherings.

DETROIT—Prospect of a pay gate at the Detroit Zoo for the first time next year appeared probable as the result of recommendations of the commission controlling the Zoo. The budget for the entire park has been cut about \$20,000 by voluntary act of the commission without the enforcement of the ax from above as was done in the case of many other city departments. A strong stand has been made by the commission for free gates on Saturdays and Sundays and holidays, however, with children's admission free at all times. Cutting these days would seriously reduce the income from the pay gate, but the free principle of the park, according to the officials, must be maintained. Following the annual election of officers, the zoological park commission consists of Gilbert E. Miller, president; William T. Barbour, vice-president; James S. Holden, secretary, and Walter O. Briggs, commissioner.

WEST COAST JOTTINGS

(Continued from page 27)

Chicago, where he has been most of the winter.

J. C. (Dusty) Rhodes writes that he is at the St. Charles Hotel, St. Joseph, Mo. He was formerly contracting agent of the Hagenbeck-Wallace Circus.

Spud Redrick and wife returned from San Francisco where they spent the holidays with relatives.

The Christians, who have an angora goat act playing vaudeville here at present, have bought a big bus and have equipped it as a living quarters and with stalls for six goats and eight ponies. State that they will play fairs and vaudeville dates this season.

Ray Harris, stilt walker, says that he will play the Shrine Circus at Denver for Charles Hatch, opening January 24 for nine days.

Marie Bodett, former prima donna with Hagenbeck-Wallace, is a daily visitor to Venice. She is with her mother

in Los Angeles. She didn't troupe last season and will again stay at home this year.

H. C. Vadden, owner and manager of the Funhouse on Venice Pier, has returned from a trip around the world. He is president of the Venice Amusement Men's Association.

Skinny Matlock, who has returned from Mexico where he has been on location for the Paramount Studios, is planning on returning there for another studio to film some animal shots.

Tom Atkinson, owner of the "Circo Valencia," a truck show, is rebuilding and painting at his quarters, and expects to open early in March.

Prince Elmer crowned the Showmen's Ball at the Alexandria Hotel January 11; Blossom Robinson sang a few numbers and Shada Escalante did a Spanish dance.

TOM PLANK.

SPILLMAN'S NEW AUTO TWISTER RIDE FOR KIDS—LARGE AND SMALL



THIRTY MODEL (8 Autos), \$290.00.
 10 LUXE MODEL (as shown), \$1,400.00.
 Eight Highest Grade Autos, 4 Large Twister Cars, seats 16 in. built on one medium sized truck, 26 ft. diameter, weighs 4 ton, 100% Portable.

SPILLMAN ENGINEERING CORP.
 N. TONAWANDA, N. Y.

FOR SALE FULLY EQUIPPED AMUSEMENT PARK

Consisting about eight acres in 1 1/2-mile circle, about 800 feet water frontage on Thread Lake. Eleven Rides, Fun House, Golf Course, Baseball Field, Summer and Winter Dance Hall, Skating rink and Billiard Hall, Large Home, Stables and Shops. Grounds well improved during 20-year period. Half price and easy terms. DR. J. G. STUART, Prop., Lakeside Park Amusement Co., Inc., Flint, Mich.

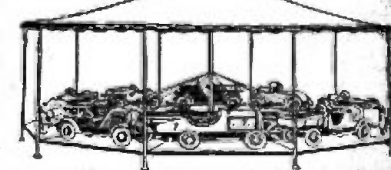
FOR SALE DENTZEL CARROUSEL

Platform diameter, 47 ft., 8 in.; Rim diameter, 52 ft.; Pole height, 23 ft., 10 in. Four rows abreast, all stationary; 84 animals, consisting of 52 horses and 32 lions outside, complete matching ery and 10 h.p. D. O. motor. Two organs. All in good condition. Operated Woodside Park, Philadelphia, Pa., 1932 season. Selling to make room for new attraction. For terms address

N. S. ALEXANDER
 PHILADELPHIA, PA.
 Woodside Park.

NEW LOW PRICES ALLAN HERSCHELL Kiddie Auto Ride

\$795.00 for 8 car size seating 12
 \$1150.00 for 10 car size seating 14



Thoroughly proven in 1932 on 14 different Park and Carnival Midways. Made in two sizes—22 ft. diam., 10 cars seating 14. Smaller size without tops or side wall, 18 ft. diam., 6 cars, seating 12. Realistic autos, fire trucks, cadenas, racers and foodstalls all in single row. Much faster handling than two abreast and absolute safety with all children loaded from outside. Low operating mechanism entirely enclosed. 1 hp. electric motor, 1 1/2 tons weight. Can be set up in less than one hour. One machine grossed \$1843.33 in 14 days at Toronto in 1932, riding 5346 in one day. Other owners report \$200.00 and more gross weekly averages for entire season. Write for Circular.

ALLAN HERSCHELL CO., N. Tonawanda, N.Y.

NAAP
Manufacturers and Dealers' Section
 By R. S. UZZELL

Arnold Altman, connected with the Philadelphia Toboggan Company for more than a quarter of a century, is taking a four months' trip abroad for rest, recreation and observation. Nothing pleases us more than to see the old-timers able to take time off to travel and rest. The Manufacturers' Division is surely able to keep conversant with European conditions when it can have one or more of its members over there each year. Keep us posted Altman, and may you enjoy every minute of the trip.

Barton on Stump

De Arv. G. Barton is now going out on the stump, as it were, to tell them about us and our business. We know he will do it well, but we hope he will not neglect the bankers. No other class needs educating along our line so much as these men do. They have always looked upon the amusement park men as an inferior lot. Bart, tell them that in every State penitentiary you can find a politicians' and a bankers' row, but no amusement park men's row. Just politely ask them to become respectable and associate with us. They should learn to discriminate more accurately and avoid Ivan Krugers, but they should not avoid us. We can show a large industry, wholesome and constructive, public service in its nature and one that never takes a deposit from the people and then refuses to produce the show or a refund. Go to it Bart, you are our friend.

The sponsors and builders of Radio City Music Hall failed to use our museum for the useful purpose which it serves so well. By a consultation they easily could have learned that the Hippodrome never paid and was sold at a forced sale. It was too large for profitable operation and would now be the site of another office building but for the depression. Why build larger than the Hippodrome when it failed in far better times than these? You would hardly expect such men as backed Radio City Music Hall to jump before they looked. Until recently this was the order of the day.



Combatting Free Competition

Coney Island, New York, the playground of the world, always has something of interest for us. They are working now to prevent the use of automobiles as bathhouses or rooms and to prevent disrobing on the beach. This gives "Old Coney" the front page again and commands nationwide interest. It is no small expense to maintain and clean a beach or pay either taxes or rent on bathhouse and meet such free competition. This is comparable to the busses and trucks using public-maintained roads free of charge to them and competing against the railroads which maintain

1933

AUTO-SKOOTER-WATER

Both Devices Have Proven Very Successful and Immensely Popular in 1932.

AUTO SKOOTER.
 WUSSE BROS., INC., 220 North Fifth Street, Philadelphia, Pa.

WATER SKOOTER.

FAIRS-EVENTS

Conducted by CLAUDE R. ELLIS—Communications to 25 Opera Place, Cincinnati, O.

Few Upsets, But Optimism Marks Nebraska Convention

Most of county fairs to operate this year, but on more conservative basis—to stress educational side—resolution urges continuance of Lincoln exposition

LINCOLN, Neb., Jan. 21.—A few upsets, but in general an optimistic feeling over the outlook for the 1933 county fairs and a host of recommendations for the Nebraska State Fair, including slashing of premiums and salaries and a cut in the gate admission, were voiced at the annual meeting of the Nebraska Association of Fair Managers and the State Board of Agriculture at the Hotel Lincoln here, January 16-18. Altho plans are going ahead for the holding of the State fair next September, fair officials are forced to await the action of the Legislature for a needed appropriation to cover the deficit of over \$100,000 accumulated the last two years due to a decline in revenue.

An uncertainty of feeling has been aroused by Governor Charles Bryan's refusal to recommend money for the State fair. A sum was allotted for the agriculture board's activities, most of which include projects other than the exposition. Both the county fair managers and the board of agriculture representatives voted a resolution urging the continuance of the State fair, declaring that Nebraska is chiefly an agricultural State and that both the county and State fairs are the show windows of the State's industries and that a discontinuance would be a backward step. Supplementing this appeal, members of the Lincoln Chamber of Commerce passed a resolution asking the Legislature to appropriate sufficient money to carry on the fair. Former Secretary Jackson, of the State fair, pointed out that if the State exposition were dropped even for a year it would jeopardize a million-dollar investment at the grounds and that Nebraska would lose its excellent dates, which include Labor Day.

Vote Cut in Salaries

To meet the financial crisis facing the exposition, members of the board of agriculture voted to cut salaries as follows: Secretary (full-time job), from \$4,000 to \$2,400; president, \$400 to \$300; vice-president, \$300 to \$200; treasurer, \$350 to \$250, and board members: from \$300 to \$200. Premiums will be cut 25 to 40 per cent down the entire list, duplicating the reduction made a year ago. Mr. Jackson recommended cutting gate admission to 25 or 35 cents. He advocated legislative appropriation in the present emergency and the establishing of the State fair on a legal basis so that money might be borrowed to operate it.

One of the upsets of the convention was the refusal of George Jackson to be

(See FEW UPSETS on page 35)

Form New Auto Race Unit

GLOVERSVILLE, N. Y., Jan. 21.—A new auto-racing unit has been formed, known as the Eastern Auto Racing Association, headed by G. M. C. Lucas. Associated with Lucas is Malcolm Fox, well-known dirt-track driver, Westville, N. J. Lucas is formerly of Buffalo and now located in Gloversville, where he holds a five-year lease on Fulton-Hamilton Fairgrounds. Off to a late start last season Lucas staged two successful auto races in Gloversville, adding extra revenue to Fulton-Hamilton Fair Association. Fox and Lucas contemplate staging auto-racing events for Eastern fair associations on a new co-operative plan.

E. H. Westbrook Elected For 15th Consecutive Year

LIVONIA, N. Y., Jan. 21.—Dean of fair executives in the East, Edward H. Westbrook, of Hemlock, was re-elected president of the Hemlock Union Fair Society for his 50th consecutive year this week. Annual reports said the 1932 fair would break even if State aid were forthcoming. The fair, it was said, will hold in 1933 despite the rigors of the depression.

Other officers elected were G. C. McNich, Conesus, secretary; J. M. Huff and N. G. Westbrook, superintendent and secretary of Granges, respectively. No dates were set for 1933.

Salaries of Staff At Fredericton Reduced

FREDERICTON, N. B., Jan. 21.—At the annual meeting of the Fredericton Exhibition, Ltd., sponsoring a yearly September seven days' Fair here, D. W. Oils, who had been vice-president, was elected president, succeeding H. A. Smith, who had served three years as president. P. H. Currier was elected vice-president; C. L. Sypher, secretary; C. D. Holder, treasurer; D. W. Griffiths, racing secretary. These with T. V. Monahan, H. A. Smith, C. H. Forbes, G. H. Clark, R. W. Smith, F. L. Cooper, J. A. Cain and A. C. Fleming are to form the directorate. Lewis Smith was elected honorary president.

One of the vital subjects before the annual meeting was that of whether or not salaries of the staff should be reduced. The annual meeting went on record as favoring the cut, and slicing the salaries from 20 to 33 1-3 per cent for full and part time help, with the reductions going into effect immediately.

Another feature of the meeting was the agreement entered into with the chairman of the building and grounds committee, the treasurer and the racing secretary to serve for 1933 without pay. By the reductions and eliminations in payments, this fair organization expects to cut the overhead tangibly for the 1933 fair.

International Fairs

WASHINGTON, Jan. 21.—Information touching international fairs and expositions to be held throughout the world during the present year is reaching the Bureau of Foreign and Domestic Commerce daily. A recent list reported that Germany will hold an International Sample Fair and a Technical and Building Trades Fair at Leipzig in March; Great Britain, the 17th Ideal Homes Exposition, the sixth Chocolate and Confectionery Machinery and Accessories' Exhibition, the 37th International Confectioners and Bakers' Exhibition, the 37th International Grocers, Provision Dealers and Allied Trades Exhibition, the 78th International Exhibition of Photography, and the 33rd International Shoe and Leather Fair at London, from March to October.

Seventeen Suits Filed To Recover Fire Insurance

RAVENNA, O., Jan. 21.—Seventeen suits, asking \$30,000 from insurance companies, are on file in Portage County Common Pleas Court as the aftermath of a fire which destroyed 13 buildings at the fairgrounds here last year. The suits were filed by the Portage County Fair and Exhibition Company and the First Savings and Trust Company, of Ravenna. The bank has a mortgage on the property of the Exhibition Company. The largest amount sought is from the Aetna Insurance Company.

The Portage County Fairgrounds buildings were destroyed by fire at the close of a horse meet sponsored by a group of Ravenna men also interested in the Brimfield dog track, where a few days ago the grand stand and other buildings were razed by fire.

HARVEY AND DALE, portraying Uncle Harvey and Aunt Lou back in the '90s, are again playing the winter fairs in Florida, also Sparks and Publix theaters.



J. V. BAILEY, of Newport, Minn., elected president of the Minnesota State Agricultural Society for 1933. Mr. Bailey has been identified with the Minnesota State Fair for 27 years. He is a member of the fair board from the third congressional district. Previous to that he was for 10 years superintendent of the horticultural building of the fair. He also is president of the Washington County Fair and vice-president of the State Horticultural Society.

Midland Empire's Balance Due to Heavily Cut Costs

BILLINGS, Mont., Jan. 21.—Drastic cuts in all departments of the 1932 Midland Empire Fair in Billings last September 5-9 were an important factor in bringing the exposition thru with a small balance. Where the 1931 fair had been held at a cost of \$93,000 the 1932 show was staged for \$83,000 and receipts from all sources will leave a balance of about \$2,000.

A change in management plans was made at the beginning of 1932 and the entire board of fair commissioners took over active management. Entertainment features included Wortham's Shows, Ernie Young's Revue and Theatre-Duffield fireworks.

Plans for 1933 indicate that costs will be pared even further. No amusement contracts have been signed and none probably will be until the annual meeting of the Montana Fair Men's Association in Great Falls in February.

Would Reduce State Aid

MADISON, Wis., Jan. 21.—To raise \$75,000 for Wisconsin's participation in the World's Fair at Chicago, Wisconsin's Legislature will be asked to reduce the State appropriation for county fairs from \$300,000 to \$125,000. After using \$75,000 for the State's exhibit at Chicago, the Legislature would chalk the balance in savings to State economy, according to the bill now being prepared. The Wisconsin World's Fair committee has presented the plan to Governor A. G. Schmedeman and he approved it, the committee reported.

Will Again Hold Night Show at Naples, N. Y.

AUBURN, N. Y., Jan. 21.—Naples Fair Association has elected officers for 1933. They are: President, Fred D. Delbridge; secretary, Leon H. Cornish; treasurer, George L. Tobey.

The 1933 exhibition was set for September 7, 8 and 9. The night fair, a new experiment with the society, which proved successful, will be held again and will include Saturday night.

Report of the treasurer, Mr. Tobey, and the secretary, Mr. Cornish, showed a satisfactory financial standing and a substantial balance in the treasury. From an agricultural standpoint the 1932 fair was one of the most successful in years.

Trenton Cuts Gate to 25c

Trim event to four days, with dates set back to last week in Sept.—same heads

TRENTON, N. J., Jan. 21.—A radical reduction in gate admissions, a shift in dates from Labor Day week to the last week in September and a decision to conduct the event for four days instead of five were the major developments at the annual meeting of stockholders and directors of the Trenton Fair last Saturday.

General admission for the four days, September 26-29, will be 25 cents and like amount for autos. Event will open with a Children's Day. Grand-stand admission for the run has been reduced to 75 cents, against \$1 hitherto, with clubhouse chairs going for \$1.50 instead of previous \$2 tag.

September 30 will be given over exclusively to auto races at a flat admission to stands of \$1, including tax and auto. Admission will include bleacher or paddock accommodation, with reserves to go for \$1 and clubhouse chairs for \$1.50.

Meeting brought out much enthusiasm and best attendance in 10 years. No decision was rendered on nature of flesh attractions and name of carnival organization, but understood that a title company will again grace midway.

Change of dates was voted because of intense heat during Labor Day week the last three years. Body unambiguously passed a motion to prohibit complimentary tickets, each ticket to have an admission price assessment. Traditional comps to important officials, exhibitors, the press and the like will undoubtedly be absorbed by the fair unless some other system is worked out.

All officers were re-elected as follows: Samuel T. Atchley, president; F. W. Roebling Jr. and Col. Arthur F. Moran, vice-presidents; Col. M. R. Margerum, secretary-treasurer; Helen G. Laffan, assistant; J. Fred Margerum, general manager.

Elected to the board of directors were Miss Laffan, Mr. Roebling, R. V. Kuser Jr., M. R. Margerum, General C. Edward Murray, Charles H. Baker, D. William Scammell, Edward D. Boyd and Col. Stephen H. Barlow.

Executive committee: Mr. Atchley, Colonel Moran, former Gov. E. C. Stokes, Mr. Scammell, Col. Edward C. Rose, J. L. Kuser Jr. and Colonel Margerum. Charles Quinn was named to succeed Justice Harry Heber, who resigned as a member of the board of directors. Justice Heber could not continue the post account his holding office of Supreme Court justice.

Fine Cattle Exhibit At Ogden Stock Show

SALT LAKE CITY, Jan. 21.—Utah's 14th annual Stock Show came to a close after a week's run at Ogden Coliseum January 11, with one of the finest exhibits of cattle ever displayed. As a grand finale a banquet was held at the Hotel Ben Lomond in Ogden with Governor Henry H. Blood as speaker. J. Francis Fowles was also heard from as speaker of the Senate and I. A. Smoot as speaker of the House.

While the attendance was not as large as formerly, Reed Warnock, press agent for the show, told *The Billboard* correspondent the show was one of the largest in point of exhibitors. The usual stock sale saved many a stock man from financial embarrassment and brought a fair market.

The massive new Coliseum, which housed the show, was decorated in the national colors and a separate building to house the hog exhibit was necessary.

THE 1933 FAIR at Charlotetown, P. E. I., will open August 21 and close August 25. Announcement has been made that the deficit from the 1932 fair has been substantially lowered.

WITH THE Trotters

By EDWIN T. KELLER



of game which will be given out in the course of the coming weeks.

In the East horsemen are preparing for their annual New England Horsemen's Day and dinner, one of the really big public affairs of that section...

Western New York Meet

Word comes from Western New York that officials and members of the Western New York Fair Circuit, one of the leaders in present-day fair and trotting circles...

H. P. Krimendahl, Celina, O. owner, has just recently received two cablegrams from European countries asking for a price on his great filly, Dorothy, 2. 2:10...

Fair Elections

DANBURY, Conn.—The Danbury Agricultural Society, sponsor of the Danbury Fair, has elected the following officers: G. Mortimer Rundle, president...

GREAT FALLS, Mont.—Cascade County commissioners have reappointed Frank McPheter, farmer, as one of the five commissioners of the North Montana Fair...

BILLINGS, Mont.—Two new members of the board of fair commissioners of Midland Empire Fair of Yellowstone County are Emmitt Vaughn...

Laurel, and J. A. Pickens, Huntley. They succeed Charles A. Stout, Huntley, and B. L. Frice, Laurel. Hold-over members are W. C. Renwick, president...

LOCKPORT, N. Y.—Fayette E. Pease, J. W. Thompson and S. A. Perry have been elected directors of Niagara County Fair. Directors will elect officers soon.

NASSAU, N. Y.—Agricultural and Liberal Arts Society of Rensselaer County, sponsoring Nassau Fair, elected: President, John P. Williams; vice-presidents, Fred M. Neilson and David L. Lynd...

HIBBING, Minn.—L. W. Emery, of this city, was elected president of the Minnesota Federation of County Fairs at the annual meeting in Minneapolis. Other officers include Edward Zimmerhaki...

STONEBORO, Pa.—William D. McIntyre has been elected president of the Mercer County Agricultural Society, which sponsors the annual Stoneboro Fair...

LEHIGHTON, Pa.—The following officers were elected for 1933 at the annual meeting of the Carbon County Agricultural Association, operator of the Allentown Fair: George H. Enzian, president...

DOYLESTOWN, Pa.—The following officers of the Doylestown Fair were elected for 1933: President, Dr. H. W. Turner, of New Hope; vice-presidents, Horace B. Wilgus, Philadelphia...

HARLAN, Ia.—The Shelby County Fair Association has elected new officers. J. H. Frederickson is the new president, succeeding D. J. Booth...

WASHINGTON, Conn.—Horace P. Deming, Riverton, was elected president of Litchfield County Fair Association. Others elected were: Vice-president, Louis Cronan, Harwinton...

FEW UPSETS

(Continued from page 32) a candidate for re-election as secretary of the State fair. For the last seven years Mr. Jackson has served in this capacity. He is 74. Perry Reed, of Henderson, Neb., former president of the State Board of Agriculture, succeeds Mr. Jackson as secretary...

respectively, and T. H. Waite, Eward, treasurer. President Miller appointed the following on the board of managers of the State fair: H. W. White, Genoa; Frank Shubert, Shubert, Neb.; Gates Lilley, Papillion, and J. A. Boyd, Kearney...

See Good Prospects

As a whole, the prospects for 1933 county fairs are good, managers for most of the 54 county expositions represented declared. E. R. Davis, for six years secretary of the County Fair Managers' Association, said most managers were optimistic...

Mr. Davis, of Hastings, secretary of the Adams County Fair, said there was an uncertainty of feeling due to a pending law in the Legislature which, if passed, might cut State aid. At present the State law requires each county to contribute \$2,000 to the support of the county exposition...

It is because of this fear that showmen were unable to contract many fairs this year. Bookings were slow, as many of the county managers were not sure of their revenue. L. B. Clough, of Kansas City, representing Radio-Kelth-Orpheum (fair and special entertainment department), told The Billboard representative that bookings were late this year...

To Be More Conservative

C. G. Marshall, Arlington, new secretary-treasurer of the Association of County Fair Managers, said most of the county expositions will be held this year, but all of them on a more conservative basis. He said that there will be few 60-cent gate admissions...

"We recommend the use of home talent as a part of the program before the grand stand, thereby encouraging more of a cooperative spirit in outlying towns and communities. We therefore recommend the continued support of 4-H Clubs and other allied educational work by county and State fairs..."

Otto Pfeiffer, Elkhorn, was elected president of the Association of County Fair Managers; R. C. Johnson, Mead, vice-president, and Chester Marshall, Arlington, secretary-treasurer.

Bookings Light

Many showmen and representatives of attraction companies were on hand. Among the companies were the following: Barnes-Carruthers Fair Booking Association, represented by W. H. Merceles and M. H. Barnes; Theoris-Duffield Fireworks Company, by Ray W. Anderson; National Sound Equipment Company; Radio-Kelth-Orpheum, Western vaudeville exchange (fair and special entertainment department), by L. B. Clough; Williams & Lee Attractions; Lyck Fireworks Company, Chris Lyck, manager; Harper's Attractions; Hartzler Public Address System, by W. L. Hartzler; Wizard Novelty Circus, by Jack O. Wiziard; Crawford Public Address System; Lew Rosenthal's Amusement Enterprises, by Babe La Neal and Ernie Forrest; Miller's Society Horses; E. G. Staats & Company, by Russell Green.

Following are fair bookings that were announced: Arlington, Waterloo and Oakland, booked by Crawford Public Address System; Beatrice, Trenton and Pierce, by the Lyck Fireworks Company; Belleville, Kan., by Theoris-Duffield Fireworks Company, and Barnes-Carruthers; Sidney, Ia., by Miller's Society Horses and Hartzler Public Address System; Burwell, by Hartzler Public Address System.

The fact that \$60,000 is a mighty big sum to race for in any one afternoon during these times, coupled with the fact that the 1932 group of two-year-old trotters was not quite up to the top-notch groups that have appeared during the last four or five seasons, accounts for the big entry.

At this time the stake appears to be the most open one that has been decided to date. But one colt can be spoken of as standing out, he being Spencer McElwyn, 2. 2:04 1/2, owned by W. H. L. McCurtick, of Dallas, Tex., and in the Ben White stable. Sponsor would unquestionably will rank as favorite in the future book that will soon appear on the event. But the history of the stake generally has been that early-season favorites have fared badly on race day, this fact too tending to induce more owners to send in their \$250 payment checks.

All the leading colts of the 1932 season were kept eligible, with the exception of Calumet Delco, 2. 2:07 1/2, the champion over the half-mile tracks, and Dorothy, 2. 2:10, leading race-winning filly of 1932. Both these colts were not kept eligible to this stake, which fact is set at all disappointing to the owners of those that are in. Included in the list are Sir Raleigh, 2. 2:04 1/2, owned by Alan J. Wilson, of Boston; Mary Reynolds, 2. 2:05 1/2, owned by W. N. Reynolds, of Winston-Salem, N. C., and in the Ben White Stable; Senator Boga, 2. 2:08 1/2, the property of Dr. E. P. Clement, of Elgin, O., and a chance prospect; Brown Perry, 2. 2:07 1/2, Challenger, 2. 2:07 1/2, owned by Trainer Ed Kirby, of Goshen, N. Y.; Meulien, 2. 2:07 1/2, property of William Hughes, of Cleveland; Senator Boga, 2. 2:08 1/2, from the John Dagler Stable, of Allentown, Pa.; Hollywood Farm, 2. 2:09, from the Hollywood Farm of W. H. Dodge, of Lexington, King Ben, 2. 2:09 1/2, from the Good Time Stable of W. H. Cane, Goshen, N. Y.; American Hanover, 2. 2:09 1/2, from the Hanover Farms Stable of Hanover, Pa., and others. Hanover Show Farms was the biggest nominator, having kept five colts eligible. It is not known as yet at what track the rich stake will be decided, but most likely it will again be run and staged over the Good Time Park course of W. H. Cane at Goshen, where last season it was successful in bringing out an attendance of 25,000 in a town boasting of but 2,500 population.

Caton Has Group of Six

As is his customary rule, Will Caton, of Syracuse, N. Y., trainer, again furnishes the first interesting speed work of the northern winter training season. Word comes from that point that the popular trainer has a well-thought-out colt in the new two-year-old Prince Dean, full brother of Hollywood Jenny, 3. 2:10. A week ago he let him move a mile in 2:30 with a quarter in 37 seconds, which was very simple for the Hollywood Prince youngster. Another of his colts, Service Richards, was easy in a mile in 2:42, quarter in 38 seconds, which is by far the most interesting work that has been on tap in any of the northern points. Six two-year-olds are included in the group that Caton is giving his attention to this spring at Syracuse. Vic Fleming is also again located at the track with his imposing stable, but as yet has not exhibited anything of his stable members.

The word is that everyone is highly pleased with Syracuse's policy of dropping the running horse program that it carried out for the last two years at her State Fair, which, incidentally, proved highly costly to her, and is again this year to resume her Grand Circuit meetings which were always so highly popular with patrons of that great exposition. While plans have not been made public for her race program, it can be taken for granted that it will be most ambitious one, and we can also say that it will include the running of one of the most important and sought-after colt futurities of the trotting turf. Due announce-

CARNIVALS

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

PCSA Chalks Up Another Successful Banquet-Ball

11th annual function of West Coast showfolks' organization—attendance, 311—Chairman George Tipton and his aids praised—Shanley clicks as master of ceremonies

LOS ANGELES, Jan. 21.—The 11th annual Charity Banquet and Ball of Pacific Coast Showmen's Association at Alexandria Hotel Wednesday of last week was recorded as gratifying from all angles. This year, because of the prevailing general conditions, the function was approached with considerable misgivings as to the amount of success to be obtained. It was another grand affair. The ticket price was reduced from the last year charge of \$6 to \$2.50 and everyone went to the task with a will and worked, knowing that the affair would pay out in about proportion to the zeal of the workers. For George Tipton, chairman; President Eddie Brown, Past President Harry Fink, Louis Bissinger, Steve Henry and Mark Kirkendall, who comprised the committee, there is a great measure of praise, and to all the PCSA members, who did a fine job in face of what seemed to be unsurmountable difficulties.

Three hundred and eleven were served at the banquet table and many bought tickets who were unable to attend. The program booklet, handled by Joe Glacey, also showed a neat profit. Orville Crafts, Archie Clarke, Mel Vaught, Harry Seber and Walt Hunsaker sent equipment from their shows for lobby and ballroom displays. On the spacious hotel lobby Prince Elmer, clown, and associates met the guests. Also in lobby were displayed miniature rides, mechanical devices and carnival fronts. The ballroom was beautifully decorated in the club colors, orange and red, with the famous PCSA streamer, a life-size cutout of "Tusko," with the late Al G. Barnes in the howdah; calliope, a jungle effect with cutouts of lions and tigers hidden among palms, etc. The banquet, scheduled for 8:30 p.m., was only a few minutes late. A most delectable menu was served. At speakers' table were President Eddie Brown, Past President Harry Fink, the inimitable Francis Patrick Shanley (emcee), Burr McIntosh, W. J. (Bill) Pickens, Sylvester L. Cronin, Frank Downie, Duke Pohl, J. C. Furness, Dick Ferris, Ross Davis (at time of taking of picture some not in the gathering). There were some disappointments at speakers' table—Othman Stevens, of Los Angeles Examiner; Harry Carr, feature writer Los Angeles Times; Paul D. Howse, police commissioner, who was unable to attend because of illness, and Charles Murray, screen star, not able to get away from location. When Toastmaster Shanley got the affair under way it was rapid fire. He was at his best and, candidly, it was a riot of entertainment.

During the banquet many persons were (See PCSA CHALKS on page 35)

Vic Levitt Convalescent; In Hospital at Seattle

SEATTLE, Jan. 21.—Victor D. (Vic) Levitt, beloved by hundreds of his associates thruout the Pacific Northwest, also in the East, after a long siege in Providence Hospital, where he underwent four operations, is convalescent. The Billboard is glad to announce, and is receiving a limited number of callers. Steps are being taken to liquidate the assets of Levitt-Brown-Huggins Shows, Inc., which recently made an assignment to the Seattle Credit Association, Mr. Weber, to satisfy creditors, and it is earnestly hoped by many showfolks and people in other lines of business that reconstruction work may be done and the show again take to the road in the spring.

Tannas Mitchell, Notice!

CINCINNATI, Jan. 21.—The following telegram was received yesterday from Ruby Costello, 2110 Third avenue, New York: "Please try to get in touch with Tannas Mitchell at once. Miller Costello died last night." Mr. Mitchell's address is unknown to The Billboard at this time, and the wire was answered accordingly.

Philadelphia "Pickups"

PHILADELPHIA, Jan. 20.—Weather this week has been very favorable to the museums, consequently business picked up.

Max Gruberg's World's Museum has an almost entirely new show this week. The attractions consist of Mysterious Pencil, Iron-tongue man; La Goldie, lady sword swallower; Chief Ullon, African pygmy; Simmons' Washboard Band; Homer Makower, magician; Cleve. Seal Boy; electric chair and Mme. Kelly, mentalist. Leah-Lee continues as the added attraction.

South Street Museum put on one of the best lines of features of the season. Attractions consist of Eko and Iko, mysterious people; Habu, iron-tongue man; Happy Jack Decker, fat man; Lorcello, man with revolving head; Prof. Herbert, magician; Lady Betty, mentalist and Chinese sword box. Ossified Harry continues as the added feature.

Sam Weintaub, well-known concessioner, was a visitor here this week. Has been operating stores in Virginia since closing last outdoor season. Returned to Norfolk, Va.

A. D. Alliger, fireworks man, came in from Newark to visit some relatives.

The wife of M. R. (Goldie) Goldberg, manager the Windsor Hotel, was taken to hospital and operated on for appendicitis. At last report was recovering nicely.

Jack Fields is in the promoting field (Philadelphia "Pickups" opposite page)

Lot Owners Are Not Now "Uppish"

ST. JOHN, N. B., Jan. 21.—No longer are lots for circuses and carnivals scarce in this section. It seems that in nearly every community, of varying sizes, competition is growing keen to see who can offer the best inducements for the tent shows. This contrasts with the efforts of tent-show agents some years ago to find lots without giving the gross receipts of the engagement for rental of ground. The prices have been cut sharply, and are going still further, apparently.

For instance, in St. John tent-show agents used to have an arduous task to get suitable grounds on which to set up a circus or carnival at a reasonable fee. Now, there are numerous lots available at comparatively low prices. In this category are: South End Improvement League grounds, operated by that neighborhood organization; North End Improvement League grounds, controlled by that neighborhood organization; East End Improvement League grounds, operated by that neighborhood organization. Once the leagues holding these grounds announced themselves as opposed to renting them for tent shows at any price—which meant a stiff fee when assigned to circuses and carnivals—which was seldom. A new lot is the Shamrock Park, which has been set for back taxes by the city. The site is in the North End, adjoining the North End Improvement League grounds. The local exhibition grounds are also available, but are too far from the center of the city, altho usually one or two tent shows play there each season. For small tent shows a foundry site in the East End is available, this being owned by the Turnbull Real Estate Company. A lot in the rear of the Strand Theater, a movie house, is also available and is owned by F. G. Spencer, operator of the theater. In many instances the rentals asked for tent-show lots here have been cut in two since several years ago, when the lot owners were uppish.

Wilson Under Treatment

HOT SPRINGS, Ark., Jan. 21.—Among showfolks here this winter are Tom and Madam Ana Wilson, well-known concessioners, last season with Noble C. Filly Shows. Mr. Wilson is under a doctor's care for infection of both hands, which he has been suffering the last three months. He is receiving an electrical treatment. Is carrying both hands in a "sling." His physician visits him daily. Mrs. Wilson is his competent nurse. The Wilsons are residing at 417½ Ouachita avenue.



Eleventh Annual Banquet-Ball of Pacific Coast Showmen's Assn. at Alexandria Hotel, Los Angeles, January 11, 1933.

Showmen's League of America

CHICAGO, Jan. 20.—Activities around the League continue and the big party to be held February 23 now holds the stage.

Aside from his other activities President C. R. Fisher finds time each day to visit the rooms and keep an eagle eye on things occurring there.

Max Goodman on his return from the fair meeting at Winnipeg stopped off to make the Dakota meeting.

Brother Harry A. Illinois presented the application of Hyla F. Maynes for membership.

Brother Paul Lorenzo apologized for lack of entertainment at last night's meeting, but promised to make up for it later.

The Performers' Club of America will hold an old-time barn dance at its quarters on February 18.

Brother A. R. Cohn, after an absence of six or eight months, returned from a sojourn in Texas and immediately got busy helping the house committee.

Past President Sam J. Levy was out of town on business, hence could not attend the last meeting.

Brother Ray F. Kriegerbaum is slightly indisposed at his home, but reports are that he will soon be on hand at the League meetings.

Bob Brumleve started for Florida, but a wife and a long-distance call brought him back to Chicago.

Joseph Mercedes, in from his place at Minocqua, Wis., was the guest of Brother Jerry Kohn at the rooms recently.

Brother L. S. Hovan has been a frequent caller at the rooms lately.

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C. G. BUTON, who has been engaged by J. L. Landis Shows as general agent for coming season.

Reid's Greater Shows

NEWBURGO, N. Y., Jan. 19.—Activity at the quarters has been started again after the holidays' lull.

Al C. Hansen Shows

HELENA, ARK., Jan. 18.—Warm sunshine at last has made its appearance and it brought out many showfolk who are wintering here.

West Coast Amusement Co.

SACRAMENTO, Calif., Jan. 19.—The winter quarters, located in North Sacramento, are now open and started full blast, repairing and painting the rides.

Philadelphia 'Pickups'

(Continued from opposite page) ground here, but says that he has to work hard to get anything this winter.

William Jennings O'Brien has been spending some time in Pittsburgh arranging dates and auspices for the O'Brien attractions, which are operating some indoor promotions in that vicinity.

Pacific Coast Showmen's Association

LOS ANGELES, Jan. 19.—Regular meeting Monday night brought out very good attendance despite heavy rain all day.

Report of George Tipton, chairman banquet committee, brought forth much applause. Vote of thanks to George Tipton and his lieutenants.

A congratulatory wire received from Zebbie Fisher, president, and Joe Streiblich, secretary, Showmen's League.

The bargain membership rates until September 1 are proving to be a draw.

Charley Hatch made his usual timely talk.

Announcement was made that the first of a series of get-together affairs will be held Wednesday night, February 8, on the 12th floor of New Orphanum Theater Building.

Usual buffet luncheon was served after the meeting by George Tipton and Louis Bissinger, chairman house committee.

Solly Wasserman left for Denver, with charge of concessions at Shrine Circus.

WHILE THEY LAST

ALL USED TEXTS AT A PRICE YOU CAN PAY. Also other Equipment as well. NAME YOUR PRICE Write—Wire—Phone BAKER-LOCKWOOD KANSAS CITY, MO. AMERICA'S BIG TENT HOUSE BINGO CORN GAMES FROM 20 TO 200-CARD SETS...

WE ARE OVERSTOCKED

With 20,000 YRAP ICE CREAM CONES, will selling at \$2.00 per M. F. O. Cleveland. Address: 4766 Lorain Avenue, Cleveland, O. JERRY GILBERT, Established Dramatic Troupe. Large Repertoire, available for any reputable organization.

CHILI-CON-CARNE

Found Bricks contained (without Beans), makes 3 pounds delicious genuine Chili. 100% profit. Trial: 10¢; 100¢; \$1.00; \$5.00; by express. NATIONAL FOOD PRODUCTS, INC., 337 Oak Lane, Philadelphia, Pa.

Savannah "Skylines"

SAVANNAH, Ga., Jan. 20.—Mrs. Johnny J. Jones, now the sole owner of the site of her late husband's show, Johnny Jones Exposition, departed for Columbia, S. C., to attend the fair secretaries' meeting.

Model Shows of America

Largo, Fla. Week ended January 14. Pinellas County Free Fair. Weather, good except very cold last two days. Business, good.

"Believe it or not," as Ripley would say, Largo was a red one. In spite of the fact that the two best days were mighty cold and the gross receipts were held down to a minimum.

COLEMAN BROS.' SHOW TO OPEN AT MIDDLETOWN, CONN., APRIL 27

WANTED—All Shows open—Circus Side Shows, Hawaiian, any Pit or Platform or new Novelty show. Managers with own outfits preferred. Will furnish outfit to reliable managers. All Concessions open. Weeks and Grand Stands. No Trucks or Skiffs. THOMAS J. COLEMAN, Hotel Middletown, Middletown, Conn.

Looking Back Thru The Billboard

25 Years Ago

(Issue of January 25, 1908)

Fred Beckmann will be general agent Miller Bros.' 101 Ranch Wild West coming season, with offices in New York. Born to Mr. and Mrs. H. A. Schultz, last season with Kempf's Model City, a seven-pound boy. Al Pierce is preparing to open a "Creation" show at Hot Springs, Ark. C. S. Jametson is disposing of some coin machines at Cedar Falls, Ia. Personnel of Milc. Venier's Bon Ton Girls with Hokus Exposition Shows will include Flossie Perkins, Jane Hurt, Patti Morton and Agnes Terry. Art Gardner, Wilkesburg, Pa., has some used motion picture films for sale. Robinson Amusement Company (Dan R. Robinson) wants several more shows, but "must be new." Johnny J. Jones Exposition wintering at Ostrich Farm, Jacksonville, Fla.

10 Years Ago

(Issue of January 27, 1923)

Charles F. Watnuff to Greater Patterson Shows as general agent. J. F. Murphy Shows to have pay-gate policy. Fred Beckmann, George E. Robinson and B. S. Gerety secure Clarence A. Wortham Shows title. W. X. MacCollin to Con T. Kennedy Shows. R. C. (Doc) Allen promoting indoor events in Ohio cities. Ed C. Brown, former carnival owner and concessioner, now in concessions supply business. Frank W. Babcock is building a new apartment hotel in Los Angeles. Smith's Museum, Los Angeles, destroyed by fire—George Donovan had place jammed with decorative attractions. Berney Smuckler and Milt Holland operating Smuckler-Holland Bazaar Company. Ben Krause returns to the carnival field. "Bill" Floto promoting wrestling matches at Tulsa, Okla.

to a company and staying in towns some to several weeks in advance of show. It is really a specialty.

HEADED BY Mr. and Mrs. Thomas F. Wiedemann and Mrs. E. C. McDonald, of Houston, a party of Houstonians paid a visit to Pacific Whaling Company's unit No. 2 at Liberty, Tex. This is one of the most attractive of the Whaling Company's units. Harold Anfenger is manager; Capt. Lew Nichols, lecturer; M. C. Patton, in charge of advance, assisted by Joe Moen and Thomas (Skinny) Dawson. An added attraction is a giant sea elephant exhibit.

DON MOORE recently closed his museum on the Pike at Long Beach and is back in winter quarters at North Hollywood, Calif. Ada Mae, wife of Manager Moore, has been exhibiting her large snakes at the Act Center School and is slated to work in a "circus" picture soon to be filmed. The Moores have been planning a trip to Dan's home in Redding, Calif. Lee Teller, with his magic and Punch figures, is back at the museum quarters after concluding a five weeks' engagement at Sacramento.

Comparisons!

'Twas last summer. The midway veritably packed with amusement seekers. Minstrel show entertainers out front waiting to bally. Looking at fat-man painting on a side-show banner, opener said to comedian: "That reminds me of the BIG crowd here tonight!" Comedian: "Yeh, an' yu'see that little midget standin' in his hand? That reminds me uv the spendin' change these folks has in theh pockets!"

SEATTLE "PICKUPS"—Ted Levitt is in charge with a 12-people freak act playing the towns in Washington and Oregon. Sam Brown, erstwhile Levitt-Brown-Huggins showman, is among "those present" here; also Spike Huggins and Perry Glette. Johnnie Walsh and the Browns arrived here for a winter rest period. Harry Meyers has opened a hamburger lunch with Bill Meyers as his partner—were formerly with Levitt-Brown-Huggins Shows. Mr. and Mrs. Pennington returned from Los Angeles where they played lots with concessions. Bennie the Turk has closed with Hildebrand Shows. L. Meyers, wholesale novelty man, was in city for a few days' visit. Mr. and Mrs. Allen are scheduled to arrive from San Diego for a month's visit.

"PICKUPS" FROM LARGO, Fla.—On Model Shows of America midway; Mr. and Mrs. Eddie Madigan among the prominent showfolks present. Dave Morris and wife joined from New Orleans. Bob and Dorothy Barclay, of Motocrome note, arrived at Tampa from Chicago in time to leave with the winter show. Meyer Hamburg and Al Oakley motored from New York and are handling prize-package candy in the various shows. A staff photographer of Tampa Times has been assigned to cover all events in the State played by Model Shows. On Sunday before leaving Tampa a ladies' swimming party at St. Petersburg, consisting of Maude Montgomery and Cleo Hoffman (instructors), Mrs. Dell Lamkin, Mrs. Dave Morris, Mrs. Harry Melville, Mrs. Carl Lautner, Mrs. Murray Shepard, Mrs. Cliff Wilson, Mrs. Ed Latham and Mrs. Milt Morris—incidentally, a bridge club has been formed with the foregoing as members, also Charlie Miles, Nate Miller, Gus Woodall, Frank Hooper and Mr. and Mrs. C. Martin.

Friendly City Shows

PITTSBURGH, Jan. 19.—Things still humming around winter quarters. The next thing to be built, a new entrance to the city. Manager John Geocoma and Assistant Manager Harry H. Winters are leaving to attend fair meetings. Lloyd Geocoma was a visitor, also B. VanDyne, of Pineville, O., who will be with the show this year. Harry H. Kinesy, who runs the El Wheel, on a motor trip to Kentucky and Indiana, and had a fine show. Buddy Cleary has contracted her showman. Show with this caravan for coming season. Capt. Floyd Worley, who will have one of the free acts, is spending the winter in Paterson, N. J. — Also has a ball game booked. B. F. Jackson, of Wheeling, W. Va., will be night watchman on the lot. He is playing some vaude dates in and around Wheeling. Jackson and Manager Geocoma did black-face double in vaudeville years ago. MRS. HARRY H. WINTERS.

Isler Greater Shows

ADA, Okla., Jan. 19.—Inclement weather the past week, but workers kept busy indoors on wagons and fronts. Mr. and Mrs. Frank Graham arrived from Harlingen, Tex., and Graham is giving his equipment complete overhauling. "Dolly" Burns has shipped in his side-show equipment—he will be here in about 10 days. Jim Naylor of Wild West note, who has a large ranch at Colgate, visits quarters frequently, also Jack Edwards, another thorough trouper, who operates a poolroom here. Flo Roberts left to visit homefolks—expected back in about 10 days. Johnny Ellis getting along nicely promoting wrestling at Ottawa, Kan. Business Manager Dick O'Brien has his office at Broadway Hotel and many showfolks gather there. Charles Zorn, owner, and Mrs. Harris, manager, are regular folks and the boys are made to feel at home. Mrs. Rose Lee arrived home, New Orleans, okeh and is taking her much-needed rest — had the Illusion Show on the outfit last season. Norman Smith and Capt. Dan Cherry working on a new sensational free act for coming season. Jim Lingo, master mechanic, building a fine new shop wagon. MARK DRYAN.

Coleman Bros.' Shows

MIDDLETOWN, Conn., Jan. 19.—Mr. and Mrs. Thomas Coleman and Richard Coleman have returned from the Maine fairs convention, held at Bangor. Among contracts secured were the Farmington (Me.) Fair. The Rochester (N. H.) Fair was also contracted while the brothers were on the trip. A stop was made at Rochester, N. H., from which city Dr. J. A. Stevens, of Rochester Fair, accompanied them on the trip to Maine. A previous trip had been made to New York on business. Buddy Farley, while en route from Asheville, N. C., to the Veterans' Hospital at Tupper Lake, Sunmount, N. Y., stopped off here for a couple of days. Tom, Dick and Mrs. Coleman accompanied Mr. Farley as far as New York. Maurice Girtow was a visitor here recently. All of which is from an executive of the show.

PCSA CHALKS

(Continued from page 35)

called upon to rise and give the guests a "flash." Stanley F. Dawson, Ringling-Barnum Circus, responded in a neat little speech, as did Col. Ed Nagle, Bill Pickens, Steve Henry, Mabel Stark, Past President Harry Pink and President Brown. Minnie Fisher, well-known aerialist, who received injuries several years ago that caused her retirement from the arena, was also introduced. Burr McIntosh paid a beautiful tribute to showfolk, in part as follows: "I have reached life's 70th milestone; have been actor, author, writer, government photographer and war correspondent. For 43 years I have known folks of the stage and it has been reserved for me at this late time in life to know the real folk of the amusement field. You! Warm hearted, regular ones of the great outdoor show world." From 9:15 until 2 o'clock there was a great diversion of entertainment. After the floor was cleared there was dancing, interspersed with acts. Blossom Robinson sang As Long as the World Rolls On, In the Garden of My Heart, and a special-request number, My Wild Irish Rose.

and wife, Jack Madison, C. E. Moore, J. C. Neidinger and wife, Col. Ed Nagle, Herto McCarthy Nagle, Doris Neider, Joe Natick, Ed P. Norcross, Walter Ogil and wife, Lee O. Hanlon, Mrs. Eulala Ormond, Elmer Peters, Mrs. Tom Plank, Duke Pohl, Jake Posey and wife, W. J. Pickens, Al C. Parkman and wife, O. E. Pennell, Benjamin A. Pickrol, Ed Pike, George Quinn, Al Quaintance, Blossom Roblason, Anna Rose, W. J. Richards and wife, H. P. Robideaux, Fanny Ridderman, Tom Riley and wife, Ben Ratigan, Hon. Francis Patrick Shanley, Mabel Stark, Ruth Spencer, R. B. Spenceley and wife, E. F. Smiley, Hilda Schulte, C. O. Schultz and wife, Mrs. Roland Smith, Ben Steinmetz and wife, Capt. Harley Tyler, Bob Thornton and wife, Jack Thomas, Esther Thompson, Rud Tate, B. J. Unraht and wife, Arthur Umstead, Mel Vaught and wife, George Volgett, Tom Vaughan, O. R. Wilson and wife, H. J. Webber and wife, Solly Wasserman, Mrs. Billie Wasserman, Johnnie Winters and wife, Mrs. Rogers Williams, Bob Williams and wife, Al Weir and wife, Rose Woods, J. B. Wheiry and wife, Dixie Whitaker, Dave Wallace, Walter Wayland and wife, George Wendell, Jack Youden and wife, Bart Young, A. H. Yerington and wife, C. F. Zeiger (Doc) and wife, Mrs. A. J. Ziv and Mrs. Herbert Zeiger. A special table that seated friends of Past President Harry Pink added much to the occasion. The delegation carried a streamer: "San Fernando Lodge BPOE, No. 1539"—Laird Johnson and wife, William A. Robinson and wife, Claude Hayes and wife and A. E. Eldredge and wife.

Sidelights

Manager S. L. Cronin of Al G. Barnes Circus did much to make the affair a success—his boosting and the large number of tickets purchased by him were of considerable help. Orville Crafts, of Crafts 20 Big Shows; Archie Clarke, of Clarke's Greater Shows; Mel Vaught, of State Fair Shows; C. F. (Doc) Zeiger, Zeiger Shows, and Walter Hunsaker did fine work to make the banquet and ball successful. The carnival contingent did themselves proud. Some of the regulars were absent, much sickness being the cause. It was regretted that Othman Stevens, of Los Angeles Examiner, and Harry Carr, of Los Angeles Times, were prevented by illness from being present. All the press of Los Angeles did their bits in boosting the big doings, and this despite the fact that they had been "worked over" a lot for many affairs. The photo of the banquet unfortunately did not do full justice to the occasion. Several tables of guests, the stage and animal outfits were not shown. George Engesser, owner Scholl Bros. Circus, who had reservations, was ill, but sent a representative. It was noted that the business people of Los Angeles and vicinity who do business with showfolk responded nicely in either taking tickets or ads in the program with but a few exceptions. The affair was broadcast as "informal," but there were a lot of "tuxes" noted and the ladies wore stunning gowns. The grand march was again staged, with F. Pat Shanley the gallant leader and John Miller as grand master. Everyone looks forward to the next annual Charity Banquet and Ball of PCSA.

FLOOD LIGHTS LIGHT YOUR ATTRACTION Price \$10.00 Each Special Price, Lots of Six or More. HARRY DERROUGH, Champaign, Ill. Greyden Type Flood Lights. Made of heavy 22 gauge galvanized iron with heavy rod rolled in edge. Size, 35x22 inches at front opening. Socket for either 1,000 or 1,500-watt bulb. All ready to connect wires. Gives lighting effect equal to lamps costing \$50.00 or more. Fine for Carnivals or Fairs.

YOU WILL FIND KNOCK-OUT VALUES HERE!

Pot Cleaners (Zinc), Medium Size..... Gross \$ 2.00
Pot Cleaners (Zinc), Large Size..... 2.50
Pen & Pencil Sets, in Fancy Box..... 30.00

CHARLES UFERT
10 East 17th Street. NEW YORK.
In Business Since 1913.

1000 NIGHTS OF FUN METLMACH

WANTED - 10,000 Salesmen To Make Big Money SELLING METLMACH, THE MODERN MACH

A POCKET PAL - A HOUSEHOLD NECESSITY. WORTH ONE DOLLAR - COSTS ONE DIME

144 STROPS \$7.20 Gro
144 STROPPERS Sample, 10c.
144 DRESSING Gross Price in Dozen
144 BOXES Lots.

STAR BARBER SUPPLY CO.
2115 Hanna Street, Fort Wayne, Ind.

ELGIN-WALTHAM WATCHES LOW AS \$1.85
Send for Our Circulars NOW!

H. SPARBER & CO.
118 Holland Bldg., 211 N. 7th St., ST. LOUIS, MO.

BARGAINS WATCHES AND DIAMONDS
Write for Catalog
FEDERAL JEWELRY CO.

NEW YORK CITY Notes
By CHARLES (DOC) MILLER
I have brains enough to know that youngsters have to replace age in any line of biz.

LITTLE WONDER CLEANING BAG
Agents-Demonstrators.
SIZZLING-HOT COMIC CARDS
FREE-SAMPLES-FREE!

PEN - PENCIL COMBINATIONS
PEN & PENCIL SETS.
All New Colors. Priced Right.



By GASOLINE BILL BAKER (Cincinnati Office)

Don't Use "Scareology"

Some workers seem to labor under the impression that no code of ethics exists in this grand old profession called pitchdom.

I have heard some pitchmen make ridiculous, not to say dangerous, claims for their products.

Later along will come a clean, legitimate worker selling a meritorious product.

If workers insist on selling under false pretenses, what chance has the decent element of pitchdom.

Regardless of the merits of a product, if its value is grossly exaggerated the purchaser naturally feels disappointed.

I would like to have other pitchmen comment on this situation.

New York City Notes
By CHARLES (DOC) MILLER
I have brains enough to know that youngsters have to replace age in any line of biz.

Due to locations not to be secured at depression rentals, it looks like promoters will be unable to start a gangup.

Stove Pipes (colored entertainer) is still with it. He changes his act every week and is in a class by himself as a tip-getter.

Coast, is playing an engagement at Hubert's Museum, on West 42d street.

Coney Island, January 8: Weather, clear and cold. Fair crowd for a winter Sunday.

Patsy DeCarlos (pitchman), a resident of this city, has been among the most successful here, from a money standpoint.

Prof. Victor Edison Perry (promoter) has made his bow with his latest creation, a variety pitch store, on Broadway, near 52d street.

A promoter opened a cigar pitch store, with very small floor space, on Sixth avenue, near 45th street.

At Siegle, pitchman, is back on the roster of his store on 42d street.

Mighty Atom, who does a strong act, is clicking with psyllium seeds on Sixth avenue, proving that it is not what you do but how you do it that counts.

Met an oldtimer a short while ago who has been all over the world.

ONLY THREE PERSONS still remain in the pitching business still remain in Fort Wayne, Ind., these being Old Bill Ellis, Lady Ellis and George LeVanway.

A POSTCARD FROM
Dusty Rhodes, Tampa, Fla., info: "Saw F. S. Perkins (trades) and the missus with their son, F. S. said he had a good week.

RENO E. GLASCOCK
Pipes from Uvalde, Tex.: "This is Vice-President-Elect John Garner's home town and it's leader than a 69-cent watch.

Year's latest seller at 35c Write for Circulars. FREE SAMPLE - Mounted on 100% Exclusive Emulsion and Special Price List.

One Box Powder, one Flavored Perfume, one Reproduction of a Necktie, two Pairs Fine Hose.

STREETMEN
Glass Cutter Tool, Gr. \$8.50.
White House Garn. Set, Doz. \$1.75.

Shryock-Todd Notion Co.,
822-24 N. 8th St.,
St. Louis, Mo.

PRICES TAKE! ARE YOU LISTENING?
BIG CUT IN PRICES
ANOTHER NEW STROPPER
Window Workers! A New Deal

HEADQUARTERS FOR SPECTACLES AND GOGGLES
We carry a Complete Line of Goggles, Field Glasses, Microscopes and Optical Merchandise.

300% PROFIT SELLING FLAVORS
VANILLA, ORANGE, STR. GIN, ALL OTHER POPULAR FLAVORS.

Nugget Jewelry
Send for Free Catalog
R. WHITE & SON
Box 424
Red Bluff, Calif.

NATIONAL TIES
Noted for its Quality and Patterns.
New Line of Silk Neckties, \$11.50 Gross.

DEPARTMENT STORE WORKERS!
THIS DEVICE DOES THE WORK OF 20 NECESSARY KITCHEN UTENSILS

300% PROFIT
SELL TOILETRIES YEAR ROUND
One Box Powder, one Flavored Perfume, one Reproduction of a Necktie, two Pairs Fine Hose.

Pitchmen I Have Met

By SID SIDENBERG

Incapacitated by wounds received in the World War didn't keep Claud (Brownie) Oghalton from becoming one of the best automobile polish workers in the business.

Brownie, who is 37 years old, was pitching tire patches before this nation entered the war. He volunteered and was badly wounded across the pond.

Brownie is married and has a 9-year-old daughter, Clorine, who attends school in Memphis, Tenn.

You most. You say you 'cannot take part in family matters.' Oh, Bill, I need you right now. My 'sweetheart' has eloped or galloped away.

THE BALLYHOO the boys are shooting has brought several steel rule boys into Columbus, O., only to find that conditions here are about the same as in any other town.

THIS IS THE BEST town in the State," cards D. F. McFarland, Cedar Rapids, Ia. "Whoever said it's closed is off center.

HOW GOES IT Doc George Bender? Shoot in a pipe!

THERE ARE A LOT of folks who are seldom heard from, yet they are constant readers of Pipes. All members of the "grand old profess"

BOYS OF THE LEAF who knew Al Andrews will be sorry to read thru F. B. Yaeger, Thomas, Pa., of his death, as noted in the Final Curtain.

JAKE THE HARBOR says it from Chicago: "The boys here are still working theater lobbies. Two stores are going now. Department stores are full of pitchmen.

RECENTLY the Mack Murray Players played near Chicago and "Bill" was invited over to see Ten Nights in a Barroom. After the performance (which by the way played to a packed house)



HERE WE FIND MACK MURRAY, who, with Ella McDonald, manages the Mack Murray Players. The company is finding it profitable to stay out all winter.

FREE TRIAL Packages Start You in Business \$50.00 A WEEK EASILY EARNED Says Jas Q Ash New Jersey

HERE'S FASTEST SELLING LINE Take orders for STANDARD Household, Food, Toilet and Medical products. A complete line over 100 items needed in every home.

ARGO PEN-PENCIL COMPANY, INC., 206 Broadway, New York City

1933 LINE NOW READY WE ARE THE ONLY HOUSE IN CHICAGO CARRYING A COMPLETE LINE AND STOCK OF RINGS

PAKULA & COMPANY 5 North Wabash Ave., Chicago, Ill.

ELGIN and WALTHAM WATCHES Open Face 7 Jewel, 15 Size \$3.00

LEW & ROSENBERG, 5 South Wabash Ave., Chicago, Ill.

SOFT WATER! MAGIC WORDS — that are bringing big profits to Webb Satement The Webb Portable Water Softener brings to every housewife soft water in an endless flow for washing dishes, laundry, bath, shampoo and every home purpose.

100% PROFIT AND MORE Selling COSMETICS, TOILET ARTICLES, FREE BARGAIN CATALOGUE

PAPERMAN A NEW DEAL FOR THE NEW YEAR Liberal proposition for Square Shooters. All States. Coast to Coast.

San informed that towns between here and St Paso are way past being just dead. Would like to read 'em from the boys on the Pacific Coast.

RECENTLY MET J. F. McReynolds working the sheet around here (El Dorado, Ark.), inks O. B. Redden, McReynolds, from Texas, says the "grand ole State" is good enough for him.

FROM PHILADELPHIA Johnny McLane shoots in: "Landed in the Quaker City after traveling 11,000 miles last year. Still the b. r. is no thicker than a toothpick.

BUFFALO CODY WRITES from Chicago: "There are plenty of pitchmen (and their troubles) here. The World's Fair opens in June, and most all the boys will probably be here.

\$ EX-SERVICE MEN \$ 1933 Calendars are ready. Send 3c for Sample

GET A TERRITORY, REAL \$ \$ Large Assortment Patriotic Calendars, Holyday Memorials, Jobe Books, Oldest National Monthly, Unemployed Veteran, 15 other Veteran Specials.

SPECIAL DATES

Address Communications to 25 Opera Place, Cincinnati, O.

Playland Opens With Combined Amusements

PROVIDENCE, R. I., Jan. 21.—Located on a 14-story building in the heart of a business center, Playland, billed as America's largest indoor pleasure resort, opened its doors last Saturday. The establishment is operated by E. & E., with Frank Elms as manager. On opening day but four floors were in operation, but within a short time, says, the entire building will have been altered and put into use.

At present the first floor contains an arcade with 150 machines, soda fountain and kiddie rides. A mezzanine has a merry track and kiddies' sand pile. The second contains shooting gallery and machine-pitching courts.

On the second floor are a slide show and bowling alleys. Herman Singer has the show, and in his company are Francisco Lintini, three-legged man; Big Bertha and Slim Jim; Howard, the Water Boy; Major Dalbert, midget; Lady Dorothea and Company, mentalists; Fred Krisis, magic, Punch and Judy inside lecturer, and Singer doing his reading turn.

On the third floor, twice daily, a free ice-cream and circus entertainment is presented.

The fourth floor will soon be opened as a roller-skating rink.

Other installations yet to be made include archery field, shuffle board, marine flugs for boys, flea circus, etc. Admission to the building is free, and on the opening day several thousand people thronged through the doors, with all concessions getting a good play.

Elms is an old-time stage employe, member of Providence Local IATSE and has operated amusement concessions for years at Newport (R. I.) Beach.

Mid-Time Dixie Show at Memphis Auditorium

MEMPHIS, Jan. 21.—Under the title of the Old-Time Dixie Circus, H. C. Ingraham this week presented a fine array of talent. Show staged at the Ellis Auditorium. Among the acts were Harriett Edgely, Cyse O'Dell and Ullaine Malloy, singing Bertons, Arthur Nelson and family, Conley, and Duvall's Animals, and Ticker. Great Usarda, Otto Gabling and Billy Lorette.

Mrs. Arthur Nelson was slightly injured in an automobile accident near Ripley, Tenn., while en route to Memphis from St. Louis with other members of her family. She was brought here to the Baptist hospital. Lorette Tucker did her hair and dressed a downtown corner before a crowd estimated at 10,000.

The town was plastered with thousands of tickets which admitted holders at a dime a head, and this helped considerably. Regular admission was 40 cents.

Chattanooga Circus-Carnival

CHATTANOOGA, Tenn., Jan. 21.—The annual post of Veterans of Foreign Wars will hold its annual circus and carnival the week of February 6.

MUSIC ENTERTAINMENT FURNISHED FOR EVERY OCCASION

DANCE ORCHESTRAS, BANDS, ACTS, REVUES OF ANY SIZE.
Wire—Write—Phone
VICTOR MUSICAL BUREAU,
1015 Fifth Avenue, New York.
Telephone, Murray Hill 2-7373.

BILLY GEAR INDOOR CIRCUS

SAPULPA, OKLA., FEBRUARY 6-11, 1933.
WANTS CIRCUS ACTS. Those that have worked before write. Make it low. CONCERNED—All kinds. Want next Grand Joint, Corn Hill Camp, Grand Shows. Three towns. Thousands now selling tickets. BILLY GEAR CIRCUS EXPOSITION, 22 1/2 So. Howard St., Sapulpa, Okla.

WANTED

Actors, Chorists, Novelty Acts, Dancing Girls, at times. Salary suitable to the depression. Send resume.
EIGHTH STREET MUSEUM,
N. 24th Street, Philadelphia, Pa.
MOVING CUPS AND PRIZE MEDALS
Direct from Factory. Booklet Free.
SILVER CO., 141 Suffolk St., N. Y. C.

Headline Attractions Set for Grotto Circus

CLEVELAND, Jan. 21.—Orrin Davenport, who is winding up arrangements for the Grotto Circus at Public Auditorium, reports one of the best balanced bills ever scheduled. Included in the headline attractions already booked are Clyde Beatty and his animal act, who are now in Hollywood working in a Universal picture. Other leading attractions: The Davenport, Hobson and Walter Guice riding acts; Wallenda Troupe, high wire; Australian Wood Choppers; Harry Rittley, comedy table drop; Mickey King; Danwill Troupe, Hungarian acrobats; Albert Powell, trapeze contortionist; Ira Millette, head balancing on trapeze; Beadie Hollis, novelty trapeze; Connelio Troupe, flying trapeze; Flying Harolds; Dorothy Herbert, acrobatic; Fifteen Hagenbeck-Wallace elephants will be on the job with their trainer, Cheerful Gardner, and many clowns. Scheduled running time will be about 2 1/2 hours.

Larry E. Bach is general chairman the circus and Davenport is producer. The Grotto Circus played to 20,000 people last year, and advance indications are that attendance will be heavier in 1933.

Indoor Circus Postponed

ENONCE, La., Jan. 21.—The Tri-Parish Indoor Circus, which was to have been held here this month under the auspices of Robert Turner Post, American Legion, has been indefinitely postponed, according to its commander, A. L. Fruge.

McFarland Stages Show

DALLAS, Jan. 21.—Ed McFarland recently staged a successful indoor circus at Ennis under the auspices of American Legion. The show was given a large building, which housed 20 concessions. A number of circus acts were presented on a large stage in the center. McFarland, assisted by his wife, has a number of dates of this kind lined up in towns near Dallas.

CHARDON, O.—The annual Maple Festival will be held here March 30-April 1. Plans are being made by a committee of which State Representative Philip E. Ward is chairman. Arthur B. Carlson, founder of the festival, is vice-chairman.

Permanent — MUSEUMS — Traveling

Miller Show Gets Permit To Exhibit in Boston

CINCINNATI, Jan. 21.—Advice was received yesterday from Ray Brydon, general agent Cash Miller's Modern Museum, that he had just been granted permit by Mayor Curley of Boston for the Miller show to exhibit in that city at 33 Tremont street, starting January 23.

The general agent also advised that this was the first permit granted and would be the first museum of acts, attractions, etc., in Boston since 1906, when Diamond Lew Walker had his old Hanover Street Museum in the city.

McCaslin's, Baltimore

BALTIMORE, Jan. 21.—John T. McCaslin, owner of this museum, now in its fifth year at the same location, announces a fair week last week and new attractions including Baby Lillian, Baltimore's Own Beautiful Fat Girl, and Woo Foo, immune man. Last week of Princess Reta and Hawaiian Joe, Mr. and Mrs. Goldie Fitts still holding down management, ticket box and torture cabinet. This week Larry Brenner, Corcy, Victor Victoria and Prince Penegelli. Jack Leiper and Duke Jeanette handling the front. Dancing girls and the "Unreiled" show in basement with Bernard's Circus Review. Carlin's 25 monkeys and those ever-entertaining glass blowers, the Morris Troupe. Sailor Bill, tattooed tattooer, making one of the strongest shows here for a long time. Among the visitors this week: Jack L. Murray, Capt. John Shooley and son and daughter-in-law, Red Hicks, William Glick and many other noted showmen.
HARRY J. BOWEN.

Gear Staging Show At Sapulpa, Okla.

SAPULPA, Okla., Jan. 21.—The Billy Gear Circus Promotions, headed by Billy Gear, is producing an indoor circus here, auspices a newly organized post of Veterans of Foreign Wars, February 6-11. The location is in a 200x160-foot building in the center of the business district.

The advance sale of tickets is already very promising. In this Mr. Gear is introducing a novelty that is of worthy caliber, unemployed of the city working on the sales and receiving a commission. Another feature of the advance sale is six admissions for only 25 cents. There are 24 strips to a book, which in all brings in \$6, and the party selling the book keeps \$1 and turns \$5 over to the committee. This is putting into effect an idea that Mr. Gear has had for some time.

Ping Pong Palace Opens

FORT WAYNE, Ind., Jan. 21.—The new Ping Pong Palace, Fort Wayne's latest acquisition in the way of public amusements, opened last Saturday and throughout the day visitors entered the new amusement center. Many played the game and many were being taught by instructors. It promises to be one of Fort Wayne's popular spots among the amusement-seeking public. The location is below the El Patio Ballroom, at the corner of Harrison street and Washington boulevard, in the heart of the theatrical district. It opens at 11 a.m. and closes at midnight. The price per game is 10 cents, or 35 cents each half hour or 60 cents per hour.

SPRINGFIELD, Mass., Jan. 21.—Marathon dance contest at Joyland Park was permitted to resume after a brief interruption by Mayor Dwight R. Winter, who revoked license on some complaints. License was restored by the mayor on ground that testimony was conflicting and complaints not substantiated. Contest, which started October 26 with 47 couples, has been a marked success financially. Following the mayor's announcement that the closing order had been revoked, District Attorney Thomas F. Moriarty announced that his office had the marathon contest under investigation.

every attraction. Bluey-Bluey, Wee Jean and Genie Weeks became immediate favorites with St. Louis patrons. New attractions are included weekly to afford variety and to prevent monotony. Among visitors since the opening: Sam Golden, Eddie Vaughn, Vic Landau, Helen and Johnny Hodges, Captain Bell, D. D. Murphy, Doc Aldridge, Jimmy Simpson, Art Daly, White the magician, Pat Brophy, Walter Devine, Harold Barlow, Dick O'Brien, Tom Klenny, Curtis Velere and C. J. Sedlmayr, Joe Erber, the owner, is proud of his new amusement enterprise. FORBES HENDRY.

Pete Kortez', Traveling

HIGH POINT, N. C., Jan. 20.—Pete Kortez' Museum is in its second week here to fair business. The weather has been chilly, but not too bad for people to be out and around. The location is one of the best in town, which has materially aided the engagement. There have been quite a number of showfolk visitors, among them Travis and his assistant, and Great Karma, mentalist. The museum roster remains the same as given in the January 7 issue.
DR. BEN PARDO.

Willse's in North Carolina

ASHEBORO, N. C., Jan. 20.—Willse's Historical and Marine Museum has been exhibiting in North Carolina all winter, in halls and store rooms, and at Ramseur was given a court room in City Hall. At Franklinville the basketball court was provided gratis, except lighting charges. Because of the educational features the museum has been granted a State permit, releasing it from taxes. The company includes Princess Mite, midget; Long Wolf, Mr. and Mrs. Doc Willse, Ernie Cameron and J. N. Van De Water. The exhibits include historical relics, Indian war relics, specimens of deep sea and tropical land animals, birds, etc.
MRS. BIRDIE WILSE.

Better Quality!
Faster Sellers!
HY-TEX BALLOONS
Get Extra Cash at Indoor Dates
TIMELY, Special Prints get money at Indoor Shows and Exhibitions as Souvenirs or Advertising Novelty. Write for particulars, and name of nearest jobber.

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

LARGEST AND FINEST ASSORTMENT OF POSTERS FOR INDOOR CIRCUS
UNCLE TOM MINSTREL AND MUSICAL COMEDY SHOWS
Write for Prices on Our Type Posters, Dates, Cards, Muslin Banners,
THE HOUSE OF QUALITY AND SERVICE
THE DONALDSON LITHO. CO.
NEWPORT, KENTUCKY

CONVENTIONS

ALABAMA
Birmingham - State Travelers' Protective Assn. April - W. J. Galt, 25 N. 26th...

ARIZONA
Globe - Order of Odd Fellows, April 17. R. O. Shanks, Box 873, Phoenix, Ariz.

ARKANSAS
Hot Springs - State Medical Soc. May 2-4. Dr. W. R. Bathurst, 814 Boyle Bldg., Little Rock.

CALIFORNIA
Del Monte - State Medical Assn. April 23-27. Dr. Emma Pope, 450 Butler st., San Francisco.

CONNECTICUT
Bridgeport - Rebekah Assembly, April 12. Mrs. M. E. Johnson, 26 Alford st., Torrington, Conn.

COLORED
Denver - Master Photo Finishers. Feb. - A. Hansard, 404 16th st.

CONNECTICUT
Bridgeport - N. E. Order of Protection, April 13. Mrs. C. K. Knapp, 102 W. Mill St., Torrington.

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SPECIAL PRICE — GENUINE NEW... Circus Trunks, 24-inch, \$15; 26, \$16.50; Dresser, \$22.50. All new; guaranteed.

FOR SALE—SECOND-HAND GOODS

CORN POPPERS, GASOLINE, ELECTRIC Kettles, NORTHSIDE CO., 2117 Hard...

ELECTRIC POPCORN MACHINE, Bargain, \$45.00. INDIAN KET...

SEWING MACHINES, EXCHANGED for sold. NOVIX COMPANY, 1193 Broadway...

PICTURE GALLERY FOR SALE — Picture for \$150.00; worth \$500.00; or trade...

WAX PAIR — CHICAGO, RICHARD... Father, Pink Boxes, all sizes, slightly...

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WELLS HERSCHELL THREE... Street, Carousal, Fine collection, 830 West...

COMPLETE MOTORIZED REP OUT... Cash only. Sell best interest. M. A...

HOUSE CAR — 24x38 KHAKI TOP... Side wall, Fronts, Bumpers, Stage, Frascen...

ANGELS PORTABLE CHAIR... Plane cheap. Will use Kiddie ride or Snc...

SACRIFICE — WALKING CHARLIE... All Game and other games. Address LEO...

500.00 — FIVE WAX SPECIMENS... Myeloid, Glass Case, Thousand other...

INSTRUCTIONS AND PLANS

EARN VENTRILOQUISM BY MAIL... Send cost, 30 stamp brings particulars...

HELP WANTED

IMMEDIATE OPENING — HIGH... Male Reader, Astrologist preferred.

WANTED — FOR HAND-BAL... Working Act. Must be able to do Handbal...

WANTED — MED. PEOPLE, 3 OR 4... Wanted to give show, do comedy in act...

WANTED — GIRL TAP DANCER... Accompanying Piano. Address MUSICAL SAM...

AT LIBERTY ACROBATS

AT LIBERTY — For recognized act—Straight or Com... Can do three routines Tumbling, Juggl...

AT LIBERTY — Understuder or Cradic Dancer... Height 5 ft. 4 in., weight 115 lbs. Gen...

AT LIBERTY AGENTS AND MANAGERS

AT LIBERTY—Billowette Artist, former student... Chicago Academy of Fine Arts, desire con...

AT LIBERTY BANDS AND ORCHESTRAS

SEVEN-PIECE BAND — JUST CLOSED... restaurant engagement, will consider offer...

NATIONALLY KNOWN SIX-PIECE DANCE... Band available for the summer season at...

AT LIBERTY CIRCUS AND CARNIVAL

THE YANKEE WHITTIER — FOR... store show or circus slide show for 1933...

HELP WANTED—MUSICIANS COLORED ENTERTAINING DANCE

WANTED—MUSICIANS FOR LOCA... Night club, JOHN PETERSON, Dilworth, Minn.

MAGICAL APPARATUS ASTROLOGICAL FORECASTS 1933

ILLUSION BARGAIN LIST FOR Stamp, DE FOREST, care Billboard, St. Louis, Mo.

MAGIC CATALOG, 20c. LYNN, 105-A Beach, Jersey City, N. J.

PUNCH, VENTRILOQUIAL AND Marionette Figures. PINXY, 82 W. Ontario, Chicago.

3-IN. SUCKER DIE BOX, \$1.00. NIGHT, 121 E. Town, Columbus, O.

100-PAGE CATALOGUE, ILLUS... trated, Mental Magic, Mindreading App...

MISCELLANEOUS MYSTERY PAINTING — "SHADOW

M. P. ACCESSORIES FOR SALE UNUSUAL BARGAINS IN USED

35c.00 — BEACON PORTABLE MOV... ing Picture Machine, Standard Size Film...

FILMS—NEW PRINTS PASSION PLAY, SILENT, \$105.00.

M. P. FILMS FOR SALE ATTENTION — CANADIAN BUYER

BIG BARGAINS — 30 BIG SILENT... features selling out, \$100 per reel; adverti...

LAST CALL ON SILENTS—"ROAD... to Hell," Specials, Westerns, 175 Features...

SELLING OUT CHEAP — ALL OUR... Silent Pictures. Condition perfect. Send...

AT LIBERTY EXPERIENCED ELECTRICIAN

AT LIBERTY—ELDRIDGE & JENCKS, HIGH... Schooled Pony Show, 3 Ponies work with...

AT LIBERTY—EXPERIENCED CONCESSION... agent ball game preference, but can work...

OFFERS WANTED TO TRAIN DOOR FOR... Manage Horses Terms reasonable. HERT...

AT LIBERTY—Season 1933, Ferris Wheel Op... eration, 25-dayly reasonable. Season re...

AT LIBERTY—Juggler for circus for coming... season. One Comedy Juggling Act using bats, balls...

DARWIN THE MAGICIAN—VENTRILOQUIST... Punch, A-1, eighteen changes. Know acts...

WE BUY, SELL, RENT SILENT... Films, BOX 6, Rosedale, Kan.

MUSICAL INSTRUMENTS DULCIMER — IMPROVED PICKS

MUSICIANS — MAKE AND SELL... Trouper Metal Pick for all string instrum...

PARTNERS WANTED PARTNER FOR GYMNASIUM AND

YOUNG LADY FOR AERIAL ACT... Will consider good amateur. This is an A-1...

PERSONALS EDDIE P. CORMIER OR ANYONE

PHOTO POST CARDS, \$1.25 PER... hundred, post paid. Made from any photog...

PHOTOS COLORED—LIFELIKE, AT... tractive, independent, Professional artist...

SO DISAPPOINTED — ALONE FOR... the holidays. How I missed you. Let me...

SALESMEN WANTED GALLOPING IVORIES—NEW GAME

MAKE 300 SIGNS WITH A 10c BOT... tle of Ink and device that makes perfect...

THOUSANDS BUYING NEW EXCLU... sively designed Business and Blotter Cards...

2,000 BUSINESS CARDS, \$1.50... Every call a sale. 50c commission; bonus...

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USED SCENERY BARGAINS —... State sites wanted. KINGSLEY STUDIO...

TATTOOING SUPPLIES TATTOOING OUTFITS — STAMP

THEATRES FOR SALE CINCINNATI OPPORTUNITY—WILL

THEATRICAL PRINTING BUSINESS CARDS, TICKETS, 200,

FACSIMILE TYPEWRITTEN LET... ters, including Letterhead, 300, \$1.75.

WINDOW CARDS, 11x14, 100, \$2.10;... 14x22, 100, \$3.50; \$1.00 deposit, balance...

WINDOW CARDS, 100 TWO-COLOR... 6-ply, 11x14, \$3.00; 200, \$4.50, express...

100 TWO-COLOR 14x22 SIX-PLY WIN... dow Cards, \$4.00 200, \$6.00, postage extra...

100 RIGID 11x14 WINDOW CARDS... \$1.85, Tack Cards, \$1.50; 2,000 3x3 Bills...

200 WINDOW CARDS, 14x22, NON... Binding, Two Color, \$5.00; 100 Half Sheets...

250 LETTERHEADS, ENVELOPES... Billhead Statements, \$1.00. 3214 HUBON...

1,000 3x8 DODGERS, \$1.00; 100 11x14... Window Cards, \$1.25. SUGAR RIVER...

WANTED TO BUY, LEASE OR RENT CONEY RACER OR SIMILAR PARK

WANTED—AUTO TRAILER, WHAT... have you? BOX 1609, Williamson, W. Va.

WANTED—CATERPILLAR ATTRA... tion, without Motor and regardless of con...

WANTED — A 40x60 SQUARE END... must be in good condition and cheap...

MOVING PICTURE SEE ADS IN ALPHABETICAL LISTING

At Liberty Advertisements 2c WORD, CASH (First Line Large Black Type), 2c WORD, CASH (First Line and Name Black Type), 1c WORD, CASH (Small Type) (No Ad Less Than 25c). Figure Total of Words at One Rate Only.

A-1 12-PIECE ORCHESTRA—All versatile, dou... bling Clarinet, Baritone, Flute, Piano, Violin...

GIRLS' DANCE ORCHESTRA—Six to ten piece... wishes location, night club, ballroom or hotel...

AT LIBERTY CIRCUS AND CARNIVAL

THE YANKEE WHITTIER — FOR... store show or circus slide show for 1933...

AT LIBERTY—EXPERIENCED ELECTRICIAN... either auto or lights, with A-1 public address...

AT LIBERTY—ELDRIDGE & JENCKS, HIGH... Schooled Pony Show, 3 Ponies work with...

AT LIBERTY—EXPERIENCED CONCESSION... agent ball game preference, but can work...

OFFERS WANTED TO TRAIN DOOR FOR... Manage Horses Terms reasonable. HERT...

AT LIBERTY—Season 1933, Ferris Wheel Op... eration, 25-dayly reasonable. Season re...

AT LIBERTY—Juggler for circus for coming... season. One Comedy Juggling Act using bats, balls...

DARWIN THE MAGICIAN—VENTRILOQUIST... Punch, A-1, eighteen changes. Know acts...

AT LIBERTY — To join act for coming circus... roadvise or park season, 120 lbs. Perch, Rings...

AT LIBERTY — GEORGE BURKHART, Manager... Side Shows many years, experience, capable for...

WJAS 8100—Revolving Ladder, Loop and Swin... ing Ladder. Open for circus for coming season...

WFO Wants Black's Animal Circus—Consisting... of One Elephant, Two Chimpanzees, Giant Rhinoc...

AT LIBERTY COLORED PEOPLE

AT LIBERTY—Experienced Colored Pianist, Band... and Tuba. Also have eleven (11) Entertainment Wag...

AT LIBERTY MAGICIANS

DARWIN THE MAGICIAN—VENTRILOQUIST... Punch, A-1, eighteen changes. Know acts...

- O'Leary, Alms... McDonald, Elhyle... Gieger, Alms... McDonald, Elhyle...

MAIL ON HAND AT KANSAS CITY OFFICE 434 Chambers Bldg., 12th and Walnut Sts.

Parcel Post Davidhaty, Joe. 200 Stewart, Ellen, 106

Ladies' List Andrews, Betty... Bailey, Mary Hill... Hildrich, Mrs. Battle

- Prof. C. E. E. Alfred... A. H. Alfred... Mrs. Thomas... Mrs. Thomas...

VAUDE-PRESENTATIONS

- Abbott & Bland (Orph.) New York... Alben, Wanda (Buffalo) Buffalo... Anderson & Zeke (Hipp.) Toronto, Ont.

Genlemen's List DeLoe, Fred... DeLoe, Fred... DeLoe, Fred...

Route Department

- Detegores, The (Mainstreet) Kansas City... Diana, The (Paramount) Brooklyn... Dixie Four (Valencia) Jamaica, N. Y.

- Anthony, Milo... Arthur, J. B... Bailey, George... Bailey, George...

MAIL ON HAND AT ST. LOUIS OFFICE 892 Arcade Bldg., Eighth and Olive Sts.

Ladies' List Blakely, Mrs. Ben... Blakely, Mrs. Ben... Blakely, Mrs. Ben...

Genlemen's List Barr, Lloyd V... Barr, Lloyd V... Barr, Lloyd V...

Route Department

- Buzzard, Hop (State) New Orleans... Healy, Ted (Fox) Brooklyn... Hearts of Broadway Ida & Carlis Torney

- Pavon, Louis... Peak, Sanford... Foster, E. L... Foster, E. L...

MAIL ON HAND AT ST. LOUIS OFFICE 892 Arcade Bldg., Eighth and Olive Sts.

Ladies' List Blakely, Mrs. Ben... Blakely, Mrs. Ben... Blakely, Mrs. Ben...

Genlemen's List Barr, Lloyd V... Barr, Lloyd V... Barr, Lloyd V...

Route Department

- May, Marty & Jean Carroll (Orph.) New York... Melnon, Charlie (Fox) Detroit... Mervin Bros. & Sister (State) Baltimore

- Decker, Wm. E... Dobbin, George... Decker, Wm. E... Dobbin, George...

PAUL & NINO GHEZZI ORIGINATORS "BLACKBOTTOM" UPSIDE DOWN

- Glasson, Billy (Hipp.) Toronto, Ont... Glenn & Jekins (Faithful) Boston... Gobs, Three (Imperial) Toronto, Ont.

PAUL & NINO GHEZZI ORIGINATORS "BLACKBOTTOM" UPSIDE DOWN

- Glasson, Billy (Hipp.) Toronto, Ont... Glenn & Jekins (Faithful) Boston... Gobs, Three (Imperial) Toronto, Ont.

RAND'S CANINE REVUE

- Orpheum, Waco, Tex., 27-28; Little Temple, 31; Ritz, Austin, February 2, 3, 4... Resse, Novelle (Imperial) Toronto, Ont.

IMPERIAL MONEY MAKERS



KENBERRY BLADE SHARPENER
FOR ALL RAZORS

Give many more shaves to every blade!

KENBERRY BLADE SHARPENER \$2.00
(Above Illustrated). Per Gross

PARIS BLUE STEEL DOUBLE EDGE BLADES
Packed 5 in Package. 1.00

Per 100 1.10

NORWALK SINGLE EDGE BLADES
Packed 5 to Package. Per 100

PINETRINK HIRSHLEINS SHAVING CREAM Giant Size. Per Dozen .75

NOBILITY RAY RIDE SHAVING CREAM Per Dozen .70

IMPERIAL STYPTIC PENCILS .80

PETRO PERFECTO HANDKERCHIEFS Packed 1 for 10c. Per Dozen .30

POCKET COMBS IN CASES Per Dozen .36

MEN'S BARBER COMBS Per Dozen .75

LADIES' DRESSING COMBS Per Dozen .75

TOOTH BRUSHERS IN TUBES Per Dozen .75

SHAVING BRUSHES, Pure Boitite Per Dozen .75

SHAVING BRUSHES, Pearl Handled Per Dozen 1.25

10-inch STEEL RULES Per Dozen 1.00

7 1/2-inch STEEL RULES Per Dozen 1.75

7 1/2-inch BAKELITE STEEL RULES Per Dozen 2.50

QUICK EDGE BLADE SHARPENERS Per Dozen .85

LEATHER AUTOMOBILE KEY CASES Per Dozen .50

JAPANESE TRICK COIN BOXES Per Dozen .35

ZINC FOOT CLEANERS, 20 Grams Per Dozen .20

25% Deposit on All C. O. D. Orders.

IMPERIAL MERCHANDISE CO., INC.
883 Broadway, NEW YORK CITY.



For Your Approval, the Ballyhoos of Yore, as Presented by Ringmaster Clive Hart—Tidbits

By **LEONARD TRAUBE**
(New York Office)

BALLYHOOS, past and present, by Clive Hart, one of the contemporaries, who's working in one of Gotham's burlesque citadels: "D'jever stop to think of the stars who were once ballyhoos? Well, 'Ripley' it or not, Ray Hughes, the 'Fall Guy,' recently with Earl Carroll, started in Boston as a novelty street advertiser. Came to Luna Park, Coney Island, and did an imitation of Charlie Chaplin the same season that your humble servant was doing the same imitation at a picture theater 18 years ago. Another Charlie Chaplin mimic was Charlie Cheerio, Hungarian acrobat, who started as a ballyhoos at the Sea Beach Palace, leaped up by ground and lofty ballyhoosing to clown in Ringling Bros.' Circus. I got Charlie Cheerio his first job in Coney Island. The greatest of all Chaplin imitators, Billy West, started just around the corner from Muller's Theater, where I was doing 'Chaplin' the same season. West working in Perry's Cabaret. Add that never-to-be-forgotten Mad Magician, Frank VanHovea (you remember him?), with his cake of ice? He started as a ballyhoos and gave 'Rube' Wyant, another well-known bally artist, all his ideas on hokum on the sidewalks. Wyant is now an attendant in an insane asylum.

"Joe Barton, whose name has been up in lights for these many moons, was a

unicycle trick rider in Brooklyn 30 years ago with the Glasgow Woolen Mills, while this scribe was doing an English chippie act for another clothing store in that borough. Jack (Tiny) Fuller, current burly comic, also put on his first grease paint as a clown ballyhoos and mechanical doll in Coney Island 15 or 16 years ago, and we worked together in Polo Park. He wasn't fat then, but now fills a whole stage. Then there's little Haha Haha, or Whistling Rufus, New Orleans boy who made good as a black-face ballyhoos at Coney Island, suddenly jumping up to the heights of vaudeville, joining Pepto's big clown act. Haha Haha was really the second, as Haha Haha Blitz was the original hottentot from whom Whistling Rufus got his act.

"These are some of the better known names in the show business who started as ballyhoos and rose to the apron behind the footlights. Do I forget Bluch Landorf, the big 'hip' clown? Pardon, but he was a ballyhoos at Luna Park's Crazy Village nearly 20 years back, while Jocko the Monkey, another of the eight clowns, was, well, who else but your humble servant?"

With all this info supplied by Hart, the "Ballyhoos Boy," there should be supplements from the other waxos, the mechanics and human dolls of the nation. Let's hear from you.

NONE of the dailies caught this one. It's about an actual pilgrimage by a woman who played a metropolitan theater with her elephant act in a circus unit. Somehow or other—and not much guessing is needed, what with the times being as they are—she wasn't paid her salary and discovered that her jeans were quite devoid of lucre. So she and her bull companion had to walk 40 miles, including a trip over the ferry thru the generosity of the captain, and thence reached her abode. So one wag remarks that it's lucky she didn't have a troupe of gentle simians.

SLYVESTER SULLIVAN'S new book, *Poise*, is a gemful. And that goes for the printing job, too. W. E. (Red) Delroye sends a holiday greeting from Honolulu that's written in Chinese. Was en route to Manila with Fowler's whale exhibit. And Gene and Mary Enos, of Downie Bros.' Circus, have been attending the opera and theaters in Prague, Czechoslovakia. Beverly Kelley, Ringling-Barnum radio oracle, is hard at typewriter work for Morris Green, the legit producer. Jack Curley's marathon troubles will be aired in court February 6. That was Morris Levy, concessioner of the Lynch Shows, who was visiting relatives here. Liked that flying trapeze painting at the Whitney Museum.

Sol's Liberty Shows

CARUTHERSVILLE, Mo., Jan. 19. — A beautiful new living truck for Manager and Mrs. Sam Solomon is nearing completion—has oak-paneled walls, hardwood floors, concealed electric wiring and other modern features. There are now 21 people connected with the show wintering here, including Billie Owens, secretary-treasurer; Tom Berry, assistant manager; the writer; Leonard Whitman, superintendent rides and transportation; William Solomon, unassigned, and Tony (Kid) Stevens, concessioner. Elton Rogers, concessioner, was a visitor last week. John and Mrs. Starkey, managers the Ten-in-One, left for Newport, Ark., where Mr. Starkey has accepted a position to last until the show opens in April. Joe Pesano cannot become accustomed to wearing a hat. Manager Solomon recently left to attend the Illinois fair men's meeting. Madam Mozelle, with Edith Stanley as assistant, doing well with palmistry establishment, and recently gave a party for the executive staff and other friends at their apartment. Word received that Eddie and Mrs. Moore and Al and Mrs. Wallace will arrive about February 1. Eddie had "Gangster Car" and Al concessions on the midway last season. The full personnel of the advance has not yet been announced; however, the writer will be special agent and Iva LaPage contest promoter.

LOUIS LA PAGE.

Roland's Exposition Shows

WARSAW, N. C., Jan. 19. — Work at winter quarters, which started January 8, is coming along nicely. Manager Roland states he will have about the same staff as last year, but a larger show. J. J. Steblar will again have his rides with this organization. The opening date has not yet been decided. Manager Roland is attending fair meetings.

WHITNEY DAVIS.

Rubin & Cherry Shows

MONTGOMERY, Ala., Jan. 19. — Rubin Gruberg has left for New York on a booking trip. Will be gone for about 10 days, after which he will return here. Tommy Allen, who has been spending a few days here, has been out to quarters every day, renewing old acquaintances. He returns to Birmingham, where he is managing a theater. Jim Eskew is expecting to leave shortly. Has some winter booking for his entire troupe of cowboys, and will play some indoor tudes in the North as soon as the bookings are completed. Roy Shepard, who recently returned from Florida, left for Shreveport, La., accompanied by N. D. Sheg and Bozo Snyder. Mrs. Betty Shepard remained here with friends—will join Roy later. Mickey O'Neil, who was accidentally shot and died an hour later in Macon, Ga., recently, was en route to his wife at Battle Creek, Mich., and was riding in an empty box car of a freight train. At Macon he was ordered out of the car and in jumping out he accidentally jumped on a railroad yards policeman, and in the fall the policeman drew his gun and shot Mickey—these particulars were furnished by his wife, Mrs. Pat O'Neil. Billy Breese informs that he is working on the advance of "Pete," the movie dog of the comedies, making a few weeks' "personal" tour. James K. (Tiny) Over informs he is at Veterans Administration Home, Virginia, where he is being treated for inflammatory rheumatism and would appreciate hearing from friends.

J. A. PEARL.

Dr. W. J. Shields Very Ill

SARASOTA, Fla., Jan. 23. — Dr. W. J. Shields, physician with the Ringling-Barnum Circus and connected with the Ringling shows for nearly two decades, considered the dean of doctor trapezes, is in a critical condition at Joseph Halton Hospital here suffering from Bright's disease and with less than an even chance for recovery. It was learned today. Doc Shields, as he is known to thousands of circus people, entered the hospital 12 days ago. His home is in New York, where he was graduated from the Physicians and Surgeons' Hospital. Several many years ago, but for the last few winters he has been maintaining a cold-weather residence here. Dr. Joseph Halton, attending physician, said today that he did not believe Dr. Shields would be able to take the road with the show in the spring if he recovered.

Strotz, Hummel Appointed Receivers of Chi Stadium

CHICAGO, Jan. 21. — Federal Judge James H. Wilkerson has placed the Chicago Stadium Corporation, owner of the big indoor sports arena here, in equity receivership. The huge building, however, will operate with no radical change in policy. Sidney N. Strotz, president of the corporation, and Fred E. Hummel were named receivers. Their bonds were set at \$25,000 each.

Judge Wilkerson's action, regarded as entirely friendly, was taken on a petition of Charles E. Perry, of Milwaukee, who holds \$4,000 worth of the corporation's bonds. Perry's petition set forth that the bonds of the corporation defaulted January 1, 1932. Outstanding was \$1,679,000 in first mortgage bond notes and \$183,000 in second mortgages, the petition recited.

Railroad Men Meet in New York on Truck Regulations

NEW YORK, Jan. 21. — Important developments concerning highway traffic hinging on the truck angle are expected from a meeting here this week, in which reports were prepared by the Joint Committee of Railways and Highway Users for study by the National Transportation Committee formed by the late Calvin Coolidge.

With sessions in semi-secrecy, it is believed there were two reports in two categories: first, outline of points on which railways and vehicular representatives agree; second, explanation of points on which they disagree.

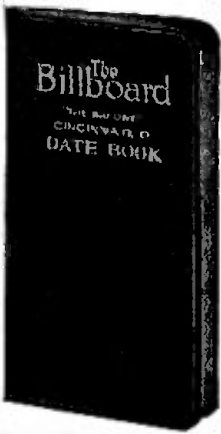
Point on disagreement appears to be in connection with limiting length of trucks and trailers, with truck interests known to be readying a plan which would recommend a limit of 45 feet for highway vehicles. Railroads, however, made no announcement of their stand.

New York State railroads were said to be preparing to sponsor a bill in the State Legislature for regulating commercial highway traffic without reference to the findings of the joint committee.

DATE BOOKS

FOR 1933
NOW ON SALE

Arranged Especially for Your Needs



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 1932-'33-'34, 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 January 1, 1933, to March 1, 1934.

Name in gold letters on covers, 15c extra for each line.

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.



was awarded a contract for the Frank Wirth Colossal Circus to appear at the Mineola Fair week of September 19. Those attending the meeting included Ira Vail, Ralph Hankinson, Phil Wirth (Boyd & Wirth), George Hamid (Wirth & Hamid), Frank Wirth (Frank Wirth Circus, Inc.) and James Victor (Victor's Band).

National Auto Show Well Attended; Exhibits Varied

NEW YORK, Jan. 21.—Thirty-third annual National Auto Show, January 7-14, at Grand Central Palace, was reported to have attracted record gate the last two days of its run, with total attendance declining over last year's event. Friday gate was all-time record breaker.

There were fewer exhibits, but those on display seemed to be more varied in nature and replete with general appeal.

No figures were revealed on sales and potential prospects, but reports have it that consumer buying was encouraging. Much interest was evidenced in several large sections on the lower floor, with the three other floors housing cheaper makes, accessories, commercial vehicles and general products.

Thaviu Gets Minn. Fairs

CHICAGO, Jan. 21.—A. F. Thaviu has contacted his Junior unit for three Minnesota fairs—Pergus Falls, Kasson and St. Peter. He has also booked the fair at Menomonic, Wis.

LEISURE STUDY

(Continued from page 3) people in the future may use such spare time as is placed at their disposal, and it certainly should be, as most everything one does is predicated upon what has gone before, then the conclusion may almost irrevocably be reached that the shorter work day or the shorter work week, or both, will be seized upon by many millions of people for indulgence in indoor and outdoor recreation.

With the hearings being conducted by Representative Connery, therefore, to the end the short work day and the short work week become more the vogue, and with the action of Dean Bailey of Butler University in establishing a course for the purpose of teaching people how to enjoy leisure this latter action may reasonably be expected to be followed by other institutions of learning in establishing courses in leisure study.

F&M LOSES

(Continued from page 7) units currently traveling must be cleared before the new setup can get under way.

LOS ANGELES, Jan. 23.—Fanchon & Marco has lost two more houses, the downtown Loew's State and the Pantages in Hollywood, as unit stands, bringing the total Coast houses lost to traveling units this past month to five. Both houses drop units this Wednesday, Fox West Coast calling it useless to try and compete with the 10 big free vaude shows being staged weekly by Los Angeles radio stations, which have been attracting more than 20,000 people each week.

FWC officials are awaiting Marco's return here from New York to offer him operation of the Pantages Theater as a showing house for his units.

CAMEL ADS

(Continued from page 3) said: "The IBM is against the exposure and will take a strong stand upon it." Bertram E. Adams, of Boston, national president of the Society of American Magicians, and John Mulholland, editor of The Sphinx, the SAM's official organ, assured The Billboard that I. I. Altman, of New York, chairman of the SAM Exposure Committee, was already working on the Reynolds expose. Mr. Reynolds could not be reached for a statement before press time.

IT'S A SHAME that the State budget commissioner of Minnesota, Mrs. Jean W. Wittich, does not appreciate the true value of State and county fairs in the promotion of agriculture, and it is sad also that she cannot see the wisdom of having amusements operated in conjunction with fairs.

"The State Fair," she told the State Legislature the other day, in a recommendation that the State drop its \$500,000 allowance for such events for the next biennium (\$340,000 for the county fairs, \$100,000 for the State Fair and \$40,000 for poultry shows), "has traveled a long distance from its original purpose of serving agriculture by bringing together the cream of their produce and live stock to create competition in finer production and to provide opportunity to discuss with each other better methods."

"The fair has taken on the attitude and appearance of a carnival, advertising the amount of money it intends to spend for bringing such attractions as polo stunts, side shows and special amusements in an appeal for attendance.

"What I would like to see is a gathering of people from all over the State with a major incentive—a solution of our present agricultural difficulties." She is also quoted as saying that county fairs, too, have departed from their original purpose, modern transportation removing "the need for this type of gathering." Deficits and difficulties mark the path of county fairs, she said, and poultry shows "manifest the same tendency for vaudeville features hardly in keeping with the objects of the shows."

Of course, it is only natural that Mrs. Wittich should belittle the type of amusement offered, as the thing she seems to be interested in mostly is cutting off the appropriations for fairs and poultry shows. Minnesota fairs, State and county, get just as good amusements as the fairs in any other State. It would be interesting to know how many fairs Mrs. Wittich has seen in her life.

Fairs never were more needed than they are today. We must have them, both State and county, to help pull us out of this business depression. And if Mrs. Wittich thinks that amusements are not necessary to make a fair complete she has only to ask the secretary of any county fair.

The ordinance governing transients in Savannah, Ga., for 1933 is the same as in previous years. Every business or profession by a transient is covered by license so heavy as to be prohibitive, but, as in former years, there no doubt are many of fixing. This, by the way, is the 13th year of the \$1,000 per day circus license in Savannah, and the city comptroller's records will show that no circus license payment has been made to the city treasurer in the last 12 years.

Here's a story of a dog that should interest readers of The Billboard, especially those who were with the Sellasoto Circus season of 1931 when the little canine named Boston, owned by Louise Griebel (known in vaudeville as Belle Louise), worked a clown number with Walter Goodenough. Boston was lost on the road last season and Miss Griebel has been asked many times where he was.

Anyway, a few days ago Boston's face began to swell. Upon investigation it was found that he had an ulcerated tooth. On advice from a veterinary in Amherst, N. Y., Boston was taken to the Cornell College of Veterinary at Ithaca, N. Y. Here the dog's case was explained by the two head professors, Drs. Milks and Stevenson, and Boston was entered in the clinic at 2 p.m. after his history card was filled out. At 2:45 p.m. Boston was put under ether and before a class of 31 students was operated on and the tooth extracted. He was on the table 27 minutes. Dr. Milks performing the operation himself. It was 6:30 the next morning before Boston came out of the ether. He is now fully recovered. The operation was said to be an unusual one on a dog.

Wirth Gets Mineola Fair

MINEOLA, L. L. N. Y., Jan. 21.—At a special meeting Thursday, Frank Wirth



Make Money with Champion Canned Products. ASPRIN, Raisin Blends, Bolder, C o m b s, Etc. Peanut C a r d s a n d B o x e s, Salesboards and Premiums

Flexible Steel Rule Today's Fastest Selling Practical Novelty. Sample Prepaid, 12 35c In Steel Case... Sample Prepaid, 78 50c In. Bakelite Case... Quantity Prices on Request.

RAZOR STONE Sample Only 25c. Full Line for House-to-Home Selling. Write for Free Circulars. 314-C Central Street, KANSAS CITY, MO.

Heart of America Showman's Club

KANSAS CITY, Mo., Jan. 21.—The first of the weekly dances, arranged by the entertainment committee, was very successful and netted the club a neat profit. Tom Sweeney, chairman, promises something new and exciting each week. The second is scheduled for tonight.

Wednesday the "Bob Sisters" staged a dance in the ballroom of the Coates House. Many were on hand for the occasion.

Blaine Young was a visitor to the club-rooms during his three-day stay here the fore part of this week, coming from his winter home in Webb City, Mo.

Orville Hennies and Gen Berni opened a "Hearts" storeroom on East 12th street, this city, last Saturday night.

Catherine Oliver left for Wichita last week-end after several days in the city visiting friends.

Mr. and Mrs. Curtis Velazco departed for winter quarters of Royal American Shows in East St. Louis, Ill., Wednesday.

B. W. (Slim) Wadsworth is in a local hospital, where he underwent an operation Tuesday. Mail in care of the Heart of America Showman's Club will reach him.

Mrs. George Sargent left early this week for Springfield, Minn., to visit her relatives.

P. L. Peck passed thru the city Tuesday, en route to St. Louis.

Jack Walsh is a new arrival, coming from the East.

Mike Keegan is working exploitations around Kansas City with his Australian whip cracking.

Mr. and Mrs. P. W. Cobb, of Iser Shows, are staying in Des Moines after a trip to Richmond, Va., where they visited relatives.

Mike Wright has a cottage at Lake of the Ozarks, a summer resort south of this city.

Whitey Woods was here several days early this week, en route from the South to St. Louis.

Starlight Park Has Second Blaze Within Five Months

NEW YORK, Jan. 21.—The second fire within five months occurred at Starlight Park, Bronx, early Thursday morning, ruining or damaging considerable property and threatening neighboring structures. Fire originated in the dance pavilion, formerly a skating rink.

As in the case of the fire last fall, three alarms were sounded. Damage amount was not given.

A. F. THAVIU

(Continued from page 3) Fortune Telling Camps, Alfred Ford; R. E. Goodwin. Fireworks; Tharlie-Duffield Fireworks Company; T. W. Hand Fireworks Company, Ltd., Will J. Fudge.

The Billboard assigned its correspondent at Winnipeg to cover the Canadian convention, but unfortunately his story failed to arrive up to the time of going to press, probably due to a delay in the mails.

STUMBLING BLOCK

(Continued from page 3) tion of roof gardens and art galleries as in the old clause.

It is the claim of this committee that there has never been a major theater catastrophe here in the 20 years that the code has been in existence, and that there was no need for such a radical revision. They are meeting weekly and drawing up a code of their own, which they will present to Alderman Sullivan, chairman of the Building Code committee.

BITTER FIGHT

(Continued from page 3) such improvements cost little compared with the cost of building the 100 per cent trunk highways, and the other is that such local improvements give employment to men in the immediate lo-

JOIN the VIKINGS Membership is open to all Automatic Merchandisers and Operators of Coin-Controlled Devices... ERIC WEDEMAYER - Importer 370 Fifth Ave., New York. Please send Details and Application Blank for the VIKING CLUB.

WAXED FLOWERS DAHLIAS \$20.00 per 100 GEORGINES \$2.25 per 100 ROSES LAUREL \$7.50 for 50 Pounds OSCAR LEISTNER, Inc. Importers and Manufacturers for 32 Years... 323 WEST RANDOLPH ST. CHICAGO, ILLINOIS

WANTED FOR NASSAU, BAHAMA ISLAND Complete Minstrel Show with own outfit, Scooty, wright, Small Platform Shows, also Dangerous. Concessions open except custody, Prefer Grand Shows, Corn Shows. Ten days' engagement, possibly longer. First Show in seven years. Sailing February 14. BERNEY SMUCKLER White's Cafe, West Palm Beach, Fla.

NEPTUNE BEACH PARK Ideally situated on the River Road and midway between Buffalo and Niagara Falls. IN FOR SALE OR LEASE Ad very reasonable terms, at a sacrifice price, less than half cost. The Park covers a ground area of about 30 acres, with riparian rights along the water front. For further information write MR. A. A. SCALZO, 631 11th St., Niagara Falls, N. Y., or Phone 2074-2, who wishes to retire. Title Park for sale or lease.

CHARITY CIRCUS Week January 30, Attraction and Night, wanda Juice and Crab, Ice Cream, Popcorn, Nuts, Novelties, Prize Package. Concessions, \$200.00 for all. Write, come on CHARLES KYLE, 818 Chapel St., Room 10, New Haven, Conn. callities in which they live. The impressive thing is, in connection with prospects for reduction, materiality, of the federal aid for highways, that support of the good roads movement itself is not being lessened, but that such parings as are necessary are due entirely to the cramped financial situation in which the federal government finds itself. Once things begin to look up in a real way highway building for both main and secondary lines will get back to the extent known in happier days.

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.

'Make Location Your Partner' Proposed as Slogan for Year

Better relations with locations to improve operating conditions—coin men consider suggestions for working program and organized effort may be made for co-operation

CHICAGO, Jan. 21.—It is expected that one result of the growth of organizations among operators of coin machines will be a greater effort to promote co-operation between operators and locations during 1933. The organizations of operators all over the country have found many problems to engage their attention, but eventually the matter of locations arises in one form or another in all of them. The past year was marked for a time by a widespread feeling of antagonism of operators toward locations, but consideration of this problem in some of the associations started a new sentiment for co-operation with the location owners, and some leaders among the operators feel that the most important work of the organizations during 1933 will be to promote better relations with the locations.

"Why not convince the location owner that he is your partner? The closer the harmony the better the music of the profits," is the suggestion of David S. Bond, New England jobber, in his house organ sent to operators this month. "Make the Location Owner Your Partner" might well become the trade slogan for 1933. Is the opinion of this well-known jobber and experienced coin man in organization work. Other leaders in the trade confirm the same opinion, that successful operators must have good locations and the proper co-operation between operator and location owner will always be an essential to the successful operation of machines, regardless of what other problems may confront the trade.

Work Already Started

Some of the operators' organizations are already undertaking to promote right relations with the locations. One association originated a strict contract agreement, which would impress the location with the need of sticking to one operator or at least to operators who were following the best principles of machine operation. Another organization went so far as to organize the store owners into

a kind of group to confer with the operators' organization and also to offer assistance in protecting the machines against legal opposition. In Canada and in a number of cities in the United States unfortunate situations have developed where legal opposition to pin games has not only discouraged the operators, but has also discouraged the locations.

"There is a prevalent condition of interference with games," says D. M. Steinberg, president of the New Jersey oper-

Organization

"Your reports on the work of the associations for operators in other places is of great interest to me. I operate over 200 machines, but there are probably not enough operators here to be organized. But the reports which come to your paper show what is going on in the trade and must be of great help to organizations all over the country. I can get help for my own worries by reading what the organizations are doing where competition is greater. I am interested in the new machines but it seems to me that what the operators are doing in different places, as they organize, is the best service you can give to us."—(A Montana reader).

ators, "and it is having an unfortunate reaction on locations. They are exercising their police powers in this direction and a great deal of damage is being done. We cite a recent example in the city of Orange, N. J., where, by a statement in the local newspapers, the police chief, with threats of confiscation, has frightened the locations. Any situation where locations become frightened is a serious one.

Mr. Steinberg thinks that the remedy is a strong publicity program carried on (MAKE LOCATION on opposite page)

Automatic Games Said To Be Entertaining To State Wards

YANKTON, S. D., Jan. 21.—Coin machines, minus the coin chute, of course, have entered a new field, according to reports from the Yankton State Hospital here. G. S. Adams is superintendent, and he says the amusement features of the machines have proved very attractive for the patients. According to coin men, it is an important recommendation for the strictly amusement features in the machines when they can be used for the entertainment of mental patients in hospitals.

"Thru Mr. Arthur Warring, we purchased two coin-operated machines for the amusement of our patients," Superintendent Adams states. "These machines, one a Whiz Bang and the other a Gold Crown, were arranged so that they could be operated without the use of a coin.

"Entertainment, recreation and employment are large factors in the care and treatment of mental cases and we are always on the lookout for something new. Billiards, checkers, cards, chess,

Offers Help To Organize

*Jobber suggests problems
N. E. operators could attack if well organized*

BOSTON, Jan. 21.—The Trimount Plank house organ of the Trimount Coin Machine Company, David S. Bond, editor, was sent out this week to customers of the firm. The new machines, Jockey Club and Coco-Nuts, are featured in the issue. An editorial also stresses the value of organization among the operators.

"Thruout the country the coin-machine business is developing so rapidly," says Editor Bond, "that operators are organizing into groups and associations for the purpose of combating unfair legislation, learning new uses for machines and promoting the general welfare of the industry.

"This, we feel, is a great step forward. Take New England, for example. An organized group of operators in this territory could accomplish much to benefit themselves. They could hold meetings to compare notes and discuss plans for improving existing conditions. If any unfair legislation were passed, they could go as a body to fight it. They could study methods for obtaining new locations and make the location owner feel that he was doing business with a powerful organization rather than an individual.

"In other words, the same plan could be used for operators as big business uses to protect its interests even to the supplying of legal aid. Such an organization would have untold advantages. We are interested in knowing what you think. Write us and if we get enough letters, we'll start the ball a-rolling."

Mr. Bond has had wide experience in organization work among operators. He was president of the CMOA, took a very active part in the efforts to unite the two national groups of operators into one organization called the Automatic Merchandisers' Association, and was elected the first president of the merged group.

dominoes and the like are in general use thruout the institution; radios, phonographs and electric pianos are in many of our wards.

"These coin machines or games have been enthusiastically received by our patients and are in almost constant use during the day. It is a fascinating form of amusement and we expect to add more of them from time to time."



FIRST ANNUAL DINNER-DANCE of the Greater New York Vending Machine Operators' Association, Inc., at the Central Plaza, New York City, Wednesday night, January 11. Photo by E. J. Kelly "Century."

Booth Idea For Arcades

Arcade atmosphere goes when concession booth idea adds modern touch

HONOLULU, Jan. 21. — Counter machines are coming into prominence. The largest operator here has just received a big shipment and says they are getting a good play. E. K. Fernandez has found that pin games and diggers pay when used as a concession on his shows. The display is different from that ordinarily seen. The arcade idea has been entirely eliminated and the machines now occupy concession booths.

One merchant who has room for only one machine expresses the opinion that the machine should be changed at least every two weeks. "Variety is what the public wants and a machine left over two weeks is dead," he said. "With frequent changes the machines are given a good play. I don't believe in penny stuff. It sounds good in these unsettled times, but a nickel machine will gross more."

Four men who have recently arrested and charged with the possession of coin-operated machines were discharged in court on motion of the public prosecutor. It is thought that mint-vending devices on the machines were the reason, since one operator was freed recently when a jury found they received a package of dinks for every nickel played.

Nutty Title for Game

PITTSBURGH, Jan. 21.—Incorporating principles heretofore new to amusement machines and hence bringing a needed tonic to the operation of machines is the idea claimed by the Amusement Coin Machine Manufacturing Company in introducing its new machine, Coco-Nuts. This machine is said to have had wide tests throughout the country and to have proved a very consistent money maker. Everywhere, the makers say, the public has been lavish in its acclaim of this new machine as a sensational thrill. The psychology of its appeal is said to be in the fact that it produces just the right amount of suspense without delaying its speedy action. The manufacturers offer it as a skill game.

Coco-Nuts was designed to occupy a minimum of space, with an eye toward lessening the resistance which operators would meet from the storekeepers and other locations. It is an upright cabinet machine measuring 31 inches high, but is only 16½ inches wide. It can be used for penny or nickel play. Eleven jobbers had already arranged to handle the machine before the first public announcement was made.

New Clue to Patience

BALTIMORE, Jan. 21.—E. V. Ross, of the Oriole Coin Machine Corporation, makes exception to a news item published in The Billboard, January 7 issue, in which it was reported that Howard Hoffmann, of Atlantic City, owned or controlled practically all of the Patience coin machines in the country.

The Patience machine, so it is understood, was formerly manufactured by the Boyce Coin Machine Company at Elizabeth, N. Y., but this firm is reported to be out of business. An effort was made by this publication to locate the present manufacturer of these machines, but any for the information of a reader who made inquiry.

"We really resent the statement in your January 7 issue," Mr. Ross states, "as for sometime we have been buying up the Patience machines and believe that at this time we control the big majority of them now on the market. Further, we have sold to your inquirer many months ago quite a number of these machines. We have them in stock now, in nickel and quarter play."

Pay-Off Counter Game

PEORIA, Ill., Jan. 21.—Play the Field is the new automatic pay-off horse-racing machine that will be ready for release January 25 by the Field Manufacturing Corporation here. It is a counter-size machine and its makers say that they have always been strong for the counter-type machines.

"Whoever heard of a horse race in which there was no betting," said G. M. Beck, as he explained the features of the machine. "I admit that there are

For Confidential Price

NEW YORK, Jan. 21. — The Irving Bromberg Company, prominent jobber of coin machines, has announced a definite confidential price policy to operators, which will be in effect at all five of the offices of this concern.

"The gravest condition that confronts the operator," states Irving Bromberg, president of the company, "is the ability of storekeepers to secure knowledge as to the cost of games. That condition must and should be corrected to protect the operator. I don't know another business where a similar condition exists and we jobbers owe it to the operators to give them this same protection.

"With that in mind, I have decided to issue a confidential price list, which will be restricted in circulation to legitimate operators only. It is possible that I may lose some small sales thereby, but I am willing to suffer this temporary loss in my campaign along these lines. Hereafter my organization will send prices and trade information to this group only. I hope that my fellow jobbers, locally and nationally, will see the justice of this policy and institute a similar one for themselves. It is my belief that this is one way jobbers can add to the stability of the entire industry and protect the operator."

MAKE LOCATION

(Continued from opposite page)
by the associations whereby the locations are kept advised of the true facts and also given constructive suggestions for working with the operators to the better advantage of both. The New Jersey organization developed a very progressive plan of approach to the locations, with a central clearing house for promoting better co-operation with the locations, but the movement has been handicapped for lack of funds.

Other leaders also suggest the need of protecting the locations from scares of one kind and another. All seem to agree that constructive work in promoting better relations with locations is a job for the organized groups of operators and one that should be given prompt attention. One operator suggests that the organizations can do much by proper education of the locations to prevent the locations from buying their own machines. The majority of locations will not buy their machines when the facts are presented to them, he thinks.

Cites Causes of Trouble

A Chicago manufacturer who entered the trade as an operator says that the common troubles are due to locations buying their own machines, locations asking for too high commissions and locations sometimes robbing the cash box. An aggressive policy by the associations in trying to promote better relations between operator and locations will help, he thinks, but more important than all is the business ability of the individual operator in dealing with locations. The operator must sell himself, his methods and his machines to the location owner. If the location owner is convinced of the ability of the operator, he is likely to take the advice of the operator on most issues. The individual operator must first do his duty toward maintaining friendly business relations with all locations. Then the associations can add their influence to promoting co-operation and whenever necessary by protecting them against frights of any kind.

Fred Mann, secretary of the Chicago independent operators, says that the operators should adopt a progressive and optimistic outlook toward the locations. There will always be discouragements, he thinks, but the proper way to meet things is to see the location's viewpoint and also help him to see the viewpoint of the operator. It is by getting together and reaching a common understanding that friendly business relations can be had.

The consensus of opinion among coin men seems to be that 1933 will find the operators appreciating good locations more and more, and also that greater effort will be made to work together with the locations in making more money with coin machines.

territories where the mere picture of a horse running would bar a machine just as there are localities where pin games cannot operate because someone once gave 10 cents in trade for a high score. But many of the locations depend on the play from those customers who do a bit of wagering on the final result. We have made a self-loading and self-paying horse-race machine so that there will be no arguing about rules. On this machine the player either wins or he doesn't. A concealed jackpot is used to make rewards for winning plays."



JACK and JILL

The Most Beautiful Machine In the History of Pin Games

- Ebony Black Cabinet . . .
- Brilliant Metal Trim . . .
- Rich Walnut Playing Field . .
- SUPER-SENSITIVE PLUNGERS

EXTRA LONG—LIGHT AS A FEATHER—SMOOTHEST ACTION ENABLES PLAYERS TO GAUGE EVERY SHOT ACCURATELY

- PUSH-BUTTON BALL ELEVATOR
- A SLIGHT PRESSURE OF THE FINGER BRINGS UP THE BALL*
- 20 Balls for 5 Cents (1c play if desired)

Now that the public is educated up to a demand for games that afford a real opportunity to develop and demonstrate skill, this is the machine you need to hold your present locations and add new ones.

BALLY MANUFACTURING COMPANY
310 WEST ERIE STREET, CHICAGO, ILLINOIS

See Your Jobber at Once!

BALLY bringing home the bacon—\$25 TO \$50 A DAY!

NO MARBLES—NO REELS OR ANY SIMILAR MECHANISM..

Entirely New Principle
7 THRILLING GAMES IN 1
Sample Machine **\$19.75**

To Operators Only

In Lots of 6, \$18.75 Each; in Lots of 12 or More, \$17.25 Each. Machine Equipped with Poker Discs. Other Discs, \$1.00 per Set. PRICES INCLUDE TAX and are F. O. B. CHICAGO.

SEE YOUR JOBBER AT ONCE

BALLY MFG. CO. 308 W. ERIE ST. CHICAGO, ILL.



Height, 12"; Width, 16"; Depth, 6 1/2"; Weight, Only 16 Lbs.

MILLS 5c, 10c, 25c SILENT JACKPOT BELLS, Last Model, Like New, \$55.00. MILLS-JENNINGS RESERVE JACKPOT BELLS, \$27.50, 1/3 deposit. WINZER NOVELTY CO., 1519 E. 60th St., Chicago.

With Our New **STEADY Toy & Confection INCOME VENDERS**
NOVEX SPECIALTY CO., 1192 E. 47th, New York.

This opposition to amusement machines had its reaction in the trade. The effect was to start a national wave of organization among the operators. The organization for organization began earlier in the year when the evils resulting from the boom became apparent, but it increased the gathering storm of police interference to bring the operators together. There were many operators' organizations already in existence, but in most cases they had ceased to function. Most of them had been formed when tax discrimination was threatening the vending machines, and when the tax breaks subsided the organizations drifted apart. When the organization move of 1932 got under way the policy followed was to organize by States, when previous practice was to organize nationally and then the national management organizations. Present indications are that the plan of organizing by States respects the situation more satisfactorily. Whether a new national organization of operators will be the natural outgrowth is not yet indicated.

The newly organized groups of operators immediately found themselves facing some very serious problems. Court battles in many cases had to be carried on with consequent heavy expense and general discouragement. Some of the organizations started out on constructive programs also, tackling the problems of competition among operators, what to do with the nonmember competition, children playing the machines, co-operation with locations and many other problems. This organization work grew rapidly to the close of the year and must be recorded as one of the important events of the year. While these State organizations were getting into action leaders were also being developed and some of them may be heard from later. The business understanding and ability of the operators were being improved also by taking part in the organization work. Here and there indications of certain abuses of the power of organization were about to appear, but nothing of a serious nature had arisen by the close of the year. To add to the deep of organization in coin-machine circles, the Automatic Jobbers' Association was formed among the jobbers of New York and vicinity to promote the welfare of the jobber.

Better Feelings Prevail

The year had its wave of ill-will within the trade, as is common to most years. At one time there was a feeling of antagonism of operators toward manufacturers quite apparent. This feeling soon gave way to the recognition that the operator needs the manufacturer and the manufacturer needs the operator. In Chicago the operators and the manufacturers were able to get together and discuss the question frankly, the result was a better feeling of understanding. A feeling of antagonism toward locations was widespread for a time also, due to the fact that too many locations were buying machines. But the feeling gave way in most cases to the understanding that good locations are of supreme importance to the operator and that locations in general should not be antagonized because a few locations buy their machines. Generous publicity on these issues made it possible for better feelings to prevail.

Mechanically, the chief progress during the year has been in the line of improving the perfection and play appeal of table and pin games. New ideas in elevators came into being thru the year and added to the perfection of the new styles and material in balls for pin games were developed; chutes with triple dogs and other improvements were developed to meet the demand for better coin chutes on the pin games. Improved chutes came as a result of the battle against toothpicks, paper slugs and other devices used to cheat the machines. It would be almost impossible to mention the gadgets and arrangements that have been developed to see on the playing boards of the games in order to provide more skill, or at least greater semblance of skill, in the games. There seems to be no end to the ingenuity that can be applied in the field of developing greater play appeal in the table and pin games.

There were also many efforts to break away from the pin games, and some very clever table machines and playing boards were developed to provide some type of amusement without the use of classic pins. Many complaints came during the year also about the locations buying the cash boxes of the machines and that the operators did not get their share of the intake. Thus began the mechanical effort to solve this problem. Cash dividers were developed in connection with the coin chutes which would divide the coins as they were played into separate compartments on a percentage basis. New conveniences were also developed for removing the

cash drawer, coin chute, etc., from the machine with as little trouble as possible. Pin games with jackpot attachments appeared during the year and were given a lot of publicity for about two months. Before the close of the year these games were only mentioned infrequently. Various devices to prevent cheating by the players were developed during the year, such as the anti-tipping device.

New Types of Machines

Efforts to produce new types of amusement machines were quite numerous during the year and resulted in a rising wave of popularity for the small, upright type of counter game as the year drew near to a close. The square-circle type of table game came in for a lot of publicity in the latter part of the first half of the year and many felt that this type of game might take the lead in amusement machines. One of the earliest and very popular makes of pin games had been of the square-circle style. But the revival of this type of machine in 1932 was seriously handicapped when some of the machines in this group proved to be mechanically imperfect. The square-circle games were given a black eye as it were, still a few manufacturers with good machines of this type have continued to market them with success. The upright counter machines, including the machines of the type of the Dandy baby vender, had a rising popularity during the last half of the year and were a decided stimulation to the trade. One or two of these new games were well protected by patents and served to emphasize the importance of protecting machines against copying.

Other developments in the direction of finding something new included a number of machines embodying the racing principle. The latter half of the year found a number of developments in this field, including small counter machines and some very elaborate de luxe table cabinet machines. Horse racing was the chief idea. Some attractive and creditable developments were made also in constructing games with baseball principle. Some of these were pin games with many of the principles of baseball; very creditable machines appeared in this line. Perhaps the most permanent single contribution to the improvement of play in the pin games was the development of the figure 8 board, which greatly increased the travel of the balls. Modifications of this principle soon appeared in playing boards with an outside circular channel or ring. Many ideas were also developed for giving the player a secondary chance at skill after the ball is once put in play.

As a probable result of general business conditions there was a swing to the penny-play machines during the second half of 1932. Manufacturers reported a decided pickup in the sales of the machines of the baby bell and vender type using penny chutes, and some of them stated specifically in their publicity that the penny-play machines were the kind suited to the times. A coin chute which permitted two plays for a nickel appeared also as a compromise between the penny and the nickel machines. The shifting difficulties for the operators. One operators' association established a rule that no member will change to penny play on a location where another member had a nickel-play machine until all operators concerned in the location had agreed to the penny-play idea. Another association started a publicity campaign to maintain the nickel-play machines.

Rise of Modern Arcade

The rise of the modern arcade idea in the second half of the year helped to maintain a market for nickel-play machines and for the big de luxe games. These new arcades were placed in hotel buildings and also rented vacant store-rooms on prominent streets and installed the very latest type of amusement machines. The big de luxe table games were usually made the center of these places and they took such modern names as Amusement Parlors, Studio Rooms, Playgrounds, Sportlands, Mechanical Wonderlands, etc. These places of amusement were a decided advance over the conventional type of penny arcade and much is expected of them in the future in creating a market for the de luxe type of amusement machines. Hotels and locations next to theaters were proving to be good spots for the modern arcades.

When all of the improved ideas of 1932 in amusement machines are considered in retrospect, one wonders if 1933 can possibly produce as many new ideas. The 1933 show, coming early in the year, will no doubt be a forecast of the possible lines of development and will also indicate the channels which new ideas are taking.

Progress in merchandising machines during 1932 consisted largely in conservative promotion in restricted territory; little national advertising and promotion was done by vending-machine firms during the year. One manufacturer of cigaret vending machines conducted a very creditable campaign during the year. The vending-machine section of the trade also suggested the use of vending machines to fill the gap for operators when it appeared that amusement machines might be dying out with the public. The use of vending and service machines for modernizing restrooms, etc., received a decided impetus by the entrance of three or four new firms into the field of supplying specialty machines for this use. Still no national promotional campaign was launched during the year. It is generally agreed that vending machines proved their conservative earning power during the business depression. They earn steadily, but not so spectacularly as the amusement machines.

Developments in other fields that may be appropriated for use in the coin-machine field include the invention of a movie film in the form of a phonograph disk, which may make possible the long-sought coin-operated movie machines with films that will not break. Considerable progress was made during the year in cold control, so that it may soon be possible to construct more perfect refrigerated vending machines. The great increase in the sale of merchandise items in dime packages is very suggestive of the use of merchandising machines to sell the 10-cent sizes. There will be many differences of opinion as to the greatest single progressive step in 1932. In the face of a prolonged business depression, the coin-machine industry began to be recognized as a depression-proof business. The pin-game boom, with its varied effects, stands out as the most important trade factor during the year. On the whole, it can be said that the coin-machine industry made decided progress in organization and in the perfection of amusement machines during 1932.

**1933 MODEL
1c PLAY
TWIN JACK POT**



ONLY TWIN JACK POT IN THE WORLD

No. 1 1c PLAY \$50.00
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With Ball Gum Vender

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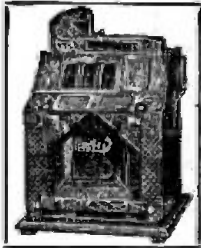
(ESCALATOR TYPE)

FRONT VENDER-DOUBLE JACKPOTS

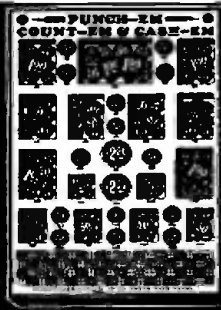
MILLS ORIGINAL RE-SERVE SINGLE JACK POT FRONT VENDER, High Serial Numbers, Excellent Condition. Each \$25.00. Practically a brand new PURITANS, Only Diced 1 Week. Ea. \$8.00

SERIALS Over 285,000 \$52.50 Ea. (As Shown)

All the Newest and Latest Pin Games in stock for immediate delivery at the Lowest Price in the Country. Write for New Price List just out? Puritan Baby Venders. (Tax Paid) \$12.00



RELIABLE VENDING & AMUSEMENT CO.
1208-09 BROADWAY, NEW YORK



Gold! Gold! Gold!

Jack Pots Filled With
GLISTENING COINS

1200 Hole - 2000 Hole - 3000 Hole
Take Your Choice - Each One a Flash

Send for our new
1933 Price List and Catalogue
(Licensed Under Patent No. 1260761)
CHAS. A. BREWER & SONS
Largest Board and Coin House in the World
6320-32 Harvard Avenue, CHICAGO, U. S. A.



**MILLS
SILENT
JACK POT
MINTS**

ALL TYPE PENNY MACHINES.

Write for Prices.
SLOAN NOVELTY & MFG. CO.

1280 North 10th St. (Est. 1891) PHILADELPHIA, PA.

**ELECTRIC
MINIATURE
BASE BALL
BALL GUM**



PIN GAME OPERATORS

WRITE OR WRITE FOR OUR NEW CATALOG
CONTAINING LARGE ASSORTMENT OF NEW AND NOVEL PRIZES FOR HIGH SCORE PRIZES. WE HAVE THEM FOR THE SPOTS YOU NEED TO RUN THE PLAY ON ALL PIN GAMES.
MORRIS NOVELTY CO., 1504 S. Grand Blvd., St. Louis, Mo.

Advertise in The Billboard—You'll Be Satisfied With Results

Bills on Price Control Introduced in Senate

WASHINGTON, Jan. 21.—Senator R. S. Bradley of New York has introduced in Senate at the present session of Congress two bills against unfair price-cutting practices in interstate commerce that may have their reactions in the slot-machine trade as well as all lines of business if they should become a law.

The first bill, known as S. 5050, seeks to amend the Clayton Act so as to apply to the buyer as well as the seller in outlawing price discrimination. The proposed amendment would declare it unlawful "to offer or make or solicit or accept any direct or indirect price discrimination." An attorney for a trade association in commenting on the amendment said:

"It is clear that a buyer who induces the prohibited price discrimination is as guilty as the seller who makes it and it is equally clear that a buyer who is able to compel price discrimination by a seller and does so is more guilty than the latter. Yet, under the law now stands, the buyer can induce or compel or participate in its violation to any extent and always with impunity."

The second bill, known as S. 5051, seeks to amend the Federal Trade Commission Act by the following provisions:

"Unfair price competition is an unfair method of competition within the meaning of this section. Unfair price competition means any direct or indirect price representation or price cutting in the sale or offer for sale of a commodity in commerce which deceives or misleads the purchaser or which is effective or tends to be effective or which is likely to lessen competition or to create a monopoly in any line or part of commerce."

Looking Toward Coast

NEW YORK, Jan. 21.—William Blatt, president of the Supreme Vending Organization, is reported to be rapidly completing plans for extending the Supreme chain of branches from Coast to Coast. It is understood that a branch will soon be opened in Chicago, and from there the expansion will be continued on to the Pacific Coast, establishing offices in Los Angeles.

At present there are Supreme offices in eight cities, covering the East, South and the Middle West. The present plans of the organization anticipate 20 to 25 branch offices well located over the country. General manager for the system is George Ponsler, of the Newark (N. J.) office, and it is understood that when the chain is complete Mr. Ponsler will move to the headquarters in Brooklyn. Mr. Ponsler will then devote his full time to traveling among the branches of the system.

Reports say that the Supreme organization is doing an unusual volume of business for the manufacturers whose machines they handle. Mr. Blatt states that his organization is also planning to surprise the trade by the amount and quality of advertising placed by it during the period of the national trade convention.

Vending Machine Men Incorporate Association

ALBANY, N. Y., Jan. 21.—To generally protect the interests of those engaged in the automatic vending machine business among the purposes of the Amalgamated Vending Machine Operators' Association, a new membership corporation which was granted a charter of incorporation here this week by the secretary of the state.

The organization also proposes to advance the personal relations and eliminate existing abuses and to keep its members informed concerning progressive innovations and promote harmony. The directors and incorporators are Charles Lichtman, Alfred Lipschay, Joseph M. Davinger, Theodore Seidel and Joseph Fishman, all of New York City. The principal office of the association will be located in New York City. The attorneys for the organization are Hasbald & Goldberg, 305 Broadway, New York City.

Injunction Opens Home Market to Bally Game

CHICAGO, Jan. 21.—Judge William J. Conroy in the Superior Court here has granted an injunction restraining police from molesting locations in which operators have installed the new Bally game.

It is reported that news of the injunction traveled fast and that within 24 hours local operators were flocking to Bally headquarters to place orders

for the machine. Local operators are said to have been anxious to place the machines, but the recent attitude of city officials had deterred them. Now that the injunction assures operators of getting a return on their investment, they are expected to use the Bally games in quantities.

Bally officials report that their present production plans are based on the expectation of distributing 5,000 of the small counter machines in Chicago alone. They also report the machine making steady headway in other cities all over the country.

Springs Bounce Balls

JERSEY CITY, N. J., Jan. 21.—The Royal Manufacturing Company, a division of the Royal Scale Company, has started heavy production on the new game Bouncing Ball, according to reports. This is the first amusement machine to be marketed by the Royal firm. A number of Eastern jobbers are reported to have visited the firm and after seeing the game were pleased enough to place orders for quantities.

The Bouncing Ball is described as an upright counter device, with cabinet front in polished aluminum and the rest of the cabinet finished in black. The machine offers the player a chance at skill by long practice. It also invites competitive play, and a score card comes with each machine. Easy counting of the score is said to be one of the features of the machine. High scoring is possible so that prizes may be offered on this point.

The machine uses five balls, the player releasing the balls upward by a supple spring action and the balls then gradually bounce down on small plates of copper until they come to rest in the scoring pockets. The balls may be released by either penny, nickel, dime or quarter.

Cigaret Venders Unite To Protect Interests

LOS ANGELES, Jan. 21.—A new protective association, calling itself the Cigaret Venders' Machine Association of Southern California, was formed the past week. Starting off with a membership of 28 owners and operators of cigaret machines, it is hoped to enlarge the association so as to take in the entire State. Moves toward this goal are now being made in various sections. W. E. Weymouth, R. L. Steur and A. S. Goldstein were elected members of the executive committee to prepare the by-laws, etc., of the association. The first meeting was held in the offices of the Rowe Vending Machine Company, and plans are being made to obtain permanent headquarters for the new organization.

C. O. Johnson, Pacific Coast distributor for the National Sales Machine Company, is spending the week in San Francisco in conference with a group of prominent financiers who are interested in the new automatic commissary vending machines. He hopes to work out details whereby an organization will be formed to spot the new machines in every city up and down the Coast. Such an organization is now working locally and is placing machines in dozens of apartment buildings weekly.

Officials Make Check

MEMPHIS, Jan. 21.—Police are conducting a city-wide inventory of vending machines, including pin games and other devices operating with a coin, in preparation for the arrest of those operating without a city privilege license on February 1.

Patrolmen are checking vending machines on their beats and all machines will be expected to have tags by February 1. Merchants owning their machines are exempt from the license tax. City license is \$3.75 annually for penny machines and \$5.25 for nickel machines. State and county also collect the same tax, making a total privilege fee on each nickel machine of \$18.75, including the registration fee.

Studies Bigger Market

SPRINGFIELD, Mass., Jan. 21.—G. Cormier, of the Cola Machine Specialties Company, has announced that his firm is contemplating the placing of its cigar vending machine on the national market. The machine has been used locally and a number of operators have reported a gratifying business with the merchandising machine. The local success has led the makers to consider the national market.

According to Mr. Cormier, the firm is awaiting final patent papers, but pro-

GET YOUR MONEY'S WORTH HERE!

Whether you buy Mills, Jennings, Watling, Caille or Pace slot machines, you are sure to save at least 50% because of our tremendous buying power. **ROCK-OLA** is known throughout the coin machine business as the largest and most reliable distributor of both new and used slot machines.

And That Goes for Amusement Machines, Too. Like These Leaders:

JUGGLE BALL	FOUR ACES JACKS
STEEPLECHASE	JIGGERS
GOOPY	SARATOGA SWEEPSTAKES
BALLY COUNTER GAME	HANDICAP

NOTE
While writing be sure to ask about ROCK-OLA's forthcoming new games: WINGS and THE OFFICIAL SWEEPSTAKES. They really are new, better and more profitable—as wise operators will find out!

ROCK-OLA MFG. CORP., 617-821 Jackson Blvd., CHICAGO, ILL., U. S. A.



It's the PAY OFF Feature THAT HELPS MAKE CLOVERLEAF the phenomenal Money-Maker

Automatic Payoff of four or eight merchandise checks makes a Playing Appeal that's hard to resist. For "long life" and steady profits you can't go wrong with CLOVERLEAF! Investigate now!

D. GOTTLEB & CO., 3318 W. Chicago Ave., CHICAGO, ILL.

PENNSYLVANIA BRANCH—Forbes & Stearnson Bldg., Pittsburgh, Pa.	WEST—1034 W. 7th St., Los Angeles, Calif.	SOUTHEAST—153 Hart Bldg., Atlanta, Ga.
OHIO-KENTUCKY BRANCH—511 Main St., Cincinnati, O.	OHIO-KENTUCKY BRANCH—511 Main St., Cincinnati, O.	WEST—1034 W. 7th St., Los Angeles, Calif.
BRITISH ISLES—Marble Brothers, 44 Park St., Lalington, London, England.	CANADIAN BRANCH—Canadian D. Gottlieb & Co., 115 Phoenix Bldg., Winnipeg, Manitoba, Canada.	SOUTHWEST—1504 S. Grand Blvd., St. Louis, Mo.

WHEN BETTER COIN MACHINES ARE BUILT GOTTLEB WILL BUILD THEM.



BAKELITE FLEXIBLE STEEL RULE
Has proven the Biggest Selling Specialty Item in months. A very popular Claw Item.
DOZ. \$2.75
Sample Free, 25c.

HOUSE TO HOUSE SALES PEOPLE CATALOG
Containing Complete Line of Backboard and Premium Merchandise. Write for yours. Be sure to mention line of business. DON'T FAIL to send for our list of ATTRACTIVE PREMIUM ITEMS for CLOVERLEAF Machines, Marbles, Games, etc.
Army & Navy Needle Hooks, \$1.75 Gross.
White Metal Pot Scourers, Heavy Weight.
Doz. 24c Gr. \$2.65
Send for Our List.

JIG-SAW PUZZLES, SAMPLES AND PRICES 50c
8M-HOLE PENNY CIGARETTE BOARDS 65c
Cash with Order, or 25% Deposit, Balance O. O. D. (Stamps accepted.)

MIDWEST NOVELTY CO. Kansas City Missouri

New Interests Purchase Control of Pioneer Firm

CHICAGO, Jan. 21.—Rumors have been current here for some time that a corporation had taken over the Caille Brothers Company, Detroit manufacturer of coin machines and motor boats. Confirmation of the change has been received from W. F. Kuehneman, an official of the firm.

"It is true that new interests have purchased a majority of the stock in the Caille Brothers Company," Mr. Kuehneman states, "but this in no way has any effect on the personnel. T. L. Smith and S. Kaplan, as well as the other executives, are still with the company."

"I might add that the Caille Brothers Company plans are looking forward to a larger sales volume for 1933 than the company enjoyed in 1932. The sales so far this year, compared with the same period last year, are running approximately 300 per cent better. The same condition was true for December of 1932."

The Caille firm is well known to readers of *The Billboard*, having been advertising in this publication for many years.

SPECIAL NEW LOW PRICE MAGIC MIKE SR. MICROPHONE

Complete with 16-ft. Cord and Adaptor. Full set of Directions included.

OUR NEW \$3.25 PER DOZ. PRICE X X

\$3.00 per Dozen, in Gross Lots Only.
Sample sent, prepaid, 50 Cents

CAMERA AND COMPLETE OUTFIT
Containing Camera, 8mm. Films, Developing Powder, Fixing Powder, 12 Printing Sheets, Printing Device with glass top.

EXCEPTIONAL \$2.00 PER DOZEN LOW PRICE
SINGLE DOZEN LOTS, \$2.25 Gross Lot.
Sample Sent Prepaid, 50c Each.

All Orders Net P. O. B. N. Y. 25% Deposit, Balance C. O. D.

Our 1933 Catalog will be ready February 1, with new Low Prices and Brand-New Items. Write for it now.

ATLANTIC & PACIFIC MDS. CO.
303 Fourth Ave., New York City
Headquarters for Crane, Claw and Pin Game Premiums.



AGENTS WANT US

Active Men Earn Big Profits Daily. The Fastest Growing Bill-To-Manufacturer, selling at Popular Prices Through Agents, offers to steady, sincere and willing workers the opportunity of building up an independent business in addition to large immediate earnings. Write for Free Catalog and for Details of Our Amazing Profit Shaving Plan. Keeps you supplied with a large stock of free merchandise so that you can Earn More Money.

MICHAEL CRAVATS
27 Union Sq., Dept. NW-54, New York, N. Y.



Astounding ~ New Low Prices on Improved 'STEEPLECHASE'

Four New Mechanical Features
Raise Profits to Even Greater
Heights. Here They Are!!

- 1 **Anti-Tilting Device:**
Voids play instantly if Machine is tilted.
- 2 **Automatic Latch:**
Prevents play unless all six balls are in elevator cage. An important cheat-proof feature.
- 3 **Automatic Pitching Device:**
Puts all six balls into play at same instant. Eliminates cheating by juggling.
- 4 **Coin Substitution Preventer:**
Assures even greater profits. Prevents player from substituting machine.

None of These Features Can Be Had on
Machines Imitating
THE "STEEPLECHASE"!!
Test These Extra-Profit Makers Under
Our Famous NO-RISK GUARANTEE!
Write or wire for NEW prices and details.



KEENEY & SONS

700 East 40th Street, Chicago, Ill.

Roomy Places Prove Success

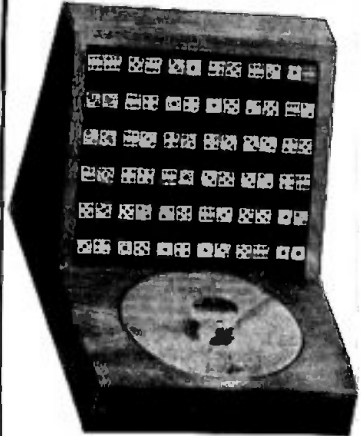
The modern arcade move
grows rapidly in Paris
with variety in games

PARIS, Jan. 21.—Brown & Provaglio completed the installation of their new Kermesse Wagram, a modern type of arcade, in time to benefit from the holiday crowds. The new "kermesse" occupies two floors of a large building on the Avenue Wagram in a section occupied almost exclusively by theaters, picture houses, dance halls, restaurants and cafes.

On the ground floor are located an elaborate shooting gallery, Japanese billiards, an automatic photo-weighing scale booth, Panama Digger, several coin-operated football games and various coin strength-testing devices, as well as a group of motion picture machines. On the upper floor are located several coin-operated games, such as Billiard Golf, Ski-Ball, Football, Zanzit Billiard and a variety of small slot machines. A novel rifle gallery in which baskets of champagne are held at the top of chutes by paper ribbons which the marksman endeavors to split is another attraction. There is also a photo-rifle gallery and a bicycle riding device.

Business has been exceedingly good since the opening day. There is still space for more machines and as soon as novel types of coin machines can be secured they will replace some of the larger space-consuming attractions.

KEEP OUT OF THE RED IN '33
With
FLASHING PARADISE
Will do for you what it is doing
for others. Make us prove it.



Descriptive circular and prices for
the asking.

Write or Wire

THE O. K. SPECIALTY CO.
Swetland Bldg., Cleveland, O.

P. S.—Not a coin-controlled machine.

Make Big Profits With CHECK AND DOUBLE CHECK

The new and unique 2,000-Hole
Hamilton Sales Board. Takes
in \$100.00 and pays out \$39.00,
or \$59.00 with a last punch in
each section sticker. Price only
\$3.00, with four counterfeit-
proof numbers. Check up on
this latest producer of big
profits. It's a winner!

Send for the 1933 Hamilton
Catalog and Price
List. The operator's
handy index to the
newest ideas in boards.
Be sure to specify Catalog
BB.



HAMILTON MANUFACTURING COMPANY
413 SO. FIFTH STREET - MINNEAPOLIS, MINN., U. S. A.

CANADIAN BRANCH: 116 Phoenix Bldg., Wintonog, Canada
Canadian Prices Same as American Prices. Plus Duty and Exchange.

Awaits Vender Patents

CHICAGO, Jan. 21.—W. H. Block, inventor of a penny cigaret vender and former operator of picture houses in Chicago and La Fayette, Ind., was here this week, attending to matters of getting his machine on the market.

Mr. Block states that a corporation is now being organized in Kenosha, Wis., to promote the manufacture and sale of the vender. Patent papers on the mechanism are expected by February 1 and the machines will not be offered for sale until patents are duly granted. Dies for the manufacture are practically completed now, he states. Patent on an individual holder is already held by Mr. Block, and this idea will be offered to operators of the machine. Mr. Block states that many think the holder idea will increase the patronage of women customers considerably. He says that his machine will vend single cigarets with a patented holder for a penny each.

Mr. Block was at one time connected with the Louis Gumbiner enterprises and has been in and out of the show business for 18 years, he says. He attended the College of Engineering at the University of Illinois and was at one time chief designer for a large machine corporation. Due to his mechanical education and experience, he became interested in the coin machine field about four years ago and the penny cigaret vender is the result.

Bill Would Withdraw License Privileges

CARSON CITY, Nev., Jan. 21.—An initiative petition filed by Frank Williams, member of the University of Nevada board of regents and a veteran foe of gambling in any form, calls for the banishment of most of Nevada's coin machines. The petition may be considered by the State Legislature within a few days or it may be ignored, as some think, in which case it will be voted upon by the people of the State in the 1934 elections.

Even before the legalization of all forms of gambling in Nevada in 1931 coin machines were legal, but the Williams petition would put the machines with chance features into the discard along with roulette, chuck-a-luck, etc. The present statute places a State tax of \$10 a month per handle on all coin machines which return money to the player. Of this amount 25 per cent goes to the State, 25 per cent to the county and 50 per cent to the city. Prior to 1931 each county and city placed its own tax upon the machines.

Coin machines that do not return money to the player are not taxed in Nevada, nor by any of its counties, it is understood. The Williams petition does



300-HOLE BETTING BOARDS,
7 Styles: Football, Horse Race, Prize Fight, Baseball, Fliscolor, National Swapsaker, Big America First. Fast seller—all the thrill of a wheel with odds ranging from 2 to 1 up to 20 to 1. Price, \$2.50 per Dozen, Tax Paid.

THE FIELD MANUFACTURING CORP.,
PEORIA, ILLINOIS

Not mention the machines which are commonly regarded as legal. There are not many merchandising machines up to the present in the State except a few match, cigaret and gum-vending machines. The modern pin games and other popular types of amusement machine are not found very often, except in Reno. This might be considered as virgin territory for the more modern types of machines.

In This Issue

Suggestions from Paris and Honolulu on new ideas for the modern arcade movement; an amusing story of how mental patients in State hospitals discover there is real amusement in automatic games; how a new tax move starts on the Pacific Coast; more news about the problem of school children playing the coin machines; a jobber announces that he will observe confidential price-list policy; a move against the licensing of chance machines in Nevada; another clue on that Patience machine; organization urged for New England operators; a story on the evil of home-made games; operators of cigaret vending machines begin to organize, and other organization news; a consideration of the importance of locations to the operator; reports from manufacturers and jobbers about the newest machines, and other ideas, making this weekly news service of unusual value to coin men.

NOVELTY MERCHANDISE AT LOWEST PRICES

<p>Beacon Blankets and Shawls. Newest Colors and Patterns. Star Values.</p>	<p>Send for a Copy of Our LATEST CATALOG</p> <p>Glass-Cutter Knives, per gross, \$10.50. Keen-Edge Knife and Sissors Sharpener, per gross, \$12.00.</p>	<p>DICE CLOCKS, each 62c DICE ASH TRAYS 2 1/2 x 2 1/2, per gross \$3.75.</p>
	<p>TOOTHPICK KNIVES</p> <p>3-Bladed, per gross, \$1.75. 5-Bladed, per gross, \$2.10.</p>	

119 North Fourth St. MINNEAPOLIS, MINNESOTA

All latest machines at lowest prices!

WE HAVE ON HAND FOR IMMEDIATE DELIVERY
SHAMROCK, MAT-CHA-SKOR, HANDICAP, JIGGERS, FLASH, NEW MOON, STEEPLCHASE, HALLY, GOOPY, FIVE STAR FINAL, THE PILOT, CLOVERLEAF, FURFAN GUM VENDORS, EMERALD VENDOR, ORR, Etc. Also Used Machines. Write for Complete Catalog.

D. ROBBINS & COMPANY
1141-B Dakota Avenue. (Est. 1916) BLOOMINGTON, N. Y.


<p>NEWARK, N. J. 1175 Broad St.</p>	<p>NEW YORK CITY BRANCH: 312 East 15th St. Phone, AL 4-1317.</p>	<p>PHILADELPHIA, PA. 431 W. Lehigh Ave.</p>
<p>BOSTON, MASS. 80 No. Washington St.</p>	<p>SEE NEAREST BRANCH.</p>	<p>SAN FRANCISCO, CAL. 1021 Golden Gate Ave.</p>

FOR SALE BY PROFITS-ORIENTED EMPLOYEES OF THE PINBALL VENDORS

We Furnish Complete Equipments for Sportlands.

GOOD PROFIT MAKERS—NOW IN DEMAND!

B16C108—Zinc Pot Cleaner. Per Gross.....	3.25	REAL FLASH ARMY & NAVY NEEDLE BOXES, B15D11 Popular Price. Per Gross.....	1.85
B11C1—Crystal Razor Blade Sharpener. Per Gross.....	2.25	B22D11—The Old Reliable. Per Gross.....	4.25
B17C11—Styptic Pencils. Each in Glass Container. Gr.....	2.75	B27D11—Aluminum Needle Threaders. Per 1,000.....	4.00
B15C31—Lightning Mineer. Per Dozen. 1.10; per Gross.....	12.00	B21C9—Perfume, 1-Oz. Moderate Size Bottle. Each in Box. Per Gross.....	9.75
B23D45—50 Count Gold Eye Needle Wallet. Attractive Pattern. Per Gross.....	3.00	B20C11—Ladies' Face Powder. Fresh Color. Per Dozen.....	.90



"Bar-N-Bar" Safety Razor Blade. Each Package Cellophane Wrapped.

No. 8C18—6 Blades in Package, 24 Packages in Carton.

No. 8C19—10 Blades in Package, 10 Packages in Carton.

Per 100 Blades..... 1.25

FOUNTAIN PEN SPECIALS



CLOSE-OUTS—American Made Fountain Pens. Assorted Colors. Both Men's and Ladies' Styles.

B44B15—Men's Per Gross, 10.50 Per Dozen, .90

B44B14—Ladies' Per Gross, 10.50 Per Dozen, .90

Globe Point Japanese Fountain Pens. Coral Red Finish. Lever Self-Fillers.

B44B12—Men's Per Gross, 12.00 Per Dozen, 1.10

B44B13—Ladies' Per Gross, 12.00 Per Dozen, 1.10

WRITE FOR OUR LATEST PRICE LIST OF NEW FOUNTAIN PENS.

N. SHURE CO. ADAMS and CHICAGO

MILLS 1933 PENNY PLAY BALL GUM VENDER



Sample, \$60.50.

Little Duke Penny Play Ball Gum Vender. Sample, \$80.50

Watling Twin Jackpot Penny Play Ball Gum Front Vender. Sample..... 60.50

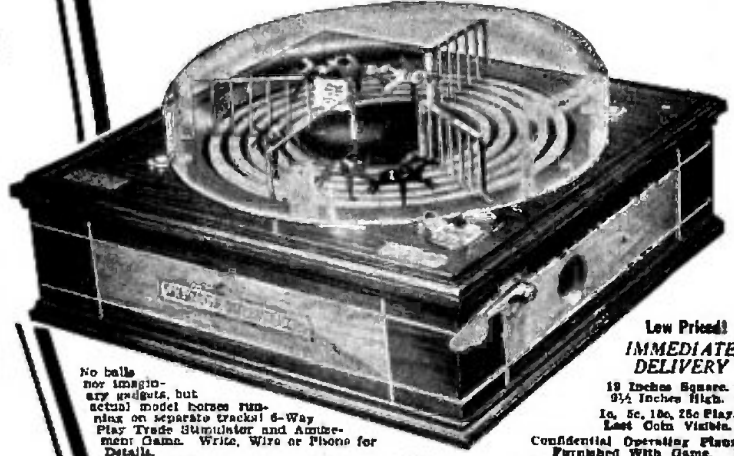
Pace Penny Play Jackpot Side Vender. Sample... 65.00

Write for Quantity Prices.

Brand new Goofy Machines, 3-Ring Circus Machines and Screw Machines, \$12.50 each. One-third certified deposit, balance C. O. D. Write for list of slightly used machines. We have all kinds.

MOSELEY VENDING MACHINE EXCHANGE, Inc.
3822 Chamberlayne Avenue, RICHMOND, VA.

ASK any one who has a SARATOGA SWEEPSTAKES on location what he thinks about the game. Dollars to doughnuts he'll not trade it for any other! Why? . . . Simply because it is bringing him more big cash than all other games combined. Flashy? . . . Yes! Sturdy? . . . Yes! Fast? . . . Yes! But more than that . . . it's THRILLING! When horses PASS AND REPASS with lightning speed and the winner is a "toss up" . . . it's the next thing to being at the track! Play SARATOGA SWEEPSTAKES and you'll realize why thousands are in action—earning sensational profits!



Low Priced! IMMEDIATE DELIVERY

18 Inches Square. 9 1/2 Inches High. 16, 16, 16, 250 Play. Lost Coin Visible. Confidential Operating Plans Furnished With Game.

February 20 to 23.

Don't Fail To See Our Exhibit at CMAA Show, Booth 44, Hotel Sherman, Chicago.

H. C. EVANS & CO., 1522-28 W. Adams St., Chicago, Illinois

SARATOGA Sweepstakes

THE ONLY REALISTIC HORSE RACE GAME

FIVE STAR FINAL

Going Stronger Than Ever!

Still The Best Pin Game Ever Made!



Jr. Sample, \$16.50

Sr. Sample, \$37.50

5—\$15.00

10—\$14.00

Wood Stand, \$1.50

Steel Stand, \$2.00

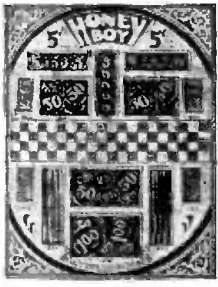
(Plus 10% Tax)

D. GOTTLIEB & CO., 4318 W. CHICAGO AVE., Chicago, Ill.

CANADIAN BRANCH—Canadian D. Gottlieb & Co., 115 Phoenix Bldg., Winnipeg, Manitoba, Canada.

Order from Nearest Jobber, Branch Office or Factory Warehouse

1933—GLOBE SPECIALS—1933



HONEY BOY —9 JACK POTS—

Filled With Gold and Coins on a 2000-Hole Board. Takes in \$100.00. Pays Out \$2.00. Your Profit, \$98.00. PLUS PROFIT ON MERCHANDISE. Snappy, Attractive, Colorful.

LIST PRICE \$4.44 EACH

This is One of the Many of our New 1933 Numbers. Send for our 1933 Globe Special Illustrated Circular.

GLOBE PRINTING CO.
MAIN OFFICE AND FACTORY
1023-25-27 RACE ST., PHILADELPHIA

BRANCH OFFICES AND WAREHOUSES: 418 South Wells Street, Chicago, Ill.; 44 Third Street, San Francisco, Calif.; 328 East 54th Street, Yonkers, N.Y.; 415 Gibson Street, Portland, Ore.; 16-18 West 27th Street, New York.

COME and GET 'EM!



All the Latest Machines

JOCKEY CLUB — COCO-NUTS

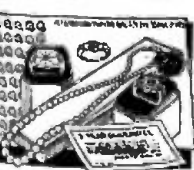
BALLY — TIP-TOP

Eastern Distributors for the Best Machines. Lowest Factory Prices. Immediate Deliveries.

Write for Our Latest Bulletin.

1256 WASHINGTON STREET BOSTON, MASS.

THE TRIMOUNT COIN MACHINE CO.



NEW PENNY DEAL SELLS ON SIGHT!!!

One to Five-Cent "Big Fish" Special Breaking Records Everywhere. Scores buy two, three or more at \$1.00 each. Deal brings in \$2.50 each and gives dealer "Free Gift" to sell for an extra dollar. All stock furnished with each Deal. Cost to you complete, 85c. Wonderful Retail Business Builder. Order Trial Dozen at \$7.00, or rush 'em for pre-paid Sample Deal.

PARISIAN RING COMPANY
30 North Dearborn Street, Dept. R, CHICAGO, ILL.

MACHINE OPERATORS ATTENTION!

Do you want something new that is different? Something that will collect the pennies and nickels from other machines fast to attract? If you do, write for information regarding our new SPIN-A-WHEEL, which is now in course of construction and will be ready for delivery about February 1. Circular and descriptive matter ready February 1.

M. L. KAHN & CO., Inc., 820 Arch St., Philadelphia, Pa.

READY FOR IMMEDIATE DELIVERY

BALLY, MAT-CHA-SCORE, JOCKEY CLUB, NEW PROSPERITY, PICCADILLY JUNIOR, ARISTOCRAT, TIP TOP AND SHAMROCK.

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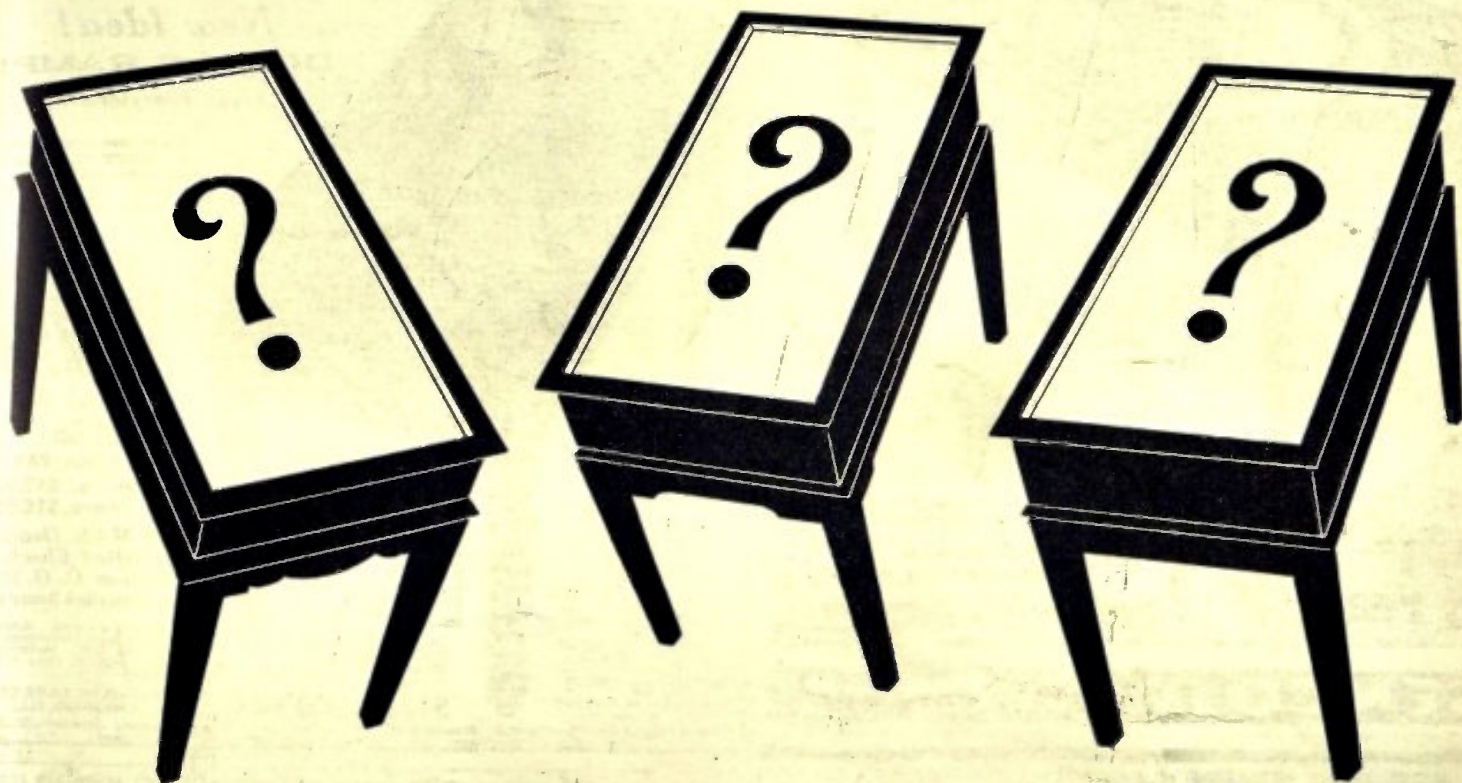
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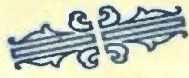
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