

THREE LITTLE PIGS A FAIRY TALE THAT HAS WON WORLD-WIDE SUCCESS ON THE MOVIE SCREEN

Walt Disney's "Three Little Pigs" have no reason to fear the Big Bad Wolf. They are dancing their adventures on European screens as merrily as they did here. Their only menace is too much popularity. The whole world seemed unconsciously to have accepted the trio of fat pink piglets as a symbol of courageous gaiety. Their tuneless jingle has turned into a rallying song, perhaps the very song for which President Hoover hoped a year or more ago.

England has taken the "Three Little Pigs" to its heart. Strube in a London Daily Express four-column labels them "Confidence," "Recovery" and "Hope" with the wolf symbolizing "Slump." Italy has its own version of the Silly Symphony, the first translated into another language. The French edition, with its theme song "Qui craint le grand mechant loup, grand mechant loup, grand loup noir?" is rejoicing American auditors who have heard the original a half a dozen times.

Cartoonists abroad as well as here have seized upon the three little pigs. The first edition of Professor Moley's "Today" has a Disney cartoon of the wolf, labeled "Dictatorship," huffing and puffing at the house "Constitution." The house is of brick.

Illustrators and advertising men have swarmed into the public library in search of early editions of the old story. Most of them at first call for Mother Goose, which does not contain it. There are three little pig dresses and dolls and novelties. One motion picture company has brought the rights to use the Disney pigs in a musical comedy. Another is adding a three little pigs sequence to a film already completed. Groucho Marx will portray the Big Bad Wolf and other Marxes the pigs.

Mr. Disney can do nothing about all this. He can control the destiny of his Mickey Mouse. The three little pigs are not his own. They first danced into print about 1850. Joseph Jacobs, whose version is the familiar one, discovered them then. So did Crane. Neither of these authors originated them. Jacobs's "English Fairy Tales" refers to Halliwell. Crane's book is frankly entitled "Italian Popular Tales."

The wolf must have huffed and puffed for a good many years before any writer recorded his effort to blow the house down. Italian children had known this trio as three little goslings. Long before another English version, Lang's "Green Fairy Book," reached this country, Negro mammies were en-

trancing Southern pickininnies with the tale.

Mr. Disney, hunting ideas for his color cartoons, suggested the pigs many months before he could interest his staff in them. The film once started, Frank Churchill, one of the studio employees, wrote the catchy tune. He left the last bars to be played by the flute and violin simply because no one could think of a rhyme for wolf.

The cartoon opening at Radio City Music Hall last May 25, was not an immediate sensation. Its real popularity began in neighborhood houses. Theatre owners heard requests even demands, that a short subject be held over again. The three Little Pigs remained. They remained for 1000 showings at one Broadway theatre, the Trans-Lux. A quarter of a million people saw them there. The Roxy kept them five weeks. More than twelve thousand other American theatres, 400 of them in New York, alone, have run the films at least once. One Chicago theatre heard several thousand complaints in one week before they booked the picture.

Mr. Churchill's jaunty song was published in September. It became at once a best-seller. The big bad wolf was at last becoming something to laugh about. The pigs laughed, and sang as they laughed. In this year of grace, 1933, that meant something more than a fairy story. Audiences entered theatres downhearted and left whistling.

Mr. Disney himself is not letting others reap all the profits. He has raised his own salary from \$150 to \$200 a week, continuing to put the rest of his gains back into the company. He will offer the pigs in January as friends of Little Red Riding Hood. In this presentation the practical pig, who builds his house of brick, warns her against the wolf. The others, whose advice she follows, declare the wolf is a sissy.

Mr. Disney has taken pains to contradict all rumors of millions brought in by the company he started on a shoestring five or six years ago. After nineteen weeks of unprecedented popularity, "Three Little Pigs" had not returned the cost of prints. It is released for display at the regular fee charged for Silly Symphonies. Disney's net profits will not exceed \$25,000 from all world markets over a period of two years. A Silly Symphony's average cost is \$20,000 which it usually requires 18 months to recover. "Three Little Pigs" may eventu-

ally bring in \$125,000, most of which distribution expenses will devour. A "Mickey Mouse" usually recovers its \$18,000 investment in a year. The thirty-two-year-old producer, although he still drives a second hand car, has an investment in plant and pictures of \$750,000.

Some day the "Three Little Pigs" will again be just a tale for children. At present its bringing good cheer to millions of grown-ups. They have learned once more that a house of bricks, let the wolf huff and puff himself blue in the face, will not blow in. No, not by the hair on your chinny chin chins.

CHARLOTTE CO. FISHERMEN WILL TRY THE BANKS

Have Chartered Schooner and Will Fish Off the Grand Banks After Absence of Many Years

Deer Island, Jan. 16—Once again, after a lapse of many years, Quoddy is sending a bank fisherman to sea with a crew comprising Charlotte County fishermen. The vessel, the "Dorothy G. Snow", 92 tons, of Yarmouth, has been recently chartered by H. Wesley Welch of Leonardville, a leading business man and fish dealer of Deer Island. The vessel arrived at Leonardville the latter part of the week and commenced to take on ice, bait and other supplies, Saturday. The arrival of the banker in the harbor was the cause of considerable interest on the part of the inhabitants of the village, and the employment furnished the men at the waterfront was a welcome feature indeed. The vessel will land its catches at Leonardville, its home port, while under charter, according to present plans.

The "Dorothy G. Snow" carries a crew of nineteen, all told, and with the exception of the master of the ship, Capt. Howard Seely and four others from Yarmouth, the fishermen signing on are all from Wilson's Beach and Beaver Harbour. The vessel is owned by W. Laurence Sweeney of Yarmouth. It carries eight dories and is equipped with two h.p. auxiliary engines. The craft is 98 feet long, 23 feet wide, and has a draught of 9 feet 8 inches. The vessel will fish on Brown's Bank and it is expected it will sail for the fishing grounds sometimes this week, as soon as the fitting out of the craft is completed. The Courier extends to the local manager, Captain and crew, best wishes for a pleasant and profitable trip.

ADVERTISING NEEDS STRESSED BY R. L. CALDER

Montreal Lawyer Urges the Development of Imperial Trade.

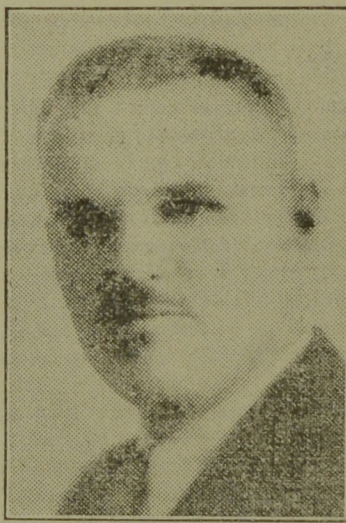
Quebec, Jan. 18—"By the development of Imperial trade we can become so independent of others that we will be able to impose upon them sanity and decency in trade in future as we are slowly shaping together. In the British Empire, what will be the biggest trade unit in the world with a standardized currency of our own," stated R. L. Calder, K.C., of Montreal, in addressing the 1934 annual banquet of the Canadian Fruit and Vegetables Jobbers' Association here.

"Canadians are discovering that there are other channels of trade for them than that which is immediately to the south," declared the speaker, who explained that it was sometimes better for one section of the British Empire to deal with another, even if it might happen to be situated almost at the other end of the world, than to deal instinctively with the closest outside country geographically.

Deploping the fact that extensive advertising of American products of all descriptions was continually presented to residents of the Dominion in the flood of American magazines that were being sold throughout Canada every day, the Montreal barrister explained that Canadians, in quality and quantity, have the equivalent in the Dominion of any American product which is being brought in. Canada from the United States and as being sold here instead of the Dominion product of a similar nature.

"One of the things that Canada is suffering greatly from is a serious under-advertising of our own goods," said Mr. Calder. He expressed the opinion that this situation in the Dominion was now improving regularly, and he voiced the hope that the movement would continue in future.

"I do not like the use of the word 'depression' to describe the past two or three years as I do not think that it was a 'depression' but rather a stocktaking, a taking of inventory of everything along useful lines in order to readjust ourselves to normal conditions and values," declared Mr. Calder. "We are now revaluating everything and are searching to find rock bottom to build up solidly from there for the future," he said in conclusion.



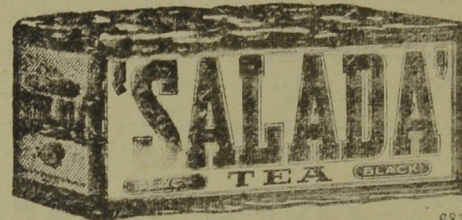
C. B. WATT
appointed Advertising Manager of General Motors Products of Canada, Limited, to succeed T. H. Corpe, who goes to a similar position at the Buick Motor Car Company, Flint, Mich. Mr. Watt has been with General Motors of Canada for over eight years and is widely known.

Broadcast From Milan, Italy, Jan. 25

The first broadcast from La Scala, Milan, often termed "the world's most famous opera house", will be attempted by the WABC-Columbia network on Thursday, January 25, from 4:00 to 4:45 P. M., A. S. T. The first act of Donizetti's "La Favorita" is scheduled for the broadcast.

La Scala is synonymous with the history and brilliant tradition of opera the world over. It was built in 1778 on the site of a church founded by Beatrice della Scala, wife of Bernabé Visconti. For more than one hundred years the famous opera house has been the final proving ground of artists, authors and librettists from every corner of the globe, and for thirty years Arturo Toscanini was its conductor.

Preferred for its flavour



ORANGE PEKOE BLEND
for special occasions

A huge lost St. Bernard dog that eats 5 pounds of meat a day was cared for by the Humane Society. But "Leo" or "Ponto" couldn't help it that he was so expensive. Master dogs must eat. In a day or two, there was a joyous reunion between the owner and his big pet.

An active imagination is worth having, but it inflicts worry on you. You can't evade death or taxes. It has already become cold cha-cha.

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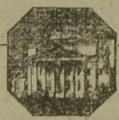
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