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WPA IN RED TAPE TANGLE

Compromise 802-WPA War

**Threat of musician strike
on relief projects averted
—to ask inquiry**

NEW YORK, Dec. 7. — Compromise ended the threat of a musicians' strike on all Works Progress Administration projects this week, with the WPA conceding on the amount of work required and the musicians giving in on their protest against admission charges. The day of the settlement brought an announcement from Congressman Vito Marcantonio that he would press for an inquiry into New York WPA projects when Congress reconvenes next month.

The congressman made his announcement at a meeting of the musicians Thursday (5) morning. Originally the meeting was to arrange for strike procedure, but this was no longer necessary due to the settlement. Marcantonio denounced Nikolai Sokoloff, director of music projects, who has also been the target of attacks from the organized musicians.

Settlement between Local 802 of the American Federation of Musicians and (See COMPROMISE on page 71)

"Jumbo" Set for Shot at London

NEW YORK, Dec. 7.—Jumbo, circus-dramatized musical playing the Hippodrome, will have a second edition in London, according to Billy Rose, its producer, who is sailing for London soon to arrange the details. Rose has given George Hamid, booker of five of the acts, an assignment to scout Europe for sensational attractions duplicating the New York Jumbo acts as much as possible.

Rehearsal will start as soon as Rose gets the London slant. Idea was pushed during a conference Rose held with Hamid and Leo Grund, foreign scout for the Hamid office.

Theater Authority To Cut A 10 Grand Charity Melon

NEW YORK, Dec. 7.—The Theater Authority, group regulating benefits and cutting in for a percentage to go to actor charities, met Thursday and decided that there would be another allocation of benefit receipts to the various theatrical charities. It is expected that a \$10,000 charity melon will be distributed about the first of the new year, with seven theatrical organizations again getting slices. Last June the Theater Authority cut a \$10,500 melon among the seven groups.

Those who will share in this allocation are the Actors' Fund, American Federation of Actors, NVA Fund, Stage Relief Fund and the three guilds, Jewish, Catholic and Episcopal. These organizations turned in reports of their distribution of the money received in June and were again cautioned that this money must be used only for the aid of those in distress and cannot be used for overhead. At Thursday's meeting Alan Corelli was promoted from the position of assistant to the secretary to executive secretary of the Theater Authority.

A resolution was passed at Thursday's

Rudy Vallee's Tour of Fairs

CHICAGO, Dec. 7.—Rudy Vallee and his Connecticut Yankees will play grandstand programs during the 1935 fair season. It was announced here by George Hamid, president of George A. Hamid, Inc., this week, while attending the conventions of outdoor amusement bodies. Hamid will book the layout, which includes the Thursday broadcast and revue. Contract with Vallee stipulates special events and fraternal shows, and it will be the first time that the singing saxophonist will play a season of outdoors.

It's a three-type arrangement in which Vallee will be featured as a night grandstand attraction, at special day concerts (See RUDY VALLEE'S on page 71)

FERA Buying of Foreign Music Brings Sharp MPPA Objections

NEW YORK, Dec. 7.—A protest against the buying and use of foreign editions only of certain non-copyrighted musical works by Federal Emergency Relief Administration orchestras and musicians was made today by John G. Paine, chairman of the board of the Music Publishers' Protective Association.

Mr. Paine wrote to Harry B. Hopkins, of the FERA, informing him of his strenuous objections to the order which would deprive American music publishers of sales that should be rightfully theirs instead of the Federal relief money going to Europe for the purchase of music. Letter from Paine to Hopkins, in Washington, follows in full:

"I have been advised that in connection with the Federal Relief work which is being done among musicians, that Mr. Sokoloff, who, we understand, is in charge of this work, has issued an edict to the effect that symphonic orchestras and other like groups, including choral groups, are to use only non-copyrighted musical works, and that they are to use only original editions of such works.

"This means that works, whether copyrighted or non-copyrighted, published by American publishers, are excluded from purchase, and only foreign editions can be used. I ask you, frankly,

meeting lauding the cast of the Boston company of *Three Men on a Horse*, who waived their salaries for a benefit per (See THEATER AUTHORITY page 71)

Actor, Chorus, Scenic Unions Demand Speed in New Projects

**Equity, Chorus Equity, AFA, Scenic Artists want at least
25 per cent non-relief jobs—Baker denies policy change
—new circuit plans, but no action**

NEW YORK, Dec. 7.—Red tape is holding up the various federal theatrical projects. Project officials seem to be working hard to get their plans under way and Mrs. Hallie Flanagan, federal theater director, is now touring the country checking up on progress. Despite this, however, the key city projects are slow in starting and there have been loads of complaints about the obscurity of rules and the impossibility of ascertaining responsibility. This week Actors, Chorus Equity, the Scenic Artists' union and the

American Federation of Actors all complained about delays in launching projects. Equity and Chorus Equity issued statements claiming the November 1 home relief deadline was unfair and that the 25 per cent ratio for non-relief workers was inadequate. The Scenic Artists and the AFA, on the other hand, apparently believe the 25 per cent rule is inoperative and wired Jacob Baker, assistant WPA administrator, yesterday asking him to officially release the ruling so that a great number of non-relief needy workers can get jobs with theatrical projects immediately.

Baker denies there is a blanket rule permitting 25 per cent of actors and workers not on the relief rolls on November 1 to get on WPA theater projects in New York. "Altogether too much stress has been placed upon an order sent me by Mr. Hopkins permitting me to make exemptions up to 25 per cent of those on drama projects," Baker said yesterday in Washington.

"We are making exemptions on specific (See WPA IN RED on page 71)

whether this is a policy of the Federal Relief Administration. Are we American publishers to sit back and let Federal Relief funds be spent on foreign editions? It's our taxes that support the Federal Relief, not the taxes of German or French or Italian or English publishing houses, and certainly we are entitled to receive whatever we can back again from the government when material which we are able to supply is being used on Federal Relief work.

"We cannot see any justice in the government taking money from us in taxes and thru an edict such as that reported to me, and which is the subject matter of this letter, send that (See FERA BUYING on page 71)

Equity Members in Hollywood Ordered To Join Screen Guild

HOLLYWOOD, Dec. 7.—Equity members doing picture work will have to join the affiliated Screen Actors' Guild and keep in good standing or risk losing their Equity membership. Does paid into the Guild meanwhile will be remitted to Equity by the Guild. From 150 to 200 Equity members are affected by the ruling, which is part of the effort to tighten up the working agreement between the two organizations.

The new rule, going into effect January 1, is apparently an aftermath of Frank Gillmore's recent visit here. For quite some time Equity and the Guild have been ironing out differences and attempting closer co-operation. This ruling is an amendment to the Equity-

Guild contract whereby Equity relinquished theoretical jurisdiction over picture players.

Equity will seek to enforce this ruling by threatening to prevent balky members from playing legit shows when returning east.

Gt. Lakes Expo Set in Cleveland

CLEVELAND, Dec. 7.—Great Lakes Exposition to be held in Cleveland in July, August and September, 1936, is being sponsored by outstanding business executives of the district, with co-operation of industrial, commercial, civic, social, labor and fraternal organizations. It is designed to attract some 4,000,000 people.

It is planned to have 500,000 square feet of floor space for industrial, electrical, transportation, food, agricultural and horticultural exhibits, and there are to be national athletic contests, prize drills, swimming races, motor races, Lake Theater shows, big midway, historical spec, aeronautical exhibitions, famous bands and orchestras, choral societies and fireworks on lake front nightly.

The exposition's executive officers are Dudley S. Blossom, general chairman; L. B. Williams, first vice-chairman; A. C. Ernst, second vice-chairman; H. O. Dalton, third vice-chairman; J. C. McHannan, treasurer; Lincoln C. Dickey, general manager; Peg Willin Humphrey, assistant to general manager.

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IA-Company Confabs Begin; No Immediate Strike Threat

IA head in N. Y. for talks with producer and circuit execs—demands no "discrimination" on studio jobs, ousting of IBEW men in theaters—cirks study legal angles

NEW YORK, Dec. 7.—The threat of a strike by projectionists in circuit theaters throughout the country won for the International Alliance of Theatrical Stage Employees a conference on the studio situation with the heads of the circuits and film companies. George E. Browne, president of the IA, arrived here from Washington yesterday, as did Leo Spitz, new RKO president, who flew in from the Coast. Steve Newman, the IA's studio representative in Hollywood, has also come in for the confabs, which are to begin immediately. Pending a settlement, the IA has pledged not to call any more walk-outs, such as those in the Midwest last week.

It is expected that Browne will demand that IA members eligible for studio jobs will not be discriminated against, and that all members of the International Brotherhood of Electrical Workers be ousted from producer-affiliated theaters. Attitude of the producers and circuits is (See IA-COMPANY on page 77)

"Legion" Hit Abroad

NEW YORK, Dec. 7.—Emmet Lavery's *The First Legion*, play about the Jesuits which scored nicely in New York last season and even better on tour, is mopping up in central Europe, where it has been produced at the Joesstadt Theater in Vienna and the Magyar Theater in Budapest. Critical acclaim in both spots was terrific, play being hailed as one of America's outstanding dramatic contributions. Production is also scheduled in Stockholm and contracts have just been signed for an Italian presentation. In addition, Maurice Browne is negotiating for a London production.

Lavery is now on the Coast, working on the *Captains Courageous* script for MGM.

\$250,000 in Erlanger Estate

NEW YORK, Dec. 7.—Surrogate James A. Delehanty, in issuing an order last week appointing Leonard E. Bergman and Dr. Julius Kellin as administrators of the Erlanger estate, announced that the estate value is approximately \$250,000. Estate, once figured as being worth several millions, depreciated because of general conditions and the decline of the theater. It has had many court appearances since Abraham L. Erlanger died March 8, 1930, most notable of them being the long-drawn-out battle in which Charlotte Fixel sought to establish herself as the producer's common-law wife.

"Horse" Clicks in N'Orleans

NEW ORLEANS, Dec. 7.—New Orleans received its second legitimate stage show of the season with open arms, and opening night found the Tulane Theater jammed to capacity for *Three Men on a Horse*, booked for the entire week. With no other flesh shows, New Orleans is stage hungry and the spasmodic appearances of good road shows cannot help but be a financial success. Press lauds this great farce as entertaining from first to last curtain.

No "Stream" Postponement

NEW YORK, Dec. 7.—Despite all rumors to the contrary, there is no serious postponement of Haiung's Chinese comedy, *Lady Precious Stream*. Morris Gest hopes to have it cast, and possibly in rehearsal, by Christmas. The costumes, sent from Shanghai, have been designed by Mei Lan Fang, China's greatest actor. Fang, an intimate friend of Haiung, was given his start 15 years ago as a serious actor by the latter.

Haiung will be in London before January to do *The Western Chamber* for Charles B. Cochran.

21,800 Bounces

At Thursday (5) afternoon's ceremony marking "Tobacco Road's" third year, Sam Byrd presented to A. C. Spalding Co. Company the bill he has used since the first performance. Given to him by Jack Kirkland, Byrd has bounced it against the wall 275x25 (21,800) times without a miss. Efforts of the show's press agent to get up a story as to how many bills were bounced out of commission may be labeled definitely as so much haywire.

The heroic spheroid was accepted by F. B. Alexander Jr., head of store's tennis department. Sam starts the third year with a new ball—and maybe with his fingers crossed.

Revue To Launch Labor Stage Series

NEW YORK, Dec. 7.—The American Federation of Labor's drama group, the Labor Stage, will probably put on its first show February 15. It will be a revue, *Wax and Needles*, staged by drama, chorus, orchestral and dance groups of the International Ladies' Garment Workers' Union.

The Princess Theater, meanwhile, is being completely remodeled and officers for the new group have been elected. They are Julius Hochman, chairman; Eugene Lyons, secretary; Rose Schneiderman, treasurer; Louis Schaffer, manager; Samuel Shore, plays and production; Max D. Danish, publications; J. Schlossberg, finance; and Hugo Pollock, counsel.

"Letty" Opening on Coast

SAN FRANCISCO, Dec. 7.—Charlotte Greenwood, in town the past week rehearsing, opens at the Geary Theater Monday night in the comedy *Letty* on *Letty*, by Daniel Steffe and Norma Mitchell. Following its two weeks here under banner of Henry Duffy, show will move to the El Capitan, Hollywood.

Chi Blackstone Reopening

CHICAGO, Dec. 7.—The Blackstone Theater will resume legitimate activity on Christmas night when Dr. Adolph Baboff, a New York dental surgeon, will present a special company in *Squaring the Circle*, which will be cast and directed by Dmitri Ostrov. This increases the number of plays to open here during the Christmas season to five, which will represent the largest number of legitimate theaters open at one time this season.

Kleibacker to Cedar Rapids

CEDAR RAPIDS, Ia., Dec. 7.—Fritz Kleibacker, of Pittsburgh, has been engaged as permanent director for the Community Players here. He spent two years in the dramatic art department at Yale University under the late George Pierce Baker, who produced Kleibacker's own play, *The King's Coat*. Kleibacker has been connected with the playwrighting division of the State University in Iowa City since the fall of 1934.

Fair Business on Stem Prior To Usual Pre-Christmas Slump

NEW YORK, Dec. 7.—Past week was average in its business, there being nothing outstanding except *Boy Meets Girl*, the biggest thing in town. *May Wine*, Laurence Schwab's operetta, looks like a flop.

The new crop of pictures is unimpressive. Again there is only one good one, that being the Marx Brothers' *melee*, *A Night at the Opera*, playing at the Capitol. Succeeding the smash *Murphy on the Sowsie*, the Marxes look like they'll be here two weeks. *Frisco*

Kid is playing profitably at the Strand and will hold over until Warners bring in *Captain Blood* for the Christmas business. The Rivoli has *Show Them No Mercy*, gangster stuff. It's a poor picture but pretty certain to get business. *I Dream Too Much*, the Lily Pons picture, held over a second week at the Music Hall, the first week being big. *Thanks a Million* is in its fourth week at the Center.

Business, except for the smashes, starts tapering off soon as Christmas comes around.

Personal Columns New Medium As Night Clubs Chisel Bookers

PHILADELPHIA, Dec. 7.—It has been a far cry from the time the "personal" columns of the local newspapers included such items as: "W. J. R., Detroit, call evenings after 10. N. L. C." and "Wanted, address or heirs of Harold L. Brown, salesman, lived Annapolis about 1930." Today it has become a nightmare to local agents and club bookers. Would-be sopranos and buck-wingers no longer must trek the round of offices. A newspaper and a theatrical or radio career is practically in your lap without paying out a penny in commissions. No longer is the club booker called in for talent. For as low as 25 cents per line an ad in the "personal" column will bring you the cream of the hams.

A perusal of these columns in the two local Sunday papers (*Record and Inquirer*) disclosed the fact that for a dime

(price for a paper) those neophytes begging for a career can book a full week's route, i. e., if you don't mind the absence of even coffee-and-cake money. The Crystal Cafe asks for professional talent on Monday nights; the Bell Cafe invites the pures on Tuesday; discovery night (polite way for no dough) at the Baffers on Wednesdays. But the bookings get better as you read on, viz.: "Amateurs, every Thursday, three cash prizes, everybody welcome. Fireside Cafe." And the Idle Hour Cafe tops them all on Friday night, budget going overboard by awarding four prizes and "local caffeine guaranteed." In spite of the fact that this glorified taproom almost amounts to a sleeper jump, carfare giveaway is a swell come-on. Nor are these so-called cafes the only ones to do their bookings (?) direct. Both papers ran this ad: "Song and dance acts wanted, single or double, for club smoker." Is it any wonder that the entertainment offices are skipping their tents?

The five-star of them all is the golden opportunity inserted by the Embassy Studios: "Young men and young ladies desiring to enter the theatrical profession, join our musical comedy club now forming. No charge for instructions. Call Monday evenings from 7:30 to 9." (See PERSONAL COLUMNS on page 10)

Booth Merger Expected Soon

Defeat of Allied administration in election seen as indicative--306 election up

NEW YORK, Dec. 7.—The defeat of the Allied operators' union administration in the annual election last week is being considered by many as paying the way for a merger with Local 306, the IA union. Only one officer, Sol Fine, was re-elected. President Benjamin F. DeAgostino losing to Harry Glauber. The new administration is said to be favorable (See BOOTH MERGER on page 77)

D'Orsay's Inferiority Complex

SHREVEPORT, Dec. 7.—A well-packed auditorium saw Earl Carroll's *Venities* here Saturday night and show received plenty of praise from the press. "All in all," *The Shreveport Times* says, "the show is the best Shreveport has been treated to in some time."

A bit of heartiness did not greatly mar a good performance by Fifi D'Orsay despite her protests after the show that "they won't let me open up."

"I'm very unhappy in this show," Fifi complained to the press. "They are not letting me do my stuff and this is giving me an inferiority complex. You might think I'm doing too much complaining but in the show business you have to fight for everything you get." Fifi would not confirm report that she would leave the show in Texas.

Remodeling Essanay Studios in Chicago

CHICAGO, Dec. 7.—Alterations on the old Essanay motion picture studios here, recently taken over by the Wilding Pictures Production Company, are rapidly nearing completion. The studios will be ready for production within two weeks, according to H. L. Miller, vice-president of the Wilding Company, who has been supervising the remodeling. Some \$50,000 is being spent in revamping the historic plant into a completely modernized production center.

When finished the new studios will comprise three stages, one 70x100, which is already completed; another 100x200 and a smaller one, besides developing laboratories, cutting and editing rooms, re-recording and dubbing equipment and executive offices. The plant will have its own kitchen and dining room and be air-conditioned. Mr. Miller stated that all technicians employed at the studio would be IATSE men.

Cornelia Otis Skinner Back

NEW YORK, Dec. 7.—Cornelia Otis Skinner returns to New York next week from a successful South and Southwest tour which took her as far as Texas. New Orleans newspapers strung her name above that of the paper.

Paris Flood of Mild Fare

PARIS, Dec. 2.—First nights galore the past few weeks, but nothing of great account to be noted in all of the new productions, which prove rather weak fare. *Indiana*, presented by the Isola Brothers at the Sarah Bernhardt, is a modern (See PARIS FLOOD on page 77)

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Blau Back in Legit
NEW YORK, Dec. 7.—Bela Blau, legit producer, who has been inactive for the past two years, is returning to the producing field. He has opened offices in the Hardt Building. Has no show yet, but is looking around for one.

Vaude on Equal Basis With Others In FT Project, Says Mrs. Flanagan

NEW YORK, Dec. 7.—Answering a direct inquiry from The Billboard as to the status of vaude projects, Mrs. Hallie Flanagan, federal theater project director, says 2,164 professional workers are being taken care of in vaudeville, variety and circus projects already approved and, in many cases, already in operation in seven locations throughout the country. These projects are listed for New York City, Chicago, Southern California, Boston and Massachusetts, Worcester, Oakland, San Francisco.

Chi Operators Elect Shayne

CHICAGO, Dec. 7.—Reorganization of the local operators' union was completed yesterday when the membership regained local autonomy and elected officers. Officers are Peter Shayne, president; Glenn Sweeney, vice-president; Neal Bishop, secretary-treasurer; Frank Clifford, business agent; and Robert Burns, James Pisc, Joe Bernstein and George (See CHI OPERATORS on page 74)

Warner-ASCAP Situation Marking Time Till Dec. 31

NEW YORK, Dec. 7.—Altho some important moves may develop within the next day or two, there is virtually nothing new in the Warner Brothers and the ASCAP situation. The watching and waiting period may break as a result of the meeting of the board of directors of the National Association of Broadcasters, which is being held this afternoon and probably tomorrow as well.

While there has been some conversation between Herman Starr, of Warner, and some of the network officials, everything is pretty much status quo. More ASCAP meetings both of the board classification committee, as well as usual talks between officials and Nathan Burkan, general counsel, are taking place this week, and it is possible that some attractive classification or method of distributing the dividends may come about to again interest the Warner Brothers.

Meantime all hands seem to be willing to await as long and as near the December 31 mark as possible. Another record dividend will be distributed by ASCAP in time for its members to receive their checks by Christmas. The fourth quarterly dividend of 1935 will be anticipated and the sum of \$850,000 will be available. Total sum collected for the final quarter is apparently a record-breaking amount.

Impressive Airing Opens NBC Studios

NEW YORK, Dec. 7.—The National Broadcasting Company opened its new Hollywood studios, located in the Consolidated Laboratories Building, Saturday, with an impressive and showmanlike broadcast which ran for two and a (See IMPRESSIVE AIRING on page 70)

Chorus Equity Notes

DOROTHY BRYANT, Executive Secretary

Twenty-five new members joined the Chorus Equity in the past week. We are holding checks in settlement of claims for Nancy Lee Blaine, Adele Butler, Peggy Barrow, Charlotte Davis, Liela Gads, Gladys Harris, Eda Hedlin, Marge Nylan, Marion Nylan, Elizabeth Huyler, Fred Holmes, Faith Harding, Dorothy Mellor, Evelyn Page, Carol Hafkin, Percy Richards, Ragna Ray, Carolyn Russ and Myra Scott. Plans for an enlarged musical project under the PWA are being formulated rapidly. Members who are interested (See EQUITY on page 70)

NEW YORK, Dec. 7.—The Grand Opera Artists' Association has engaged Congressman Vito Marcantonio as general counsel. Marcantonio is a labor lawyer of note and active among the unions.

answer to the question "Why does vaudeville seem to be out of the picture in the new federal theater project setup?" She insists equal attention has been given to drama projects and vaudeville musical comedy units, and says: "Any special delays encountered by the (See VAUDE ON EQUAL on page 70)

Checkroomers Fear Old Law

Ban on women after 10 p.m. may be enforced—license fees paid

NEW YORK, Dec. 7.—Checkroom attendants in this city are now paying a \$2 annual license fee. The new law went into effect November 1 and inspectors are now covering checkrooms in night clubs, hotels, restaurants and theaters to check up licenses of workers.

Checkroom attendants, meanwhile, are faced with the possibility that the city will begin enforcing the 28-year old State law which forbids employment of women after 10 p.m. This was originally aimed at waitresses, but it can be interpreted to cover other types of women workers. When the law was ordered enforced by the Labor Department last spring, the local Theatrical Checkroom Attendants' Union protested and won a (See CHECKROOMERS on page 74)

Mrs. Sadler Under Knife

LUBBOCK, Tex., Dec. 9.—Mrs. Harley Sadler, wife of the well-known Texas tent showman, underwent a major operation at West Texas Sanitarium here yesterday. She is reported to be resting nicely.

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Application for these services has been filed with the Federal Communications Commission.

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Burlesque People all lines for three companies; all stock. Comics, Straight Men, Singing and Dancing Juveniles, Principal Women, Number Producers. Can give above people several weeks' consecutive work if capable. Also want 20 young experienced shapely Chorus Girls. Permanent engagement. Write or wire JACK KANE, Colonial Theatre, Indianapolis, Ind.

WILL YOUR ORCHESTRA BE LISTED IN THE BILLBOARD ORCHESTRA DIRECTORY?

Hundreds of Orchestras in all parts of the country have already sent in their requests for listing in The Billboard Orchestra Directory—the most complete directory of its kind ever published. If you haven't sent in the name, permanent address and identification of management of your orchestra—do so now! Just fill in and mail the coupon below. THERE'S NO OBLIGATION AND NO CHARGE.

JOSEPH CSIDA, JR.,
The Billboard, Dept. K,
1564 Broadway, New York, N. Y.

FOR FREE LISTING
Mail This Coupon Today!

NAME

PERMANENT ADDRESS

MANAGEMENT

Mexican Interference Again Kills Gulf Area Reception

Deep South finds conditions getting worse all over, especially New Orleans, which is unable to get big watters from other parts of United States

NEW ORLEANS, Dec. 7.—Again the Mexican evil that in recent years threatened the radio broadcasting industry of the Gulf of Mexico area is "increasing this area, and the best stations of the North, East and Midwest, vital points in the entertainment field of the Deep South, are nearly 100 per cent obliterated from the air as the border of the Sister Republic is approached. For a period of several months there was a noticeable letdown in this interference, that for a time threatened to wipe out radio reception completely from the Gulf area, but with the turning point of the depression each night finds a newcomer from the "outside," and so sets particularly in South Texas, Louisiana and Mississippi howl and equal as monkey-gland advocates, quack doctors and medicines, labored from the land of the Stars and Stripes peddle their wares to the accompaniment of disks and plenty of chatter.

The nation's cream of the crop kilocycles quite naturally are the more frequent victims. About 10 of the 50,000 watters, representative group of American casters, are out in this area at least one to the complete seven days of the week.

WVL, CBS's New Orleans outlet, is the latest victim. Supposedly operating on 850 k. c. cleared channel with 10,000 watts, this latest link of the Columbia hookup finds the mailman at its door each morning with dozens of complaints since a former Kansas doctor began operation of another big station on the Mexican border. Just how many stations this doctor now operates on the "outside" is hard to judge, but rabid listeners say that his talks are heard on more than two known channels, 855 and 950 k. c.

Theo G. Deller, U. S. radio inspector for this district, admits that there is considerably more interference than for some time and suggests only that an international conference will save the day.

"Yes, we are getting plenty of complaints," Deller says, "and conditions appear to be getting worse of late. I have noticed the new interference with WVL and have traced it to a large Mexican station, but there is nothing we can do about it but to try to get the 'outsiders' consent to find some other channel," he adds.

WATL's New Studio

ATLANTA, Dec. 7.—WATL inaugurated its new studio in Decatur, Ga., with a gala program, with musical selections being furnished by Cottie Clarke's Georgetown Orchestra, the Decatur Woman's Choral Club, the Francis Collins Hutchinson String Trio and other soloists. Steve Ciesler, general manager of the station, was emcee. Welcoming addresses were given by Congressman Robert Bamberg, Mayor Scott Chandler and civic leaders. Studio, which is the first in Decatur, is in the Candler Hotel. A special program honoring the new station and studio was broadcast from WSM, Nashville, and also from the station's special colored studio on Butler street in Atlanta.

Supreme Court Grants Wash. Stations' Appeal

OLYMPIA, Wash., Dec. 7.—The State Supreme Court has granted Fishers' Blend radio stations, KJR and KOMO, of Seattle, permission to appeal to the United States Supreme Court its decision upholding the State's business tax on such agencies.

Altho agencies contended the quarter of one per cent tax was a burden on interstate commerce, the Supreme Court held it was not enough of a burden to require invalidating of the tax. Broadcasting chains are also interested in the outcome of the suit as it might be a direct tax on their programs rebroadcast over Washington stations.

TWO STATIONS in Texas have requested for permission of federal communications commission for 100-watters during the past week. The North Texas Broadcasting Company, Paris, Tex., and the Big Spring Herald Broadcasting Company, Big Spring, Tex., are the applicants.

Chilton Buys WGST

ATLANTA, Dec. 7.—WGST has been taken over by A. L. Chilton, who owns KLRN and KOHL, Little Rock, Ark. He formerly was connected with KRLD, Dallas, Tex. Chilton, who is executive manager of WGST, has appointed as general manager of the station W. H. Summerville, who was associated with Chilton at Dallas and Hot Springs stations. Other appointments are Frank Gaither, as program director; Fred Jeske, known on the air as Norman Crane, formerly with Chicago stations, as production manager, with Mrs. Lola Allen Wallace being retained as musical director.

WBT Seeks Football Again

CHARLOTTE, N. C., Dec. 7.—WBT is sending Charles H. Critchfield, program director, to the meeting of the Southern Conference in another attempt to get permission to broadcast the football games of the group. Station is optimistic and expects to break down the resistance. If broadcast, the games will also go over the Dixie Network, which the station is now feeding.

Phila. Educator Believes Radio Limited Factor in This Field

PHILADELPHIA, Dec. 7.—Radio, carrying its message into the home and into the classroom, becoming an important factor in school work, has very definite limitations as an aid to education, according to Dr. Edwin W. Adams, associate superintendent of public schools in Philadelphia. While he believes in the future of certain aspects of radio from an educational standpoint, he points out several inherent weaknesses of broadcasts as an aid to education in homes and schools.

Dr. Adams has supported educational broadcasts for shut-in children, broadcast by WHAT for over a year. Under the sponsorship of the Philadelphia Branch of the Shut-In Society, station has a daily 15-minute period during which lessons on different school subjects are aired.

Chief problem of direct educational broadcasts, he states, is the ease with which a program may be cut off by the listener. The doctor hinted that few school children would be able to resist the temptation to shut off a "lesson" and tune in some other program. The Philadelphia schools, he said, with the exception of the programs for shut-ins, have made no attempt as yet to provide direct instruction by radio.

"The difficulty of direct instruction by radio is not that many of the programs available would not be worth while, but that the real value of any program depends upon the closeness with which it is tied up with actual instructional work," said Dr. Adams. "If, for example, a class has been studying the story of William Tell and has come to a place where the overture to William Tell fits in with the lesson, then, of course, if such a program were on the air it could be used with profit. Progressive teaching, however, would make it unlikely that except by accident any number of classes would be ready for this particular experience at a given moment."

A further disadvantage of radio, he

'Tain't Etiquette

PHILADELPHIA, Dec. 7.—Radio doesn't afford you any privacy, not even in your own home, according to the happenings in a certain McDonald household. Mrs. McDonald wrote in to WDAS that Mr. McDonald always lets his suspenders down and props his feet on the kitchen table in listening to the Four Province Irish program. Pat Stanton, in announcing the next broadcast, started off by gruffly ordering Mr. McDonald to pull up his straps and get his dogs off the table. Mrs. McDonald reported that pots and pans flew thru the parlor door at the radio, and the master of the household essayed a long-winded tirade against Pat Stanton, via the radio, invading the sanctity of the home.

ET's 1936 Status Still Unsettled

NEW YORK, Dec. 7.—Conference between electrical transcription manufacturers and John O. Payne, chairman of the board of the Music Publishers' Protective Association, on the matter of the ET situation after January 1, 1936, resulted in no definite decisions. Discussion, which took place on Tuesday, was attended by representatives of Standard Radio Company, of Los Angeles; National Broadcasting Company, World Broadcasting system, and the Associated Music Publishers, Inc. It was decided, however, to hold another meeting in the near future.

Principal desire was to work out a single fee that would be paid by the manufacturers and relieve the station from any further bookkeeping whether program was sustaining or commercial when service was taken from a library. Complications that arose during the talk were the result of the various types of contracts the manufacturers have with the stations. The music men expressed the wish to grant licenses that would be fair to all and not in favor of any particular firm or type of library.

said, is that it requires a listening audience, and that most of the teacher-learning situations in a modern school are not those in which the teacher talks and the children listen, but are instead situations in which teacher and pupils arrive at the solution of a problem thru conversation. Dr. Adams declared, however, that the broadcasting of certain events, such as the inauguration of a President, are of sufficient educational interest to justify the suspension of school programs in order that the students may listen.

SILLOAM SPRINGS, Ark., Dec. 7.—With a view to establishing a "University of the Air," a station without regular advertising and devoted only to higher type of musical and other entertainment, as well as a variety of educational and religious broadcasts, John Brown University here has made application asking that Station KUOA be increased to a 50,000-watt outlet. The application was signed by John E. Brown, president of the institution, which now operates KUOA with 1,000 watts, the station formerly being the property of the University of Arkansas.

Brown says that his is an institution of learning for deserving young men and young women of little means, and if granted the increase now to 50,000 watts and later hoping for a half million, hopes to operate in behalf of Bible teaching and to give fully accredited classroom work to people of all ages, and especially to those vast sections of the Ozark country where churches and schools are widely scattered and lacking modern systems of education.

"We would ask the communications commission," Brown states, "to transfer us to a cleared channel as well and to give us the call letters KPSN, or the People's Station of the Nation. It is to be built, owned and operated by university clear of debt and operated free from the general run of advertising.

NBC Augments Sales Promotion, Ad Staff

NEW YORK, Dec. 7.—Changes in the National Broadcasting Company advertising and sales promotion department are announced by E. F. H. James, head of the department, the following personnel being affected by transfers and promotions.

Elen Davis joins the department to specialize in Trade News Service.

J. M. Greene will handle internal promotion with the sales department.

Harold E. Biscoe, new man, will be in charge of sales-promotion production.

Marvin D. Rae Jr. joins the merchandising section of the department.

W. C. Roux continues in charge of the NBC general publication advertising. He will also handle the publication of NBC-managed and operated stations and of the NBC electrical transcription service, thus centralizing all space campaigns in one office.

Michigan Network Notes

DETROIT, Dec. 7.—There have been several changes in the personnel of Station WXYZ and the Michigan Radio Network, operated by the Kunsky-Trendle Broadcasting Corporation. Lowell Blanchard is a recent addition to the announcing staff. He comes from KBO, Des Moines. During the 1933 Century of Progress he was the featured announcer over the fair's p. a. system.

Bob Longstreet has resigned as sports announcer for WXYZ and the Michigan network to go to Frederick, Md. to take charge of production for WFMD, a new station which opens there January 1.

George J. G. Hicker, for several years prominently identified with the theater and radio in New York and California, has been made production director of WXYZ.

Lloyd Hansuid, modeling cowboy, has left the Mountaineer group heard over WXYZ and the Michigan net to make recordings in New York. Roy Starkey takes his place.

Alice Sheldon, contralto blues singer, makes her debut over WXYZ and the Michigan net December 10 in a program known as Alice Blue Gown. She comes to Detroit from WSPD, Toledo.

The Ford Motor Company extended its ad campaign this week to the seven stations of the Michigan network.

Ann Walker and Virginia Graves, Detroit social registerites, have been signed to sing on WXYZ.

KMOX's New Studio; Books Vaude Unit

ST. LOUIS, Dec. 7.—KMOX has completed an auditorium in its studio, seating 600, which is to be used for shows broadcast before an audience. Station is already using the new studio for about a half-dozen shows.

Station has also completed arrangements for a vaude unit to open at the Ambassador Theater, St. Louis, December 13. The house, operated by Fanchon & Marco, is returning to vaudeville. Talent will be Eddie Dunstleder, Edith Karen, Russell Brown, Tom Baker, the Harmonettes, Three Brown Bears, Freddy Marcus, Pappy Cheahire and his hillbillies, Lorraine Grimm, Del King, George Erwin and Al Roth's Orchestra.

WMFN Back on Air; Off Three Months

CLARKSDALE, Miss., Dec. 7.—Radio Station WMFN, silent for 90 days following legal difficulties involving an insurance company which owned stock in the operating company and until recently unable to bring about a satisfactory settlement, reappeared on the air Sunday with a 12-hour daily schedule. J. E. Wharton, Koochusko, Miss., who recently managed the station, returned to Clarksdale this past week-end and took up his former duties, announcing that he would soon make known his definite staff and station plans.

According to Wharton, the present station will soon be replaced with a new one and that new studios will be established in a downtown office building in lieu of the present one located in the Chamber of Commerce Building. Station operates on 1,210 k. c. with 100 watts. Wharton is principal stockholder.

OFFERS ARE IN STRONG

Premiums Definitely Recognized As Medium for Learning Appeal

Over 60% of network advertisers now find offers as being useful method of gauging audience and coverage—premiums of positive value compared to contests

NEW YORK, Dec. 9.—That the majority of network and local advertisers now regard an offer of a premium as a definite part of the routine and automatic technique of radio advertising is evidenced by the fact that National Broadcasting Company chain sponsors have an offer of some sort to the extent of approximately 60 per cent of the total and Columbia Broadcasting System probably has an even higher percentage. This is apart from "contests" and the figures concern straight offers only. It is definitely known that premiums are the one sure

way (worth at least \$1), in gold or silver finish. Requirements: Send the ribbon and medalion from a box of Princess Pat powder to sponsor, Chicago.

LADY ESTHER CO.—"Lady Esther Serenade" on Red network, Tuesday and Wednesday, 8:30-9 p.m. Recipe Guide, containing 24 photos in natural colors showing how to properly make up, together with four cakes of Lady Esther rouge in the newest shades. Free to listeners sending name and address to Lady Esther, Chicago.

PROCTER & GAMBLE.—"Vic and Lada" on Red network, daily except Saturday and Sunday, 3:30-3:45 p.m. Silver-plated cake plate in the Berkeley pattern, 10" in diameter (retail value \$2). Requirements: Send 50 cents and the outside wrapper from any size can of Crisco to Vic and Lada, Cincinnati, O.

HORLICK'S MALTED MILK CORP.—"Lum and Abner" on Blue network, daily except Saturday and Sunday, 6:30-6:45 p.m. and 11:30-11:45 p.m. Lum 'n' Abner's 32-page Almanac, containing pictures of the cast and many other illustrations, etc. Requirements: Send the outside wrapper from package of Horlick's Malted Milk, 9-oz. or larger size, either powder or tablets, any flavor, to the station to which listening. Listener also asked to send in his vote for mayor with his request for the Almanac.

D. L. & W. COAL CO.—"Studio 1" on Red network, Tuesday, Wednesday and Thursday, 11:15-11:30 a.m. Booklet, "Talking Chances," containing exciting and true stories of daredevils who daily risk their lives taking long chances. Free at all Blue Coal dealers.

HOUSEHOLD FINANCE CORP.—"Welcome Valley" on Blue network, Tuesday, 8:30-9 p.m. Booklet, Better Boyismanship booklet on "Children's Playthings and Books." Free, write to sponsor, Chicago.

THE BORDEN COMPANY.—"Maggie Recipes" on Red network, Wednesday, 11:45-12 noon. Bulletin of candy recipes, "The Christmas Candy Box." Free, write to sponsor, 354 Madison avenue, New York.

CITIES SERVICE CO.—"Concert Orchestra" on Red network, Friday, 8-9 p.m. Radiator protector. Free at all Cities Service stations or dealers.

HUMPHREYS HOMEOPATHIC MEDICINE CO.—"Musical program on Red network, Sunday, 1:45-2 p.m., and Tuesday and Thursday, 10:30-10:45 a.m. Booklet, copy of Humphrey's Manual, 94 pages of invaluable information on matters of health. Free at druggists or write to station.

CAMPANA CORP.—"First Nighter" program on Red network, Friday, 10-10:30 p.m. "Grand Hotel" program on Blue network, Sunday, 6:30-7 p.m. Bulletin No. 1, the first of 50 bulletins on Personality and Charm, offered free for one week only. No. 1 bulletin, entitled "Make Your Ambitions Come True," and on the back of this bulletin are listed the 50 titles of the 50 Service Bulletins which will be available. Send to Mary Morgan care of Campana, Batavia, Ill. Free for one week beginning November 29.

THE WANDER COMPANY.—"Little Orphan Annie" on Blue network, daily except Saturday and Sunday, 5:45-6 p.m. and 6:45-7 p.m. Photo-frame, a silver-plated 3x4" frame on base, for your mother's Christmas present. Send aluminum seal from can of Oveline. Also offer made of Mohawk rug for the largest numbers of aluminum seals from Oveline. The 300 boys and girls who send in the most aluminum seals will get the rug. This offer expires December 7.

PROCTER & GAMBLE CO.—"Pat Barnes" on Red network, Monday, Wednesday and Friday, 12-12:15 noon. Genuine Raspberry Candle, 8" high. Requirements, send a sales slip showing the purchase of Duff together with 10 cents

Positive Medium of Appeal

The following is a complete list of NBC offers as of December 11:

KELLOGG COMPANY.—"Two programs: 'Singing Lady' and 'College Prom,' daily except Saturday and Sunday, Friday 8:30-9 p.m., both on Blue network. Animal dolls, created by Vernon Gray, printed in full colors on stout cloth—ready to be sewn up and stuffed with cotton. Given at dealers with each purchase of two packages of Wheat Krispies.

SINCLAIR REFINING CO.—"Sinclair Greater Mystical" on Blue network, Monday 9:30-10 p.m. Sinclair Dinosaur Stamp Album, describing 24 different kinds of Dinosaurs and other contemporary birds and reptiles, prepared by Dr. Barnum Brown, Curator of Fossil Reptiles at American Museum of Natural History in New York. Album and various offers of stamps (each week a different series) given free at Sinclair dealers. Children must be accompanied by an adult to secure.

STANDARD BRANDS, INC.—"Major Bowes and His Amateur Hour" on the Red network, Sunday 8-9 p.m. Chase & Sanborn Amateur News, an illustrated tabloid newspaper giving pictures of Major Bowes and his amateurs, with stories of amateurs pictured. Given with each pound of Chase & Sanborn coffee at dealer's store.

PILLSBURY FLOUR MILLS CO.—"Today's Children" on the Blue network, daily except Saturday and Sunday, 10:30-10:45 a.m. Silver-plated Dessert Server (retail value \$1.50), requirements: Send name and address with 25 cents and two box tops from small-sized packages of Pillsbury pancake flour, buckwheat pancake flour, or one box top from larger package, or the words "Toll Rising" cut from a large sack. Send to sponsor, Minneapolis, Minn. Offer of money to be refunded if recipient does not consider the dessert server worth at least \$1.50.

GENERAL MILLS, INC.—"Betty and Bob" on Blue network, daily except Saturday and Sunday, 4-4:15 p.m. "Betty Crocker" on Red network, Wednesday and Friday, 10:45-11 a.m. Forty-page cookbook, "Take a Trick a Day with Bisquick," containing many famous recipes, many of which fully illustrated in color. Requirements: Send your name and address on the back of a box top from Bisquick to sponsor, Minneapolis.

HOUSEHOLD FINANCE CORP.—"Welcome Valley" on Blue network, Tuesday, 8:30-9 p.m. Booklet, "Hints for Lazy Housewives." Free, send name and address to sponsor, Chicago.

GENERAL MILLS, INC.—"Betty Crocker" on Red network, Wednesday and Friday, 10:45-11 a.m. Copies of special Holiday Recipes. Free, write to Betty Crocker, care sponsor, Minneapolis, Minn.

PRINCESS PAT, LTD.—"Princess Pat Play-ers" on Blue network, Monday, 9:30-10 p.m. Christmas gift, vanity to hold loose powder and lip rouge; vanity is filled with powder and

Material Protection Bureau

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

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

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

In coin to Pat Barnes, care sponsor, Cincinnati, Ohio.

PROCTER & GAMBLE CO.—"Ivory Stamp Club of the Air" on Blue network, Monday, Wednesday and Friday, 7:15-7:30 p.m. Stamp album, 122 pages, capacity for holding 4,000 stamps, and it contains a list of 125 valuable assortments of stamps and tells how each may be secured thru the Stamp Club of the Air. Requirements: Send two Ivory Soap wrappers and 10 cents in coin to Capt. Tim, care station to which listening.

REGIONAL ADVERTISERS, INC.—"Mystery Chef" on Red network, Wednesday and Friday, 10:30-10:45 a.m. Mystery Chef's new cookbook, "Be an Artist at the Cas Range." Book to be ready about December 15. Free at your gas company office.

BETTER SPEECH INSTITUTE OF AMERICA.—"Your English" on Blue network, Sunday, 3-3:15 p.m. Complete 32-page lesson from the Course in Practical English and Effective Speech, bound in maroon and gold. Requirements: Send name and address with 25 cents in coin or stamps, to cover handling, to sponsor, Chicago (Luxe Michigan Building).

GENERAL MOTORS CORP.—"General Motors Concerts" on Blue network, Sunday, 10-11 p.m. Booklet, "We Drivers," free. Write to sponsor, New York.

WILLIAM R. WARNER CO.—"Sloan's Liniment Program with Warden Lawes" on Blue network, Wednesday, 9:30-10 p.m. Booklet, "Book of 100 Questions and Answers About Crime and Sing Sing." Requirements: Send top flap or front part of Sloan's Liniment carton to Sloan's Liniment Co., 123 West 18th street, New York.

NORTHAM WARREN CORP.—"Nella Goodell" on Blue network, Sunday, 9:45-10 p.m. Offer, two bottles of Cutex Nail Polish and a sample of Cutex Lipstick in a matching shade. Requirements: Send 10 cents in stamps or coin to Cutex, 191 Hudson street, New York.

JOHN H. WOODSBURY, INC.—"Dangerous Paradise" on the Blue network, Monday, Wednesday and Friday, 7:45-8 p.m. Loveliness Kit containing samples of germ-free cold and facial creams, face powder and a great size cake of soap. Requirements: Send 10 cents with name and address to sponsor, Cincinnati, Ohio.

LIFE SAVERS, INC.—"Rendezvous" on the Blue network, Wednesday, 8-8:30 p.m. Four-page, full color edition of the song hit, "You Were a Life Saver to Me," words and music together with pictures of cast of program. No restrictions. Send to sponsor, care station.

F. LORILLARD CO.—"Old Gold Sport Page of the Air" on Red network, 7-7:15 p.m. Cartoon by Thornton Fisher of the various football stars (different star each week), personally photographed by Thornton Fisher. Requirements: Send empty Old Gold package (or facsimile) to Old Gold, 119 West 40th street, New York, or to station to which listening.

West Coast Notes; Frisco and Benny

SAN FRANCISCO, Dec. 7.—Mayor Angelo J. Rossi has officially declared the week of December 12 Radio Week as part of the buildup for Jack Benny, who opens at the Orpheum Theater that day. It's Benny's first stage booking here in several years. His NBC broadcast for General Foods December 15 from the Community Playhouse has resulted in the network being swamped with requests for tickets which cannot be obliged. Eddie Fitzgerald Jr.'s Club Desatulle ork. also heard over the net- (See WEST COAST NOTES on page 16)

Agencies Decry CBS Censorship

NEW YORK, Dec. 7.—Columbia Broadcasting System is being put on the pan by advertising agencies over its recently installed regulations on children's programs. The agencies, according to the radio director of one of them, resent what they term "brain trusting" and "needless censorship."

Not so long ago, when the radio industry was bothered with possible censorship and considerable attacking from various outside sources, CBS promulgated some new policies, including the banning of laxative programs and new diets covering programs aimed at youngsters. Latter was done in view of the machine-gun type of programming that had been steadily increasing. Installation of the policies was well greeted generally.

However, the situation now, according to the advertiser's outlook, "The brain trusters" at CBS—various psychologists engaged for this very purpose—have been going too far, with the result the network's own censorship is leaning over backward. Such elisions as "Bent shivers down his back" are being made. Agencies state they have no intention of dishing out injurious scripts, now that opposition from the public is strong. At the same time they claim extreme censorship is needless and silly.

Radio Take 21% Up Over 1934 So Far

WASHINGTON, Dec. 7.—Total broadcast advertising revenues for the United States thru October, 1935, amount to \$70,636,140, 21.3 per cent above the same figures for 1934. Network income (national) for the 10 months was \$40,559,467, regional networks gathering a little more than \$850,000. National non-network business was \$13,703,868 and local totaled \$15,472,995. All groups enjoyed substantial increases, anywhere from 10 to 50 per cent. The figures are from the December 5 reports of the National Association of Broadcasters.

Gains were made over 1934 and 1933. Total radio advertising was 46.3 per cent above the mark set by the month of October, 1933. National network volume was 56 per cent more than the same month two years ago. Regional network, for the month in 1933, went up five times for this year.

Comparative table follows:

	September	October	Cumulative*
National netw. inc.	\$3,337,018	\$3,017,800	\$40,559,467
Regional netw. inc.	81,398	132,748	854,850
National non-netw. inc.	842,430	1,504,970	11,703,868
Local netw. inc.	1,289,200	1,739,750	13,472,995

*Cumulative January-October, 1935.

Doubling as Santa

NEW ORLEANS, Nov. 7.—Beginning his fourth consecutive year as Atlanta's favorite Santa Claus of the air, Beverly Brown, studio director of WWL, New Orleans, started December 2 over WSB, Atlanta, for the Davison-Paxon department store there. This year Brown has introduced a 15-minute recording on the Atlanta station in which conversation breaks are allowed for replies by John Outlet, WSB staff announcer, setup being so timed.

Brown in the meantime is airing a similar Santa Claus program for Peblemann-Bears-Rosebuck store in New Orleans thru a three-station hookup, including WWL, WZMB and WDSU. Over 40 are in the local cast with the majority children of musical talent. Program in both cities will run up to Christmas Eve.

Four A's New Members

NEW YORK, Dec. 7.—Erwin, Wasey & Company and Arthur Kudner, Inc., have been elected to membership in the American Association of Advertising Agencies. Memberships continue the single one held by Erwin-Wasey before Kudner left to form his own agency. Four A's has also elected Gerth-Kooling agency, of San Francisco, to membership.

ERNIE AND HIS ORCHESTRA
Broadcasting Via WTCO-NBC.
NOW ON TOUR.
Div. CONSOLIDATED RADIO ARTISTS.
1619 Broadway, New York, N. Y.

FLETCHER HENDERSON AND HIS FAMOUS ORCHESTRA
Now Playing 5th Season
ROSELAND BALLROOM, New York, N. Y.
Management MOK GALE.
RKO Building, Radio City, N. Y.

HEALY
"The Chorus Girls' Boy Friend"
DAN HEALY'S BROADWAY ROOM.
231 West 54th St., New York, N. Y.

UNCLE EZRA
(PAT BARRETT)
Monday, Wednesday, Friday
6:15-6:30 P.M., CST.
NBC-RED NETWORK.
(Courtesy Alka-Seltzer.)

FRANK MORGAN AND HIS 25th CENTURY ORCHESTRA

DAVE HERMAN AND HIS MUSIC
Now Appearing at
JACK NEWBY'S CORNER,
New York, N. Y.

JACKIE MAYE
"The Night Club Nightingale."
INTERNATIONAL FAVORITE OF SONG.
Personal Direction ROBERT H. EDSON.

DON RICHARDS AND HIS MUSIC
Smart Rhythms For the Smart Set
Exclusive Management
EDW. L. FISHMAN,
Orchestra Corp. of America,
1919 Broadway, New York, N. Y.

"MIKE" DURSO
The Voice of the Golden Trombone
NOW ON TOUR.

AUGIE PALO AND HIS ORCHESTRA
Personal Rep. TOM O'CONNELL,
Palace Theatre Bldg., New York, N. Y.

FRED YANKEE AND HIS SOCIETY SWING ORCHESTRA
NOW ON TOUR.
Permanent Address—280 West End Ave.,
New York, N. Y.

STATION NOTES
Address All Communications to the New York Office

ANNOUNCING staff of KROW, Oakland, Calif., has been going thru a series of interruptions this past week. Dick Roman, for the past five months news caster, has resigned to do free-lance writing, and Don Avey, who hails from the East Coast, has taken on the assignment. Dudley Manlove, feature announcer, is confined to his home thru illness, and Kimball Sant, from Boston, Mass., is filling in. Charley Carroll, who broadcasts the Sport of Kings six nights weekly, fractured a bone in his foot but didn't miss a turn at the mike.

WILLIAM SCHUDT JR., manager of WBT, Charlotte, N. C., is in New York City this week on another of his periodic visits.

TOWER CONSTRUCTION of the St. Norbert (Wis.) 1,000-watt station, WTAQ, is complete and the station will begin operating around January 1.

WIP, Philadelphia, has given a spot to Charley Stark's Minstrels, first show being December 10. Guy Hunter, blind singer; Edwin Thomas, Dan Barry and Clarence Fuhrman's Orchestra will be on the show.

WEM, Nashville, is feeding its first program to the NBC network, called Magnolia Showrooms.

CAROLINA HILLBILLIES, string-music program on WBIO, Greensboro, N. C., have been signed by a local laundry company for the fourth consecutive year.

DAVE BYRN, formerly with WKY, Oklahoma City, is now announcing for WHO, Dayton, O. Two days before joining the station he was married to Ida McLung, of Fort Worth.

"UNCLE WIP," of W.P. Philadelphia, celebrates a "birthday" this week on the station, with new singers to be introduced during the program. They are

the Gratzingers, choral group from the Simon Gratz high school.

TIDAL WAVE MOUNTAINEERS on KTRH, Houston, are now sponsored by the Texas Star Flour Mills, of Galveston.

RCA-VICTOR COMPANY'S Charlotte, N. C., office has started a new show on WBT, plugging its new radio. Program, thrice weekly, has Dick Hartman and his Tennessee Ramblers.

WBIO, Greensboro, N. C., is following its own theory, to advertise, in its Christmas push. Twenty-four posters have been placed in the vicinity of the station, expressing Christmas greetings to its listeners. Station also uses space in daily and weekly papers near by.

HOMER GRIFFITH, "The Friendly Philosopher," is now on WEM, Nashville, twice weekly for the Mantle Lamp Company. He comes from WLS, Chicago, where he was eight months for the same account. The company formerly used the Grand Ole Opry on WEM, but this is now going to the Household Magazine. Presby, Fellers & Presby handle both accounts.

HUGH BROOKE, announcer, who recently joined WIP, Philadelphia, moves to KYW in the same city, to be replaced by Gene Morgan. Latier returns to the station after a three-month layoff because of his health.

ERNE SMITH and Harold Gray have started a new organ-singing program on WBIO, Greensboro, N. C. Gray was formerly with WJWV, Washington.

SOUTHLAND LIFE Insurance Company has renewed on the Southwest Broadcasting System, adding KOMA, Oklahoma City, to the network. Insurance company has reported a 35 per cent increase in business, crediting radio, the only medium used. Company uses an hour variety show.

New Biz, Renewals

NEW YORK, Dec. 7.—New accounts and renewals on the Columbia Broadcasting System:

CAMPBELL SOUP CO., thru F. Wallis Armstrong Co., one time only, December 28, Wednesday, 5-5:30 p.m. WABC and 70 stations. Dickens' Christmas Carol, with Lionel Barrymore.

CLIQUOT CLUB CO., thru N. W. Ayer & Son, Inc., New York, starts December 21, Saturday, 8-8:30 p.m. WABC and 16 stations. Harry Reser and his orchestra.

LEIN & PINK PRODUCTS CO., thru Lennen & Mitchell, renews, effective January 5, Sunday, 8-8:30 p.m. WABC and 51 stations. Eddie Cantor.

PHILCO RADIO & TELEVISION CORP., thru Hutchins Advertising Co., renews, effective January 1, Monday to Friday, 7:45-8 p.m., on WABC and 23 stations. Boake Carter.

NBC Accounts

BLOCK DRUG CO., thru Husband & Thomas, started December 3, Tuesday and Thursday, WJZ only, 7:45-8 p.m. Landt Trio and Phil Cook.

SPRATT'S PATENT, LTD., thru Paris & Pearl, starts January 4, 1936, on WJZ and 11 stations, Saturday, 5:30-5:45 p.m. Albert Payson Terhune.

COX GELATINE CO., thru Joseph Kate Co., starts December 13, on WJZ and four stations, Friday, 10:45-11 a.m. Jack Berch.

RADIO CORP. OF AMERICA, thru Lord & Thomas, renews, effective December 29, Sundays, 3-3 p.m., on WJZ and 65 stations. Variety program.

GENERAL MOTORS CORP., thru Campbell-Ewald Co., New York, renews, effective January 5, 1936, on WEAP and 61 stations, Sunday, 10-11 p.m. Symphony orchestra and guest singers.

SINCLAIR REFINING CO., thru Federal Advertising Agency, renews, effective January 5, 1936, Monday, 9-9:30 p.m. on WJZ and 46 stations. Minstrel show.

GENERAL FOODS CORP., thru Denton & Bowles, renews, effective January 2, 1936, Thursday, 9-10 p.m., on WEAP and 60 stations. Showboat.

Newark

JUSTRITE CO., thru Gustave Marx Advertising Agency, starts December 8, Sunday, 2:15-3:30 p.m. Organ music. WOR.

CARLETON & HOVEY, thru P. F. O'Keefe, starts December 23, Wednesday, Monday, Wednesday and Friday, 5-5:15 p.m. Transradio news. WOR.

FLORIDA CITRUS COMMISSION, thru Ruthrauff & Ryan, started November 25, five five-minute spots weekly. WOR.

GENERAL SUPPLY CO., thru Beas & Schillin, started December 3, six 15-minute periods weekly. WNEV.

ROTH SCHLENGER, INC., thru Beas & Schillin, started December 4, three 15-minute periods weekly. WNEV.

A. S. BECK, thru Blaker Advertising Agency, started December 5, time not given. WNEV.

New Orleans

New programs reported by Louisiana and Mississippi radio stations this week are:

NU-ENAMEL COMPANY, direct, 15-minute program, *The Inquiring Neighbor*, six times weekly until Christmas Day. KDKL Shreveport.

BEST STORES, INC., direct, half hour transcription, *Charles of the Ritz*, once a week, Thursday, at 11:30 a.m. KALB, Alexandria.

Philadelphia

LEVINE FUR SHOP, placed direct, started December 4, 52 spot announcements, five per week. WIP.

LOUIS PALUMBO CO., INC. (coffee), placed direct, started December 2, ending February 28, 1936, participation in Homemakers Club, three days per week, and alternate Tuesday afternoons. WIP.

KENT FUR CO., thru Broadsmith Agency, started December 2 for indefinite period, participation in Homemakers' Club, three days per week, Tuesday afternoons, and spot announcements, Monday thru Friday. WIP.

ARCADIA INTERNATIONAL RESTAURANT, placed direct, started December 4 for indefinite period, daily at noon, 30 minutes. String ensemble remote. WIP.

TAPPIN'S (Jewelry), thru Beas-Schillin Agency, started December 3 for 13

Now Playing at the FAMOUS DOOR, New York
WINGY MANNONE
(The New Orleans Swing King and His Jazz Band)
Exclusive Mgt. MILLS ARTISTS, INC.,
730 7th Avenue, New York City.

ERNE WARREN
AND HIS ORCHESTRA.
Direction, MILLS ARTISTS, INC.
730 7th Avenue, New York, N. Y.

★ **HENRY HALSTEAD**
AND HIS ORCHESTRA
COCOANUT GROVE,
Hotel Park Central, New York City.
Exclusive Management
EDW. L. FISHMAN,
O. C. A., New York City.
1819 Broadway,

J. L. FRANKS
Presents **FRANKIE MORE'S**
LOG CABIN BOYS
Address
WHAS, LOUISVILLE, KY.,
Daily, 7:15 A.M.

★ **LEITH STEVENS**
Conductor
Exclusive management
COLUMBIA BROADCASTING CO.

★ **VICTOR** Shell Oil Program.
WITH **WALLACE BEERY**
YOUNG
WEAF, Saturday, 8:30-9:30 P.M. NBC Network.

ED WEEMS
AMERICA'S MOST VERSATILE ENTERTAINING ORCHESTRA
Reopening in the
EMPIRE ROOM
OF THE **PALMER HOUSE**
CHICAGO, JAN. 10
Now on Tour Warner Bros. & RKO Theaters.

EDDIE LEONARD, JR.

Harry A. Rosen, Representative,
RKO Bldg., Radio City, N. Y.
charles carlie
Now Appearing at
BOOK-CADILLAC HOTEL, Detroit, Mich.

FRANK ANITA JOE
ROSS • PIERRE • SCHUSTER
THE BIG BROADCAST OF 1935.
Now at Top
Direction: NAT KALHEIM, Wm. Mahrts Office.
JACK KALHEIM, Western Rep., Chicago.
RODER BURRELL, RKO Rep.

LEO ★ ★ ★ ★
KAJIN
AND HIS ORCHESTRA

weeks, additional 45 minutes daily, 9:15-9:30 a.m. and 12:30-1 p.m. Martin Block. WIP.
BULOVA WATCH CO., thru Blow Agency, started December 2 for 13
(See NEW BIZ on opposite page)

PROGRAM REVIEWS

(EST Unless Otherwise Indicated.)

Breen-De Rose-Sannella

Reviewed Sunday, 1:45-2 p.m. Style—Songs and instrumental accompaniment. Sponsor—Humphreys Homeopathic Medicine Company. Station—WEAF (NBC network).

The "Sweethearts of the Air," Mae Breen and Peter De Rose, return for another season for the same sponsor, this time being joined by Andy Sannella instead of Bob (Big Brother) Emery. This trio blends perfectly in tuneful songs and accompaniment, making a very cute and easy quarter hour of entertainment. Duets of Breen and DeRose are further enhanced with the instrumental accompaniment of the versatile Sannella, who is equally good with the Hawaiian steel guitar (this one electrically amplified), clarinet, saxophone or what have you. All four selections were breezy and the melody always preserved. De Rose, of course, also plays the piano. Miss Breen the ukulele, allowing for various excellent combinations with Sannella, who has long been acknowledged a wizard.

Humphreys' proprietary medicines held down the copy pretty well, giving the long-established years of the concern and specifically addressing the "mothers" on this particular program. Show is also heard Tuesday and Thursday in an a. m. period. M. H. S.

Alan Scott

Reviewed Sunday, 4:45-5 p.m. Style—News commentator. Sponsor—Toddy, Inc. Station—WCAU (Philadelphia).

On the tail end of Father Coughlin's broadcasts and spotted after the Sunday editions are read and before the Monday papers go to press, Alan Scott does nothing more than make a flock of words jump thru hoops in what is a cross between a news broadcast and a country-store bull session. This early Sunday afternoon session doesn't seem to fit in the groove. In all probability it is spotted in the hopes that the air preacher's audience will hang on, since the voice of this masculine-toned, breezy-mannered chap is listenable. And while he is not just a guy who reads off news dispatches, he falls short on being an honest-to-gosh news confederer.

Errs in raving about scoops and teletype flashes which don't ring true. When caught he spent much time on story of a minister's views on marriage. Either Scott thinks his listeners never read the papers or that they must forget in a hurry. This reviewer distinctly remembers reading that story in the local papers fully a month before Scott included it among his scoops. Entirely too much gab about his scooping process, especially when it takes him too many words to tell a story which, likely as not, is unimportant. His diction, elocution and vocabulary are up to par, but the patter is trite.

Scott's smooth style, however, gives this spot some appeal, but that's all. It would be said that he evinces a nifty vocab and a sense of colorful word structure. Blurbs are essayed ethierally by Taylor Grant, and the Toddy palaver is more than plentiful. Just what the N. W. Ayer Agency hopes to gain with this spot remains a mystery, especially when it is planning to bring Toddy on the air week days with a juve program. Major Tommy doing the honors on the same station with a Junior Explorers' Club. ORO.

Ed Schallert's Conversations

Reviewed Sunday, 10:15-10:30 P.M. Style—Conversation. Sponsor—Los Angeles Times. Station—KHJ, Los Angeles.

Edwin Schallert, dramatic and motion picture editor of The Times, is doing a real job in making these Sunday night conversation programs of real interest to his listeners. Each Sunday Mr. Schallert interviews or carries on a conversation with a prominent Hollywood motion picture star. His programs take on the appearance of being a rather informal chat with the stars instead of the customary straight question and answer periods during which the star is usually questioned about his or her career. Schallert goes further than that and chats with each of his guests about their homes, recent trips they have taken, recent parties, etc.

On this broadcast the guest of honor

was Hedda Hopper, whose wardrobe and the manner in which she displays the same accounts for her reputation as the best dressed woman in Hollywood. After chatting with Miss Hopper a few minutes about the affairs of the day in the life of a busy motion picture celebrity Schallert brought in Sylvia Weaver, Times fashion expert, who discussed the newest developments in feminine apparel with the star.

As a novelty presentation the feature should go big on a national network. P. W. B.

Nicholas B. Harris

Reviewed Sunday, 12:15-12:30 p.m. P.M. Style—Commentator. Sponsor—Nick Harris Detective Agency. Station—KFI, Los Angeles.

With this broadcast Nick Harris starts his winter series over KFI after being on KECA, KFI sister station, for the past year and a half. Broadcast also starts Harris' 14th year of broadcasting over KFI and KECA.

Thru a lifetime of police work and special investigating duties Harris has built up a marvelous collection of interesting adventures on trailing criminals and running down clues. He has worked on some of the most notorious cases in American crime history, and his associations with the great of the crime world, as well as the police brats of the nation has left him with a wealth of material that he uses effectively in his 15-minute discourses.

Theme song for his program is Just a Memory, and a proper ditty it is too, for all of his tales are gleaned from his past experiences. On his first winter broadcast over KFI Harris told the interesting story of how he had John Fitzgerald taken from the position of street-car motorman and installed on the force of the Los Angeles police department 20 years ago. The man made good and six years later, as Detective Sergeant Fitzgerald, was killed by a Mexican during a raid. The trailing of the killer to Mexico and his capture there provides a thrilling 15 minutes. Harris speaks in an easy manner. His words flow freely and the broadcast takes on the garment of being an informal chat. A human twang to his philosophy of crime adds to the merits of his programs. While primarily intended to publicize his private detective agency Harris shrewdly hides each broadcast under the moral prerogative that Crime Does Not Pay. P. W. B.

Rube Goldberg

Reviewed Tuesday, 7:15-7:30 p.m. Style—Cartoonist, orchestra and soloist. Sponsor—Schulze Cigar Stores. Station—WABC (CBS network).

Debut of Rube Goldberg, cartoonist and humorist, on a regular series was somewhat of a disappointment, due mostly to what seems to be an impossible attempt to do an act before the mike that would probably be perfect for the future, namely, television. One can be a cartoonist and humorist at the same time via the medium of Bristol board, pen and ink. Radio reduces the status to being such by reputation only. However, Rube makes a valiant attempt in a tough spot and it must be reported that the second show heard on Thursday seemed less trying and more successful, possibly because too much was not expected. By not building up the listeners

to expect too much the program is going to be a much saner proposition. The first step in this direction is to stop trying to turn Goldberg into a radio comedian overnight and halt the mechanization of the program to the extent of giving Gadget the air literally. Gadget is the mechanical stodge invented by Rube for the program and "comes from a long line of spare parts . . . answering questions and commenting freely when wound up in the morning and fed a mixture of stove polish and bird seed. . . ."

Goldberg's latest boon to mankind, the "bed crumber," described and contained all of the usual complicated machinery. This cartoon is available at all Schulte stores for the asking and the tieup in this respect is certainly okeh. Each week or so another "invention" will be given away and these should prove a first-rate series of Schulte ads.

Vera Van, songstress, handles the vocals in her usual fine style. Waldo Mayo Orchestra does the musical honors, proving to be a good bet, while the credits flow thick and fast for a 15-minute program. At least it seemed so. Webster brand of cigars, the profit-sharing coupons and the other items were mentioned. Program, aside from the musical end, could be lighter if Goldberg, who does a bit of smooze en route, would use the voice of the announcer as his straight man instead of Gadget and do some kidding or talking about some of Rube's experiences perhaps. He has sufficient background and ought to be able to dig up a real funny story or interesting event of the past. This, along with a description of the newest invention for the customers, ought to be better than wasting time on the mechanical stodge. M. H. S.

Six-Day Bike Race

Reviewed Tuesday, 11:15-11:30 p.m. Style—Talk. Sustaining on WMCA, New York, and Infidelity Group.

Most peculiar of all sports and one of the most difficult to follow and understand is the six-day bike race. Sports writers maintain that it's strictly for the riders and the fans, and a taste must be cultivated. WMCA is carrying a series for the duration of the race, describing the antics of the pedal pushers.

Handling the description is Willie Ratner, sports writer. He does a thorough and workmanlike job, bringing the race up to date by an intelligent explanation of what's happened. That's a tough assignment. J. P.

Julius Seebach Jr.

Reviewed Monday, 10:10-10:15 p.m. Style—Talk. Sustaining on WOR, Newark.

Seebach is program director of WOR, formerly in that position for the Columbia Broadcasting System. His talks on WOR are to present, according to the announced aim, a behind-the-mike layout of the program department of a broadcasting station. Purpose is open to debate, there being two schools of thought. One adheres to the principle that show business can be benefited by keeping the public ignorant of the preparations of entertainment. The other holds the opposite view and dominates in the radio industry.

In his initial talk Seebach presented an interesting line, general rather than specific, dealing with radio performers and programming. Originally, according to the station, it was to be a one-time affair, but is now to become a continued series. J. P.

John X. Loughran

Reviewed Thursday, 9:15-9:30 a.m. Style—Talk. Sponsor—Modern Living Magazine. Station—WOR (Newark).

Loughran, associate editor of the magazine sponsoring this program, has four or five early morning spots, during which he talks about most anything connected with health and manners. The combination of his style, which represents a mixture of soap-bubble orator and inebriate Frankenstein, with the net so cheerful information he gives out, would, it seems, frighten the whiskers off anyone listening, or frighten them into a growth thereof. It's not the best of advertising or programming. J. P.

NEW BIZ

(Continued from opposite page)

months, 35 spot announcements weekly in connection with time announcement. WFIL.

EXCLUSIVE SHOP (women's wear), thru Thomas F. Harkins Agency, started December 2 for four weeks, participation in Shoppers Revue, three spot announcements weekly. WFIL.

PHILADELPHIA BIRD FOOD CO. thru David E. Walsh Agency, started December 2 for four weeks, participation in Women's Club of the Air, six spot announcements weekly. WFIL.

DODGE MOTORS CORP. thru Ruthrauff & Ryan Agency, renewal, from December 2 for four weeks, six spot announcements weekly. WFIL.

EASTMAN KODAK STORES (cameras), placed direct, starts December 9 for indefinite period, 18 spot announcements weekly. WFIL.

HARTS MOUNTAIN PRODUCT CORP. (cannaries), thru Ernest Davids Agency, starts December 9 for one week, daily, 11:50-11:45 a.m. Talk and organ music. WFIL.

MELODIES BY LARRI WMCA



GYPSY LEE, Accordion. POLLY WALSH, Harp.

NOW ON TOUR.

Personal Management FRANCIS GORDON.

PHIL HARRIS

AND HIS ORCHESTRA, WITH LEAH RAY, Adolphus Hotel, Dallas, Tex., During December.

TED JENNINGS

"The Crown Prince of Rhythm," AND HIS ORCHESTRA. Favorites of The South's Schools and Colleges. Currently Dallas Park, Cincinnati.

Broadway's Sensation

PAUL MARTELL AND HIS ORCHESTRA 182nd Week Arcadia Ballroom, New York

HUGH CROSS HIS AND RADIO GANG

Courtesy GEORGIE FERGIE cereal 10 A.M.—WWVA—4 P.M. ERNIE BRODERICK, Pers. Rep.

RAYMOND McCOLLISTER



"The Paganini of the Saxophone." Featuring JAZZ, NOVELTY AND CONCERT SOLOS. Address The Billboard, Dallas, Tex. RKO ARTIST

Network Song Census

Selections listed below represent The Billboard's accurate check on three networks, via WJZ, WEAF and WABC.

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is from Friday, November 29, to Thursday, December 5, both dates inclusive.

Red Sails in the Sunset	32	Thanks a Million	20
I'm Striv'g High on a Hilltop	27	You Let Me Down	20
Little Bit Independent	27	Trunkin'	19
Why Shouldn't I?	25	I Picked a Flower	17
On Treasure Island	24	Here's to Romance	16
I've Got a Feelin' You're Feelin'	23	With All My Heart	16
Isn't Meant to Be	22	Boots and Saddles	15
You Are My Lucky Star	22	At a Little Church Around the Corner	13
Where Am I?	21	Please Believe Me	13
I Found a Dream	21	One Night in Monte Carlo	11
No Other One	20		

AIR BRIEFS

By JERRY FRANKEN

FRED WARING takes a flock of show-folk to Philadelphia Thursday (12) in connection with his suit against WDAS for using one of his recordings. Among them will be Irving Berlin, George Minton, Louis Bernstein, Joe Moss, Walter Douglas, Gene Buck, Alton Cook (New York World-Telegram), Bobby Crawford; Sam Tabak, of Local 802; Bill Murray, Guy Lombardo and Ben Bernie. All will testify in behalf of Waring.

New York City's Police Department will continue its radio campaign for safety thru 1936. The department has a patrolman, George Tiedeman, contacting advertising agencies and asking them to make an announcement in connection with the campaign on their commercial programs. Capt. William Amman is in charge of affairs in this connection. Department has 183 slogans about safety.

WOR-MBS have the exclusive on the broadcast of the American Football Coaches meeting December 28 at the Hotel Pennsylvania. . . . Evidently having the broadcast rights to a major prizefight doesn't mean anything any more. Transradio is offering a description of the Louis-Paulino fight to advertisers, description being teletyped to the station and then read over the mike. It's scarcely slower than a ring-side version. . . . Howard Price has been signed as soloist with Harry Horlick's Orchestra for A. & P. stores. . . . CBS has signed Stoopnagle and Budd to a contract running until 1937. They start on the air again, after Stoop's vacation, February 1. . . . David Lion Jr., T. B. Farrell Jr. are new additions to the WMCA sales staff.

Guy Bolte, of the CBS continuity staff, has resigned to join the radio department of the Federal Resettlement Administration under Rexford Tugwell. Georgia Reusch has returned to replace him. . . . Joe Bolton, WOR announcer, sold for another commercial, this time

H. T. Dewey & Sons, wine merchants.

Ted Gills has been added to Grombach Productions' program directors staff. Hails from the west, where he produced network shows. . . . Monte Hellinger, of the WHN press department, vacationing for 10 days, to get away from it all. . . . Tom Powers renewed by Johnson Wax. . . . Phil Lord (Beth Parker) has sold his crime series to Colgate Shaving Cream. . . . Palmolive auditioned a *Stars of the Future* program with Geraldine Farrar last week. . . . Another renewal, this time the *Eso* news reports, on 13 Eastern stations. But a new agency may be selected soon and change the radio setup. . . . Al Johnson returns to the Shell program January 4. . . . A flock of radio acts appeared at the luncheon last week to Anning Prall, chairman of the Federal Communications Commission. Included were Ella Logan, the Farley-Hiley Orchestra, Revellers, Charlotte, Gabriel Heatter, Pauline Alpert, Lyric Trio, Bob Trout, H. V. Kallenborn, Chaz Chase, Harry Hershfield, Corinna Mura, the Heat Waves and Graham McNamee, as m. c.

Uneda, credit clothes outfit, starts on WIN soon. . . . Michael Strange, having been signed by the WOR Artists Bureau, starts there December 15. . . . Kate Smith has bought the Original Celtics basketball team. . . . Two weeks ago the head of a New York station's artists' bureau was framed by his staff. While auditioning talent a record of Enrico Caruso was played. When it was finished, the head of the bureau was asked if he wanted to sign the tenor and give him a spot on the air. "No," he said, "I'm sure we can do better."

Tony Cabooch (Chester Gruber) is now a permanent feature of the Camel cigaret program on CBS, doing comedy characterizations and dialect. First program that included Cabooch clicked to the extent of the William Eby agency having him signed, agency taking into consideration the fan mail as well.

CHI AIR NOTES

By NAT GREEN

The pre-Christmas holiday rush finds local radio with plenty of activities of one sort or another. . . . Romances, new contracts, birthdays, new programs—all enlivening the domain of the air lanes. . . . Numbered among December birthdays are: Jesse Crawford, December 2; Eric Sagerquist, 8th; Bob Brown, 7th; Harry Kopen, 17th; Clark Dennis, 19th; Cheri McKay, 30th; and Isabel Handolph, 4th. . . . In the romance line check these: The CBS staff still agog over the marriage of tenor Jack Brooks and music librarian Helen Keppler. . . . Vin Haworth, of the Myrt and Marge sketch, looking quite paternal as he tells about his new offspring born Thanksgiving Day. . . . Franklin Ferguson, former program director of KTKA, Dallas, and now announcer on WOOD-WASH, Grand Rapids, back home with his bride, the former Alice Spears, Grand Rapids furniture designer, whom he married in Chicago at high noon Thanksgiving Day.

Horses owned by H. Leslie Atlas, vice-president in charge of the Western division of CBS, took one blue ribbon and four third places in the first two days of the International Horse Show, and H. Leslie Atlas Jr. placed third in one of the saddle horse events for boys 12 to 17. . . . Harry Sosnik and his orchestra will lend musical support to the antics of Al Pearce and his Gang when Al moves his troupe to Chicago December 16 to continue their three-a-week broadcasts. . . . In its 194th consecutive week the WLS National Barn Dance drew its 400,000th paid admission to the Eighth Street Theater. . . . Signing of another 13-week *Life Is a Song* contract spikes rumors that the show would move to New York. . . . Wilmas Kuehn, former U. of C. co-ed, has joined the CBS hostess staff. . . . The *Carnation Contented Hour* will have 500 boys and girls as its studio guests on Monday evening, December 23, as a pre-Christmas treat. . . . Gene Arnold and the Ranch Boys are heard in a new series on NBC daily except Saturday and Sun-

day—a program of poetry, philosophy and music, with organ accompaniment by Larry Larsen. . . . Robert Grissen, who joined the CBS *Mary Martin* cast last week, flew in from Hollywood. . . . Herbie Kay and his orchestra, with Shirley Lloyd, blues singer, return to WBBM with the *Gloom Dodgers* for a two-hour Sunday morning series beginning December 15.

Bobby Brown, producer of the *Myrt and Marge* serial, and Mrs. Brown celebrated a wedding anniversary December 4. . . . Countess Olga Albani has enrolled in the school of the Art Institute to study sketching and oil painting. . . . WIND started a barn dance at its Gary studios Saturday, with the Hoosier Hillbillies, Rocky Mountain Mary, Oklahoma Mabel and a score of other performers. Clyde Hunt was in town from his Washington CBS office to arrange for the President's address in Chi on December 9. . . . Lester Tremayne has had his voice insured for \$100,000.

WLS Notes: Marquis Smith, announcer on WLS the past two years, has joined the Fellers-Fresha agency. . . . Wynn Orr, dramatic production director, has left the station to take charge of production at WCOO, Minneapolis. . . . Lulu Belle off the air in anticipation of a visit from the stork. . . . Her program spots being filled by the *Girls of the Golden West*, back at WLS after absence of a year in the East. . . . Don Chisholm, known on the air as Don C. and Ruth Shirley, singer of children's songs, are new WLS additions, appearing every Sunday morning on a new variety hour.

WEST COAST NOTES

(Continued from page 7)

work via RKO, has been engaged by the Orpheum for Benny's stay. . . . Reed Pollock, former KJER-er, is now announcing at KDON, new 100-watt at Del Monte, Calif. Florence Barkan, new to radio, is KOGC's staff pianist.

She succeeds Kay Sherry, resigned. Capt. Charles A. Lewis, former WTAM, Cleveland, O., staff announcer, has joined KOGC's commercial department. He's also announcing.

Close Harmonizers, male trio, with Jay Jergin, Al Dupont and Hal Wayne, have moved from KYA to KPHC and have been given a spot on the daily afternoon *Happy-Go-Lucky Hour* under title of *Close Harmony Four*. Gene Close is pianist and director of the group.

Melvin Vickland, College of the Pacific student, made his first amateur broadcast so good that after appearing on the *Opportunity Parade* KPHC signed him to baritone regularly over the station. He takes the spot vacated by Ronald Graham, who resigned many months ago for the Hollywood flickers. . . . Don Thompson, NBC announcer, is back in town after flying east to network the Yale-Princeton football game on November 30.

MacGregor & Sollie, Inc., local transcription concern, has started cutting 150 quarter-hour episodes of *Black Magic*, a mystery drama written by James De Halle, former local newspaper man. Cast of players includes Helen Musselman, John Fee, Edwin Max and John Payne.

Los Angeles

LOS ANGELES, Dec. 7.—The libel suit of KNX, Hollywood, against *The Los Angeles Times*, got under way before Superior Judge J. T. B. Warner Monday. Most of the first three days was taken up with the selection of a jury. Suit against *The Times* is the first of three separate suits for \$500,000 each against *The Times*, Radio Station KRLJ, and Radio Station KMTB. KNX maintains that a libelous editorial appeared in *The Times* when the station refused to join in with press radio bureau and accept from same news copy for broadcasts. Instead the station set up its own news bureau. Contention is made that the editorial not only appeared in the newspaper but was read by the newspaper on its two news period broadcasts over KRLJ and KMTB.

Herbert Moore, head of Transradio Press, is in Los Angeles to testify during the suit when the taking of testimony starts. While here Moore also expects to consolidate several Transradio bureaus which are duplicating one another in serving West Coast stations.

There is a strong possibility Benton & Bowles agency will switch one or more of its radio shows from the East to the Coast within the next few weeks. Donald Cope, producer for the agency, is on the Coast investigating the matter at the present time. Agency handles *Log Cabin Syrup*, *Show Boat* and *Palmolive Beauty Box*.

Allan Jones, MGM singer, has been engaged to appear for the second time on Wallace Beery's *Shell* program tonight. Singer has also been signed to do a few numbers on the Grace Moore-Vicks broadcast over NBC January 13.

Charles Perrine, San Francisco representative of Ruthrauff-Ryan, has been spending the past week in Los Angeles contacting accounts.

Hal Horton, veteran radio emcee, has been appointed master of ceremonies for the Los Angeles produced 30-minute *Happy-Go-Lucky Hour* over the 12 stations of the Columbia-Don Lee network. Feature is on the air five afternoons a week.

Expecting that its petition for 5,000 watts day and night will be granted by the Federal Communications Commission, KECA is scouting for a location for a new transmitter.

Formation of the California Broadcasters' Association was discussed at a meeting in Hollywood December 3 at which Naylor Rogers of KNX, presided. Guy Hamilton, representing the McClatchey newspaper stations in Northern California, was on hand to represent northern broadcasters.

N. Y. Local Joins Chi on "Film Ban"

NEW YORK, Dec. 7.—A resolution was passed by the New York Musicians' Union this week calling for commercial scale on all remote or sustaining musical programs mentioning the name of a motion picture in connection with a song taken from that picture. Resolution was passed Thursday (5), a final report is due next Thursday and if accepted, as is practically certain, will become effective in two weeks.

Regulation is similar to that passed by the Chicago local a fortnight ago.

Heads of the locals felt that there was too much plugging of picture songs and that it constituted advertising for the producers. The joint action is part of the agreement reached by the two locals several months ago, wherein they agreed that wherever possible they would have similar regulations covering radio.

A similar regulation for legit shows and song credits therefrom has not been considered yet.

PERSONAL COLUMNS

(Continued from page 4)

And more than a "save vaudeville" movement is needed to combat some of these "nifties": "Amateurs, male and female, for stage show"; "Oirl tap dancer wants partner, team work"; "Dancers, girls, professionals, good amateurs also considered"; "Oirls wanted, professional dancers for road show in and around Philadelphia. Show under contract." Even a tearup reader advertises that he is available for parties.

It's become so tough that the Metro Artists' Bureau inserted three ads between the two papers for orchestras, singers, dancers and vaudeville acts. And George E. Robert followed suit with his S O S for novelty acts, magic, clowns, musicals to call all week. For the stage-struck who feel that their place is in radio, this ad offers an opportunity: "Amateur talent wanted immediately for radio programs. Instrumentalists, novelty acts, bands, choruses; must be over 16."

The uninitiated may be taught how to dance by Miss Smith at her Cinderella studios. Piano, violin and saxophone is taught at the pupil's home for 75 cents. But if you hold out until you reach the bottom of the column you find: "Learn to play and sing popular songs in few lessons, 50 cents; instrument furnished free." Nor is ample opportunity lacking. A 50-piece boys' band is looking for three trumpet players. If you are willing to rehearse two nights a week this band will let you sit in, as well as at least three others. And if your tastes have a classical leaning the *Cosmopolitan Symphony Orchestra* offers you excellent training and public appearances.

In the same column the Metro Artists' Bureau that New Year's Eve dance orchestras must be booked now to obtain the best results; and another ad looks for a male accordionist for that same night. But directly following the Metro ad we find this: "Dance to the delightful strains of Buddy Del Carlo, now booking clubs, lodges, sororities, frat, etc.; 14 pieces, reunion, auditions arranged." And further on is a popular Philadelphia 16-piece orchestra wanting a New Year's Eve engagement. And from the number of ads it doesn't seem probable that there will be a dearth of musicians on that night or any other night.

These "personal" columns don't let up on any trick. Someone offers a player piano with 50 rolls, and another is willing to store without charge your baby grand. Ever promises to keep it tuned. An oddly decorated, well-heated barn near the city limits can be rented for \$15 for your dance, how-down or what have you. A log cabin on the Jersey side throws in the use of a bar for only \$10. And if you desire to keep the crowd in the city, there is a large ballroom for rent atop a movie house. Is it any wonder the club bookers and agents are seriously thinking of either selling insurance or start lining up WPA jobs for themselves?

WHOLESALE MERCHANDISE DEPARTMENT

In This Issue

Immediately preceding Amusement Machine Section

SAVE MONEY BY BUYING THRU THIS DEPARTMENT

Conducted by ROGER LITTLEFORD, JR.—Communications to 25 Opera Place, Cincinnati O.

Winter Boom Hits N'Orleans

Roosevelt opens another spot—Nut Club leads way in Vieux Carré

NEW ORLEANS, Dec. 7.—Some sort of a record for this section of the country indicates how night clubbing has improved in this area. The Roosevelt, with the Blue Moon crowded to overflowing, has been forced to open a second spot under one roof as it changes the status of the Fountain Room to that of a night club, effective this week.

Ben Pollack's orchestra and a floor show, headed by Demar and D'Andre, have proved their drawing power and are now busily trying to cover both spots as Albert Kirat's Ensemble, a stringed orchestra with a fine local rep, fills in when Pollack is elsewhere. Pollack has had his contract renewed again by the management and will not be replaced until Phil Harris steps over on New Year's Day. The well-beloved team of Rhoda and Peppino, busy completing a picture in Hollywood, is also due for a comeback.

Down in the Vieux Carré business is also on the up and some operators are regaining the favor of talent as several raise salaries 100 to 200 per cent as the influx of visitors for the winter season begins. With this section of New Orleans played up for "visiting interest," Vieux Carré spots quite naturally get their best play.

The Nut Club, with improved shows, is probably getting the best play of that area. One or two other spots are also clicking with ideas of "how to get better talent."

The Jung Roof Garden continues to crowd in visitors with a Gay Nineties revue, with entire band and floor entertainers appropriately dressed. Fay Baker, the single-fan dancer, opens this week at Chez Paree. Up at Shreveport, Bob Chester's band is replacing Phil Levant orchestra with the "kids" of town getting a break on Monday amateur nights, when ladies are also admitted free.

Better Acts in Cleveland

CLEVELAND, Dec. 9.—Better acts are steadily replacing mediocre talent at local nightclubs, with wise operators finding their biz steadily on the upward trend.

Mayfair Casino is leading the parade with another huge revue; next in line comes Freddie's Cafe with a variety bill that should be a "surefire" winner. Monaco's Club Chateau, Vanity Fair, Avalon Club, Parisian Village, Backstage Club and the Ambassador Club follow in line with orchestras and floor shows, presenting from three to seven acts.

Holiday season business will materially add to the entertainment roster and greatly increase employment conditions in this area. Mayfair Casino has taken the lead for New Year's Eve party reservations at \$20 per couple. Other spots are quoting from \$2 to \$5 per plate. At these prices it appears that Old Man Depression has migrated to other shores.

Marr and Clark Expand

CHICAGO, Dec. 7.—Marr & Clark have outgrown the quarters they shared with others since the formation of their agency less than three months ago and have taken spacious offices of their own in the Woods Theater Building. Formal opening of the new offices will take place in a few days with a party presided over by Sammy Clark and Paul Marr, partners of the firm.

Kilby Bringing 22 Acts From Chicago to N. Y.

NEW YORK, Dec. 7.—Harry Kilby is back from Chicago with a list of 22 novelty acts to be spotted into cabarets in the East. Kilby is now handling the complete shows for the Marguery Cafe in the Adelphi Hotel, Philadelphia.

Kilby says Harris and Shaw, Zita and Abis and Rex Weber are now under his direction. Also dickering for Milton Berle.

NIGHT CLUB REVIEWS

The Samovar, Dallas

For a good many years Al Hirsch has been a performer, playing the big time over and over. Actual experience on the boards may be the reason for the excellent shows produced at his classy little downtown night spot. The Samovar is in theater row on a ground-floor location. Al Hirsch, on the managing end, has built a clientele that would satisfy the patronage palate of any night spot manager.

The current floor show, small because of the expected lull in business after the Thanksgiving holiday season, runs 25 minutes. From the opening to the last refrain the show is a big hit. Continuance of the current type of entertainment will keep the Samovar in the limelight.

Herbie Holmes and his orchestra, on the stand, open the show with harmony singing by a trio drafted from the band. Other bandmen offer single and duo specialties, topping it off with Nancy Hutton's singing numbers, *Id Rather Listen to Your Eyes and Never Be Blue*. This charming miss, beaming with everything that is essential, wins repeated encores. Vaughan and Valery follow in a dance routine that indicates they're first rate in their line. Open with adagio and come on later for a ballroom number. Elaborate wardrobe and the grace and ease in which they present their numbers sent them away to a neat hand. Paul Pagano, billed as the feature, is already booked for a holdover next week. This youngster, coming here well recommended by the better clubs of the Middle West, proved himself more than capable. His singing and particularly his dancing were him to a frazzle. The audience couldn't get enough of his work. He's scheduled to go places and "do things." Neva Thomas, not caught at this show, but scheduled for the balance of the week, is a Texas youngster who has been giving the homefolks a type of singing that has put her services in demand. Her engagement here is a tryout and the first in a night spot. Herbie Holmes does well in his position as orchestra leader and emcee. *Wallin'off.*

Marquette Club, Chicago

One of the better smaller clubs, this neighborhood spot has proved one of the most popular cafes on the South Side due to its friendly atmosphere and consistently good floor shows. No little credit for its popularity is due to Sammy Clark, pint-size comedian and emcee, who is now in his 43d week here. Clark arranges the shows and keeps them moving at a nice pace, contributing a clever line of chatter and jokes between the acts. The club is an intimate room tastefully decorated in terra cotta color accentuated by a border of chromium strips and murals.

The show started with Olivia Lynn and Jerry Odell, attired in convict costumes, doing a chain dance tap they called the Stateville Strut. Girls are good lookers and performers. Betty Karger was next with a neat toe strut and drew a nice hand for her efforts.

N. Y. Bookers Doing Rush Biz As Favored Ones Get the Gravy

NEW YORK, Dec. 7.—With the season fully under way, local bookers are doing a rushing business. Among the leaders are Lou Irwin, Jack Bertell, Jack Pomeroy, Bert Jones and Joe Williams. Paul Small, Lew Weiss, Harry Kilby, George Caplans and Stanley Willis. Irwin and Bertell are still doing most of the "name" booking, but the others are being kept busy with staging floor shows for the smaller budgeted spots. Few bookers have exclusive rights to night spots, most owners preferring to deal with any and all agents and even with the acts direct.

Many spots definitely favor certain agents, although the owners claim anybody can offer talent. This results in the outside agents having to split the commission with the favored one. One local swanky hotel insists that all bookings

Olivia Lynn returned for a rhythm tap, then Al Reynolds, baritone, sang *Red Sails in the Sunset* and *You're All I Need* in a pleasing voice, leaving to a big hand. Jerry Odell sang *Sweet Man* and followed it with a tap number. Betty Karger came back to do a colorful Spanish gypsy routine, then Sammy Clark, in pink tights and a handlebar mustache, romped on to do *The Man on the Flying Trapeze* to the complete delight of the audience. Lynn and Odell were on again for a snappy Cuban rumba and then Clark introduced a guest from the audience, Bernice Brendel, who took the floor and rendered *Someday Sweetheart* in a plaintive manner. This girl has something, when it comes to singing a ballad, that appeals most decidedly to the customers. Clark closed the show with a thank you song.

At the second show of the evening Clark presented a satire on the Major Bowes amateur hour, using the same performers, and the proceedings had the audience enjoying themselves most heartily.

Jimmy Campbell's five-piece orchestra capably plays the shows and furnishes the dance rhythms. Intermission entertainers are Mickey O'Halloran, Vera Jordan and Judy McElroy, singers; Roy Evans, piano and songs, and Margaret Langston at the cocktail bar piano. Shows are booked by Paul Marr.

Morgan.

Joe Howard's Showboat, New York

On the site of the old Madeleine's Club, this new spot is featuring Joe Howard, veteran songwriter, as emcee and host. Remodeled so that the lower floor suggests the interior of a showboat, it is a comfortable and intimate club. A slick bar and a second floor are added features.

Show the opening night was of the intimate, informal type. No real running order. Howard was busy keeping the music and entertainment going on both floors and also doing some entertaining himself. He sang a few old-time ditties, with the aid of the Three Little Maids at the piano. The girls (Edith Park, Dorian Gale and Sally Wallace) are nice lookers who harmonize pleasing ditties grouped around the baby piano. Their arrangements are much above the average.

Billy Keely and Ken Neale contribute comedy singing with their own piano accompaniment. They're veterans and know how to handle spicy numbers. Grace Morgan, a petite and pretty red-head, is an intimate songstress who should make a name for herself. With good diction and pleasing singing voice she accompanies herself at the piano, specializing in bright lyrics.

Only dancer in the place is Fortia C. Pota, whose unusual name doesn't seem to handicap her showmanship. A striking Spanish castanet-clicker and dancer, she is supposed to be the only American girl to become a successful bull fighter in Mexico. She ought to get a press agent busy, as she's perfect for a publicity buildup.

Joe Ricard's five-piece orchestra

Chi Hotels To Have Gay Holiday Season

CHICAGO, Dec. 7.—A gay holiday season is being planned by all of the leading hotels. Preparations for Christmas and New Year's celebrations are already under way and hotel owners anticipate more than usual activity in that line.

At the Stevens Hotel the Grand Ballroom, said to be the largest in the world, will be transformed into a Moulin Rouge in Paris setting for New Year's Eve. There will be music by Charles Gaylord and his orchestra and entertainment by Albert Bouche's Continental Revue. The price will be \$5 per person. The Continental Room, newly decorated and appointed, will have the same revue and Seymour Simons will furnish the music. In this room \$7.50 will be charged.

Other hostesses have not yet sent out their New Year's announcements, but meanwhile they are putting on shows that are expected to attract the holiday-minded who are looking for entertainment. Herbie Kay and his orchestra have proved as popular at Edgewater Beach Hotel that they have been contracted for an indefinite stay. Kay, acting as emcee, presents a novelty floor show that includes Harry A. White and Alice Manning of *Follies* fame, and Rosemary Deering, premier ballerina of Schubert shows, and other acts.

The week of December 9 will be Ethel Shutta's Revival Week at the College Inn of the Hotel Sherman. Ethel will present a number of her old specialties, including *No, No, a Thousand Times No*; *Indians and Trees*; *Listen to the German Band* and others. Bob Rice, Bobby Berger, Jack Gifford and Henry Russell will introduce a new song, *Sing a Little Ditty*, and the ice artists will present some of their most popular numbers.

At the Terrace Room in the Morrison Eric Madriguera has had his engagement extended thru the holidays, and the floor show has the King's Jesters, Roselean and Seville; Rudy Bals, emcee; Lyda Sue, acrobatic dancer; Owynne, magician, and Tito Coral, baritone.

At the Bismarck Dornay, magician-emcee, continues to provide top-notch entertainment, along with Liza Ondres and Elliott Michel, dance team; the McOrav Twins, dancers; Mara Santa, prima donna, and Leonard Keller and his orchestra. For the New Year's Eve celebration in the Walnut Room of the Bismarck Nellidoff and his company, now at the Schroeder Hotel in Milwaukee, will be the feature attraction.

Velox and Yolanda will remain at the Empire Room of the Palmer House thru the holidays, closing early in January.

supplies the dance music, although there's hardly room for dancing. Anyway, Ricard leads with his own violin playing, the boys contributing sax, piano, bass and accordion. A nice outfit, offering thereby pleasing melodies.

Marshall Montgomery, veteran ventriloquist, and Fay Allison, a Bowes amateur winner, guest starred the opening show. Montgomery is still a riot, while Miss Allison revealed a sweet blues voice.

Going after the after-theater trade, this spot is starting its shows at 11 p.m. *Davis.*

Green Room, Hotel Edison, New York

This hotel spot has become one of the leading Times Square eateries by virtue of its food, which is among the best available in the city, atmosphere and location. Dinners range in the neighborhood of \$1.50. Ben Ueberall, formerly a co-owner of the Hollywood Restaurant, has the Green Room now. An experienced night-club man, he knows how to do things the right way.

Entertainment comes from Sammy Wilson and his orchestra, totaling six pieces. The combination, with Wilson featured at the vocies, concocts a pleasant band of music, good for either hoofing or listening. When the band's not playing Wilson fools around at the piano, medleying. Mac Coogan handles the vocals o.k. *Franken.*

MARSHALL MONTGOMERY has put his dummy in the closet and joined the Richards and Goffart Agency in New York. The former ventriloquist still does occasional guest starring at night spots he books.

BANDS and ORCHESTRAS

ART JARRETT and band are set for a limited engagement at the Netherlands Plaza in Cincinnati. . . . Frankie Prindle is filling dates there. Michigan is present with an 11-piece combo, consisting of Bill Cox, Glen Coy, George Drake, Al McLaughlin, Eddie Duch, Carol Brown, Don Dawson, Vergie Bauers, Fritz Bauers and Duffy Wharton. . . . Southern Booking Office, located in Miami, Fla., and under the direction of G. H. McSparron, has closed a contract with the Million-Dollar Pier there to furnish all music and acts during the winter season. . . . Bill Schlooser recently joined the Miami booking firm. . . . Harry L. Hill, billed "The Whiteman of Illinois," went into the Ingleterra Ballroom in Peoria, Ill., December 1 for about a month's engagement. . . . Michael Hauer returns to the Seville Tavern in Dayton, O., this week after finishing a lengthy road trip. . . . Roster of the Hauer outfit includes Kermit Simmons, Danny Haselmaire, Lyle Frasier, Paul Rogers and Hauer.

CLINT NOBLE replaced Benny Cash December 6 at the Biltmore Kitty Hawk Club in Dayton, O. . . . Dayton's Ralph Hitz hotel, the Van Clave, is enlarging and redecorating its garden restaurant and will shortly open with name bands. . . . Oscar Marco, who has worked under the baton of Duke Yellman and Josef Cherniavsky, is out with a band of his own, playing currently at East Oermley's club in Lake Charles, La. . . . Ted Jennings has had his engagement at Castle Farm in Cincinnati extended to January 1. . . . Cecil Golly and band, featuring Gene Eymann, Ted Vesely, Walter Link and the Three Coquettes, are in their 11th week at the Flame Room of the Hotel Madison in Minneapolis. . . . Bill Jourdan moved from the 16 Club in Chicago to the Wooden Shoe on the South Side December 9 for an indefinite run.

RAY WILSON and band will leave the Shady Lawn Hotel in Cambridge Springs, Pa., early in January to go into the Club Mayfair in Miami, Fla. . . . Jack Howard and Marlowe Parker are handling the vocals. . . . Chip Decker and band open a commercial broadcast over WOR in Freeport, L. I., N. Y., shortly, featuring his two vocalists, Frankie Gaspiach and Snooky, the Singin' Newsboy. . . . Sid Dickler's combination, playing Western Pennsylvania school and country-club dates, recently handled a 3 1/2-hour broadcast from the Hotel Schenley in Pittsburgh during a four-hour dance engagement. . . . Johnny Vance celebrates a year's engagement at Joyland Park in Lexington, Ky., this week. . . . His band has also been on the air nightly over WLAP for 22 weeks December 9. . . . Judy Conrad and band will continue on the stage of the Tower Theater in Kansas City until next September. . . . The versatile combo of 12 men has already held down the Tower pit and stage for 86 weeks. . . . Ray Penton's 10-man-2-girl cdk is playing dates around New York during December before returning to the Cave in Union, N. J., early in January.

MITCHELL SCHUSTER and his orchestra open at Jack Dempsey's, New York, December 10, replacing Dave Herman. He will broadcast over WOR. . . . Willie Farmer and his orchestra, at Leon and Eddie's, New York, started this week on WIN. . . . Bob Bundy has booked Joe Haymes and his orchestra into the Glen Island Casino, Pelham, N. Y., for a week, opening December 27 and for the summer season in 1936. Band will air over NBC and WOR same as last year when the Dorsey Brothers were at the spot. . . . Leonard Maine is touring the South with his orchestra. . . . Reggie Childs brings his orchestra to the Rice Hotel, Houston, December 14. . . . Hy Green is now managing Murray Greene and his Empire Ballroom orchestra, Irving Hertz and his orchestra, and Jeanne Blane, singer.

RAY VENTURA and his Collegians will continue indefinitely at the Pathé-Nathan Theater in Lyons, France. . . . Billy Zeakle's Band, for 23 months at the Showboat Inn, Detroit, will continue at that spot indefinitely. . . . Ray Ebert and his Miramar Hotel Band opened at the new Subway Cafe in Detroit last week, coming in direct from Hollywood.

. . . Sammy Watkins last week replaced Henry Busse at the Orbits Terrace in Detroit. . . . Guy Lombardo was replaced on the 11th by Billy Lowmyer at the wacky Arcadia International House in Philadelphia. . . . Lombardo moved to the Hotel Roosevelt in New York. . . . Dave Van Horn opened a new spot in Wilmington, Del., this week. . . . WFIL, only radio station in Philadelphia without a house band, has been dickering with the musicians' union.

HERBIE KAY'S contract with the Edgewater Beach Hotel, Chicago, has been extended. . . . So also has that of Enrie Madriguera at the Morrison Hotel, Chicago. . . . Thor Petersen and his Chocolate Soldier Orchestra played in the exhibition hall of the Sherman, Chicago, during the convention of the NAAP and made things plenty lively.

Faggen With Crawford Music

NEW YORK, Dec. 9.—Jay Faggen, Broadway and radio press agent, has given up that business to go with Crawford Music Company. He will serve as general manager and assistant to Bobby Crawford. Sam Blake, one of Faggen's assistants, takes over his press office.

Rand With CBS in Chicago

NEW YORK, Dec. 7.—Frank Rand has left Yankee Network, where he was publicity director, to take over the press job in Chicago for the Columbia Broadcasting System. He will also do publicity for WBBM, Chicago CBS outlet, and handle special events.

BALLROOMS

BRIDGEPORT, Conn. — McCormack and Barry's Ritz Ballroom, one of the State's largest ballrooms, tried out a novel stunt last week when it ran a "Guest Couple Night," at which time each couple purchasing tickets had the privilege of bringing another couple as their guests free.

INDIANAPOLIS—Under the direction of Otto Krauder, of Chicago, a new public-address system has been installed in the Indiana Roof Ballroom. Unit placed in operation Saturday for the first time, when Wayne King and his orchestra played a one-night engagement.

MADISON, Wis.—Donald BURGESS has purchased the Club Marco, near here, from Mark Pilon, who has operated the spot for the past several years.

ED WIRTH, for the past three years manager of the Merry Gardens, Chicago, has been named manager of the Futuristic Ballroom in downtown Milwaukee, succeeding Jimmy Devine, who has returned to Freeport, Ill., to manage a ballroom there.

CHICAGO—An innovation in amateur shows has been arranged for the College Inn for Friday, December 13, when an "All-Milwaukee Amateur Bill" will be

presented. . . . The acts represent the pick of the talent from WTMJ and the Wisconsin Theater, and the show is being arranged thru the courtesy of Roy Pierce, manager of the Wisconsin Theater. . . . Acts booked thru Frank Burks, of the Sligh Balkin office.

MUSIC NEWS

(Communications to New York Office.)

Mayer Music Corporation moves into its new quarters this week, leaving the old stand on lower Fifth avenue, New York, for commodious space in the Hollywood Theater Building on Broadway and 51st street. Concern, of course, is a wholesale distributor to the trade only.

Request of Mayor LaGuardia of New York for city anthem, which resulted in Gene Buck, of the American Society of Composers, Authors and Publishers, offering a \$2,000 prize from ASCAP for the winning song, got all hands considerable space in the local dailies, both in feature stories and cartoons. The space is still breaking, most of it in humorous vein. Conservative New York Times and Herald Tribune devoted an entire column each when the story first broke.

According to the latest tabulation, Eddie Duchin's folio of old-time songs with his own special arrangements and published by Remicks, has already reached a sale of approximately 100,000 copies and still mounting. With the introduction of the folio an unusual

interpretation, all which they claim has been helpful in their studies. This endorsement, almost universal in approval, comes from all parts of the country.

Billy Chandler, lately with Witmarks, has gone over to E. B. Marks as professional manager, replacing Paul Jonas, who will have charge of the sound department, in addition to taking care of contacts with orchestras, radio, stage, etc., as heretofore. Chandler, a likable chap, experienced and with an excellent following in and out of the industry, started on his new job Monday, December 9.

Reports from the Harmon, Inc.emporium indicate a quick hit in *I Wanna Woo*, by Mabel Wayne and Arthur Swanson. At any rate following a Fred Waring plug, according to such a reliable authority as Sam Serwer, requests for copies from dealers came pouring in to such an extent that a first small edition was soon exhausted.

Sid Goldstein is now in charge of the Chicago branch of E. B. Marks, replacing Chic Castle.

Besides the original score by Cole Porter the screen version of *Anything Goes*, a Paramount flicker, will have three additional numbers. They are *Moonburn*, by Eddie Hanlon and Hoagy Carmichael; *My Heart and I*, by Leo Robin and Frederick Hollander, and *Settle, Beware!*, joint contribution of Dick and Leo Robin. Bing Crosby will have the role created by William Oaxton in the stage production.

After many persuasive efforts Mack Gordon and Harry Revel have finally decided to make a series of personal appearances. According to report, they have found a way to take time off in their numerous assignments to furnish ditties for Paramount and other film companies to let their army of admirers see how they look and act in public. In addition to their outstanding stints as songwriters the twins are understood to be capable of entertaining on the stage. Announcement of their opening date will depend on what arrangement they can make with an important picture and vaudeville circuit.

Following an absence of almost a month Art Schwartz, of the Music Publishing Holding Company, has returned to New York. Schwartz spent most of his time in California looking over the field and making arrangements for some new numbers publicized thru the latest Warner Bros. musical films.

Fred Hager has finally rounded up most of the writers who either wrote in collaboration with the late Fred Hell or who had their songs published by the Hell concern. Hager, at one time Hell's partner, expects to take over the entire catalog with a view of going into business for himself.

Sheet-Music Leaders

(Week Ending December 7)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, the songs listed below are a consensus of music actually moving off the shelves from week to week. The "barometer" is accurate, with necessary allowance for day-to-day fluctuations.

Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company, of New York; Lynn & Healy; Carl Fischer, Inc.; Gamble Hinged Music Company and Western Book Company, of Chicago.

- | | |
|----------------------------|-----------------------------|
| 1. Red Sails in the Sunset | 6. Roll Along, Prairie Moon |
| 2. Treasure Island | 7. Twenty-Four Hours a Day |
| 3. Little Bit Independent | 8. Thanks a Million |
| 4. Boots and Saddle | 9. No Other One |
| 5. Don't Give Up the Ship | 10. You Are My Lucky Star |

PHONOGRAPH RECORD best sellers will be found on page 72.

angle has developed. This concerns the renewed popularity of such evergreens as *Japanese Sandman*, *My Buddy* and a few others incorporated in the book. Thru his broadcast, which includes the playing of these numbers, Duchin has attracted students of music who write that after listening to the compositions they have been able to get a concrete idea how to follow Duchin's methods of

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With a strong ADVERTISEMENT in the 41st Annual Amusement Review and Holiday Greetings Number of THE BILLBOARD

RKO and Loew Show Signs Of Swing to Stage Shows

Both negotiate with N. Y. unions for reductions in demands—indicate use of vaude if cost be eased—Loew options attractions with a view to Midwest openings

NEW YORK, Dec. 7.—RKO and Loew are showing definite signs of contemplating calling on stage shows to bolster ailing box offices. Both circuits indicate that they may call on vaude to return to many of their former combo houses here in view of their negotiations with the musicians and stagehands' unions. Loew, using stage shows in only two of its out-of-town spots, Baltimore and Washington, definitely has plans to use shows in Midwestern houses, but only intends using attractions in this territory on a spasmodic basis. This is seen by the fact that when booking attractions for Baltimore and Washington Loew takes options on them.

Major Leslie Thompson, of RKO, and Joe Vogel and Louis K. Sidney, of Loew, have been negotiating with Local 802 of the American Federation of Musicians for quite some time now. It is reported that 802 refuses to negotiate with C. C. Moskowitz, who is in charge of the local theaters for Loew. Both circuits are seeking reductions in Local 802's demands for salary and number of men, also striving for this from the stagehands, in order to make vaude less costly. Any such reduction, if granted by the union representative, must first be approved at a membership meeting of the local.

The circuit representatives have indicated to the local representatives that they are investigating the possibilities of returning vaude to many of their local houses, but that this would be impossible unless the cost of these shows could be made reasonable. RKO has but one house in all of Greater New York and that is the Tilyou, Coney Island, a two-day stand. Loew has but one house also, the State, full-weeker.

RKO employs vaude in its out-of-town houses to great extent, while Loew has remained a disinterested party to the use of combination policies out-of-town. However, in the last couple of weeks the circuit has shown a decided interest in using stage shows in Ohio and other Midwestern towns. All worth-while attractions booked by the circuit for Baltimore and Washington must agree to the circuit's taking up options for other time to follow, which prevents the attractions from lining up further time until a couple of days after it opens for Loew.

The Loew office revealed this week that it would open many of its houses in the Midwest to stage shows whenever a suitable attraction comes along. Has in mind the playing of shows in such towns as Canton, Cleveland, Columbus, Akron and Indianapolis. However, current excess point out that they do not have consistent policies in mind and will only play attractions spasmodically.

Verne Buck Recovered

CHICAGO, Dec. 7.—Verne Buck, popular orchestra director and emcee of the State-Lake Theater, has returned to his duties after an absence of 10 days, during which he was confined to his bed in severe pain. During a performance Buck accidentally tripped on the cable leading to the stage microphones, badly wrenching his side as he fell. George Beatty, who headlined last week's show, acted as emcee during Buck's confinement.

Otto Gray in Kansas

PARSONS, Kan., Dec. 7.—Otto Gray and his Oklahoma Cowboys, radio and stage attraction, are at present playing theaters thru Kansas to good returns. The Gray attraction, which has been off the road for 18 months, reopened six weeks ago and since then has toured Oklahoma and Texas. In the troupe are Mr. and Mrs. Otto Gray, Mr. and Mrs. Owen Gray, Tommy Edwards, Lee Allen, Chet Karna and Harlan Huston. Mr. and Mrs. Jack Edwards have the advance. Otto Gray and his cowboy aggregation were formerly prominent in Eastern and Mid-Western radio and vaude circles.

Rickard Joins Bentham

NEW YORK, Dec. 7.—Al Rickard is now associated with the M. S. Bentham Agency, having left the Harry Rumm agency. He has been given charge of Bentham's vaude department, and is representing the office on the RKO floor.

Montreal's Flesh Boom; Upwards of Dozen Spots

MONTREAL, Dec. 7.—After doing a rapid-fire fadeout several years ago, flesh is coming back here with a vengeance, with upwards of a dozen houses showing vaude.

Loew's is the only first-run flicker house with stage shows, booking thru Lawrence Golds. Use a 12-girl line and average five principals. The line has been here since mid-September for an indefinite stay, with principals changed weekly. Occasionally book units.

Fred Norman's office handles most of the neighborhood houses, with the United Amusements chain as his big draw. Among his bookings are Francine, Rivoli, Carons, Amherst, Papineau, Belmont, Orpheum, Mayfair, as well as several out-of-town spots, with a majority of them showing flesh four-a-week, Saturday openings.

Imperial Theater with two all-French flicks has a complete show with line and half a dozen principals.

Elvry Sports Odd Ring

CINCINNATI, Dec. 7.—June (Elvry) Weaver, of the Weaver Brothers and Elvry turn, is all agog these days over a finger ring which was recently presented to her by Caesar Wallace, of the Four Clovers, teeterboard act with the Weaver outfit. The ring, set in three rubies and a sizable diamond, depicts Elvry in her full hillbilly livery. The odd and artistic jewel was made by Ted Syman, Denver, jeweler and friend of Wallace's.

Jessel Set for State

NEW YORK, Dec. 7.—George Jessel will go into Loew's State the week of December 20, booked by the Lyons office. He opens this Monday at the Versailles here, and December 17 will guest artist on the Ben Bernie air program.

Chesterfield Opening Xmas

NEW YORK, Dec. 7.—Henry Chesterfield's house, the Mosque, Newark, N. J., is definitely set to open Christmas Day, with P. & M. doing the booking. House was set to open Thanksgiving, but postponement was caused by mechanical delays.

Studios Respond To Call for "Names"; Weak on Delivering

NEW YORK, Dec. 7.—The search for "names" by the major circuit booking offices has brought some response from the film studios, with the P. & M. Agency leading in the selling of these attractions. However, Coast contacts by the agents for the supply of film "names" result in many a headache, with local agents getting an extensive list and then selling them to the bookers, only to wind up holding the bag when the Coast contact is unable to deliver.

Paul Dempsey, of P. & M., led off this week with the selling of the Jackie Coogan-Betty Grable unit, Hollywood Secrets. This unit also includes the California Collegiana, Walter McGrath, Warren Wilson, Dick Winslow, Josephine Dix and Chiquita. Unit was produced by Jack Partington, and is being sold at \$5,000 net. Unit shows how a picture

Billing It Thick

NEW YORK, Dec. 7.—Playhouse, Memoracoeck, celebrating a 10th anniversary, used a vaude show last night and tonight along with a double-feature program of "Last Days of Pompeii" and "Shipmates Forever." Advertised billings of acts were funny, and were as follows: Audrey Harris (Loew Vaudeville Circuit Torch Singer); Sunny Weaver (Hot Dancer from the "Follies Bergere"); Roberts and White (RKO Vaudeville Comedy Team), and Eddie Barrie (New York Paramount Theater Pianist).

Los Angeles Harbors 8 One-Night Stands

LOS ANGELES, Dec. 7.—Fox-West Coast Theaters is going in extensively for one-night vaude shows in eight of its local houses. Acts are being advertised as road-show vaude.

Houses using these shows, booked by the Al Wager Theatrical Agency, are the Granada in Inglewood; Uptown, Boulevard, Florence, Belmont, Golden Gate, Westlake and Figueroa in the town proper.

Revue for Nashville House

CHICAGO, Dec. 7.—Having enjoyed gratifying results with several spot-booked unit shows in the last few weeks, the Princess Theater, Nashville, has arranged with Al Weston to produce two special revues to open December 25 and December 31. The productions will be built around vaudeville acts furnished by Dick Hoffman and the Billy Diamond office here, and if the box-office results are satisfactory it is probable that the policy will be continued. Nashville has been without regular stage shows for several months. The first bill will comprise the Deuville Revue, Foley and LaTour, Harriet Mawrot and Gumpsey, Olive Johnson, and Bert Bytton and Girls, besides a line of girls and a stage band.

Vaude for Winnipeg

CHICAGO, Dec. 7.—After playing units for several weeks, the Capitol Theater, Winnipeg, will try a vaude policy commencing with the show that opens there next Monday. Town is a six-day stand, there being no Sunday performances, and the house will use four acts furnished by Dick Hoffman, of the Billy Diamond agency here. First bill has Stroud and Dodge, Jackie Lane, Allen and Louise, and Zeller and Wilbur.

"Venus" Unit Folds

PITTSBURGH, Dec. 7.—George Tyson's American Venus Revue unit, featuring Henrietta Leaver (Miss America, 1935), abandoned its road tour after engagements in East Liverpool, Cumberland and Wheeling. With dates available for Miss Leaver as a single, Tyson decided to accept such offers rather than send out the revue on percentage dates. Of the unit's performers, Shavo Sherman is here playing night spots, Roy and Ken Paige went to Chicago, Eddie Conti and band to Akron, O., and Dave Francis to Cleveland.

Hyde Calls Rep Meeting

Discuss pending licensing legislation—also to work on planned organization

NEW YORK, Dec. 7.—A meeting of artists' representatives, embracing the vaude, film, legit and radio fields, was held Tuesday night at the Edison Hotel, with Johnny Hyde, of the William Morris Agency, sending out the notice of the meeting and presiding over it. Purpose of the meeting was to inform them of the pending legislation in the Board of Aldermen concerning licensing of artists' representatives and to get their endorsement of this bill. Furthermore, the meeting brought out the need for an organization of reps, which will get under way in a couple of weeks when a general meeting of reps will be held.

Hyde opened Tuesday's meeting and briefly told them of the reason for the assembly, and then turned the chair over to I. Robert Broder, attorney, who has been active in the licensing problem. The reps were advised to stand behind the legislation now pending, that it would be for the betterment of their business, and that it would definitely exclude them from the objectionable clauses in the employment agency law, which they claim was never intended to embrace them. There were brief discussions on this matter, and then it was revealed that a larger meeting will be held soon for the purpose of organizing the reps.

Among the reps invited to the meeting were Herman Bernie, M. S. Bentham, Harry Beatty, Walter Batchelor, CBS Artists' Bureau, Briscoe & Goldsmith, Curtis & Allen, Edward Davidson, Joe Flamm, Alex Gerber, Leland Hayward, Alex Hanson, Lou Irwin, Matt Kelly, Edward S. Keller, Sam Lyons, Mark Luddy, Charles Morrison, Jack Mandell, C. H. Maddock, NBC Artists' Bureau, Harry Pincus, Larry Pack, Ed Reilly, Harry Rumm, Lockwell & O'Keefe, Louis Shurr, Pantheon & Marco, Ferd Simon, Ed Scheuing, George Wood, Charles Yates, Music Corporation of America, George Hamid and Maurice H. Rose.

Licenses Commissioner Paul Moss has been attempting to license the reps ever since he got in office, but has been experiencing setbacks all along the line, altho it was of considerable annoyance to the reps. More friendly buddies brought about a solution, with Moss agreeing to introduce a bill in the Board of Aldermen which would be satisfactory to the reps. The licensing of the reps thus hinges on the passing of this bill.

Musicians Close With Springfield and Richmond

NEW YORK, Dec. 7.—The Paramount, Springfield, Mass., settled with the musicians' union this week. House will continue the spasmodic playing of stage shows. Fred Birnback, representing the American Federation of Musicians, went to Springfield to help close the settlement.

The AFM also reports settlement of the situation in Richmond, Va. A new contract permitting spot bookings into the Wilmer & Vincent and the Loew houses was closed this week.

Oberland Joins F&M Agency

NEW YORK, Dec. 7.—George Oberland left the Max Richard Agency this week to join the P. & M. Agency as associate agent. He was formerly a booker on the RKO floor. The P. & M. Agency, of which John Schultz is a partner, also has Harry Flamm, Paul Dempsey and Jack Dempsey as associate agents.

New Agency in Paris

PARIS, Dec. 2.—The operators of the Alhambra Music Hall, Bobetchek & Bisson, and Albert Tavel, theatrical booking agent, have organized a new booking agency, France Music Hall, with offices in the Alhambra Building. New firm will naturally get a big slice of the Alhambra bookings.

Sally Rand Taking Out Two-Hour Show

NEW YORK, Dec. 7.—Sally Rand, who has been making an extensive tour with her vaude unit, will probably increase her show to two-hour length for a road-show leg of her tour of auditoriums, legit houses and the like. This will probably be done after she concludes her engagement at the Georgia Theater, Atlanta, where she opens December 28 for a week.

Miss Rand will retain her present cast, but will embellish it sufficiently to merit the two-hour length. Sam Weisbord, of the William Morris Agency, will continue to handle her tour, which this season included many weeks thru hinterlands and key cities.

Detroit AFA's Social Events; Active in Salary Collections

DETROIT, Dec. 7. — The American Federation of Actors is sponsoring a Xmas party Tuesday at the Wolverine Hotel. The first major social event. Charles Johnson is chairman of the committee. All food and other items have been donated by merchants and friends, and the entire proceeds will be used for the relief of destitute actors. Same committee is planning a Christmas dinner at the Wolverine and is extending an invitation to all acts in this territory to spend Christmas at the AFA headquarters there.

Walter Ryan, AFA representative, reported that the organization has effected collection of salaries from several spots that declined payment, both in town and throughout Michigan, thru the cooperation of Wesson Dickinson, Administrator of Private Employment Bureaus.

South Enjoying a Good Stage-Show Season

NEW ORLEANS, Dec. 7. — With the third week of stage presentations in theaters in the Gulf area, the demand for vaude has increased. This week the Strand Theater increases week-end presentations of Radio Station WWL talent to nightly shows. Main attraction, thru this setup, is the minstrel show featuring P. T. Paul.

Undenied reports here are that an all-New Orleans revue is to be assembled in a few weeks and sent on a tour for a guaranteed 35-week booking, playing Baenger around here and other theater chains in other parts of the South where stage presentations thru a Wilbur Cushman-Baenger contract finds most shows drawing.

Vaude Broadcast's Second

NEW YORK, Dec. 7.—The Broadway Bandwagon, WOH broadcast from the stage of the Beacon Theater here, sponsored by the Northampton Brewing Company, will stage its second show this Wednesday. Guest artists will be Janet Heade, Ban-Joe Wallace and Arthur and Morton Havel. Pat Rooney and the George Hall Orchestra are permanent features of this program.

Tom Harris Leaves Russell

DETROIT, Dec. 7. — Tommy Harris, veteran vaude booker, has left the Harry Russell office and is planning to become associate booker with another local office. Harris has been elected secretary and treasurer of the American Federation of Actors, local branch, altho not an active member because of his position as a booker.

Tom Curran Seriously Ill

NEW YORK, Dec. 7. — Tom Curran, RKO agent for many years, is now at the City Hospital on Welfare Island, seriously ill from stomach trouble. He was removed from his apartment early this week to the Flower Hospital, and the next day was transferred to Welfare Island. On Tuesday it was necessary that he be given blood transfusions.

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SEND IN ROUTES
The Route Department (appearing in this issue on pages 30 to 32), represents one of the most important functions that this paper performs for the profession. Certain listings are obtainable only thru the consistent cooperation of the performer and showman involved.
New about helping your friends in their efforts to locate you? This can be done only by keeping THE BILLBOARD Route Department informed of your whereabouts, and sufficiently in advance to insure publication.
ALL ROUTE LISTINGS SHOULD BE SENT TO ROUTE DEPARTMENT, BOX 872, CINCINNATI, O.

Rhode Island Houses Open

PROVIDENCE, Dec. 7. — Two houses reopened Thanksgiving Day after being dark for months. In Newport the M. & P. Circuit reopened the Paramount, closed late in August when first-run bookings were switched to the Strand. William Powell returns as manager of the Paramount, with the Strand now reverting to its former policy. In Woonsocket the Park opened under management of Bernard Levy. Running films and stage shows, with the latter as last-half attractions. Opening show was French Follies tab.

Sailings for Europe

NEW YORK, Dec. 7.—There were numerous sailings from here this week for engagements in Europe. Chas Chase and Lew Leslie sailed yesterday on the Majestic, the latter to produce another Blackbirds for the provinces. Lupe Velez, Cliff Whitley, Al Trahan and Walter Dore Wahl sailed today on the Ile de France.

NEW ACTS

Jock White
Reviewed at the Bronx, Bronx. Style—Scotch comedy and singing. Setting—in one. Time—Nine minutes.
A Scotch singing comedian who has a fair singing voice but who has not yet learned to put over comedy talk. Had a tough time selling himself when caught here.
In Scotch outfit—which caused the women to giggle—he opens with a special ballad. When I'm in Love With Mary, followed by Maggie Blue. He interspersed gagging and a bit of strutting around, but the comedy fell flat. It wasn't until he attempted a straight song that he won a fair hand and an encore call.
Seems to have some talent, but this act doesn't bring it out. P. D.

York and Tracy
Reviewed at the Grand Opera House, New York. Style—Comedy. Setting—in one. Time—Fifteen minutes.
A good comedy act, with plenty of bobe and slapstick. No one description can be found of the type work the act, a man and woman, do. Much of the business consists of socks and pushes the man throws towards the gal, and most of which land. This could well be eliminated without hurting the act.
Besides the socks the girl has a trick guitar thrown against her backside, exploding a firecracker, some seltzer squirted at her and some powder blown on her face from a trick flute. Man also imitates W. C. Fields pretty well.
Next to closing here, for plenty of laughs. J. F.

VAUDEVILLE NOTES

JACK PINE'S Band Box Revue opens at the State-Lake, Chicago, December 28. Ben Blue's Brevities is set for January 11 at the same house. Later unit features Helen Compton's Band.
LOUIS (ETTY) EPSTEIN has gone out ahead of the Broadway Hollywood Restaurant Revue, which has lined up a string of dates in the major cities. Radio City Music Hall ushers beat the Paramount, N. Y., ushers in basketball last week by the score of 60 to 19. Incidentally, the Music Hall's ballet moved over to Newark, N. J., last week to do a snow ballet at Bamberger's. Ray Perkins and his amateurs opened Sunday in Rome, N. Y., on a tour of the Louis Schine houses. Bernice Starr, formerly with Weist and Stanton and

Holiday Ship Cruises Use a Flock of Acts

NEW YORK, Dec. 7.—Christmas and New Year's cruises of the Cunard White Star and the Holland-America Steamship lines, bound for Bermuda and the West Indies, will carry vaude shows averaging about 20 people, plus an orchestra. Nat Abramson, of the Hotel Entertainment Bureau, is booking the shows and states that several additional lines are now negotiating for units as well.

The Majestic will carry the largest show, with 30 people, while the Georgic, Corinthia and Britannic, of the White Star Line, and the Statendam, of the Holland Line, will carry the smaller units. Majestic, which is on the New Year's schedule, will broadcast over WOR and the Mutual network New Year's Eve, one broadcast at 7:15 p.m. and another at 1:30 a.m. First will have the show, the second the dance orchestra. Abramson will emcee and announce.

Benline on Water Shortage

NEW YORK, Dec. 7.—Arthur J. Benline, former head of RKO's maintenance department, is actively engaged at present on working with the Westchester County Chapter of Professional Engineers on the question of whether the county is facing a water shortage. He was chairman of the committee that arranged a public meeting on this question last night in White Plains. This water question affects about 10 theaters in the county, especially the 10 or so that are refrigerated.

NEW ACTS

Four Mountaineers
Reviewed at the Bronx, Bronx. Style—Instrumental and singing. Setting—in two. Time—Fifteen minutes.
A hillbilly quartet that has talent but needs a better routine. Hardly any reason for the hillbilly angle, since one is a Swiss yodeler and the other three turn out pretty good straight instrumental music. Only hillbilly angles are their costumes, a couple of prop tree stumps they use and the mountaineer dialect.
Open with banjo, guitar and harmonica. Harmonica player is also leader, leading the others and contributing swell music on varied-sized mouth organs. The other two boys do mostly accompaniment. The yodeler is on for one number and stopped the show.
Talent here, but it needs a better act. The comedy, incidentally, is unfunny. P. D.

Swedish Bell Ringers
Reviewed at the Grand Opera House, New York. Style—Musical novelty. Setting—Full stage. Time—Eight minutes.
An entertaining and good novelty act for the neighborhoods. Five men at as many tables, the latter laden with bells of all sizes. They play about six numbers, as well as a medley, and do it well. Two of them also play a tune on water-filled glasses.
Closed when caught and well liked. J. F.

EDGAR BERGREN, ventriloquist, opened at the Club Versailles, New York, December 2.

VAUDEVILLE NOTES

Al K. Hall and now out of the business, is at her home in Sunnyside, L. I., recuperating from an appendicitis operation. Grace and Scotty, formerly Madigan and Grace of vaude, are going further in the radio field. Besides being a daily feature of WOY, Scheenectady, they're also on a national and international hookup on WEAF Tuesday and Thursday mornings.
LARRY PUCK has taken space in Bob Broder's office in the Palace Building, N. Y. Maurice Golden and Herman Citron are still looking for office space, having decided to give up their Bond Building quarters. Ira Ray Hutton and her band have picked up four more weeks from Paramount, with the post (See VAUDEVILLE NOTES page 74)

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Loew's State, New York*(Reviewed Friday Evening, December 6)*

Milton Berle is back at the State again with one of his own revues, and this time he's getting the top figure of \$2,500. Looks like Impressions week, with Helen Charleston doing impressions of film celebs, Sid Gary in impressions of singing celebs and Berle giving an impression of a spotlight stealer. No doubt that he's an outstanding performer and that enthusiasm prompts him to overwork, but too much of anything is always wearing.

The stage show, as a vaude unit, is thoroughly satisfactory except for the items

of Berle overworking and the show running an hour and 28 minutes. After all, how long can an audience be expected to laugh? Besides, Berle's frequent visits to the rostrum cut in on the effectiveness of the splendid acts taking part in his show.

Berle, as this reviewer has said before and always will say, is one of the most amazing performers. He can do more with comedy than Notre Dame's Bill Shakespeare can do with a football. He rushes on stage, gags in machine-gun fashion, and before you know it he's veritably in the laps of the audience. Funny he is, and he has a carload of material and a very retentive memory.

He hoods the stage alone, does skits (with his sister, Rosalind, and a couple of others helping), and chimes in on the other acts.

Leadoff of the other acts is Duke Norman, a boy dancer, who was seen here before at the head of a small flash. He may be a really fine tap dancer, but you'd never tell it from his one routine in which he features speed over taps. If he'd slow up a bit and make his taps clean he'd probably go over even bigger, and he did well at this viewing.

Helen Charleston, remembered for her work with Ken Murray and her brother, Milton, is making rapid strides in the acting line. Still the cute miss that she always has been, she's now a mimic single. If mimicry can be presented differently she does it. Gets her realistic impersonations into a clever song special, supposedly a rap at mimics. She went over very well, and ahead of her act felled for Berle.

Sid Gary proves another heavy applause getter with his outstanding singing, and he's got a big voice for such a little fellow. Has very good taste in songs suitable for his voice and he rings them for all and more than they're worth. At the tall end of his turn he's subject to Berle tomfoolery, the latter unfastening his garter and the like. Sid might have retaliated with giving Berle a hot foot.

Gine, DeQuincy and Lewis are a very big hit with their always enjoyable burlesque of ballroom dancing. You'd never think from their smart-looking opening that they'd swing into slapstick, but they do and how. Do it unusually clever, and there's no doubt that they must be tired when they flop from exhaustion as the traveler closes in. Berle is on for their finishing trick, funny only when he has to jump as Ruth DeQuincy is swung about.

In the closing position and ahead of Berle's radio burlesque finale is Norman Prescott, who does his mind-reading act, with Berle as the mindreader. Berle evidently gets the answers from someone in back of the curtain, but it's all done hilariously. Prescott combs the audience for subjects and he and Berle make this a rip-roaring laughfest.

Business was very good at this last show opening day, with *Hands Across the Table* as the feature film. Fuby Zwierling and the pit crew play the show exceptionally well.

SIDNEY HARRIS.

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prano, demonstrated a grand voice on two classical selections. The Campus Quartet, from the University of Missouri (four male singers and a male guitarist), sing and entertain along the lines of the Four Mills Brothers. Unhooose a fine set of arrangements and their reward was a show-stop. Joseph Rogato, the "Garbage Man," stopped the show cold with a fine brand of tenor singing.

BILL SACHS.

Oriental, Chicago*(Reviewed Saturday Afternoon, Dec. 7)
(COCOANUT GROVE REVUE)*

This unit, produced by Al Bordo, has been on the road for several weeks but is having its initial showing in Chicago this week. The show has four colorful production numbers, some very good talent, and in addition Gus Van for his engagement. Raymond Gilbert's special music is noticeably good.

The show opened with Paul Bachelor, in Pagliacci costume, singing a prolog which brought on the various members of the company. Song was *On With the Show*, and the 12 dancing girls worked before a white silk drop.

First production number was *Jungle Fever*, an episode in a setting of palm trees, with Paul Bachelor as a beach comber. The chorus, in savage costumes, danced to tom-tom rhythm amidst the dramatic pantomime of Bachelor. Scene is well done and finished to a big hand.

Spider Fantasy featured Eleanor Wood. Several of the girls, attired as butterflies, did a short dance preceding the appearance of Miss Wood, who did an artistic interpretative spider number that was the personification of grace. She was backed by a spider web drop with posing girls. Costumes were particularly good in the scene, with a radium effect for the close. Heavy hand.

Barbary Coast showed the interior of a dive with the stage full of people at tables and moving about. As Paul Bachelor told the story of *Prisco Sal* there was much dramatic action which was climaxed by the exciting fighting tumbling and knife throwing by the *Clymas Troupe*. Curtains closed to a big hand.

Gus Van followed with a group of songs that included *I Feel a Song Comin' On*, *Dougherty Is the Name*, *Bruno's Bavarian Band*, *Old-Fashioned Wop* and numbers that gave him an opportunity to use ducky and Jewish dialects. Gus always goes over in a big way and today was no exception. He was a hit.

Between the production numbers Lee, Storms and Lee did a great tap routine to the *Orpheus* overture that scored; the *Rhythm Bedheads* sang *Old Man River* and *I've Got My Own to Nice* applause, and Revel, Baxter and Dean had them laughing with their comedy antics, dancing and instrumental numbers. The finale was a garden scene and had a parade of the girls and the reappearance of the entire cast.

F. LANGDON MORGAN.

Roxy, New York*(Reviewed Friday Afternoon, Dec. 6)
(First Show)*

The Roxy's one-man stock company is back again this week after an absence of a few months. It is, of course, Joaquin Garay, the young Mexican tenor who stayed on and on and on at the house during the summer to the eminent satisfaction of the customers. The customers seemed satisfied to see him back, giving him a rousing hand as he sang a comedy number, *Roots and Saddles* and *The Man on the Flying Trapeze*. All were well done, tho he still shows a tendency to overboke on the last named.

He also sings as an encore *Red Sails in the Sunset*, this as background for the second of the *Gas Poster Girls* three routines. The kids this week, as announced at the start of the show by a cute youngster named Iris Harris, who is one of the troupe, were allowed to pick the three routines that they wanted to do. They include the combination hotcha and body-and-soul affair, a nice novelty, as the starter. The *Red Sails* piece, one of the most effective numbers ever staged at the house, is a welcome repeat, and the kids close the show with the grand number in which they wear bells of varying tones and play tunes by bouncing up and down.

Stage show is short this week and pretty weak on acts, including only two regulars besides Garay. Those two, however, are both excellent, with the *Dennatt Troupe* getting the layout off to a grand start with their whirlwind mounting and tumbling, and *Cass, Mack*,

Shubert, Cincinnati*(Reviewed Friday Afternoon, Dec. 6)*

The Shubert this week houses its second Major Bowes Amateurs unit of the season and all omens point to another bang-up week at the box office. The Bowes group which showed here several months back holds the top-money honors of the season to date and the current layout bids fair to at least equal that record. Despite all the prejudice that may have arisen against the so-called amateur shows, especially among the professionals, the fact remains that they still have a tremendous appeal with the audience, a trait which leads to fat box-office receipts.

The current Bowes Amateurs attraction, altho naturally limited as to variety, is nicely framed and packs the usual heavy load of entertainment. This was the largest first-show crowd we've seen at the house this season and the enthusiasm this mob displayed over the various turns was good to see and hear. Every turn was rewarded with prolonged applause, with four of the nine participants hanging up unmistakable show-stops. Marion Schott and Bob Hamill give the beginners fine accompaniment with two pianos, and Eddie Vogt does a fine job of emceeing. The pit boys are on stage to augment the double-piano team.

The *Five Happy Rangers*, of Passaic, N. J., three strings, an accordion and a short boofing comedian, whoop things up in true cowboy fashion. Leonard Moretta gave a splendid example of trumpet technique with solo offerings of *Bride of the Waves* and *When I Grow Too Old To Dream*. Leona Howard, a hefty brunet with a beautiful voice, scored with her singing of *Rhythm and Romance* and *Some of These Days*. Meyer Goldberg follows with bird whistling and imitations.

Rufus Wilson Smith displayed a quality of bass-baritone voice in singing *Ole Men River* and *Shortnin' Bread*, flung up a show-stop and had to beg off. Harrey Mearns did likewise with his playing of a number of unique homemade musical instruments. A real novelty. Thelma Osakin, coloratura so-

Owen and Topsy socking over in mid-section with their clowning, acro and dancing, which brought down the house.

The week's radio amateur winner is the Accordion Trio, three youngsters from Bethlehem, Pa. Their names, if this reporter caught them correctly, are Marjorie Kern and Annabelle and Caroline Moser, and they play three numbers, getting nice botcha effects from their push-piano.

Freddy Mack, as usual, emcees and leads the pit boys.

Picture is *Miss Pacific Fleet* (Warner), and house was fair the first show opening day. EUGENE BURR.

Orpheum, Lincoln, Neb.

(Reviewed Friday Evening, Dec. 6) ("VAUDEVILLE VARIETIES" UNIT)

First complete show here this season, under the banner of the Frederick Brothers, Kansas City, who have almost solely done business with bands, features Ralph Bennett and his Seven Aces (13 of them). Primarily a musical show, as most of the Frederick concoctions have been, it is a great deal stronger in novelty than their usual formula.

With Wilbur Cushman only servicing this house every other week, Frederick Brothers have been picked to fill whenever possible. The same deal was in force here last year.

In Bennett's band are a number of entertainers and he only uses each one, which is wise. Introduces Thelma Mitchell, girl singer; Happy Scantlin, tap dancer, who could improve a lot; Arny Lidell, who jesses up *Isle of Capri*; Harvey Crawford, who sings one number, and Whitey Boyd, drummer, who comes down front for a vocal on *That's What You Think*.

Carl Strong, a trick roper, who has been in Ringling shows several seasons past, is the first specialty on to get out of the band stuff and he's roundly applauded on some tough tricks. The biggest share of the show's novelty, which follows, is *Louie's Chinese Revue*, a flashy presentation of dancing and Oriental costumes. It's a seven-people turn and packs so much that it was split into two sections, both hitting solidly.

Kirby and Duval (Kirby is nearly seven feet tall as viewed over the footlights), a cross-fire gag team, are saved for the finish, and Kirby's gags went over with a wallop. Miss Duval is an okeh straight. Bennett's boys close in with a band bit.

Running 55 minutes because of encores, the show offered few opportunities for further cutting. Business was good considering the formal season opened tonight, with the Military Ball drawing heavily. Picture, *Papoff* (First National). B. OWK.

Earle, Philadelphia

(Reviewed Friday Afternoon, Dec. 6) (First Show)

Going collegiate this week, the Earle stage features the University of Pennsylvania band. This group of over 80 boys is well known locally thru its colorful maneuvers at Franklin Field games.

In the wind-up spot on the bill the band is effectively introduced by pictures of football action thrown on a wide screen. The action gradually changes to a shot of the band approaching over the field and the curtain rises to reveal the drum major and players spread out on stage. Drapes of red and blue set off the band uniforms. The opening selection is *Hail, Pennsylvania*. The boys next swung into *Drink a Highball*.

Other Penn songs, a xylophone solo and vocal numbers were mixed with popular tunes. The band, strong on brasses, muted its volume nicely to the needs of a theater and won a nice hand.

Opening the bill are the four Hazel Mangron Girls. Three come out on the apron and lead off with a soft-shoe dance clad in men's full dress. One of the girls stepped out for a solo tap number. During her act the others change into effective gowns and return for the best part of their act, doing nips-ups, cartwheels and acrobatics over the stage.

Al Hennie registered the hit of the show with his imitations, working at the mike before the curtain. Using few props in his takeoffs, he put together a rapid-fire act notable for variety. His opening trick is an imitation of *The Shadow* of mystery program note on the air. He followed this with a *March of Time* skit, introducing himself as Halls

Elastic, El Duce and Hitler, and wound up with mimicking Arlis, Edward G. Robinson, W. C. Fields and Stepin Fetchit.

Following his act was Frank Gaby in a skit titled *Gift of Gab*. He and his girl assistant put on a comedy wrangle while a stooge in a box stouted gags at them. Gaby's best stunt was in ventriloquism. First he offered a regulation voice-throwing bit with a dummy, then introduced his stooge for a song and stood by smoking. Finally the stooge walked away while the voice continued, tipping off the audience that Gaby was the dead-pan crooner.

The film is *Stars Over Broadway*. H. MURDOCK.

Bronx, Bronx, N. Y.

(Reviewed Friday Evening, December 6)

A fair four-act bill this half in support of the double features, *This Woman Is Mine* (Paramount) and *The Public Menace* (Columbia).

Opening turn is Fisher and Graham, boy and girl novelty turn. The boy does trapeze and bar stuff, featuring his strength-taking lifts of the girl. Numbers are all short and piled on quickly into a sock finish. Good audience appeal.

Jack White, in Scotch outfit, had a tough time selling himself to these customers. Does Scotch ballads interspersed with gags and a bit of strutting. Comedy attempts fell flat and it was the singing that won him a fair hand at the close. Needs a new act.

Hal Reese, who had also been emceeing, surprised the customers with his versatility. He sings and gags and turns in a flock of impersonations, winding up with a double-clarinet number. Impersonations are his best, with the comedy attempts pretty weak. Blond Miss Lewis did straight capably.

Four Mountaineers comprise an odd hillbilly outfit. Three of the boys grind out such class numbers as the *William Tell Overture* and the *St. Louis Blues*, while the fourth is on for Swiss yodeling. The yodeler stopped the show. The leader of the trio, specializing in harmonica playing, stood out easily with his swell instrumental work. A sweet act if polished up and the comedy efforts thrown out.

The house, incidentally, is running a commercial trailer plugging the six-day bike races. PAUL DENHE.

Chicago, Chicago

(Reviewed Friday Afternoon, Dec. 6)

Taking advantage of the public's interest in units, the show this week has been labeled *Hi-Steppers of 1936*, and is a pleasing combination of three production numbers, utilizing the 26 Evans Girls and good supporting acts, together with Mark Fisher doing the vocal numbers.

The opening number was done by the Evans Girls, 14 of them coming out in novelty costumes, with faces painted on their stomachs and over-sized high hats covering their heads, giving a grotesque effect. After a number to *Nigh Nat* the other 14 girls came on in big brown derbies and red lights and otherwise the same idea, doing a routine to old-time tunes. Combining, they danced to *Truckin'*. Kay Picture followed with two neat tap routines which had several new twists and left to a nice hand.

The Walkmirs, one of the best beach acts seen around here in a long time, thrilled the audience with their swell act. They have two pieces of unusual equipment, one of them quite elaborate. The first piece to be used had several paddles on top. One of the women did a variety of acrobatic tricks while aloft on the pole that included acrobatic and iron-jaw work and hand balancing as a mirrored globe revolved. Closing, the man balanced a pole on his forehead as the two women twirled on bars high above on the pole. Drew a big hand.

Mark Fisher sang a song, introducing the Evans Girls, who did a powder-puff ballet which was one of the most enjoyable ballet numbers yet put on by Fred Evans. The girls, the beautiful pastel-shaded costumes and the music were all perfect and the combination rewarded them with a good hand.

Whitey and Ed Ford held the next spot. Whitey is a clever little pooch which does a comedy drunk bit, acrobatic tricks, which include a pull-up, a brief dance and the dog hotel episode. Three bows.

The finale was a production number built around Saul Graumann and his musical stairs. Mark Fisher sang two

songs, the Evans Girls did a stair routine and then Graumann and four girls danced on special stairs that played tunes on bells as they danced. A flashy novelty and something different. F. LANGDON MORGAN.

Grand Opera House, N. Y.

(Reviewed Friday Evening, December 6)

The G. O. H. presented a fairly entertaining vaude bill this half, opening with Arthur Ward and Company, a man and a sister dance team. The act is a combination flash and juggling offering, the girls opening and closing with a precision tap routine and an acrobatic affair. Ward works in a comedy line in between the sisters' time, juggling hoops. The last dance that the sisters do is anti-climactic to an effective bit of hoop twirling by Ward.

Mary Marlowe, in second, emcees effectively a series of monologues, both talking and in song. Opening with a telephone conversation between two Irish women, she later imitates a young girl and closes with imitations of various types of singers—torch singer, prima donna, etc. Act gets better as it goes along, and she closed to a good reception.

York and Tracy, mixed team, next-to-closing. Comedy takes in practically everything—imitations of W. C. Fields, knockabout slapstick, with the woman on the receiving end, and what not. The woman is tall and angular, using her shape for odd postures. Prime bit is where the man pushes—with plenty of strength—the girl around. It's a strange idea of humor and could be dropped. Rest of the slapstick went over very well.

The Swedish Bell Ringers closed. Five men playing at tables crowded with bells and expertly. Two of them also play the water-filled glasses. An agreeable neighborhood novelty.

Picture, *I Live My Life*, and a fair house. JERRY FRANKEN.

London Bills

(Week of December 2)

Six new American openings here this week. Most important is that of Buddy Rogers, film and vaude "name," who makes his English debut as leader of Jack Hylton's Band (the English band leader being in America). Rogers clicks plenty with his personality and showmanship and is a cinch especially with the females. He heads the Holborn Empire bill and is a show-stopper. Of course, the band is extra good.

Piccadilly Theater, relying mainly on importations now that the opposition circuits have frowned on acts playing there, continues to bring over American acts. Latest contingent numbers five, with Roscoe Ates, stuttering film comedian, as the chief import. Ates rates only fair and gets a moderate reception. Of the other four acts, Van Cello and Mary, here 10 years ago, stand out with a peach of a foot-juggling novelty, and Batts and Foster, colored performers, give a bright and peppy show that is almost show-stopping. Karre is Baron is a good adagio novelty with sensational work, and Nathan and Sully combine acrobatics with musical talents in a swell act. Samuels Brothers are a hold-over and highly successful. Looks like it would have been wise to hold over Borrah Minevitch for a third week.

Four Franks continue their show-stopping career at the Empire, Glasgow.

Sam Browne, England's ace crooner, headlines with a great act at Manchester Palace and comes nearer Bing Crosby than any other English crooner.

Moore and Lewis, American comedy team and dancers, and Wilson, Kepple and Betty, comedy dancers from the States, share headline honors with great success at Hackney Empire.

Paramount, Los Angeles

(Reviewed Thursday Afternoon, Dec. 5)

Nine years ago Jack Benny played the Paramount. He's back there this week for a requested return engagement . . . or at least that's his explanation for his presence. As for the loyal vaudeville patrons of the Paramount, they were justly glad that he was there and didn't need any explanations. Benny walked on to a tremendous ovation that lasted for three solid minutes.

Show opens with the 24 Panchonettes doing *Truckin'*. Dance is the one taught them by Bill Robinson and first offered four weeks ago. Repeat this week is said to be another "request."

Benny, altho off the boards for the

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past 10 months, gets right into the harness and starts the proceedings with a barrage of fast cracks twist himself and Mary Livingstone. Miss Livingstone favors with one of her special poems about Los Angeles that packs plenty of laughs. Tony Martin, ex-Fonities singer, now making pictures at the RKO studios, is next introduced by Benny and offers three numbers. *Night and Day*, *From the Top of Your Head to the Tip of Your Toe* and *Thanks a Million*. At the conclusion of the third song Benny asks (See VAUDEVILLE REVIEWS page 74)



By EUGENE BURR

It is pleasant to get support from unexpected quarters. For a long time now this column has been insisting that the stage is mulling itself in a stuffy mantle of reticence, that it is losing sight of the fact that the primary purpose of drama is just that—drama. Customarily, it is this corner's contention, go to the theater to be lifted out of the humdrum of their daily lives, to be carried away by the theater's magic into realms of persuasive make-believe. It may be that we are beginning to emulate our English forebears and that an emotion, in life, is something to be rigorously hidden, something of which to be ashamed. But surely that is not so in the theater. Why need the stage, an exhibitionistic art anyhow, be ashamed of an honest emotion enthusiastically expressed?

And yet, judging from plays and performances of recent seasons, the stage is so ashamed. With our present crop of reticent and fragile playwrights an emotion may at best be indicated—but never expressed. There seems to be a vague dramatic shame about speaking up honestly about the primary motivations of emotional life, the sort of vague sense of guilt induced by picking up the wrong fork at a banquet or realizing that you have a hanging garter. The attitude is probably the product of that queer thing that passes these days for sophistication.

Our dramatists also avoid (as evidence of a lack of sophistication, presumably) anything that may be thought to smack of the "theatrical." The grand old props that used to bolster many plays in the past are discarded as papier-mache aids. Yet to this naive reporter it seems rather quaint for theatrical workers to stigmatize and avoid something because it happens to be "theatrical."

The practice has, of course, spread to other departments of the theater, notably to acting. Even if the script does happen to contain an occasional emotion, the acting code says that it must be glossed over as quickly and as prettily as possible. Any frank and honest expression of feeling on the stage becomes, *inso facto*, scenery-chewing or ham-fattening. As a result, we have developed a crop of whispering juveniles, haughty and ridiculous ingenues and character people who seem to bow their heads in abject apology for the greasepaint they are forced to wear. It all seems rather stiffy.

Until recently this corner has been pretty much alone in its fight for a return of gusto to the theater. But last week a strong and potent ally reared his head, brown head. He is archy, the cockroach—the immortal cockroach who, in case you're one of the four people who don't know, butted against the keys on Don Marquis' typewriter during the night, leaving gems of insect wisdom, archy, if memory serves, was born in the old days on The Sun, and since then has attained a position of shrewd native philosopher as eminent as the places of Bill Nye or Artemus Ward. archy, as a matter of fact, is by long odds the best of the lot.

archy has been busy upon the Marquis typewriter again, and a new book of his oracles is on the press. It is called archy does his part, and in it the demon cockroach has his say about the theater. archy, as you undoubtedly remember, is a one-fingered (or one-headed) type. He can butt only one key at a time, and therefore he is incapable of achieving the dignity of capitals. But let archy speak for himself, talking of the theater:

"no glamour no illusion that has all been thrown out of doors and the movies have picked it up the movies are young and crude and are not afraid of gusto and the heroic the legitimate stage is afraid of ranting the legitimate stage is afraid of any breadth of gesture the fact is that the legit stage is no longer the theater in a big way

THE NEW PLAYS ON BROADWAY

ST. JAMES

Beginning Thursday Evening, Dec. 5, 1935

MAY WINE

A musical play with book by Frank Mandel (based on a story by Wallace Smith and Eric Von Stroheim), lyrics by Oscar Hammerstein II, and music by Sigmund Romberg. Book staged by Jose Ruben. Musical director, Robert Dolan. Orchestration by Donald Walker. Settings designed by Raymond Sovey, constructed by Vail Construction Company, and painted by Bergman Studio. Costumes designed by Ray Morrison. Presented by Laurence Schwab.

- Prof. Johann Volk..... Walter Slezak
- Inspector Schnorrheim..... Ray Gordon
- Sergeant..... Tommie Chapman
- Policeman..... Edward Galloway
- Leonard Berry, Chester Herman
- Will Zimmerman..... Robert Simeone
- Baron Kuno Adelheim..... Walter Woolf King
- Herr Schmidt (Barber)..... Carlo Conte
- Kate (Assistant)..... Vera Van Pambrook
- Cypri..... Marie Louise Quiévil
- Musicians..... Bela Loblov, Charles Falloy
- Family:
 - Father..... Mitchell Harris
 - Mother..... Ima Hill
 - Son..... Radley Collins
 - Daughter..... Marie Hunter
- Walter..... Maury Tuckerman
- The Lovens..... Ernie R. MacVeigh, Betty Kerr
- Marie..... Baroness Von Schlewitz, Nancy McCard
- Page Boy..... Radley Collins
- Box Holders..... Tommie Chapman
- Devona Doxie, Lee Childs
- Vera Huber (Volk's Assistant)..... Patricia Calvert
- Strollers..... Flora Lawrence
- Clifford Menz
- Janet (Claret Player)..... Robert C. Fischer
- Uncle Pihlak..... Len G. Carroll
- Mr. Runtzsch (of "Die Wochende")..... Ernie R. MacVeigh
- Old Couple..... Jessie Graham, Leonard Berry
- Concens..... Jack Cole, Alice Dudley
- Kate (Stage) at Hotel Schilderstorm..... Ima Hill
- Friedl (Willie's Model)..... Vera Van Pambrook
- Victor Canmore
- Dr. Von Schlager..... Mitchell Harris
- Dr. Herbst..... Leonard Berry
- Dr. Karpis..... Carlo Conte
- Newboy..... Radley Collins

TITLE—The Moon of May.
 ACT I—Scene 1: Professor Volk's Living Room. Scene 2: A Barber Shop. Scene 3: A Pouter Cafe. Scene 4: The Benefit Performance. Scene 5: Marie's Room. Scene 6: Volk's Living Room. Scene 7: The Railroad Station. Scene 8: Hotel Schilderstorm, Bridal Suite. ACT II—Scene 9: Same as Scene 8. Scene 10: Will Zimmerman's Studio. Scene 11: Volk's Living Room. Scene 12: The Club "Florida". Scene 13: Volk's Study. Scene 14: A Pawn Shop. Scene 14a: A Conference Room. Scene 14b: A Street. Scene 15: Volk's Living Room.

Advertised curtain time—4:40. Overture begins at shouting caught—2:25.

Believe it or not, Mr. Ripley, Broadway has a musical comedy with a plot—with, as a matter of fact, a great deal of plot. The strange anomaly is called *May Wine*, and it was brought by Laurence Schwab to the St. James Theater Thursday night. The plot is the work of Mr. Frank Mandel, who took it all (and "all" covers a lot of ground in this case) from a story by Wallace Smith and Eric Von Stroheim, a fact which tends to prove that picture directors should stick to picture directing. Lyrics and music were contributed by Oscar Hammerstein II and Sigmund Romberg, respectively. Evidently in order to counterbalance the surfeit of plot, there is no chorus; there is hardly room for one on the St. James stage as things stand.

May Wine tells of a Viennese psychiatrist (maybe Mr. Ripley can tell why stage psychiatrists are always Viennese) who, in a first scene somewhat startling for a musical, calls the Viennese *gendarmerie* to say that he has just murdered his wife. When the sympathetic inspector responds to his call he sits down to tell his story. It is a tale involving a sleazy and penniless baron and the penniless baroness who loves him with fervor and an unlocked door. The baron palms her off on the simple, rich and loving psychiatrist (whose psychological studies have evidently not as yet extended to the female) and then proceeds to live on the profits. The baroness, however, is touched by her simple husband's simple love, and denies her favors, becoming a good wife instead. The psychiatrist, a singularly reticent husband, does not force his attentions upon his wife, instead getting a wax figure of her and worshipping that. Thus the machinations of a jealous secretary he shoots his now-faithful spouse—but a conscientious reporter hardly need reveal that it was only the wax dummy after all.

May Wine possesses a lot of things—amusement, occasional effect, gayety, charm and a bit of melodrama. But it takes a devilish long while to cover very little ground—and the ground is quite familiar to the audience long before *May Wine* gets around to covering it. Altho some suspense is obtained from the fake "bad ending" which is planted at the start, the piece often becomes uncomfortably dull as it crawls thru the expected intricacies of its obvious plot.

Lyrics and music, however, are something else again. Many of the lyrics are clever and all of them are singable. As for the music, it is charming, including some of Herr Romberg's catchiest melodies. Splendidly played by an orchestra under the direction of Robert Dolan, these melodies go a long way toward making up for the absence of chorus and the presence of plot. Walter Slezak is excellent as the professor who would have made one of his own best subjects. Walter Woolf King (he used to be just plain Walter Woolf until the decadence of the cinema got hold of him) sings nicely as the baron, and Nancy McCard is lovely to look at and almost as lovely to listen to as the baroness. Leo G. Carroll is wasted in part entirely unworthy of him, while various other fine players, such as Robert C. Fischer and Patricia Calvert, are hidden in the folds of the libretto. Jack Cole and Alice Dudley, this corner's pet dance team, do a pair of typically grand numbers, and Vera Van, a radio songbird, sings one number. A lass named Marie Louise Quiévil, in a bit part, shows excellent possibilities.

EUGENE BURR.

SAM S. SHUBERT

Beginning Wednesday Evening, Dec. 4, 1935

CAMILLE

(Limited Repertory)

A play by Alexandre Dumas, III, translated by Henrietta Metzall. Directed by Eva Le Gallienne. Costumes and scenery designed by Aline Bernstein. Scenery executed by Glenn Brockmorton. Presented by Eva Le Gallienne. Baron De Varville.....Averell Harris

neeticut Yankees (who break in in Washington on Monday, December 9), Cliff Edwards, Gracie Barrie, Shea and Raymond, Betty Jane Cooper, Hal Forde, Estelle Jayne, Harold Willard, the Three Wier Brothers, Lois Eckhart, Sam, Ted and Ray; Jack Hartley, Richard Lane, Peggy Moseley, Jean Gale, Helene Miller and Claire McQuillen.

Revers in two acts and 21 scenes contains some very clever sketches, brilliant dance ensembles and colorful scenes. Among the top production numbers are *Life Begins at Sweet Sixteen*, during which the chorus is used to excellent advantage. *I'm the Fellow Who Loves You, Truettin' in My Tails*, *Brother Sublime and His Pied Piper of Harlem*, *Boondoggling and Anything Can Happen*. The dance department is very well represented by Miss Cooper, the Wier Brothers, Shea and Raymond, and Sam, Ted and Ray, three colorful chaps, who were formerly known as Tip, Tap and Toe. The comedy is ace, with Lahr, Edwards and the Howards the leading partici-

(See OUT-OF-TOWN on page 78)

- Nanine.....Marion Evensen
- Nichette.....Florida Frisoul
- Marguerite Gautier.....Eva Le Gallienne
- Olympe.....Eva Leonard Boyne
- Prudent Gaudent.....Sayre Crawley
- Francine.....Leona Roberts
- Servants.....Pedro Galvan, William Phillips
- Caston Rieux.....Donald Cameron
- Armand Duval.....Richard Waring
- Count De Giray.....Walter Beck
- Costave.....Kendall Clark
- M. Duval.....Hugh Buckler
- Arthur.....William S. Phillips
- The Doctor.....Walter Beck
- Anais.....Genevieve Frizzell

PERIOD—1875. PLACE—Paris.
 ACT I—Scene 1: Marguerite Gautier's Boudoir. 10 p.m. Scene 2: The Same. Several Days Later. ACT II—Living Room in Marguerite's Villa at Auteuil, Near Paris. The Following Summer. ACT III—A Salon in Olympe's House in Paris. A Month Later. ACT IV—Marguerite's Bedroom. Morning of the Following New Year's Day.

Advertised curtain time—8:30. Curtain rose at shouting caught—8:28.

Camille, that grand old tear-jerking warhorse, came back to town Wednesday night as the second item in Eva Le Gallienne's limited repertory season. It was good to see it again, particularly in a performance so distinguished and effective as that at the Shubert Theater.

There is no use denying (unless you happen to be one of those pallid pseudo-sophisticates whose taste, Richard Aldington once said, is too refined for their own good) the effect, the sledge-hammer use of theatrical hoke, the grand and solid playmaking and unabashed and successful attack upon audience appeal of the great old sob evoker. Even in these decadent days of whispering tenors and whispered emotions it stands as a strong and powerful piece, strong and powerful because of its overwhelming lack of reticence and its frank and therefore effective use of cut-and-out stage trickery. It is, in short, good theater—and good theater is a commodity that has been sold short of recent years in the Broadway show shops.

Yet it is very easy to make *Camille* seem like either a tattered scrap of old lace or an uproarious relic of the oleo and side-whisker era. Because of its braud theatricality it balances on the borderline between belief and laughter. It is to Miss Le Gallienne's everlasting credit that she keeps it always on the right side of the border.

Her performance has improved tremendously since she first played the part in her Civic Repertory Theater. In her hands Dumas' pale heroine becomes a truly gallant figure, a gay, tender, brave and doughty lady, almost a female Cyrano. It is an altogether splendid performance, in marked contrast to Miss Le Gallienne's Rebecca West in *Rosmersholm*. The contrast is probably caused by the fact that *Camille* is a straightaway part, its chances open to any actress able and willing to take them (tho very few actresses are able). *Rebecca*, on the other hand, offers a veritable labyrinth of interpretations—and it is Miss Le Gallienne's misfortune that she chose the wrong turn.

The present *Camille* is also in marked contrast to that of Miss Lillian Gish, the last lady of the camellias seen in these parts. Miss Gish offered her *Camille* in the days when she was turning from screen to stage, when she was learning how to become the fine actress she has since proved herself. Filled with the cinema's broken-blossom tradition, it was Little Eva performing at its steepest. In comparison Miss Le Gallienne makes a new play—really a new play—of *Camille*. And the present production, with its shopworn half-set, proves again that the play and the players are the thing; Miss Gish had all the advantages of a Robert Edmund Jones production.

With one important exception, Miss Le Gallienne's supporting cast is excellent. Leona Roberts scores tidily in her old part as Prudence, and Hugh Buckler is splendid as the elder Duval. Among the others doing good work are Florida Friebus, Donald Cameron, Averell Harris, Marion Evensen and Sayre Crawley.

Young Mr. Richard Waring, who once played one of the servants in the Civic Rep production, is the new Armand. He is young and impetuous, surely—so young and so impetuous that he gets infernally annoying before the evening is half over. And, in addition, he bellows and rants his big scenes in a manner fit rather for Hoboken than 44th street.

It is Miss Le Gallienne, however, who

OUT-OF-TOWN OPENINGS

"George White's Scandals"

(Pittsburgh)
 The 12th edition of *Scandals* marks another hit show for George White. Local critics unanimously raved over it. Dialog by George White, William K. Wells and Howard A. Shiebler. Lyrics, Jack Yellen; music, Ray Henderson. Dance ensembles, Russell Markert. Settings, Russell Patterson and Walter Jagemann. Costumes, Charles LeMayr. Orchestration, Russell Bennett and Conrad Salinger. Orchestra under direction of Max Meth. Principals: Bert Lahr, Willie and Eugene Howard, Rudy Vallee and his Con-

the moving picture is the theater now the real and living theater" thanks archy Broadway actors playwrights and producers can take a tip or two from a cockroach

carries the evening with a gallant, tender, appealing and tremendously effective performance. It is eminently worth seeing. EUGENE BURR.

46TH STREET

Beginning Saturday Evening, Nov. 30, 1935

WEEP FOR THE VIRGINS

A play by Nellie Child. Directed by Cheryl Crawford. Settings by Boris Aronson, built by William Kellam Studios. Presented by the Group Theater, Inc.

- Grandma Jones... Euvic Stoddard
Humor Jones... Art Smith
Oscar Sigmond... J. E. Bromberg
Mr. Walters... Tony Kraber
Mrs. Bevan... Margaret Barker
Ruby Jones... Phoebe Brand
Clairice Jones... Paula Miller
Cecilia Jones... Evelyn Varden
Miss Walters... Hilda Larnark
Bibi Elbeth... Hilda Reis
Carry Stone... Alexander Kirkland
Candy Semp... Mildred Van Dorn
Turo Flayer... William Nichols
Dan Nichols... Jules Carfield
Feggy... Virginia Stevens
Belle (The Strawberry Tart)... Marie Hunt
Nancy Kruger... Dorothy Patten
Mrs. Carson... Margaret Barker
Saloon, Waitresses, Girls, Wedding, Cunts, Fish Butchers, Cannery Girls, etc.—Whelmina Barton, Meta Alexander, Natalie Hammon, Helen Hayes, Hal James, Robert Johnson, Victor Kraft, Edward Kogan.

Advertised curtain time—3:40. Curtains rose at showing caught—3:55.

Weep for the Virgins is the title of the play by Nellie Child with which the Group Theater elected to open its current season. The title is undoubtedly a good one. It is too bad that as much cannot be said for the play.

As it stumbled across the 46th Street Theater stage in an inept production directed by Miss Cheryl Crawford, Weep for the Virgins offered nothing in the way of interest, excitement, effect, appeal or even sense. It is the tale of three slaters who work in a fish cannery in San Diego whose fat and lazy mother dreams of grandeur and whose father wishes wistfully for, of all things, a frog farm. Mother has imbued the girls with an idea of her own worth, the sacrifices she has made and the worthlessness of father. It is her aim to scrape together enough money to take Violet to Hollywood, and to this end all things are shaped. Ruby, the eldest, becomes a slave, and little Clairice takes tap-dancing lessons in order that she, too, may become a star. All the girls are taught to shun men; men might break mamma's dream.

Ruby, working in a dive dance hall to get money for Violet's great adventure, meets a sailor who gets her drunk and who thereafter does what is expected. They really love each other and Ruby spends two happy days with him, then going back to slave for mother. In due time a child arrives, and in due time the spotted Violet tries to roll an amorous gentleman by slipping drugs in his beer and has to flee from the police. Little Clairice is wooed and wed by an elderly lecher, and Ruby, even after her job returns, refuses to marry him because she must make some sacrifice for the mother who has sacrificed so much for her. In the end, however, she suddenly wakes up—the method of her awakening, as she discovers that mamma's tales of wedded unhappiness have been so much poppycock, is both prurient and sleazy—and runs off to get spliced to her tar.

So much for the plot. It is, as may be seen, a badly pieced-together compilation of some of the most showpans plots in the theatrical warehouse. Miss Child offers nothing new, presenting her trite and uninteresting materials with a minimum of stagecraft and interest. She falls even to make anything out of the possible local color of the canneries. The hotel in her play might just as easily have been occupied by millworkers, farmers, hillbillies, seamstresses or 5-and-10-cent store girls.

As for the acting and production, it is, to say the least, undistinguished with the exception of a tender, understanding and sensitive performance by Ruth Nelson, who plays Ruby. For the rest Group Theater acting theories seem to get in the players' hair and they pre-

BROADWAY RUNS

Performances to December 7, inclusive.

Table with columns: Dramatic, Musical Comedy, Title, Date, Performance Count. Includes plays like 'Alibi With Me', 'Sweet Meets Gail', 'The Children's Hour', 'Let Freedom Ring', 'The Women Have Their Way', etc.

sent characters about as near to life as a studio workshop is to the theater. Miss Crawford's direction might euphemistically be described as naive. Weep for the Virgins is a hopelessly bad play, but any self-respecting stock company, this corner feels, could have given it a more effective presentation. Weep for the Virgins! Weep for them indeed! And shed a tear, too, for the 46th Street Theater and the Group. EUGENE BURR.

SAM S. SHUBERT

Beginning Monday Evening, Dec. 2, 1935

ROSMERSHOLM

A play by Henrik Ibsen, in a revised translation by Eva Le Gallienne. Directed by Eva Le Gallienne. Costumes and scenery designed by Irene Sharaf. Properties by Joe Hansen. Presented by Eva Le Gallienne. Rebecca West... Eva Le Gallienne
Madame Helseth... Leona Roberts
Professor Kroll... Averil Harris
Johannes Rosmer... Donald Cameron
Eric Brandel... Hugh Buckler
Peter Alving... Walter Beck
The action of the play takes place at Rosmersholm, an old family seat near a small coast town in the west of Norway. ACT I—Setting Room at Rosmersholm. Evening. ACT II—Johannes Rosmer's Study. The Following Morning. ACT III—Sitting Room at Rosmersholm. The Next Day. ACT IV—The Same as Act III. Later the Same Evening.

Advertised curtain time—3:30. Curtains rose at showing caught—3:41.

Rosmersholm, never a favorite Ibsen piece in this corner, was chosen by Miss Eva Le Gallienne to open her brief repertory season at the Shubert Theater Monday night. The season is limited to three productions and two weeks. That being so, one wonders why Miss Le Gallienne didn't choose weeks nearer the holiday season, when the home-from-college trade could be drawn upon.

Rosmersholm has never been a favorite Ibsen piece in this corner chiefly because of its last act, which contains some of the most muddled and discursive thinking in which the playwright ever indulged—and also because its final tragedy is far from inevitable. The ending seems to arise out of the author rather than out of his characters, standing as one of the weakest denouements of the entire series. Both defects were emphasized in last night's performance, largely because Donald Cameron, doing a straightforward job as Rosmer, failed to suggest the brooding, almost psychopathic melancholia of the man. That melancholia, properly em-

phasized, is the only thing which can justify the ending—and it also does much to clarify the somewhat fuzzy emotional and intellectual discussions of the last act.

But Rosmersholm, despite all that, can still be a powerful and tremendously affecting play. It is an ironic tragedy, with the means of gaining an end becoming the very means of defeating it. It is imbued with the Greek sense of the irony of fate, and it possesses a majestic and appalling defeatism. And, incidentally, it contains the germ of the idea that was developed so splendidly earlier this season by Philip Barry in his Bright Star.

Miss Le Gallienne's performance of Rebecca is an excellent one—granting her interpretation, an understanding interpretation but not a powerful one. Miss Le Gallienne seems to seek to explain, to elucidate, to examine Rebecca minutely, and in so doing she makes her a harried, storm-tossed, almost pitiful woman. That, I submit, is hardly the Rebecca West of Rosmersholm. It is an interpretation that gains sympathy at the expense of dignity and strength, and it takes much of the effect from Rebecca's dreadful, last-act breakdown. That she is crumbling within is, of course, evidenced thruout the play, but her ability to hide such crumbling deep within her is the crux and point of the character and the crux and point of the tortuous last act. Miss Le Gallienne seems over-sympathetic to a woman who wants no sympathy, failing to suggest the iron front, the unyielding, sure and ruthless power, the tremendous facility for life that were once Rebecca's. At times she makes her almost a preview of tomorrow night's Comille.

Leona Roberts does splendid work as Madame Helseth, and Hugh Buckler makes an excellent Brandel. The play is performed before heavy drapes which are reasonably effective, tho the lighting is to be deplored.

The central performances are good enough—judged according to their own interpretative lights—yet they turn the present presentation into pallid Ibsen, lacking the playwright's inherent power, his force, the iron strength, the biting steel humor, the glowing brass of emotional and psychological tragedy that are embedded deep in the body of his play. EUGENE BURR.

48TH STREET

Beginning Saturday Evening, Nov. 30, 1935

STICK-IN-THE-MUD

A comedy by Frederick Hazlitt Brennan, featuring Thomas Mitchell. Staged by Mr. Mitchell. Setting designed and painted by P. Dodd Ackerman and built by Vail Sornic Construction Company. Costumes by Eves Costume Company. Presented by Jack Curtis and Carleton Hoagland (by arrangement with Saul Burston).

- Buttinhead Adams... Rex Ingram
Mrs. J. E. B. Drumwright... Maida Reade
Cap'n Dan Minor... Dudley Clements
Lucy Hough... Sylvia Field
Mrs. Emma Hamble... Cary Woodbury
Lew Hamble... Geoffrey Bryant
Faw Meriwether... Thomas Mitchell
Adrian Reed... Bruce MacFarlane
Mrs. Austin Lacey... Alice Fleming
Judith Lacey... Doris Dudley
Mr. Hoskins... Hale Norcross
Chauffeur... Joe Ferrer
Musicians... Gordon Lind, Howard Newman

ACT I—A Summer Morning. ACT II—Late Afternoon—Two Days Later. ACT III—The Following Evening. TIME—The Present.

The action of the play takes place in the grand saloon of the steamer at Olive City, which has been ground at Pike County Landing, Missouri, for 31 years.

Advertised curtain time—3:30. Curtains rose at showing caught—3:51.

There is a good play in the background idea of an old Mississippi steamboat, aground for 31 years and become the home of its former captain, the wife of his former partner, a wistful waif of a girl and the old Negro man-of-all-work. That good play, however, is not the play which was written by Frederick Hazlitt Brennan and presented by Jack Curtis and Carleton Hoagland at the 48th Street Theater last Saturday night. They called their piece, fittingly enough, Stick-in-the-Mud.

The good play that might have been

written would obviously have been alive with local color, with the faded glories of the old river life; its characters would have been both vivid and nostalgic in the manner of the amazing characters in The Farmer Takes a Wife. But the only real local color in Stick-in-the-Mud (outside of P. Dodd Ackerman's excellent setting) is the character of one old river bum—and he doesn't even live on the boat. When he is allowed to sit around and tell tall stories, Stick-in-the-Mud becomes a pleasant and diverting piece; the tremendous tales of Jud and the King Buffalo and of Doughbilly Jackson and how he almost posthumously won the race for the Cincinnati Queen are flavorful and sally delightful. But a string of anecdotes can hardly carry a play; Stick-in-the-Mud belongs before an open fireplace rather than in a theater.

The other characters are flat cartoons, and the plot, such as it is, is both boring and nebulous. It tells simply of how the little waif had a child by a lad who forgot to marry her; how he came home and, to raise money to buy a boat of his own, took up with the Lacey's, those rich St. Louis brewers; how jealousy arose and how they were married in the end, with the aid of the quaint old hanger-on. It also mentions unimpressively the feud between Cap'n Dan and the railroad and the bibulous goings-on of Mrs. Drumwright, a down-at-the-heels daughter of the Confederacy.

The players try hard to pump life into Mr. Brennan's paper dolls, with Thomas Mitchell, hiding behind an untidy set of whiskers, assuming the comparatively grateful task of portraying the old bum. Sylvia Field wastes her sensitive stincerity upon the part of the waif, while Bruce MacFarlane is pleasant, as always, as her returning swain. Maida Reade turns in a swell performance as the toying Mrs. Drumwright, Rex Ingram is excellent as the Negro retainer, and Doris Dudley, Bide's daughter, is startlingly lovely and, when she forgets to be self-conscious, charmingly effective in her Broadway debut.

Mr. Mitchell was evidently too busy over-accentuating his characterization to pay much attention to the direction. Stick-in-the-Mud as it stands is a weak and dull play in a disintegrated performance. The fact that it includes some pointlessness and entirely unnecessary gutter vulgarity should serve as an index to Mr. Brennan's playwrighting mind. EUGENE BURR.

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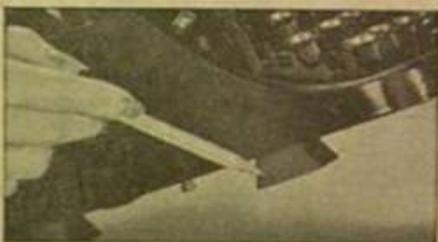
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CHICAGO CHAT

Apologies to Nat (Loop Hound) Green

WINDING up a week spent within the confines of Chicago's Loop, the Domino conductor is full up with observations on the state of affairs in this important wing of American showdom. Space is limited and the deadline swings menacingly over our head like a Chinese torture sword. We must confine our comment, therefore, to the more important matters—those that stand out like a sore thumb. We thank Jack Nelson and Nat Green, of Billyboy's Chicago embassy, for their invaluable assistance and the many others who must remain anonymous for making available factual data that should be of great help to us in our future comment on the Chicago scene.

After hearing and reading all about Chicago's great night club and unit boom it was hardly conducive to a prolongation of enthusiasm to find that things are not quite as they seem. Unit activity is plentiful but the trail from the rehearsal rooms to extinction is racked with heartaches. While several units have been encouragingly successful the bulk of these by-products of a cockeyed vaudeville market peter out in two or three weeks. Angels, mercantile firms supplying the units with costumes and scenery and actors are left holding the bag. The average producer—whether or not he is intentionally dishonest—doesn't even lose time. He gets out of it as much as he puts in: frequently considerably more. Of the units that make many fail to make the grade because they are too expensive for the market for which they are intended. Others are cursed with the unpardonable sin of mediocrity; this applying about equally to talent, mountings and staging. Ec-o-o-o the right guys among the New York producers (or what's left of them) haven't anything to actually grouse about.

There's plenty of night club activity in the Windy City, but after what we've seen in the line of exhibits we defy anybody to tell us that Chicago is any better off than New York. We go further and state that the Chicago market is a snare and a delusion. Salaries of \$25 a week for singles (frequently considerably less) do not constitute show business. That's what the intermediate clubs are paying in Chicago. The hole-in-the-wall bookers and agents handling this sort of stuff are not content with 10 per cent. We know of many cases in which they sock the actor from 15 to 50 per cent. To proceed further into the matter of kick-backs in the night club business it is an open secret around here that some of the town's biggest agents get anywhere from \$150 to \$200 for acts and make these acts kick back half of their salaries—or no more dates. The acts can't do much about the situation of paying singles \$25, but they are in a position to put out of business the agents who gyp the actor out of half of his earnings.

The night club operator who gets a \$100 act when he pays \$200 for it should know about it. The agent engaged in this practice steals from the night club as well as the actor. It is up to the actor to expose him for his own sake as well as for the welfare of the business. A club that is dissatisfied with talent because it is unknowingly paying twice the price the acts place on their services is on the way to extinction or, possibly, the dropping of acts entirely. It is possible for an actor to get along without acts. Not for long, but long enough to make the boycott felt in the talent market.

Acts getting along fairly well in New York would be foolish to take their chances on Chicago. There are more acts laying off in the Loop (not home guards but standard turns) than perhaps on Hollywood Boulevard in the City of Angels. The acts are stuck in real sense of the word. The Coast beckons to them with its lure of gold in pictures. The East beckons to them, too. It's a problem to dig up enough fare and nerve to return to "the Broadway hunting grounds" and worse still to pack up and join the army of the hopelessly unemployed camped on the outside of the film studios. Chicago has become the halfway stop between two great uncertainties. There's a big job waiting for a big man to clean up the situation here. It's worth working on because the field has greater potentialities than Broadway. Here at least they haven't yet thrown vaudeville into the alley. There's real interest here, too, in neighborhood night spots: in New York there ain't any such animal to speak of.

We have found, too, that Chicago agents, bookers and so-called showmen are just as short-sighted as their New York brethren. Give them a Rudy Vallee, a Joe Penner and a Fred Allen as yet undiscovered by the American public and they wouldn't know what to do with them. Well, maybe we're wrong; perhaps they'd put one of them into a honky tonk at \$20 per. Many of the biggest names in the business have knocked around Chicago for years begging for just enough work to keep their frames together. Only to be turned down and wander off to some other point where they were eventually "discovered." Then the Chicago Brain Trusters beg for them at figures big enough to choke a team of horses. All of which means only one thing: that the average agent or booker is like a sheep. He follows the leader but hasn't got the discernment or guts to push somebody ahead who has the goods. A case in point is that of our friend of long standing, W. C. (Dorny) Dornfeld. Dorny has been a member of the Chicago homeguard as far back as we can remember. His work has always impressed us as being exceptional; his personality on a par with any big name you can pick out of a star directory. He worked here and there but not often enough to know in December whether he'd be able to make the payment on his radio falling due in January. They kicked him around from pillar to post. So what happened? Simply this. Dorny got himself booked into the Bismarck Hotel as an m. c. and what have you. He caught on. The town began talking. And when the town talks the average agent listens. He listens to that instead of to the still, small voice in his own breast: a voice that is heeded by agents who wind up at the top of the heap. The result: Dorny now has more offers than he can accept in a year, they tell us. The offers involve salaries many times greater than he begged for a short time ago. The offers come from the same agents who a short time ago looked up'n him as a good guy but strictly a member of the homeguard. We'd like to see Dorny go far because he has definite talent and because he's a great fellow. But the urge to see him climb to the very top is prompted more by the knavish pleasure we will derive from seeing the agents who could have had him for a song curse the fate that made them fools.

So much for Chicago for the present. A great town but one that will never be one-tenth as great as its boosters would have you believe unless its wise guys concentrate on imitating Broadway's showdom instead of its petty larceny. Despite Chicago's international reputation as the cradle of racketeering we must still insist that the Broadway boys are slicker at it; surely more subtle.

The Broadway Beat

By GEORGE SPELVIN

A THEATRICAL figure who recently had a book (non-fiction) published declares he is receiving no royalties on it, as per agreement with the publisher. The publisher, however, had to keep on advertising the book, setting aside a certain percentage of each 1,000 copies sold for the purpose. Two hundred sold pay for the production of 1,000, and proceeds from the other 800 went toward advertising until 100,000 books were sold. That mark has already been reached, and as a result of the advertising the regular business of the author has increased by about \$5,000 a month. He says he's not crazy; he doesn't care about the royalties when the advertising is around.

Vaude actors on the New York WPA units were frightened last week when G men started cornering them and asking them questions as to how they got their jobs, whether they were members of the AFA and whether they had to join it in order to get the jobs. The news finally got to Ralph Whitehead, who sent a stiff letter to Elmer Rice protesting the action. Reports have it that Equity and the AFM are next in line for a "probe."

Believe it or not, this really happened: An out-of-town broadcaster who used to know Herman Shumlin dropped into New York for the first time in nearly 10 years. Someone mentioned Shumlin's name and the innocent cracked: "Oh, yes, Shumlin wound up in radio, too; he has a kiddie show on some station here, hasn't he?" It took everybody a couple of minutes to catch the connection, and then someone told him, as easily as possible, that *The Children's Hour* was a legit production.

Jan Muir, the cinema lovely (and how lovely!) was spotted at the Music Box the second night of *First Lady*, dressed in a conservative tweed coat and dark dress—unaccompanied—and standing at the back of the orchestra along with about 50 other standees. . . . During intermissions she sat in a corner of the lounge and read a magazine. . . . It's refreshing to stumble on a lass like that—and all the more refreshing in view of the recent asinine antics of the Tone-Crawford pair. . . . Saul Mills, formerly with City News, is now press agent for Local 802 of the AFM. . . . Competition is getting tough even for the mendicant singers and musicians along the Stem. . . . The latest is groups of them together, a la jam bands, whanging away and giving out the old rhythmic stuff. . . . Despite what amounted to a cloud-burst, Thanksgiving night saw a heavy play all along the Lane. . . . The traffic jam on Sixth avenue above 50th street was the heaviest in years—and if Mayor LaGuardia is really serious about his anti-noise campaign he should improve the efficiency of his traffic cops; the horn-blowing was probably heard in Passaic. . . . Gus Hill gave Leo, the Palace Building bootblack, a safe that Gus had had in the office for years. . . . Leo took it home and is keeping his papers in it. . . . Street scene: Atkinson and Hammond walking merrily down the Stem, came to rest, after the opening of *Boy Meet Girl*. . . . Joe Weber returns to his AFM desk Friday after a trip to the Coast. . . . Enrica and Novella are featuring a dance called the Squidulum, whatever that means. . . . It sounds like a patent medicine. . . . People's Theater, down on the Bowery, playing burlesque, is the oldest active playhouse in town. . . . It's 106 years old, and many of the original furnishings are still there, notably in the old greenroom, which has a set of mirrors which were probably the talk of the town when the house was built. The long-awaited *Red Swans*, which scored sensationally in its little theater tryout, may be in rehearsal by the first of the year. . . . A new amusement throwaway for the hotel trade is being planned. . . . Tobacco Road celebrated the start of its third year in New York with a party. . . .

Chicago Chat

By NAT GREEN

A MURKY pall hangs over the Loop, giving an eerie quality to the dancing electric signs along Randolph street and to the milling crowds that throng the sidewalks. . . . From my office window I look down Randolph to the Marshall Field corner, where a red-suited Santa Claus herds the near approach of Christmas. . . . The proximity of the holiday is evidenced, too, in the gaily wrapped bundles carried by shoppers and the holly and tree decorations that are making their appearance. . . . All of this activity is heartening evidence of better times, which will be reflected in better show business! . . . The State street department stores report the heaviest business in years—and earlier buying than usual. . . . Likewise, the Loop show houses are doing a tremendous business, some of it due no doubt to the large number of people in town for various conventions, the stock show and what not, but the bulk of it attributable to the large numbers of local people shopping downtown. . . . There's a better feeling evident, more money is being spent, and that is bound to mean better times for everyone. Most assuredly it looks as if there's going to be a genuine merry Christmas!

Wedding bells will ring for Harriet Hodgint, beautiful circus bareback rider, and Harold Van Orman, wealthy hotel owner and politician, some time in January, according to those concerned. . . . The two were together on the dance floor at the League ball all evening. . . . Advance information about *Acid and Honey*, the new volume of poems by Philip Richard Davis (Philard), author of *Purple Electron*, indicates it will be both provocative and enjoyable. . . . Billy Mick, former Milwaukee theater manager, is opening a ballroom in St. Paul. . . . Col. Leo Seitzer has come to the conclusion that roller derbies are the thing for him and he's getting ready to open his second one in Chi some time this month and another in a city some 200 miles distant. . . . Local 1 of the IAH&P will hold its annual election December 15. . . . Otto Kruger, secretary-treasurer, and D. H. Davis, recording secretary, will have no opposition. . . . Emil Franke, late of the Hennepin-Orpheum, Minneapolis, now managing a theater in Springfield, Ill. . . . Eckel Olford back in Chi after a successful tent show season. . . . Would like to open a winter stock but can't find a house. . . . Eddie Sligh and Leo Salkin, theatrical agents, are now full-fledged Kentucky colonels, having received their commissions this week from Governor Ruby Laffoon. . . . They immediately appointed their office staff aide-de-camp and made reservations for the Kentucky Derby. . . . Roy (Shorty) Hobbs, of the recording team of Martin and Hobbs, has joined the Log Cabin Boys, now known as Frankie More's Log Cabin Boys, managed by J. L. Frank, and they are building a 16-people unit to tour the South.

It was good to see a lot of the "old faithful" of the fair world at this year's IAFB convention, men and women who have made State fair history. . . . Just who has the longest service record we're not sure, but it probably is among these: J. W. Russwurm, Senator Frank D. Fuller, C. E. Cameron, A. R. Corey, Charles A. Nash, W. R. Hirsch and E. O. Brylander. . . . Our guess is the gentleman from Nashville. . . . The youngest among the State fair managers undoubtedly still is Ralph Ammon, of Wisconsin. . . . Two women managers of long and honorable service are Mabel Stire, of Mississippi, and Mrs. Ethel Murray Simonds, of Oklahoma.

Communications to 1564 Broadway, New York City

EXHIBITORS ORGANIZATIONS

Directors of national Allied and officers of other units are attending the Allied of New Jersey six-day convention aboard the Queen of Bermuda which started Saturday (7). On first day of convention a successor to Sidney Samuelson, president of New Jersey Allied, will be elected. Samuelson, national Allied president, will probably spend two weeks in Bermuda after the convention.

Allied's White Book, appearing in support of Allied policies, is a 23-page pamphlet which makes a direct appeal for the aid of readers. It seeks support for the Pettengill and Neely anti-block-booking bills, and is aimed for distribution by members of the 35 exhibitor groups that have come out in favor of the bills. A list of the organizations is printed in the pamphlet, along with the names of 43 educational, religious and civic leaders who have endorsed the Pettengill Bill. Six of the eight chapters are devoted to definitions of block booking and blind selling, and a description of their effects. Answer is also made to the various contentions of the major distributors, and a chapter is devoted to showing that the Pettengill and Neely bills, which are identical, are the only remedy. A discussion of the meaning of the Allied seal, a reprint of the Pettengill Bill and a glossary of industrial terms are also included.

A foreword says that the purpose of the pamphlet is "to supply accurate information to the moviegoers of America—and more especially to the parents of juvenile and adolescent moviegoers—relative to certain trade practices imposed upon the independent motion picture theater owners by the major producers and distributors of motion pictures, which practices have a direct bearing on the character of entertainment offered by the independent theaters to the public."

Two Pennsylvania exhibitor groups merged last week when, after meetings of the two individual associations, the MPTO of Eastern Pennsylvania, Southern New Jersey and Delaware and the Independent Exhibitors' Protective Association got together to form a single outfit. Details are yet to be ironed out, but the name so far planned for the combined forces is the Independent MPTO. Election for officers of the merged groups is still to come, with three leading candidates for president. They are Charles Segall, chairman of the MPTO board; Moe Wax, president of the IPEA; and Harry Fried, chairman of the IPEA board. It is understood that Lewen Pizer, president of the MPTO, is not interested in the presidency of the combined group.

Fred Wehrenberg was unanimously re-elected president of the MPTO of St. Louis, Eastern Missouri and Southern Illinois at its meeting last week, even though he had announced that he wanted to retire. Other officers elected at the meeting include S. E. Pirtle, Jerseyville, Ill.; A. M. Beare, Chester, Ill., and I. W. Rodgers, Cairo, Ill., as vice-presidents, with L. C. Hehl, of St. Louis, re-elected as secretary-treasurer. The entire executive committee was also re-elected for another year. Exhibitors expressed themselves generally as favorably disposed to the suggestion of Ed Kuykendall, national president, for voluntary self-regulation of the industry's problems. Failure of the government's six-week conspiracy trial in St. Louis was held by many exhibitors to prove the futility of government agencies to adjust trade disputes.

Building Commissioner Charles Welsh of St. Louis made a plea at the meeting for exhibitor co-operation in preventing the crowding of aisles. Other speakers at the meeting, which included Kuykendall as the chief talker, were Rayburn Hoffman, secretary-manager of the St. Louis Safety Council; Mrs. Clyde McNay, president of the Better Films Council; Mrs. Norman Windsor, member of the Board of Religious Organizations; Mrs. R. Noble, chairman of the film council's Family Night Committee, and Nelson Culliff, president of the St. Louis Amusement Company.

"A NIGHT AT THE OPERA"

(MGM)

TIME—98 minutes. RELEASE DATE—November 15.
 PLOT—Gal singer, loved by a penniless tenor, is given chance for New York debut by famous aria thrower also coming to New York. Groucho is on the make for wealthy lady banker of the troupe, and Chico, Harpo and the tenor slow away in his room. When the famous tenor finds out that the gal still wants her own warbler he tosses her out of the production. The three Marxes ruin his opening night (and how!) and manage to get the gal and her beau substituted.
 CAST—Groucho, Chico and Harpo Marx, Kitty Carlisle, Allan Jones, Walter King, Siegfried Rumann, Margaret Dumont, Edward Keane and Robert Emmet O'Connor. The Marxes have never been funnier—and they've been plenty funny before. Carlisle is lovely and charming, tho she can't carry the opera sequences vocally. Laiter goes for Jones, too. King (Walter Woolf to you) okeh, and Rumann, a fine actor, is wasted in a slapstick part.
 DIRECTOR—Sam Wood. Probably the best farce job on record.
 AUTHORS—Screen play by George S. Kaufman and Morris Ryskind from a story by James Kevin McGuinness. It gives the Marxes a nice chance—and that's all they need.
 COMMENT—Terrific! If any customer fails to roll in the aisles it's a pity because he hasn't got an aisle handy. An hour and a half of some of the most hilarious stuff the screen has ever turned out.
 APPEAL—Everybody. Even the prize sour mugs should howl like Hottentots under laughing gas.
 EXPLOITATION—The crazier the better. Go the limit on nut stuff for this one.

"SHOW THEM NO MERCY!"

(20TH CENTURY)

TIME—116 minutes. RELEASE DATE—December 6.
 PRODUCER—Darryl F. Zanuck.
 PLOT—Young married couple, their baby and their dog, caught in a storm, take shelter in the hideout of the gang that has just completed a sensational snatch and ransom. Boy is used by gang to test ransom money, which has special serial numbers. Couple of gang members try to go off and are shot. One of two remaining shoots the other, and is in turn shot by the gal. Methods of G men are gone into interestingly enough.
 CAST—Bichelle Hudson, Cesar Romero, Bruce Cabot, Edward Norris, Edward Brophy, Warren Hymer, Herbert Rawlinson, Robert Gleckler, Frank Conroy and others. If La Hudson is an actress she manages to conceal it beautifully in this. Others adequate for what they're called on to do, but best acting in film is done by the baby and the dog.
 DIRECTOR—George Marshall. Gets as much melodramatic suspense as anyone could into a by-now-shopworn theme.
 AUTHORS—Story and screen play by Kubec Glasmon, with adaptation by Henry Lehman.
 COMMENT—Seems to be an attempt to arouse public opinion against snatch-rackets—which is about as necessary as rousing Ethiopian public opinion against the Italians. Supposed to be raw and ruthless, but turns out to be just another gangster-G-man melier. Good of its type, but late.
 APPEAL—Action fans and those who'll take still another film of this genre.
 EXPLOITATION—Play up investigation methods and gangster stuff. Contexts, etc., hinging on serial numbers of greenbacks.

NEWS OF THE WEEK

New York motion picture critics, taking a tip from the legit show reviewers, organized this week, and announced that they would designate what they considered the best picture during the year, the best male performance, the best female performance and the best piece of direction. Move was seen as a sock at the Academy awards, just as the legit critics' announcement that they would offer a prize for the best play was a sock at the Pulitzer Prize. Formation of the group, which will be known as the New York film critics (lower case in last two words is insisted upon) was accompanied by lobbying and struggling with 13 pix-tasters left after the smoke cleared away. They are Regina Crewe, of *The American*; Bland Johnson, of *The Mirror*; Kate Cameron, of *The News*; Richard Waits Jr., of *The Herald Tribune*; Andre Sennwald, of *The Times*; Thornton DeLahanty, of *The Post*; Rose Pelwick, of *The Journal*; Eileen Creelman, of *The Sun*; William Boehnel, of *The World-Telegram*; Leo Miskin, of *The Telegraph*; John Redington, of *The Brooklyn Eagle*; Noel Busch, of *Times Magazine*; and John Mosher, of *The New Yorker*, with Jean McClure as executive secretary.

The Dionne quintuplets began their picture career this week when a company from Hollywood went on location in Ontario and began shooting scenes for *The Country Doctor*, forthcoming film to be based on the life of Dr. Dafoe. Jean Herscholt, however, is playing the title role, and Dorothy Petersen is playing the nurse. Quins are allowed by Dr. Dafoe to pose for between half an hour and an hour of shooting each morning. The parents of the quins, like Dr. Dafoe, will not appear in the film. Henry King is directing. Labor trouble such as that met with while on location for *As Wilderness* was avoided when F. C. Blair, assistant deputy minister of Immigration for Canada, announced that only the necessary help had been admitted, with no workers brought along whose places could be filled by Canadians.

A spurt in theater openings and new construction jobs in Western Pennsylvania territory this month has been the most lively this year. Several dark houses in the vicinity of Pittsburgh have been opened, the new activity prompted by the legalization of Sunday movies. Among new houses reported are the Denman Theater in Girard, acquired by the Blatt Brothers, which will reopen after improvements are completed; the Parkway Theater in McKees Rocks, which was reopened by Al Glaser last week; the Olympic in Finleyville, acquired by John Zwick, and two new theaters being constructed by A. N. Notopoulos, circuit operator, in Downingtown and Lancaster, Pa.

Republic, since its consolidation in its new studios in North Hollywood, has spent about 50 grand in new equipment and construction of new buildings on the lot. Construction started last week on a new scene dock, a new cafe and an office building, with cost figured at about \$22,000. An intensive building program, to include new stages, is scheduled to start within three months.

Judge C. B. Paris informed the government and the defense attorneys in the equity case against major distributors now pending in St. Louis that he will be unable to serve because of his health. He had retired from active service November 30 and recently underwent a stints operation. It was expected that Justice Kimbrough Stone of the U. S. Circuit Court of Appeals would name one of the four judges from the Minnesota district to hear the temporary injunction.

FILM CONSENSUS

Below are listed the films reviewed in last week's issue of *The Billboard*, together with a tabulation of the critical vote. Papers used in the tabulation include *The Times*, *Herald-Tribune*, *News*, *American*, *Mirror*, *Post*, *Sun*, *World-Telegram* and *Journal* among New York dailies, and *Film Daily*, *Motion Picture Daily*, *Motion Picture Herald*, *Hollywood Reporter*, *Picture Business*, *Box Office*, *Harrison's Reports*, *Daily Variety*, *New York State Exhibitor*, *Variety* and *The Billboard* among trade papers. Not all of the papers are used in each tabulation, because of early trade showings, conflicting publication dates, etc.

Name	Favorable	Unfavorable	No Opinion	Comment
I Dream Too Much (Radio)	15	0	1	"Sure money getter"—Daily Variety. "Excellent."—Harrison's Reports.
In Old Kentucky (Fes)	12	0	1	"Warm, human and jolly comedy."—Times. "Perfect for family entertainment."—Picture Business.
So Red the Rose (Paramount)	14	2	1	"Should pull anywhere."—N. Y. Exhibitor. "Exquisite."—Mirror.
The Prince Kid (Warner)	16	1	2	"Snash box office."—Daily Variety. "Packs a robust wallop."—American.
Ship Cafe (Paramount)	6	6	2	"Delightful romantic comedy."—Hollywood Reporter. "About fair."—Picture Business.
Forced Landing (Republic)	3	0	1	"It will please."—Picture Business. "Well-made picture."—The Billboard.
Escape From Devil's Island (Columbia)	2	6	1	"Nonsensical picture."—Herald-Tribune. "Mild melodrama."—Mirror.
Trails of the Wild (Ambassador)	2	1	1	"Satisfactory."—Film Daily. "Weak picture."—Variety.
Manhattan Butterfly (Imperial)	0	2	0	"Hopeless."—The Billboard.

THEATRE EQUIPMENT NEW & USED

MOVIE SUPPLY COMPANY
 341 E. WABASH AVE. CHICAGO, ILL.

"MEN OF IRON"

(FIRST NATIONAL)

TIME—63 minutes.

RELEASE DATE—December 21.

PLOT—Chris Bennett, steel worker, is catapulted into an executive job in the mill because of his ability to handle men. A naughty fellow, his subordinate, gets him to hit the high places, including golf clubs and other haunts of the effete and degenerate rich, much to the sorrow of his wife, who wants him to be just a worker again. He builds a fine new home, goes generally high hat and, thru the machinations of the naughty fellow, loses his influence with the men. The climax comes with a riot in which they beat him up, but he awakes and discards the tainted trappings of luxury, staging a comeback for the finale.

CAST—Barton MacClane, Mary Astor, John Eldredge, Dorothy Peterson, Joseph Crehan, Craig Reynolds, Joseph King, John Qualen, Joseph Sawyer and others. Work okeh thruout.

DIRECTOR—William McMann. He lets it go overboard on the silly side on frequent occasions.

AUTHORS—Screen play by William Wister Haines from a story by Dawn Powell. Strictly hokey.

COMMENT—Seems to be a plea for middle-class boorishness but manages to be merely boring. Pretty sorry stuff.

APPEAL—Those whose manners are as bad as the hero's may like it.

EXPLOITATION—Play up the he-man and the up-from-the-ranks-of-the-workers stuff.

"MISS PACIFIC FLEET"

(WARNER)

TIME—66 minutes.

RELEASE DATE—December 14.

PLOT—When the fleet comes in, the town board of trade or somebody decides to run a contest for Miss Pacific Fleet, each dime spent in a town score going for a vote. Two babes who want to get back to Broadway promote the fleet's middleweight champ for support for one of them, but she falls for a marine. After the usual comedy mixup stuff there's a last-minute abduction, but the matchers get the wife of the head of the board of trade instead. The marines rally round, of course, and the right gal wins.

CAST—Joan Blondell, Glenda Farrell, Hugh Herbert, Allen Jenkins, Warren Hull, Eddie Acuff, Marie Wilson, Minna Oombell, Guiton Williams and Anita Kerry. Herkert walks off with the picture, doing swell comedy work. Wilson, a very cute trick, impresses as having a distinctive quality. She has real appeal and could do much more than just comedy if given a chance. Featured team and Jenkins okeh in their usual style. Hull an up-and-coming leading man.

DIRECTOR—Raymond Knight.

AUTHORS—Screen play by Lucille Newmark and Peter Milne, based on a story by Frederick Hazlitt Brennan. Cheap routine stuff.

COMMENT—Strictly for the babes. Okeh of its type.

APPEAL—For those who don't care too much about what's going on on the screen. In other words, for babe audiences.

EXPLOITATION—Navy stuff, with playup on any draw the Blondell-Farrell team may have.

"CAPPY RICKS RETURNS"

(REPUBLIC)

TIME—66 minutes.

RELEASE DATE not given.

PRODUCER—Trem Carr.

PLOT—A familiar and typical Cappy Ricks plot. This time Osgood Blake, long-time business rival of Cappy, sneaks thru the State legislature a bill declaring all but patent shingles illegal. Cappy, as a lumberman and saloper for lumbermen, stands to lose everything. He takes Bill Peck, a protege, to fight the bill. Peck wins by getting the needed referendum signatures, but not until after he has been attacked and suspicion cast on his girl, Blake's daughter, whom he has engaged as his secretary, ignorant of her real identity. She is cleared when the bookkeeper is shown as guilty.

CAST—Robert McWade, Ray Walker, Florine McKinney, Lucien Littlefield, Bradley Page, Lois Wilson, Oscar Apfel, Kenneth Harlan. McWade quite good as the irascible, hard-bated Cappy, altho this character remains more for fiction than pictures. Walker and McKinney likable in their jobs. Page ominous as Bieck's lawyer and lobbyist. Lois Wilson has a bit.

DIRECTOR—Mack Wright. Picture has been given a good production and directorial job.

AUTHORS—Story by Peter B. Kyne. Adaptation and screen play by George Waggoner.

COMMENT—A nicely done neighborhood program.

APPEAL—General, mainly adult.

EXPLOITATION—Name of Cappy Ricks to be sold, on strength of novels and short stories widely read.

"FRISCO WATERFRONT"

(REPUBLIC)

TIME—66 minutes.

PRODUCER—Trem Carr. RELEASE DATE—Dec. 9.

PLOT—Glenn Burton, returning to civilian life after the armistice, cannot adjust himself to post-war conditions. Despite his sweetheart's encouragement he sinks to the job of dock laborer. Thinking a major catastrophe will give him determination, she leaves him to marry Dan Elliott, a successful newspaper man and Burton's lifelong rival, on condition that Elliott do all he can to aid Glenn. The latter's rise is rapid. On the eve of his election as governor he and Elliott are injured by a runaway truck. In the hospital Glenn's political manager, Corrigan, tells him the true relationship existing between all concerned, and everybody is forgiven. The final inference is that Elliott dies, bringing together the former lovers.

CAST—Ben Lyon, Helen Twelvetrees, Rod LaRocque, Russel Hopton and others.

DIRECTOR—Arthur Lubin. Managed to maintain interest and pace all the way, altho the picture is neither timely nor novel.

AUTHOR—Story and screen play by Norman Houston.

COMMENT—This rags-to-riches idea with a woman making a supreme sacrifice has been rehearsed many times but still makes a passable stew in this case.

EXPLOITATION—Dock-walloper to governor and similar stuff.

"THE MAN FROM GUN TOWN"

(PURITAN)

TIME—60 minutes.

RELEASE DATE not given.

PRODUCER—Nat Ross.

PLOT—The death of Mr. McArthur followed by the murder of his son leaves the valuable family property in the lovely but inefficient hands of the daughter of the house. A wicked lawyer in cahoots with the murderers angles for possession, arranging matters so that Miss McArthur cannot raise money to complete her father's unfinished dam project. Pressed for wages by the workers, who in turn are egged on by the criminal faction hoping to force a phoney sale, the girl is saved from losing all by the opportune arrival of Tim McCoy. This sagebrush Lochinvar persuades the men to complete the dam, sells it to a power company, shoots the man who killed Miss McArthur's brother, and finally leaves no doubt that he will marry the girl as soon as his gun stops smoking.

CAST—Tim McCoy, Billie Stewart, Bob McKenzie and others.

DIRECTOR—Ford Beebe. Did not do badly considering his material.

AUTHOR—Story and screen play by Ford Beebe.

COMMENT—Another Western with everything according to Hoyle.

APPEAL—Horse opera addicts.

EXPLOITATION—Maybe you can feature the newsreel.

"THE OUTLAW DEPUTY"

(PURITAN PICTURES)

TIME—58 minutes.

RELEASE DATE not given.

PRODUCER—Nat Ross.

PLOT—A gang of bandits terrorizes the mining town of Goldland, robbing its chief citizens and killing deputy sheriffs with monotonous efficiency. Tim Mallory cannot convince the law that he knows the murderer of Charles Adams, so he takes it upon himself to recover Adams' money for the benefit of the latter's son, Chuck. When Chuck is killed a few days later because he was suspected of carrying the pay roll of the mine, Mallory takes the shunned job of deputy sheriff and cleans the town up. As soon as he can spare the time he marries the mine-owner's daughter.

CAST—Tim McCoy, Nora Lane, Bud Osborn, George Offerman Jr., and others.

DIRECTOR—Otto Brower.

AUTHOR—Screen play by Dell Andrews, adapted from the magazine story, King of Cactusville.

COMMENT—A regulation Western, with no attempt to vary the formula or ingredients.

APPEAL—Adolescents and Western fans.

EXPLOITATION—No new angles to this one. Whatever you do will probably have negative results.

"JAVA HEAD"

(FIRST DIVISION)

TIME—70 minutes.

RELEASE DATE—Not given.

PLOT—Based on the well-known Hergesheimer novel, with scene now laid in England. Seafaring son of shipping firm brings back a Chinese wife, to the horror of the midvictorian community. The girl's fine culture won't mix with that of the West, and when her husband shows signs of loving another woman she kills herself. Many complications, including much rich character drawing.

CAST—Anna May Wong, Elizabeth Allen, Edmund Gwenn, John Loder, George Curzon, Ralph Richardson, Herbert Lomas and others. Slightly work thruout, with everyone rating major plaudits. Exceptionally well-performed film, actually measuring up to standards of the stage.

DIRECTOR—J. Walter Ruben. A smooth but uneventful job, with little or no pointing up.

AUTHORS—Screen play by Gordon Wellesley and Martin Beaver from the Joseph Hergesheimer novel. A rich novel is made to seem singularly eventful on the screen.

COMMENT—Lack of pointing up allows much of dramatic effect to be lost. Plenty more could have been made of it. However, fine performances definitely raise it out of the ruck for discriminating audiences.

APPEAL—Class.

EXPLOITATION—Wong and Allen, unfortunately, are only names to mean much to American film audiences. Play them up, but you can also truthfully emphasize a really distinguished English cast. Play up the novel heavily too, of course.

"NO MAN'S RANGE"

(SUPREME)

TIME—62 minutes.

RELEASE DATE not given.

PLOT—Band of badmen lock ranch owner in his own cellar until he spits the whereabouts of the hidden dough, one of them impersonating him and taking over the ranch. They also block the peas which allow neighboring ranch's cattle to get to market, thus almost bringing ruin on the fair young head of the lovely lady ranch owner. But the steps of the imprisoned man comes along and, after flat fights that are like nothing since the days of Tom Santschi and Bill Hart, saves the day.

CAST—Bob Steele, Roberta Gale, Buck Connors, Steve Clark, Charles French, Jack Rockwell, Roger Williams and others. General performance level proves that pix haven't advanced much since the nickelodeon days after all. They must have looked a long while before they found so bad an actress as La Gale.

DIRECTOR—Robert N. Bradbury. Horse-opera stuff at its fuzziest.

AUTHOR—Original by Forbes Parkhill. Fights and riding thrown together as they come.

COMMENT—Some very nice scenery and a few trick falls from horses. One of the funniest burlesques since the days of the Hoboken revivals—only this one was unintentional. Customers were in the sides at the showing caught.

APPEAL—Doubtful if even the confirmed Western fans will take it.

EXPLOITATION—Horse-opera routine.

Decision Soon From Mgrs. On Demands of Performers

Hold special meeting Saturday to discuss contract—an answer expected or BAA may call for showdown—Phillips and Scribner huddle on Wednesday—all look to them

NEW YORK, Dec. 7.—It is expected that the disputes between the Burlesque Artists' Association and the Eastern Burlesque Managers' Association will be settled once and for all some time today, the EBMA holding a special meeting today to discuss the proposed contract. Letter has been gone over by Henry Silverman, attorney for the BAA, and Jacob I. Goodstein, representing Sam Scribner of the EBMA. Stumbling block of the contract is the schedule of hours, which both sides haven't been able to agree upon as yet. On Tuesday the EBMA held a meeting, primarily to discuss the contract, but by the time the managers disposed of other matters it was so late that the question was postponed until today. Wednesday Tom Phillips, head of the BAA, and Scribner had an informal meeting. Phillips told Scribner that he would recognize no one but him, stating this in view of other managers making overtures to settle complaints.

It is believed that if both associations leave all matters to Scribner and Phillips alone that there would be little strife and peace and harmony would ensue. Both are probably trying to achieve this setup, feeling that this would be the only solution.

Unless the contract matter is settled today there is a strong possibility that the BAA will call it hand and demand an immediate showdown. This may mean another militant battle, with the likelihood of another walkout.

The first of the year the EBMA will draw up and deliver franchise agreements between the organization and its manager members. This would bind the EBMA to protect its franchise holders in the various towns, not recognizing any opposition managers that may step into a town in which there is a franchise holder.

Gerard Lines Up Show For Hollywood Playhouse

HOLLYWOOD, Dec. 7.—Barney Gerard has set most of the principals for his burlesque show, *Follies of the Day*, opening at the Hollywood Playhouse about the end of the month. Among them are Bono Snyder, Abe Reynolds, Claire Adams, Herbert Corthell, Joseph K. Watson, Scotty Weston, Lucille Collier, Julian and Marjorie, Frank Gallagher, Sally Keith, Dorothy Roberts, Ethel Mineva and Joe Barton.

Max Scheck will stage the numbers and Gerard will stage bits. Rehearsals are now being held daily.

Miami Beach May Open

NEW YORK, Dec. 7.—The Minsky brothers have not determined as yet the date for the opening of their burlesque on the pier in Miami Beach. Tentative opening date is Christmas Day, but it is likely that the opening will be postponed until January 15.

Albany House May Fold

ALBANY, Dec. 7.—The Follies Theater here, formerly the State, operated by Max Rudnick, New York operator of the Etting burlesque house, posted a week-to-week closing notice Sunday. Business has been reported as being way off, and it is likely that the house will hang on for a week or so longer.

Park, Boston, Closing?

BOSTON, Dec. 7.—The Park Theater here, burlesque house operated by the Minsky-Weststock firm in New York, is reported as being slated for an early closing. House, it is understood, has been beset by bad business. Town's other burlesque spot, the old Howard, will continue on.

KEN ROGERS, producer, returned to the Minsky shows last week relieving Bobbie Pegrin. Put on floor shows for New York clubs the last eight weeks.

Burlesque Reviews

Capitol, San Francisco

(Reviewed Friday Evening, Nov. 29)

San Francisco is seeing its first real nudist family at the Capitol Theater this week. Zorida and her nudist queens, 12 of them, subjects of controversy in their appearance at the Chicago and San Diego expositions, are a special feature at St. Millard's burly show. Zorida, nudist and artist model, leaves nothing to the imagination, giving the customers just what they came for. She goes to town in her nudism, with the other 12 girls keeping to their drapes. A lecturer explains what it's all about, and a fable of the Lost Continent of Atlantis is enacted, with Zorida as the sacrifice.

The ensemble numbers of the burly proper are nicely costumed and embellished and the girls put thru some lively routines. The straight parading and dancing are often broken up by singing and dancing specialties.

Trouble with the show is the comedy—as is with every other burly show. The material is old and dirty, too. In fact, it's positively filthy, leaving nothing to the customer's imagination. The comedians struggled with the old material, getting a few laughs from the gallery. The jealous husband and wife bit was used, and other scenes were rebashes of familiar material, but the comics did a good job at that.

Chorus has 14 rather nice looking blondes and brunets. Gladys Carlyle, a

cute little redhead, helps out nicely with sweet soprano singing in a couple of scenes, while two strippers are on for specialties and work in the comedy bits. The women are Barbara Mayo, who has one of those easy-to-look-at figures, and Lorine Day, a pleasing looking girl, who comes thru nicely with a bit of singing and knows how to put on flashy strips. The Spark Sisters get a good hand for their specialty song-and-dance numbers.

The comedy staff consists of Frank O'Neil, Garrett Price and Bobby Fitzsimmons. All are capable and hard workers, but the material, we repeat, killed their efforts. Dick Fraser, a fave in these parts, is straight man, and Eddie Pope, young tenor, handles the vocal assignments. The boy worked like a dynamo at singing, straight and comedy, and is well liked by the customers.

With two shows nightly, business has been good, and the house will undoubtedly stick it out for the winter months.

People's, New York

(Reviewed Tuesday Afternoon, Dec. 7)

This Bowery burlesque house is a landmark that's very interesting coverage, and it seems strange that newspaper feature writers and columnists haven't given it the once-over. The theater's background, the show it presents, its audience and general atmosphere are (See *Burlesque Review* opposite page)

Burly Briefs

ARE FRANKEL, Des Moines theater operator, is contemplating a burlesque stock in the President Theater there. . . . Jimmy James did not open the Gayety Theater, Kansas City, November 30 as planned. Several Midwest managers are said to be negotiating for the lease. . . . Countess Vanya opened for Izzy Hirst at the Bijou Theater, Philadelphia, last week, booked by Milton Schuster, Chicago. . . . Hinda Wassau, who recently closed at the Royale-Frolics Cafe, Chicago, opens at the Grand Opera House, St. Louis, on December 27. . . . Kitty Ellis closed at the Gayety, Detroit, and opens at the Rialto, Chicago, December 13.

SID FIELDS, former apronmate of Jack Greenman, is enjoying much success on the Coast. . . . Signed up with Eddie Cantor for two years and working with him in pix and on the air. . . . He's going on the Wallace Beery Shell Chateau air program for one performance to work with Bert Gordon. . . .

Harry Minsky is no longer connected with the Gayety, New York. . . . I. H. Herk, operator of the house, is out of the hospital and once again around the theater. . . . Bobby Faye, brother of Herbie, closed at the Irving Place, New York, Saturday along with Evelyn Myers' sister, Carol. . . . Peggy Phillips, daughter of Tom, the BAA head, exited from the Atlantic City Hospital after a tough siege of appendicitis, accompanied by peritonitis. . . .

MOE COSTELLO got a last-minute notice at the Republic, New York, last Saturday when told he'd no longer company-manage the indie show. . . . Jess Meyers was sent on to pick up the show and bring it into Philadelphia. . . . Bobby Morris and Charlie Harris moved from the Irving Place, New York, to the Apollo uptown when Joan Lee, Johnny Cook and McAllister and Fields reversed houses. . . . Gay Lallar and Lester Mack replaced Irene Austin and Sam Gould (See *BURLY BRIEFS* on opposite page)

U-NOTES

By UNO

RAE SHATTUCK left burlesque for Aldrich's *Oriental Fantasies*, a 12-people unit with a seven-piece Hawaiian band, touring the South. Does a hillbilly number and her rope dance.

BOBBY MORRIS and the missus (Florence Fawn) celebrated their second wedding anniversary December 13 by blowing themselves to a party for two at the French Casino, New York.

TINY HUFF, with *Dimpled Derlings*, a new indie show, is busy making a bedspread 'ween numbers for a Christmas gift. Dottie Sevier, formerly of Dot and Merrill Sevier, with the *Laffin' Thru* show on the Columbia wheel, also with the *Derlings* show, is making her return to burlesk, this time as a comedienne-straight player and the wife of Harry Jackson, tenor-juve, in the cast.

ANN CORIO, at the Roxy, Cleveland, for two weeks, November 29-December 12, got front-page raves in *The Plain Dealer* and *Press*. Week of December 13 will be extra attraction for Jimmie Lake at the Gayety, Washington, D. C.

JUNE ST. CLAIR returns to the 42d Street Apollo, New York, December 13 after a three-month stay at the Rialto, Chicago.

DANNY JACOBS, who just joined the Star, Brooklyn, stock, comes from two years of book producing and straighting for Dewey Michaels at the Palace, Buffalo. First time here in six years, when he straighted in a Mutual wheel show. (See U-NOTES on opposite page)

MARY "MARVA" BROWN

Talking, Stripping, Singing Exceptional.

LORRIE LAMONT

Artistic Strips Specialties and Straights.

DOLORES WEEKS

DANCING—TALKING—STRIPS.

DUDLEY DOUGLAS

Straights With HERBIE FAYE, Indie Circuit.

MIKE SACHS and ALICE KENNEDY

Enjoying a Pleasant Season with Minsky Shows.

MARGIE WHITE

PERT. PERSONABLE AND PLEASING.

ERMA VOGEELE

JUST 100% VERSATILE.

BETTY—MACK SISTERS—SHIRLEY

In Dances, Assorted, Including Aerobics and Modernisms.

BEBE BURLESK BEST TOBIN

Show Stripping at the Etting, New York City.

BOB ALDA

Straights and Baritone With the Minskys.

SUGAR—KAYNE SISTERS —BEE

Singing and Dancing Specialties and Strips

KITTY (SEIFERT) CAMPBELL

THAT GORGEOUS RED-HEAD

BETTY KING

THE TITIAN TRADER
Dressmaker Nat Morlan

JOAN DEE LEE

The Blonde Temptress of Burlesk,
Direction NAT MORTAN

JERRY BRANDOW & DAY SUNNY

Aerobics Dancing, Tap, Trumpet, Piano, Vocal, Juvenile Straight.

WALT STANFORD

THE VERSATILE COMEDIAN.
His TOMMY LEVENE.

ANN VALENTINE
The Sophisticated — Personality

BARBARA BOW
PERSONALITY PLUS TALENT.

MURRAY LEWIS
Fast, Low, Eclectic Comedian.

MICKY O'NEIL
Bery's (Chicago) Protégé.

JUNE PAIGE
THE RED-HEADED BOMBHELL.

BILLIE BERNARD
THE TOPS IN WARDROBE.

ESTELLE THOMAS
A NEW BLONDE THRILL
With a Singing Voice.

MOLLY GORMAN
Dancing—Stripping—Talking Impass.

BETTY ROWLAND
Youth, Charm, Personality and Ability

"Z O"
(JUNE RODES)
Back From the West With New Novelties.

HERB—LEIPSIG & MORGAN—PAT
Singing Juv. Straights—Southeast Versatile.

PAUL NEFF
Singer, Dancer and Juvenile Straights.
Thanks to IZZY HIRST AND JACK BECK.

DOLLY DAWSON
Captivating Charm and Beauty.

MIMI
MINSKY'S LATEST SENSATION.
Her... PHIL ROSENBERG.

CHARLES ROBINSON
Featured Comed with Buddy Abbott Unit

Tab Tattles

THE Four Harmonizers—Charles (Dome) Williams, Earl Martin, Carl Babcock and Mack D. Ferguson—are now in their 31st week with John Van Arnam's Barn Dance Frolics. The company, now in New England, is slated to swing south around the holidays. Leon McDonald, formerly with the Harmonizers, is out of the business (for good, so he says) and is now connected with the Humble Oil Company at Chilton, Tex. The Harmonizers recently enjoyed a visit from Lawrence Hager and wife, Edith Brasher, during the show's engagement in New Bedford, Mass. The Hagers, out of the game for the last three years, operated a tourist camp and gas station at Gallatin, Tenn., until recently. Harrison Kimball's new unit, which recently started out in Cincinnati, is slated to return there in a few days for a bit of revamping. Peggy Allen is back in the merry-merry at Jack Kane's Empress Theater, Cincinnati. Chuck Morrison, tab and burly straight man, is working clubs in the Cincinnati area, while his wife, Dian King, holds forth in the Empress chorus there. H. Holzman is jumping into New York from Chicago to frame two new units for a southern tour. Ducky Naccarato and wife are at their home in Los Angeles, where they will remain until after the holidays. Paige & Crider's Copers of Merit are set on a string of dates thru Indiana and Ohio. Lillian McCordell has returned to Houston, where she is now operating a dance studio and producing acts for the road and night clubs thereabouts. The week before Christmas Miss McCordell will present 50 kiddies in a revue at the Loew-State, Houston. Stanley Muban, formerly with Girls in Cellophane, is producing the novelties for the show. Mr. and Mrs. Grimes—the woman who rented you the apartment in Harrisburg, Pa., requests that you return the two keys you took with you.

PEOBY DRAKE and Blanche Kendall, formerly with H. B. Poole at the Happy Hour Theater, Houston, are now with the company at the National, Chicago. Peggy, who has been laid up for some time, is fit as a fiddle again. Marvel Shackleton returned to Omaha after closing with the Joe Marion Players in Nebraska. Norma Royster, daughter of Nat L. Royster and until recently with Halton Powell's Barnyard Frolics, is confined to her bed in the Arcade Hotel, Springfield, O., with illness. She hopes to be back with the show in two weeks. Marvin Boone, of tabdom, is producing the floor shows at the Club Embassy, Nashville nightery. Renee Mahar and Jack Keating opened at the Cafe Royal, Newark, O., December 2, with that old-timer, Eddie Ewald, doing the emceeing. Renee and Jack were held there a second week. Vivian V. (Alaska) Vincent is still sojourning in Pittsburgh. Chuck Callahan and Charis Carline, nut comics, are heading the Savies of 1935 tab touring Pennsylvania. Bob Conn, w-k blackface funmaker now with Owen Bennett's Vanities of 1936, was a visitor at the desk last Saturday en route to the show's next stand—Richmond, Ind. The Bennett unit is playing a string of dates for Bob Shaw, of the Ous Sun office. Margaret Lillie and her new hubby, Chapple Chapman, both well known in tabdom, were at the Shubert, Cincinnati, last week with the Weaver Brothers and Evry turn, and the writer spent considerable time backstage during the engagement, visiting with Margaret, Chapple and the rest of the Weaver clan. Margaret and Chapple are a perfect example of a happily married pair and both seem to be prospering under the new arrangement. In fact, Margaret now tips the beams at 114 bedside, just 20 pounds more than she weighed when she was knocking 'em in the aisles with her comedy on the Sun Time a few years back. As for Chapple, he's looking better than he ever did. Featured with Owen Bennett's Vanities of 1936 are Bob Conn, Collins and Antia, the Selzer Sisters, Lillian Mitchell, Mona Henderson, Adele Phillips, Margie LaMar, the Eight Vanity Sweethearts and Dave Workman's Rhythm Aristocrats. Others include Elsie Steale, Elaine Decker, Eunice Chauvin, Bill Faust, John Daniel, Gordon Oensach, Andy Hopkins, Dick Allen and Bob Kuben. Jimmie Doss is emcee.

Cotton Watts' Tabloids Again Switch Locations

KNOXVILLE, Dec. 7.—Cotton Watts' two tabs again switched locations this week, the company from the Bonita, Chattanooga, opening at the Roxy here Monday and the local troupe jumping to the Chattanooga stand. In the company now at the Roxy here are Cotton Watts, Freddie Frampton, Blair Camp, Chick Moreland, Jane Lee, June Cox, Jeanne Dars, Pat May and Teddy Benson. Arthur P. Almond, pianist, is in charge of the music section, which also includes Gene Irvin, trumpet; Tommy Thomas, sax and clarinet, and Bill Bowen, drums. In Watts' No. 2 company at the Bonita, Chattanooga, are Wesley Brown, manager and musical leader; Drane Walters, straight; At (Skinny) Candler and Homer Meschum, comics; Peggy Doss, chorus producer, and six line girls.

Sun Bros. in Hot Springs

SPRINGFIELD, O., Dec. 7.—Gus Sun, head of the Gus Sun Booking Exchange here, and his brother, Pete Sun, of Toledo, O., are enjoying a stay at Hot Springs, Va. Mrs. Louise Wilson, sister of Gus and Pete Sun, is recuperating from an illness at Mr. Sun's home here.

Burleskers in 58th Week

FORT WORTH, Tex., Dec. 7.—Gay Burleskers at the State Theater here today started their 58th consecutive week without a layoff. Theater and company are under the management of "Buck" Buchanan. Cast includes "Bono" St. Clair, Otto and His Holland and Bob Hy. There is a six-girl chorus.

BURLESQUE REVIEW

(Continued from opposite page) ample qualifications for turning it into one of the town's main attractions for a sight-seeing tour.

Matinee admission scales at 15 cents for the balcony and 25 cents for the cdk floor, with a short cast giving the customers enough show in the hour and a half running time. And, besides, the house has toned up on its production, with 10 nice-looking chorine youngsters decked out in quite an array of costumes. Even using a flock of sets. Jimmy Allatin is producer, and he's certainly doing a very good job.

Only six principals in the show, all overworked, with two chorines doubling out of line, one to strip and the other a breaker-inner on bits. Comics are Joe Stanley, here before and recently in the uptown spots, and Walt Stanford, a Western importation. Stanley is an exceedingly funny chap whose mugging and antics corner lots of laughs, proving that comedy doesn't have to rely on dirt for laughs. Stanford is quite a laugh-getter also, altho Stanley has the edge here.

Bob Snyder, mike crooner, and Harry White, singing also, are a couple of busy fellows. They're loaded down with singing jobs and in addition are in all the bits. Snyder's shaping up as a good feeder. Markie Woods and Naomi Dusk, show's strippers, are also considerably active in bits, and then there's Betty King, a youngster out of the chorus, who does a nice job of her one talking bit.

Miss Woods and Miss Dusk have a spot apiece on stripping and they get by. Just fair on looks, yet know how to parade and tease, with Miss Woods also loaded down with singing assignments. Other stripper is Lila Flynn, a kid out of the chorus, who is breaking in and who shows that she's coming along. A blonde with lots of curves.

The 10 chorines are good workers, they're youthful and what's more peppy and observers of precision, which is unusual for a burlesque chorus.

A five-piece pit orchestra accompanies the show, which does four-a-day, tho no Sundays. Abe Held is manager of the house. SID HARRIS.

Trocadero, Philadelphia

(Reviewed Wednesday Evening, Dec. 4) Lester Montgomery, producer for the Indie Wheel, has corralled a flock of comics, a solo and double stripper, two variety turns and a crew of chorines to put together a presentation tagged Merry Maidens. Harry (Hello Jake) Fields heads the goings-on, with Al Hiller, Nap Hyatt and Bert Grant in what

seems like a competent staff of laugh provokers to help doings. But stuff just doesn't seem to roll along. Comics give voice to a flock of gags and skits, the humor keeping pace with their age.

Tops in laughs go to Nap Hyatt. A roly-poly gent, he gets them with a strip number. Others on the bill might learn a thing or two on the art of stripping. Working in evening gown and blond wig, and in all seriousness, this bit is surefire on any stage. Hyatt and Grant also add a welcome touch of terraethorean hokum in the opening sketch.

Stripping principals include the Carroll Sisters (Joan and Jean), Adri-Ann and Jean Lee (added for this house only). Gals, doing only one turn in each act, are seen at a disadvantage in that they work in a purple spot which makes for hard looking in front of the footlights. Carroll Sisters work in one from each end of the stage. Eye-compelling blondies, in a quiet manner, they go about their biz in unassuming, unpretentious. Adri-Ann is a tease and cooch stripper of no small accomplishment, but fails to raise the temp. Jean Lee makes up in her tall looks for her poor timing. Dressed in a striking long white satin gown, she puts an exotic touch in her work.

Specialty turns, handling the straights as do the strippers, offered by Winston and Lolette, who hoof some, doing the conventional taps, with Lolette going in for some hip weaving. A distinctive turn is that presented by Herman Ferber and Inez Marvin, male warbling Wagon Wheels in good voice and then going dramatic while Inez fiddles some.

Line of 14 girls, nice not overpvetry, are shown to advantage in fresh costuming, are energetic and rate honorable mention in their routines. On for a goodly number of specialties, making up for the lack in the usual number of stripping turns expected in this house. Their flame ballet is really big league. Among other things do an ace military drill and Russian dance. Should polish up as the show matures to click more solidly.

Layout runs two and a half hours, one and a half hours for first act. Good house when caught. ORO.

U-NOTES

(Continued from opposite page) With him is Mrs. Jacobs (Vivian Hope), in the chorus.

SAM COHEN, manager of the Hudson, Union City, N. J., says there is no truth to the story of his house changing to stock and that he will continue with Indie shows until the end of the season.

CONCHITA, now the added attraction at the Grand Opera House, St. Louis, playing combo vaude and burlesque, is also doing emcee in the vaude half of the show. Other current principals at the Grand are Billy Ferber, Benny (Wop) Moore, Lou Devine and Jewel Sothorn.

MARJORIE FRANCE, who opened Friday at the Eltinge, New York, remains two weeks and then for a fortnight vaude at her home in Chicago. Returns to open January 3 at the 43d Street Apollo, New York.

GYPSY ROSE LEE, on the eve of her departure from the Irving Place, New York, and burlesque to legit, threw a party at her Gramercy Park apartment, inviting all the stagehands, musicians and part of the cast. Succeeding her December 1 was Countess Nadja with new Russian dances and songs.

DOLORES WEEKS closed at Minsky's Gotham, New York, to rest up and acquire additional dance routines from Carlos in the WMCA Building, New York.

JACK SHAW, tenor at Minsky's Gotham, New York, considerably embarrassed during Thanksgiving night show when a big bunch of chrysanthe-mums was handed him over the footlights. Card attached read "From an admirer."

HARRY KATZ FIELDS, of the Fields and McAllister team, wears and treasures a medal he won for being a champ long-distance roller skater. Won it in 1921 when he skated from Cincinnati to New York in a stunt sponsored by The Billboard thru Nat Green.

GEORGIE KAY, tenor at the Irving, New York, hopes to be able to renew a medical course within a few months. He has four years of study at Columbia

University completed already and needs six more years to complete.

JACK MONTAGUE, replaced by Peanula Bohm at the Star, Brooklyn, exited for the Hudson, Union City, N. J., to become a house stock comic for two weeks. Leaves Jack (Tiny) Fuller the only one of the original cast at the Star, the featured comic since the first of the season.

BURLY BRIEFS

(Continued from opposite page) at the Gaiety, New York, Friday. Lou Black, formerly of Black and White, is now comic at the Oxford, Brooklyn. Ann Corio birthday Thanksgiving Day and hubby, Emmett Callahan, remembered with jewelry. Borden and Carol, dance team, are now at the Congress Club, New York.

GEORGE BROADHURST, suffering from a severe head cold and neuritis, struggled thru, nevertheless, with his performances for dear old Indie. George Pronath, Irving Place (New York) producer, leaves shortly to vacation at his Chicago home during the holidays.

Exits at Minsky's Gotham, New York, last week were Dolores Weeks, Sammy Spears, Eddie Kellar and Jerry Dean, with replacements being Dawn DeLees, Bimbo Davis, Estelle Montillo and June. Joe DeHita is due to come into the Eltinge, New York, around the first of the year to work with Al Golden. Joey Fay went up to the Park, Boston, this week for one week, leaving his partner, Jack Diamond, at the Republic, New York. They'll be back again, tho, to do Flagle St. Sunys Shane, playing the Indie time, will skip the one-nighters and jump from Philadelphia to Baltimore.

BIJOU (Philadelphia) cast will play intact next week on the Indie one-nighters, while a new show will go into the Bijou. Annette, Nat Morton's protege, made her debut on the Great White Way when she opened Friday at the Eltinge, N. Y. Frank Silk is at the Garrick, St. Louis. Harry Correll is doubling between the Eltinge, New York, and the Congress night spot. Ginger Stone, now working the Indie, will go south to spend the holidays at home.

MAX KRULL, now managing Herby Faye's Rainbow Girls, recently jumped to Paterson, N. J., to check on a rumor that Weinstein-Brandt were renegeing on the Orpheum deal. A possibility that Max will get his old spot back. Gayety, Baltimore, is showing results from the money invested on the many improvements before the season started. House is showing an approximate 30 per cent increase in attendance over the corresponding period last year. Victor Travers, owner of the National, Detroit, with Dave King for the last 25 years, retires December 17 as Worshipful Master of Daylight Lodge, F. & A. M.

CHICAGO, Dec. 7.—The Gayety Theater, Minneapolis, closes next Friday for two weeks. They have closed two weeks before Christmas for several years to escape the usual pre-holiday slump in business. Shows will be resumed December 28, with an entire new cast furnished by Milton Schuster here.

WANTED

Endorsement performers in all lines. Can also be un-endorsement, youthful chorine girls. One Douglas, one-endorsement, Wrentham, 2 Comics. Open Saturday, December 21. Write or write GEORGE YOUNG, Bess Theatre, Cleveland, O.

WANTED

COMPLETE 10-PEOPLE TAB, BURLESQUE SHOW — 4 Girls, Songster, Juggler, 2 Comics, Open Saturday, December 21. Write or write BILLY STONE, Grand, Peoria, Ill.

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Invalid Actress, FAMOUS CHRISTMAS CARDS 21 Original and Exclusive Designs. ONE DOLLAR. Stage fall has confined her to bed for over ten years. Agents wanted to sell cards. Liberal commissions. Call or write DOROTHEA ANTEL, 226 West 72d Street, New York, N. Y.

THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally. Conducted by MARTIN C. BRENNAN, 188 City Tailors Building, Pitt Street, Sydney, Australia. Office of THE BILLBOARD.

Chicago Players End Year's Run

DEVILS LAKE, N. D., Dec. 7.—Chicago Players, under the management of B. L. Dickson, closed a 52 weeks' season of tramping in North and South Dakota here last week. Company opened a year ago on a circle which included 14 towns in and around Aberdeen, S. D. The spots were played consecutively for 28 weeks, after which the management moved his company to Minot, N. D., for the summer, where a two-week circle had been booked.

The Minot circle was played for 22 weeks, after which the players jumped to Devils Lake, where they played a circle of six towns until they closed the season. The closing is only temporary to allow members of the company to spend Christmas with their homefolks.

Manager Dickson is now in Aberdeen to arrange for the reopening of the show about the first of the year.

Rooster at time of closing included B. L. Dickson, manager; Peggy Dickson, Harvey Twyman, Dianna Dorothy Mills, Arlene Krantz and Mr. and Mrs. Bob Leifers.

Billroy Show Briefs

OCALA, Fla., Dec. 7.—Cold and rain kept the last half of last week's business below normal. However, the fishing held up well and Mr. Billroy seemed very well satisfied.

The thermometer rose slightly Sunday, but dropped again Monday to make it very, very uncomfortable. In spite of the cold weather, Ocala gave us an SRO—much to everyone's surprise. And with the lot location two and one-half miles outside the city limits!

Don and Della Palmer are back again and the new route cards are out. There is a pre-holiday layoff on schedule in the vicinity of Miami. Billie Dunn was very much put out (?) upon learning this—since her mother and son reside there.

Had anticipated welcoming the Mill Tolbert gang into the fold in Miami, but from news on hand it seems that they were invited to one event in Leesburg, Fla., last Saturday night.

Bob Heidelberg, our congenial sax man, has been removed from the hospital in Tupelo, Miss., to the home of his parents in Laurel, Miss. He is still convalescing and from present reports will be unable to be on hand for the windup of the season. Entire company regrets this exceedingly.

Ed Butler, of Clewiston, Fla., was a recent surprise visitor, driving some 200 miles to catch the opry in Ocala.

Benny Fratantoni, commenting on the weather's frosty bite, says that he now knows what people mean when they remark that they're "wintering in Florida."

JOHN D. FINCH.

Frank Lyon Is Improved; Palmerton Biz Picks Up

ALBANY, N. Y., Dec. 7.—Frank Lyon, leading man with the Manhattan Stock Players at the Capitol Theater here, who collapsed before last Saturday night's performance, is greatly improved. Strain of last week's extra duties, which began with the sudden death of J. Harrison Taylor, character man, and the changes in the cast for this week, proved too much for Mr. Lyon.

Tom Rutherford has been engaged for the presentation of *Her Majesty the Widow*. He will play the role he created with the original company, headed by Pauline Frederick, in New York.

Guy Palmerton's Manhattan Players last week enjoyed the heaviest business since the engagement opened here 10 weeks ago.

THOMAS (WILD CAT) AITON postcards from Orlando, Fla., that he's set there for the winter season with C. E. Barfield of the Cosmopolitan Shows.

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Rep Ripples

RODNEY CABELL, juvenile leading man, is vacationing in the East after closing a 52-week season with the Harry Shannon Players. He expects to jump south soon.

DICK AND MIDGE LANHAM and Little Peggy, who closed the season with the Davis-Brunk Show at Natchitoches, La., November 16, are heading northward for the holidays, playing night spots en route. They have just finished an engagement at the Three-Mile Inn, Monroe, La., and are current this week in Shreveport, La. Dick and Midge are doing their xylophone and singing routine. "We are doing this only for a little 'vacation.'" Peggy pens, "before we barge in on the homefolks and tell them they are going to have the pleasure of feeding us thru the holidays. After we get fattened up we will start out again."

ROY E. BUTLER and wife, Alice Richey, erstwhile rep folks, are now in their 13th week with the Crosley Little Radio Corporation. Others in the unit are Robert Richey Butler and Albert Kast. The group recently played two weeks at the Wurliitzer Auditorium, Cincinnati; two weeks at Wurliitzer's in Dayton, O., and followed with Indianapolis and Louisville. The company is routed southward.

GEORGE HARRIS' Blossom of Dixie, all-colored show, managed by Charles Raymond, is touring Southern Louisiana under canvas. Since entering the State October 1, the company has lost only one night account of rain. Show is slated to remain out all winter, moving into houses after January 1.

Kinkle Showfolk Injured When Speeder Hits Trailer

MILWAUKEE, Dec. 7.—Roy and Eva Kinkle, operating the E. & R. Players thru Wisconsin, and Betty Nolte, member of the company, were seriously injured when another car being driven at high speed crashed into the rear of the Kinkle trailer near here last Saturday. Mrs. Kinkle sustained severe injuries about the neck and right shoulder and Mr. Kinkle and Miss Nolte suffered concussion. Boots Nolte, Roman Victor and Robert Eckstein escaped with slight injuries.

The Kinkle car and trailer were demolished by the impact. Their show equipment and band instruments were damaged beyond repair. Mr. Kinkle has purchased another car and trailer, but the company lost several days' work as the result of the crash.

The E. & R. Players are working a one-week circle in this territory and, according to Manager Kinkle, business is up to standard.

Scotty Gruhagen Acquires Chase-Lister's Equipment

CINCINNATI, Dec. 7.—Scotty Gruhagen advises *The Billboard* that he has acquired the tent, trucks, scenery and all other equipment of the Chase-Lister Show and that he will launch his own tent organization early next spring.

Gruhagen further states that he will also use the Chase-Lister title for a time. Glen Chase, formerly owner of the show, left the company November 10, Gruhagen reports.

Milt Tolbert Show Closing for Holidays

LA BELLE, Fla., Dec. 9.—H. D. Hale's Milt Tolbert Show will close here next Saturday for the holidays. According to present plans, the show is slated to resume its tour shortly after the new year.

The Tolbert tent show has been touring the Southland for the last 17 weeks and, according to the management, business has been highly satisfactory. Several members of the company will go to their homes for the holiday season, while the rest will journey to Miami or Tampa for Christmas and New Year's.

Kansas City Jottings

KANSAS CITY, Mo., Dec. 7.—Walter (Pappy) and Ruby Pruitt sojourned in the village for a few days after the closing of Allen Bros.' Comedians, then departed for Southern Missouri, where they will open a circle for the winter.

Walters' Comedians, who have been out under canvas since early spring, will close their tent season just before the holidays to allow members of the cast to go home.

Grace Russell is now permanently located in Omaha.

Darr-Gray Show, which has been out under canvas all season, invaded Texas last week.

Billy (Toby) Young Show, after a long season under canvas, closed last week in Oklahoma.

Laura Chase is a new arrival here.

Joe and Margaret Baird have closed with the Hills Morgan Players and went to their home in Nebraska.

Cliff and Mabel Malcolm have closed with the Caylor Show in Minnesota and are now at home in Nebraska.

Harry Blethroade, formerly with the Harry Pamplin show in Alabama, spent a few days here en route to his home at Smithville, Mo.

Oscar Howland, who was with the Frank Smith Players all season, under canvas, is a recent arrival here.

Grady and Dot McClure, formerly with Cliff Carl's Comedians, have joined the Henderson-Topp circle in Iowa.

Buddy Williams is in town after the closing of Allen Bros.' Comedians.

Dancing Colliers have joined the Jack Ripley Players, showing Iowa territory.

Bob Kent, formerly with the Zarrington show, has joined the Cooke Players in Alabama.

Al Martin, actor and musician, passed thru here this week to join a dance band in Dallas.

Orville Speer, formerly with Chase-Lister, is in Indianapolis for the winter.

Auton Comedy Players, under management of William Auton, are playing three-night and week stands in Oklahoma.

Jack Vetter, former repertoire agent, has severed his connections with the Coates House here.

Dodd Players, who were under canvas in Iowa the past summer, are now showing theaters in Minnesota.

Sharpsteen Show closed in Michigan last week after a long summer season.

Meyers & Oswald Players, canvas attraction, have invaded Texas territory and find business satisfactory.

Mrs. Frieda McOwen, manager of the Original McOwen Stock Company, left the city recently for the West Coast. She was accompanied by her two daughters, Edna Louise and Myrna Jane.

Frank North, former manager of the Frank North Players, is now a permanent resident of Omaha, where he is actively engaged in radio advertising.

Ben Wilkes Players closed their tent season last week in Tennessee.

Mal Murray Players opened their circle this week at Gardner, Kan. Roster includes Mal Murray, manager; Muriel Murray, Eleanor Brandon, Edith Walters, Edon Johnson, Harvey Bradbon and Doc Toby Wilson.

Fred Cronk's Show is now in Eastern Washington. Troupe recently escaped three earthquakes in Montana.

Holland Haverstock of Haverstock's Comedians, now touring Oklahoma, who recently underwent an operation for appendicitis at Mangum, Okla., has recovered and will be back in the cast at an early date.

Dorothy Reeves, former manager of the Dorothy Reeves Stock Company, is now a permanent resident of Omaha.

Larry Nolan, who has been showing Kansas territory since early spring, will close his show for the holidays.

Reports reaching here are that everything is in readiness for starting of the WPA theatrical project in Omaha.

L. Verne Slout, after closing his Canadian tour, is making tentative arrangements to open a circle in Wisconsin.

Eddie and Mona Hart, formerly with the Justus-Romain Show, are now playing night clubs in Omaha.

Tip and Bess Tyler, after closing their tent show, are now at home in Missouri.

Billy Fortner is opening a new circle stock, with headquarters in Salem, Ark.

Cecil Vernon is on a 30 days' circle in North Dakota. The troupe plays each town once a month and the idea seems to be clicking.

Billy De Armas and Mitzi La Guards, after the closing of Allen Bros.' Come-

Stock Notes

DON PATRICK CARTER, after a fall tour with the Joseph Sehnan Avon Players, a Shakespearian rep, thru the Carolinas and Tennessee, has joined the Peruchi Players in Rome, Ga. The Peruchi company is in its eighth week at the Gordon Theater there.

GEORGE SHARP and Jerry Ploum closed their production of *Why Girls Leave Home* at Fort Pitt Hotel, Pittsburgh, December 7 due to the usual pre-Christmas dullness. Show, which has been doing well for eight weeks, will be reopened after the holidays and continued indefinitely.

HERBERT V. GELLENDRE, the new Pittsburgh Playhouse director, announces that the second production of the season, Maeterlinck's *Pelleas and Melisande*, will open a run New Year's Eve in the group's own theater in the Oakland district of Pittsburgh. Current production is *The Wind and The Rain*.

Roe Nero and Family To Vacation in Miami

ROME, N. Y., Dec. 7.—Roe Nero has closed his tent show season and stored all his equipment at his headquarters here. He left here this week with his family for Miami where they will take a well-earned rest. They will visit the various shows en route south. Roe will reopen his tent organization early next spring.

Manager Roe reports that the season just ended was a satisfactory one, despite much inclement weather, an overabundance of show opposition and the infantile paralysis epidemic which kept him out of much of his old territory. Last half of the season panned out okeh, he reports.

Roe stored his outfit earlier than usual this season, due to the fact that several of his people were forced to go home on account of illness in the family.

Illness Halts "Ghosts"

PITTSBURGH, Dec. 7.—Illness of Eula Mae Jackson, who played one of the leads in *Ghosts* at the Kibbuck Theater here, stopped the continuation of the play until January 6. The Ibsen drama will be continued for five additional weeks after that time.

diata, have departed for their home in Houston.

The WPA theatrical project in Kansas will start next week.

Connie and Dollie Show, now touring the South, will close for the holidays.

Walter Marrs has joined the Kelly Masters circle in Alabama.

Jacobson Players are now in their 27th week of circle stock thru Minnesota and business is said to be satisfactory. Roster includes George Jacobson, Billy Remick, Charles Archer, Oreta Gibson and Ladema Corey.

Gene Allen Players have closed a very short season of circle stock. They made their headquarters at Savannah, Tenn.

Earnest Walling, who recently closed with the Cliff Carl circle, has departed for Chicago.

Mr. and Mrs. Jack Vivian are now at their home in Southern Missouri after closing Allen Bros.' Comedians.

Mickey McNutt merry-go-round, now circling in and around Sioux City, Ia., report business as okeh.

Harry Kinchloe is now located in Oklahoma City for the winter.

Frank Smith, who recently closed his canvas attraction, is at home in Mt. Vernon, Ill., making tentative arrangements to launch a circle to play the mining towns of Southern Illinois.

Mr. and Mrs. Roy Hughes have departed for the West Coast to spend the winter.

Greg Rouleau is now at his home in Wausau, Wis., visiting friends and relatives. He will be associated with L. Verne Slout in a circle stock venture after the first of the year.

Ed Sluder, after the closing of the Jack Vivian show, is now located at Dexter, Mo.

Jimmie and Mildred Tubbs are now in their third year with the Hank Neal Players in Colorado.

Magic and Magicians

By BILL SAGHS
(Communications to Cincinnati Office)



R. TEMPLE GREYSTOKE, who launched his new and different attraction, *Horrors of Hell*, at Hillsboro, O., November 9, is heading south with the company to play the same territory which he toured with his ghost show the last two seasons. *Horrors of Hell* will feature a number of medieval torture instruments and is loaded with laughs, Greystoke says. Show will carry six people, including several specialty artists, and will play midnight performances only. The show's title, trailer and all advertising matter has been registered and copyrighted, Greystoke warns. Mx. Greystoke will advance the new attraction.

HERDITH THE MAGICIAN and Company are rehearsing in Lebanon, Ind., for a tour of the South and West, which is to begin in about two weeks. The company will play theaters exclusively. Herdith will specialize in flower and silk productions. He will use his buried alive and blindfold drive as an outside bally.

RHODE ISLAND ASSEMBLY No. 26, I.M., held its regular monthly meeting at the Billmore Hotel, Providence, November 25, when plans were laid for a Christmas party for members and their ladies. Date for this has been set for December 16. President Cliff Hart reported increasing interest in magic thru-out the State, with many of the Assembly's members busy these days putting on entertainments. Following the business meeting an informal program was presented by President Hart, Secretary Waldo Rouvriere, Edward C. French, Harry A. Scheer, Harry Bellville, Edward Bonneau, C. Hall Coville, C. Foster Penner and Harry Poole.

NATIONAL CAPITAL RING No. 67, I.M., Washington, at its recent election of officers selected the following: Dr. Kenneth Sheeler, president; Francis J. Annini, treasurer; Peter Lipski, secretary; Dr. Archie Engel, chairman of the entertainment committee and master of ceremonies; Frank Fortillo, publicity director and court jester. It was also decided to resume the Friday evening entertainments at the different homes and orphanages of Washington, which were given with such success last year.

ARTHUR HIOBEE, after spending some time in Akron, O., is filling a four-week engagement in Philadelphia.

NICK STONE is playing a three-week engagement at the A. Polsky Company department store, Akron, O., doing magic for the kiddies in a clown makeup.

W. C. (DOBNY) DORNFIELD, magician of ceremony, who has been getting over in red-hot fashion in the Walnut Room of the Bismarck Hotel, Chicago, has been signed to remain over there indefinitely.

GLENN AND ANN POPE, American illusionists, are at the Gaumont Palace in Paris.

BOB NELSON, of the Nelson Enterprises, Columbus, O., visited the home office of *The Billboard* on business early last week and dropped off for a chat at the magic desk. Bob expressed himself as being highly satisfied with business at present and announces that he will shortly launch an expansion campaign at his Columbus headquarters. Bob wants it known that he is sole owner



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and manager of the Nelson Enterprises and that he hasn't had a business partner since he and his brother dissolved partnership many years ago.

POSTAIRE THE MAGICIAN announces that he will launch his new *Top Hat Revue* December 30 at the Majestic Theater, Johnson City, Tenn. Show will carry 14 people, with Edith Chasin and her Rhythmettes, girls' band, as a feature. Poster will also include the Darling Sisters, Joe and Nell Mahler and Mr. Zenobia (Soppy Austin) and wife.

COLUMBUS, O., MAGICIANS will hold their fifth annual Magi-Fest in that city January 24 and 25, with headquarters at the Neil House. Syl Reilly is chairman of the executive committee for the big event.

KARMOX AND ZAMA are at the Petit Casino in Paris.

ROBERT WIZARDO, of Turnbull and Wizardo, writes from Toronto under date of November 29: "Tommy Martin played here the past week and excited much comment. Tom Boyer and I spent an interesting afternoon with Martin. He is an interesting person—and what a personality! He's a fine showman and a swell guy. John Glordmaine had Martin and some of the local magi out to his place Sunday afternoon. John is playing many club dates in town, while Herb King, Ray Lowe, Bill Millman, Ross Bertram, Billy Arnold and the rest are also getting their share of work. My partner and I are doing town halls just out of Toronto. I recently returned from a month on the road, playing halls well north of here. Business was poor, due to bad management. There are a lot of magicians in Toronto and the city is quite magic-minded. I still can't believe that magic is dead."

RUSSELL SWANN was a dramatic actor only a couple of years ago. Now he is enjoying an indefinite run at the swank Waldorf-Astoria Hotel, New York, where he is also making his New York debut. He tells us he was also the first magician to ever play the classy Ches Paree and the Stevens Hotel in Chicago.

AMEDEO is back in New York after a string of out-of-town club dates.

CARTIER jumped into the swanky House of Morgan night club, New York, last week when another booking fell thru.

PAUL DUKE sends us a batch of newspaper clips and billings from England, where he is appearing in vaudeville. Current London dates will be followed with an engagement at t'e Alhambra Theater, Paris.

PRINCE HANE, illusionist, is at the Cafe de Paris in Nice, France.

FELIX HERRMANN, nephew of the late Herrmann the Great, is appearing at a large New Orleans department store for the pre-Christmas season. In his spare time Herrmann is taking part in plays at the Little Theater there. He is now completing his fourth term as president of the New Orleans magicians' society.

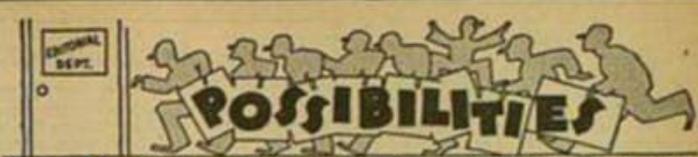
JOHNNY MATTHEWS has opened in the new floor show at the Eastern Star Cafe, leading Chinese night spot in Detroit.

FOY O'KITO, magician and blindfold driver, visited Atlanta last week after completing a week's engagement at the Pure Food Show at Charlotte, N. C., and an extended engagement at the Club Arbor in that city. He is booked for night club and theater work in the Carolinas.

DECHAUMONT, illusionist, is at the Cirque Montpal in Rouen, France.

GHANDA THE MAGICIAN is now at Kaufman's department store, Richmond, Va., for the third consecutive holiday season. He has recently added several new tricks to his program.

ARTHUR P. FELSMAN, Chicago magic dealer, set up his traveling magic shop in the Netherland Plaza Hotel, Cincinnati, Wednesday and Thursday of last week



GLEANED DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF

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

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

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

For LEGIT MUSICAL

CASS, MACK, OWEN AND TOPSY—madcap quartet which would fill out a revue spot in bang-up fashion with their avalanche of outstanding acrobatic dance tricks accompanied by considerable slapstick. Each member of quartet is individual sock. Now appearing in vaude and getting plenty of bookings.

For VAUDE

MISS VALENTINE—blond French singer caught at the Cafe Rene, New York. Has excellent voice and an exciting dramatic delivery. French numbers include English excerpts, indicating that she could adapt her material to her audience. She should stand out easily on the stage.

CORRECTION: Terry Parker, listed in "Possibilities" in the issue of November 2, was credited with doing impersonations of George Jessel and Laurel and Hardy in addition to his outstanding Jimmy Savo number. Parker did only the Savo impersonation; Jack Oellman, on the same

amateur winners program, did the Jessel, Laurel and Hardy and other bits.

For FILMS

VAAS FAMILY—group which does *Dreams of Long Ago* series heard on WEAF-NBC networks Sunday nights, in which they enact poems based on legends or create more modern versions. Fine material for shorts in all color. Would be of interest to all types of pix patrons. Musical theme recurs to break the straight drama, with youthful heroine usually in lead to provide the love interest.

GLEN BOLES—juvenile who made his stage debut in *The Ragged Edge*, which ran eight performances at the Fulton, New York. Good-looking and likable lad. Played a part that was both difficult and sappy and did it well. Impresses that in the right show and part he'll score nicely. Rates a film test.

EDWARD WOODS—juvenile now appearing in *One Good Year*, legit, at the Lyceum, New York. Would make a good yve lead for pix. Has looks, a fine speaking voice, and is dashing and youthful. A romantic type, too. Rates a test.



Minstrelsy

By BOB EMMET
(Cincinnati Office)

"HI-BROWN" BOBBY BURNS is reported to be rehearsing a minstrel and girl revue in Louisville to take to the road some time the latter part of this month.

CLEVELAND PTA MINSTRELS will appear at Addison Road Junior High School there January 23 and 24. The minstrel cast will number 35 people and a 10-piece orchestra. Bob Reed is in charge of production and M. Hodges is listed as musical director.

REESE PROSSER, veteran of the Al G. Field Minstrels, and Billy Burke, who trouped with John W. Vogel, are still on deck in the Cleveland section. Both boys are pining for a return of the good old minstrel days.

JIMMY THOMPSON, who formerly warbled with the Al G. Field Minstrels, now functions as a band maestro at Cleveland night spots.

PROP. WALTER BROWN LEONARD, now visiting at Ithaca, N. Y., will shortly migrate to the Southland.

MIKE DOWD, veteran minstrel and songwriter, is busy knocking out campaign songs for the 1936 election.

"DO YOU REMEMBER," asks Buck Leahy, "when Dan Holt did principal end with the Great Barlow Minstrels? When Olin Landick and Frank Guth played

Malone, N. Y., and Olin lost his handbag? When Henry Messler and Joe LaPan were with the Smith Bros.' Minstrels? When Ira Haynes was with a 'Tom Show'? When C. E. Doble was with the DeRue Bros.' Minstrels? When Edward H. Grizzard was with Heverly's Minstrels? When Dunbar McKenzie had his automobile stolen at Corbin, Ky?

J. C. LINCOLN'S Mighty Minstrels, under the management of H. S. Palmer, closed the season in Georgia November 29. Show was out eight months and two weeks, with only two days lost in all that time—one due to rain and the other to the epidemic in Virginia last summer. Roster remained practically

(See MINSTRELSY on page 37)



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Conducted by DON KING—Communications to 25 Opera Place, Cincinnati, O.

Cobb Super Has 7-3 Going at 120 Hours

WENATCHEE, Wash., Dec. 7.—The George C. Cobb super-walk got under way November 23 with 13 couples. At the 120-hour mark the floor was down to seven couples and three solo.

Contestants still on the floor are Calvin Dorr and Dot Curl, Woodrow Wilson and Rose Anderson, Walt Farris and Dee Anderson, Bill Stanley and Gladys Perkins, Woodrow Anderson and Eleanor Gastit, Tex and Dot Carson, and Eddie Anderson and Kitty Orr. Solo boys are Leonard Reeder, Bill Murray and Nick Taylor. Show is featured by dances and positive elimination sprints every third night.

Members of the staff include Lewis Brock, top emcee, air and heat man, assisted by Johnny Russo; Dick Stevens and Dick Josephs, floor judges; Morgan Chivers and Kid Chiswell, trainers; Vivian Anderson, Cricket Chivers and Selma Brock, nurses; George C. Cobb, producer; Grace Cobb, secretary; Al Schaefer, doorman; Earl Robinson, maintenance; Art Lumsley, night pianist; Bob and Goldie Elliot, dietitians, and Vivian Kueck, concession. Bill Reed's Orchestra is on the stand.

Dec-Winker Win Lewiston Show

LEWISTON, Ida., Dec. 7.—The Lewis-Picker show closed here November 29, after 1,410 hours, with Jay Dee and Betty Winker coming in first. The finish was attained by means of an Australian dynamite sprint. Buddy Corbett and Louise Everett finished in second place.

The wedding of Roy Shaw and Beulah Withersell was a feature of the show. Moon Mullins handled the heat throughout the contest, with Sam Gore and Joe Palooka keeping the audiences from having any "dull moments." The staff at the windup included Swede Larson, sour puss; Ted Brown, day floor judge; Hank Lewis, head trainer, assisted by Mike Haight; Alberta Larson and Lila Hagerly, nurses, and Mrs. Sam Gore, Mrs. Hank Lewis and Jack Haggerty, cashiers.

Boisjolie-Alviso Take Seattle Walk

SEATTLE, Dec. 7.—The walkathon here closed November 28, at 1,492 hours, with Frenchy Boisjolie and Chad Alviso first; Buddie Harrington and Bob Fields, second. Prize money was paid before a capacity audience that turned out to witness the victory ball. Raymond Wray worked the last two weeks as top emcee, assisted by Jack Walker. Eddie O'Hara was head man in the closing hours. Remainder of the staff finished as published previously.

SILVIA CIELOHA, winner of the 1932 Lotus Isle show in Portland, Ore., and Red Starr, carnival trouper, were married at Richmond, Calif., November 10. Silvia also sang and entertained in Portland night spots and is the mother of 16-year-old Josephine Cielo, radio songstress over KPUB. Red was formerly with Bernard's Exposition Shows, C. H. Steffens, etc.

Contestant Notes

HARVEY CLEVELAND cards from Cherrydale, Va.: "Wonder what's become of the boys I have danced with, including Jimmy Gable, Joe Weeks, Pat Stapleton, Red Nichols and Eddie Grayson."

HELEN BOND, Cleveland, O., would like to get in touch with Daddy Fox regarding the Bay City show. Will watch the Letter List.

J. STEFANIK, Bill McQuade's father-in-law, Campbell, O., would like word from "Ready Money" Phillips.

RALPH AND PEGGY EVANS, Columbus, O., want one from Martha at once, also LeRoy Snyder, Betty Lightner and Curly Cohen. Care The Billboard, Cincinnati office.

BLACKIE LATESSA, resting at his Youngtown (O.) home, wants 'em thru The Billboard from Dick Edwards, Elmer the Iceman, Hobo Hughie, Joe and Nellie Gordon, Mabel Cooper, Johnny Nelson and Pugsle Englehart.

CURT THATCH has been taking a two months' vacation at his Atlanta (Ga.) home and writes he is all set to begin walking again. Wants one from his partner, Irene Parker, Jack Hayes, Guy Swartz and Maxie Capp thru the Letter List.

TONI PINION, Wheeling, W. Va., says it's important that Wesley Bryan get in touch with her.

HAROLD LIPPMAN, waiting for the West Haven (Conn.) show to open, wants to hear from Betty Sue Long.

MRS. HERMANSON, New Orleans, La., writes it is important she get in touch with Pauline Boyd, also that she has a letter in the Letter List for Betty Lee Doris.

EDDIE BEOLEY recently finished the R. B. Ramagosa show as air man and headed for the Zeke Youngblood Savin Rock (Conn.) walk. Eddie would like word from Ataty Dowdell, Phil Fletcher and Chick Franklin.

HAPPY REUNIONS are being celebrated at the Savin Rock (Conn.) show. Many of Zeke Youngblood's old dancers have returned, including a few heat men, emcees and comics as well. Included are Squirely Bradley, Silm Hansen, Eddie Begley, Ann Wagner, Ernie Young and Al and Ruthie Smith.

BILLY AND BILLIE CURTIS are spending the holidays in Mobile, Ala., with Billie's sister. "Sorry to hear about Smack Bowers," they write. "Would like to hear from friends thru The Billboard."

Staff Briefs

BOB LEE writes he is doing well in New York City as booker and agent. He recently sold Dick Buckley to the Congress Cafe for 10 weeks, followed by the Brown Derby, Boston, on an indefinite run. Bob says walkathon emcees have something on the ball entirely lacking in the average night-club emcee and that Dick is a good bet to really go places. Bob is also emceeing for a group of Major Bowser' amateurs on week-end dates in and around New York. Ho

Mesle Worcester Show Starts Well

WORCESTER, Mass., Dec. 7.—The Ernie C. Mesle Novelty Amusement Company walk, being held in Spanish Villa here, at 450 hours was starting to draw like the previous successful show held here in 1932 by Mesle, which played to 178,000 admissions.

The staff has Syl Betty and Oscar Davis putting on the funny capers from the floor; Frenchy Nony and Curley Cohen, judges; Nellie Richards and Reka Hammerschmidt, nurses; Mrs. Hammerstrom and Mrs. Powers, matrons; Chris Hammerschmidt, Carl Swanson and Pop Myers, trainers; Edith McAttee and Ann Blanche, Ruth Patterson and Edyth Griffin, cashiers; George Kinder, Joe Charrin and George Dalken, maintenance; Joe Nardella and George Kinder, ushers; Joe Palooka, Larry DeCarrado and Ermer DuFresne, sloopers. Guy Casey's Melodians are on the stand. Frank Hevise is photographer; Marve Millard, scenic artist. Jimmy Scott is handling the dope sheets, with Bill Walts doing publicity.

booked a band for the Princeton game recently and went along so he could shoot over for a visit at the Zeke Youngblood layout. Dick says Zeke is a credit to the game. He reports George L. Ruty is doing a nice business at his Elizabeth (N. J.) show, with two couples still going.

JIMMY GABLE drops a line to tell us he has been working club and theater dates on the West Coast for the past eight months. Lately he has received word that someone impersonating him has been sending collect wires and obtaining money from promoters. "A word of warning to operators should be sufficient," he writes. "Am now working the Shammar Club, Sacramento, and broadcasting over the Don Lee chain."

ROY RICHARDS drops a few lines from York, Pa., to let us know he is still kicking and getting along all right. His latest show was the George W. Pughes walk in Salt Lake City and he writes he is itching to get back in harness. Roy is doing emceeing at the local Brooks Club, using a union band with good floor shows. Lew White dropped in and caught the show recently. Roy would like to hear from King Brady, the Ryans and Junior Jack Kelley via the Letter List.

WESLEY BRYAN, Kalamazoo, Mich., says it's important that he get in touch with Pop Barney at once. Pop was trainer on the Mayfair Club show, Flint, Mich. Wes says he will watch the Letter List.

JIMMY JOY, in St. Louis following the Casper (Wyo.) show, would like to hear from Al Lyman, Moon Mullins, Mary Landino, Peggy Brant and Russ Quaintance via the Letter List.

CHICK FRANKLIN is working on the staff of the Jack Steinel Springfield, Mo., show and would appreciate word from Mac MacGreedy, Eddie Gilmartin, Micky Rosenberg and Ann Benson.

RAYMOND WRAY writes from Seattle that he can always be reached thru the Letter List.

"TELL KAPLAN to keep up the good work in his Tidbits column," writes Hank Lewis from Lewiston, Ida.

CLUB CHATTER

(Continued from page 12)

female impersonations in Los Angeles night spots. . . . Gene Gory and Nobertha open December 25 on the Butterfield time with the French Revue unit. . . . Gilbert and Vicky Raye last week joined a six-person unit in Rochester, N. Y., under the management of Art Aggrite. . . . The unit has eight weeks, beginning December 8 at the Delaware Grill in Tonawanda, N. Y. . . . Marion Weiss, billed "The Girl with the Educated Feet," joined Chet Springer's unit two weeks ago at the Crittenden Hotel in Columbus, O. . . . Unit, making a tour of the Albert Pick hotels, will close at the Crittenden December 22. . . . Melvin Preacock, pianist, and Gladys Harnage, songstress, are currently working the Linger Bar in downtown Sheboygan, Wis.

TIDBITS

By RICHARD S. KAPLAN
NEAA General Counsel

It was in August of 1934 that Hal J. Ross, one of the most successful operators of endurance contests in this country, wrote as follows:

"The walkathon as a business depends upon the co-operation of those who believe in legitimate methods and are willing to fight for the principle that promoters and contestants, as well as employees and sponsors, deserve a fair break at all times. We who believe in legitimate contests, cleanly and honestly staged, must band together to keep the untrustables out."

This is one statement that should be printed in bold type and pasted on the wall of every legitimate show. The endurance show would not be in its present precarious state of existence if these precepts could have been obeyed.

To you operators or would-be-operators who think you can open a show on a shoestring, let me give you this word of caution. You had better take the money you have and buy yourselves a peck of peanuts. You'll have something to show for your money.

Experience has shown that a show positively CANNOT be opened and properly carried on with less than \$3,000. That's the minimum. Some opening costs have run as high as \$10,000. The man who wants to open a show on \$1,500 has no business in the field. All you need do is to read of the high percentage of failures.

And that applies equally as well to the ex-contestant, emcee or floor judge who has found an angel to back him. KEEP OUT OF A FIELD IN WHICH YOU HAVE NO BUSINESS. It takes an operator to OPERATE a show successfully. The would-be and take-a-chance fellow CANNOT succeed.

Heard here and there among operators, emcees, etc.:

"Aw, he's a fink."

"Why I taught him all he knows of the business."

"Do you see that sprint? He stole it from my show. I was the first man to use that type of sprint in this business."

"What a conniver he is. I don't want to have anything to do with him."

And the men who use these and similar expressions forget the old adage that says, "A man can't throw mud at another without dirtying his own hands."

You'll never find men like Ross or Hayden, Dunlap or Pughes or Guy Swartz throwing mud. They're legitimate. They're interested in building their OWN business without bothering about the other fellow.

CAN A RADIO STATION GRANT AN EXCLUSIVE CONTRACT TO ONE WALKATHON?

That question has been asked a hundred times and never legally answered. The Federal Radio Commission says, "No." But courts are at odds on that question and it will take a battle straight up the line to Washington to fully answer it.

Here's another warning to operators: When a State law prohibits the operation of a walkathon, the fact that you receive a permit to operate in a city within that State does not protect you against legal action for violation of the statute. The city cannot give you a right it does not itself possess. Therefore, be very careful about permits granted in such cities.

And while on this subject, answering the questions of several operators, WEST VIRGINIA HAS A PROHIBITORY STATE LAW. Permits in cities in West Virginia mean nothing if the State insists upon prosecuting.

ARE YOU BOTHERED WITH A PROBLEM THAT YOU CAN'T ANSWER? Send it in. We'll try to answer it.

And if you have anything interesting regarding the happenings in this field, a new injunction, a new legal action, a new type of show, send us the dope. We'll be glad to pass it on.

All letters must be signed in full, but names will not be used if you desire your letter to be confidential.

We'd also like comments on the column. Do you like it? Tell us!

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STATE THEATER, Torrington, Conn.

This will be a short, fast show. Contestants knowing Len White, Freddie Hall, or others who can take this type of show, write at once.
 We do not pick our winners. Prize Money in Bank.
 Ed McQuade, Tim Hammond, Billy Lyons, Dottie Hudson, Joe Nally, Chris Weems, Class Key, Violet Kirtzschel, Marie Robbins, Duffy Tarantino, Eddie and Peggy Tullis, Frank and Lee, Hughie and Babe, Ruvie Booth, Jimmy Kennedy write me at once.
 Will not keep anybody before December 17. Write
FRANK COOK, 484 Main St., Torrington, Conn.
 George Armonds and Al Morgan get in touch with Barne, Cohen at once at above address.
 Others knowing me please write.

THE FORUM



This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current 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 and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

Utica, N. Y.
Referring to the inquiry of John V. Schofield Jr., Chicago, in the Forum of November 16 relative to the stars in the film as to whether identical to the players from the stage production of the pastoral play, York State Folks, I would advise that some of the cast of characters in the season of 1901-'02 stage production were as follows: Myron Cooper, an old organist and organ-builder, played by Ray L. Boyce; Simon Peter Martin, president of the village and richest man in town, played by James Lackaye; Frank, his son, played by Randolph Currie; Kneimite Hubbard, the neighbor's girl, and called the village belle in the film of 1911, by Mrs. Sidman, wife of the author; Hal Murdoch, music teacher, by Osborne Seaside; Lem Dunbar, played by Ernest Lamson, who made himself somewhat famous as a character actor in this part. Harry Crosby in the stage show played two parts, those of Orson Biddle, boss of the paint shop, and agent of the Uncle Tom's Cabin company. Jennie, the niece of Myron Cooper, was played by Bonnie Goodall.

Port Huron, Mich.
Some time ago there appeared in The Billboard a letter relative to the damaging effect so-called home talent or amateur minstrel performances had upon the legitimate performances of this old-old-time and once popular form of entertainment. The writer disagrees. Born and reared in Texas, where Field Primrose, Dockstader, Kearns and Evans, all brought their troupes in the days gone by, and where the populace turned out en masse to witness their stellar performances, and being one of these old-time performers, I feel that I have the right to disagree.

Turning from the professional to amateur stage I handled the production of minstrels in the Southwest for several years, and then, as other old-timers have done, entered other lines of business. Ten years ago I came to Port Huron and joined the Exchange Club of this city, a national service organization. As usual, they needed funds to carry on civic work. Cashing in on my previous experience, I suggested the minstrel. The idea did not take and it was not until March, 1931, that I was able to organize the exchange club into a minstrel combination with the Schubert Choral Club and put on the first annual minstrel. Since then the Schubert-Exchange Minstrel has been an annual affair, and we are now in rehearsal for the sixth annual minstrel. Each of our productions has been put together with the idea of advertising, as used by Field, "bigger and better," until now we use a trained chorus of 60 voices, 10 end-men, olio and afterpiece, and our productions are on a par with any of the old traveling minstrel organizations. As each show is put on the seat sale is put up three days in advance of the production, and last year 1,300 seats were sold in three hours on the first seat-sale day, and lines extended thru the lobby and into the street awaiting their return to secure tickets. Our expense of production runs in the neighborhood of \$1,300 and our income for the two nights, program and seat sale, average from \$2,000 to \$2,400. Calls start coming in in the fall asking the approximate date of our show. Every theatergoer awaits the annual minstrel.

No member of the cast or those in charge of production receives a cent from this show, entire proceeds being used in civic work. Special scenery is used for the first part, with appropriate drops and scenery for the olio and after-piece. The production is completely costumed, one year white face, the next year black. We start early each year, holding

one rehearsal a week until about the middle of January, then go at it intensively until dress rehearsal the Sunday preceding the show. We are keeping alive minstrel traditions. Our boys are no longer amateurs, but on a par with professionals. We have the city minstrel-conscious. I have no doubt that should a first-class minstrel book this city it would do a capacity business. This in the face of the fact that we have seven first-class talkies here.

Let the amateurs keep up their good work in carrying on one of the oldest of entertainments—the minstrel. Minstrel is not dead—merely resting, until some day, I feel sure that it will be revived. None of the oldtimers may ever see this, but from the great crowd of hard-working amateurs may spring some minstrels whose names you will be proud to place alongside of O'Brien, Quigley, Evans and the balance of the oldtimers. Leaves White, the old Dallas boy, is one of the present-day minstrels who more nearly approaches the Southern Negro as he was and is today.

W. H. BRAHANY.

Chelsea, Mass.
In letters running in The Forum, let us try to keep the records straight. The Juggling Johnsons were the first team to introduce five Indian clubs, and the boy who did the trick was Pat, who later was known as Pat McBann.

Pioneers in Juggling Five Clubs in Air
The year was 1897. The show was Primrose & Dockstader's Minstrels. The Four Juggling Johnsons were featured with that show for two years, seasons of 1897-'98 and 1899-1900. Primrose and Dockstader offered \$10,000 for the equal of the Johnsons and \$1,000 for anyone who could handle five clubs like Pat. There were no takers for the two years. In 1901 there were two teams of the Johnsons. I happened to be a member of the European team for a season, so I feel as if I am qualified to write on this subject.

The Juggling Johnsons was an act developed by John T. Whitfield. He also developed many other headline vaudeville acts about 25 to 40 years ago. Whitfield revolutionized the club-juggling end of the show game. The Johnsons were the first and only club-juggling number that consistently topped the bills in all the big-time houses. The acme of perfection in this form of entertainment was attained by the Juggling Johnsons in 1903-'04. Whitfield made a six-act of it for Oscar Hammerstein.

Bennie Mowatt had just turned 16 and could play New York, so he came on to join the Johnsons. Ben had two weeks to get into the act. He had never seen any speed nor pep such as the Johnsons were noted for and neither had he ever made a back-hand catch. They worked him out over at the old Woods gym on 29th street. The second day Ben's hands were split and bleeding so badly that Jim Corbett, the fighter, wanted him to go over to a hospital for treatment. Bennie laughed, cried, gritted his teeth and would not give in. When the act opened at Hammerstein's he was with it. This was the season of 1903-'04. The Johnsons had three men in the act who could juggle five clubs. Pat and Henry, who, by the way, were twins, and Ben-

nie Mowatt. And up to that period there was no other juggler on record who could do five clubs.
The act played Hammerstein's all summer and went on the road in the fall. At the end of the season it disbanded. Whitfield produced his magic kettle act. Pat and Henry put on an act called the McBanns. Ben Mowatt and two other members of the Johnsons put out an act called the Five Mowatts. I believe Bennie's wife and his brother, Arty, made up the team. From that time on five clubs became very common and the edge was all taken off. Joe Cook and Bennie Mowatt were the most graceful with the five, but there was only one Pat McBann. He died in the Alps two years after the Johnsons split. It is almost 32 years since the Juggling Johnsons went into their last sensational lineup and if one were looking for the two best all-round club men in the world today he would have to pick two of the Juggling Johnsons' 1903-'04 men. I mean persons versed in club swinging, balancing, slides; juggling one, two, three, four and five and passing three, six, seven and eight.

JOE DONALD.

Minneapolis.
I read with much regret the notice of the passing of Dad Whitlark, old-time contentionist, who was still working until a few months ago and was billed as the oldest living bender. Whitlark wrote me just before his last illness and promised me a biography and a set of photos which I never received. I wonder if any readers of The Billboard would care to loan me action poses of Dad from their own collections. I would appreciate any correspondence in this column concerning the life of this performer who was so dearly loved by all his fellow workers and his public.

Kinker Data About Whitlark Being Sought

BURNS KATTENBERG.

Jeffersonville, Ind.
Ayres Davies in The Forum of November 23 asked information about Sun Bros.' World's Progressive Shows. This circus was one of the best known in the Middle West and South for years. It started as a small wagon show in New York State in the early '90s. I have been told, and met with success. I cannot say what year the show went on rails, but it was a railroad show in 1901, as it played two days in November that year in Atlanta.

Trouped With Sun Bros. in Season of '09

I was with Sun Bros.' Circus 25 years ago, season of 1909, and can give some data of that season. The show never was larger than nine cars, one advertising car ahead and back with the show were two sleepers, four flats and two stock cars. Big top was five center poles, 110-foot round top with two 40 and two 30-foot middle pieces. Season opened in Macon, Ga., winter quarters, on March 31 and covered 12 States, going as far west as Louisiana and as far south as Miami, playing three weeks in Florida. Season closed over 40 weeks' tour on January 5, 1910, in Lake Butler, Fla.

Some of the staff were George Sun, general manager; Peter Sun, general agent; M. Frenimore, treasurer; Clinton Newton, press agent; Dave Oillipie, side-show manager; Charles Gerlach, handmaster; Mose Herman, announcer; Claude Orton, boss hostler; Billy Randolph, boss of ring stock; A. Weber, superintendent of lights; Oscar Rodgers, concessions. Among performers were Billy O'Dale, equestrian director, principal rider and six-horse act; Elx Walton Troupe, acrobats and Roman statuary; Wiley Perrie and Ben, perch and foot juggling; Otto and Jessie Weaver, hand balancers and serialists; Clark Sisters

41st YEAR
The Billboard
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Vol. XLVII. DECEMBER 14, 1935. No. 50

and Wenzell Sisters (Fro and Clo), traps and rings and riding menage; Billy Connors, revolving ladder; Eileen Sun, juvenile rider, and Hilderra, contentionist.

Among clowns I recall Stoddard and Wallace, Fred Keno, Billy Reid and McAllister, Goots and Sam Fisher. Two performing elephants were worked by Capt. John Cardons. The old-time after-show concert was given with comedians, dancers and singers. A few cages of animals, some camels and sacred ox also were carried. Sun Bros.' Circus made no parades, but a free exhibition was given by a fellow who called himself the "Champion Ski Jumper of Canada." C. E. DUMBLE.

Saranac Lake

By BETTY HUNTINGTON
The Elks' Charity Ball, held last Friday at the Saranac Hotel, proved to be a big affair. Many of Saranac's leading residents packed the hall to capacity. Dancing and speeches were the features of the evening, and the crowd made merry until 4 a.m. The hour being rather unusual for Saranac Lake.
With the thermometer 10 below and a white blanket of snow, we welcome the warm cozy feeling that the Lodge affords and are thankful for many things, one in particular: the earnest, tireless efforts of Dr. Karl Pischel to figure out the problems of his many patients and with a kindly interest in their future.
We appreciate the Thanksgiving greetings sent us by Happy Benway, of Philly, and Danny Murphy, of New York. Both boys were NVA patients who left here last year.
Alma Montague, ex-NVA patient, is doing fine after her major operation. Alma is working in the press department of "Pop" Cameron's Casino, in Syracuse, and would enjoy hearing from her friends here at the Lodge.
Tommy (Regular) Abbott, who always has a smile for everyone, would welcome another section of the rib. Tommy feels fine and is anxious to complete the job as a means to a permanent cure.
Winifred (She's Got Everything) Heagerty entertained her nephew, the brilliant "Red" Heagerty, at the Lodge Thanksgiving Day. Red recently played on the Saranac Lake football team and did some splendid work by making a few touchdowns for the home team this season.
Doris (Blonde) Gascoigne has returned from a 10-day trip to her home in Greenwood Lake, N. Y. Doris now has added energy and feels well able to "carry on" at Saranac Lake thru the winter months.
We must make mention of that handsome chap, Blumund Souhami, of 410 West 58th street, New York, who visited Marie Bianchi over the holidays. He sure set many feminine hearts aflutter.
Mina (Moose) is now up for one meal and is showing a big improvement.
Please check on your health to avoid "the cure" but write to those you know in Saranac Lake.

SUBSCRIPTION, PAYABLE IN ADVANCE

Price	No. Copies	\$ 15-	Saving
\$1.00 Buys	8	\$ 1.20	\$0.20
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5.00 Buys	44	6.45	1.45
6.00 Buys	53	7.75	1.75
7.00 Buys	62	9.05	2.05
8.00 Buys	71	10.35	2.35

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The Billboard reserves the right to edit all advertising copy.

ACTS, UNITS AND ATTRACTIONS

(Routes are for current week when no dates are given.)

- Act, Red (Cameo Supper Club) Portsmouth, O., 20.
Acton, Olga (Maxim's) New York, 20.
Adler, Bernice (Club Alabama) Chicago, 20.
Alta, Nussco (Midwalks of New York) New York, 20.
Aldrich's Imperial Hawaiians (Liberty) Dartington, N. C., 11-12; (Paramount) High Point, N. C., 13-14; (Virginia) Danville, Va., 15-18, 1, 2.
Aldrich's Oriental Fantasies (Ritz) Greenville, S. C., 1.
Almeida & Evans (Marbo) Chicago, 1.
Almeida, Billy (Cocoanut Gardens) Chicago, 20.
Allen, Judith & Jack Doyle (Pal.) Rochester, N. Y., 9-12, 1.
Allen & Louise (Capitol) Wilmington, Can., 1.
Allyn & Gaudreau (Capitol) Regina, Can., 1.
Almonte, Marie (Deserville Club) New York, 20.
Alpert, Micky (Walton) Philadelphia, 20.
Ambassadors, Eight (Roxey) New York 9-12, 1.
Ames, Marie (Nut Club) New York, 20.
Anderson & Allen (Palmarino) Algiers, and (Majestic) Tunis, North Africa, 1-31, 1.
Anders, Janice (Jimmy Kelly's) New York, 20.
Andress, Felicity (French Casino) New York, 20.
Arabella, Rich & Artini (French Casino) New York, 20.
Arcey Johnny (Madison Casino) Chicago, 20.
Arden, Don (Embassy Club) Toronto, 20.
Aristocrats, Four (Colonial) Dayton, O., 1.
Arley, Louis (Cassano) Cincinnati, 20.
Armita, Henry, in His Sunkist Revue (Orph.) Minneapolis, 9-12, 1.
Arnaud, Peggy & Brady (Trocadero) London 16-21; (Troxey) London 23-28, 1.
Arnold, Paul (Radio City Rainbow Grill) New York, 20.
Baccardi's Band (Riverside) Milwaukee, 1.
Baker, Babe, & Neil Stone (Jordy) New York, 20.
Baker, Charlene (Steamship Zee) Chicago, 20.
Baker, Don, & Louise Rush (Paramount) New York, 1. (Indefinite run.)
Baker, Jerry (Del Monora's) New York, 20.
Baker, Rowland (State) New York 9-12, 1.
Baldwin, Frances (Deserville) New York, 20.
Baldwin & Lewis (College Inn) Chicago, 20.
Barbera, Lola (Midson) New York, 20.
Barker Trio (Lincoln) New York, 1.
Barnes, Ruthie (Silver Tavern) Chicago, 20.
Barnett, Bobbie (Merry-Go-Round Club) Akron, O., 20.
Barnfield, Rich (Paramount) Provo, Utah, 11; (Capitol) Logan 13-14; (Ellen) Bismarck, Mont., 16-17, 1.
Bartel-Hurst Foursome (State-Lake) Chicago, 1.
Bartlett, Paul (Oriental) Chicago, 1.
Bates, Peg Leg (Paradise) New York, 20.
Beale St. Boys (Jim Healy's) New York, 20.
Beavers, Louise (Pal.) Rochester, N. Y., 9-12, 1.
Beckert, & Devere (Colonias) Chicago, 20.
Beckman, Al (Colonial) Dayton, O., 1.
Bell & Gray (Castle Farms) Lima, O., 20.
Bell, Jimmie & Nora (Piazza) Pittsburgh, 20.
Bell, Merv (State-Lake) Chicago, 1.
Belmore, Barbara (Fox) Washington, D. C., 12-13, 1.
Belmont, Doris (Cocoanut Palms) Detroit, 20.
Belmonts, Bros. (Merry-Go-Round Club) Akron, O., 20.
Bemis, Billy & Beverly (Mark Hopkins) San Francisco, 20.
Bennett's, Owen, Vanities of 1926 (Colonial) Atlantic, O., 11-12; (Logan) Logan 13-14, 1.
Bergen, Edgar (Versailles) New York, 20.
Berthard & Graham (Central Park Casino) New York, 20.
Bickman, Enrico (French Casino) New York, 20.
Birk, Milton (State) New York 9-12, 1.
Bernard, Phil (Capitol) Regina, Can., 1.
Bernie, Al (Earle) Philadelphia 9-12, 1.
Benson, Barbara (Man About Town) New York, 20.
Beverly, Lou (Dakota) Grand Forks, N. D., 1.
Bilimorettes, Three (Hollywood) New York, 20.
Blair, Cecilia (Colonial) Dayton, O., 1.
Blanche & Elliott (Pent House) Detroit, 20.
Bliss, Rose (Hollywood) New York, 20.
Blond, Dursch (Man About Town) New York, 20.
Bliss Paradise Revue (Orph.) Lincoln, Neb., 1.
Bliss, Johnny (Vine Gardens) Chicago, 20.
Bordline & Carol (Congress Cafe) New York, 20.
Bordoli, Irene (Mayfair) Boston, 20.
Bones, Major, Amateurs (New Stanton, Va., 11; (Virginia) Harrisonburg 12, 1.
Bones, Major, Amateurs (Met.) Boston 9-12, 1.
Bones, Major, Amateurs (Shubert) Cincinnati 9-12, 1.
Bones, Major, Amateurs (Pal.) Cleveland 9-12, 1.
Bowler, Texanne (Man About Town) New York, 20.
Bowly, Al (Radio City Rainbow Room) New York, 20.
Bowling, Bob (Palmarino) Dayton, O., 1.
Bowling, Frank & Ed (Pal.) Chicago 9-12, 1.
Brawn, Arthur (Hobson's Club) New York, 20.
Brown, Elmer (Beaton) Vancouver, Can., 12-13, 1.
Brown, Evans (Race Track) Owensboro, Ky., 20.
Brown Sisters (Gayety) Milwaukee, 1.
Browne & LaVelle (Egyptian) Sioux Falls, S. D., 1.
Brown, Rich & Hall (Hermanns Blecker Hall) Albany, N. Y., 9-12, 1.
Brown, Curtis (Silverdale) Milwaukee, 1.
Brooks, Bernice (Hi-Nat Club) Chicago, 20.
Brook & Chis (Arma) Copenhagen, Denmark, 1-11, 1.

ROUTE DEPARTMENT

Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS

a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; h-night club; p-amusement park; ro-road house; re-restaurant; t-theater.

- Buckley, Art (Harry's N. Y. Cabaret) Chicago, 20.
Burke, Helen (Club Alabama) Chicago, 20.
Burrage, Alice Hathaway (Hector's Club) New York, 20.
Burr, Donald (Kix Kati) New York, 20.
Burt, Billy (Orph.) Lincoln, Neb., 1.
Burton, Elma (Club Alabama) Chicago, 20.
Cabra, Lillian (Greenwich Village Inn) New York, 20.
Callaghan Bros. (Dorchester House) London, Eng., Dec. 1-31.
Carr, Jerry (Blue Aster) Detroit, 20.
Candilla's Birds (Hippodrome) New York, 1. (Indefinite run.)
Campe, George (French Casino) New York, 20.
Cappell, Roy & Royalties (Park Central) New York, 1.
Campus Eight (Park Central) New York, 1.
Caperton & Columbus (St. Moritz) New York, 1.
Cappel, Yvonne (Cassano) Cincinnati, 20.
Carr, Jerry (Village Nut Club) New York, 20.
Carpenter, Imogen (Radio City Rainbow Grill) New York, 20.
Carr, Brock & Betty (Century) Baltimore 9-12, 1.
Carr, Buddy & Billy (Orph.) Waco, Tex., 1.
Carr, Harriette (Mayfair Club) Boston, 20.
Carroll, Myra (Rox) Seattle, 1.
Carson, Jack & Co. (Grand St. Louis, 1.
Carter (House of Morgan) New York, 20.
Carter, "Red" (Curley's Cab.) Minneapolis, 20.
Carter & Schaub (Jimmy Kelly's) New York, 20.
Carville Sisters (Orph.) Lincoln, Neb., 1.
Cassidy's Scandals (Dakota) Grand Forks, N. D., 1.
Chandler, Evelyn (College Inn) Chicago, 20.
Chambers (Orph.) Wichita, Kan., 1.
Chaplin, Mildred Harris (Troxey) Stepping, London, 16-21; (Trocadero) London 22-28, 1.
Chapman & McNary (Marbo) Chicago, 1.
Charles & Celeste (Mayfair Casino) Cleveland, 20.
Charles & Dorothy (Banker's Tavern) Philadelphia, 20.
Charles, Ernest (Normandie) New York, 20.
Charleston, Helen (State) New York 9-12, 1.
Charleston, Milton (Kix Kati) New York, 20.
Chevalier, Mimi (Greenwich Village Inn) New York, 20.
Choi, Paul (Piazza) El Paso, Tex., 1.
Christiana, Countess (Club Alabama) Chicago, 20.
Clarence & Delores (Egyptian) Sioux Falls, S. D., 1.
Clark, Joanne (Club Missouri) Chicago, 20.
Clark, Samory (Margot's Club) Chicago, 20.
Clarke, F. (Beacon) Vancouver, Can., 11-19, 1.
Clark's, Harry, Rancho Grande Revue (Arcadia) Temple, Tex., 11; (Orph.) Waco 14-15; (Lyric) Brownwood 14; (Paramount) Atlanta 19, 1.
Clark's, Harry, Ritz Carlton Blondes (Beacon) Vancouver, Can., 13-19, 1.
Clark's, Harry, Stars of Mirth (State) Salisbury, N. C., 11; (Carolina) Charlotte 12-14; (State) Harrisonburg, Va., 16-17; (Hickall) Danville 18; (Paramount) Concord 19, 1.
Clark's, Harry, March of Rhythm (Felix) Park, Ill., 13-14; (Hub) Rochelle 15; (Illinois) Macomb 17; (Mattison) Mattison 19, 1.
Claverie, Rose (Club Alabama) Chicago, 20.
Clawik, Carl (Frolic Inn) Hollywood, Calif., 20.
Clymas Troupe (Oriental) Chicago, 1.
Cocoanut Grove Revels (Oriental) Chicago, 1.
Cocktails of 1926 (Marbo) Chicago, 1.
Colleen (Wooden Shoe Club) Chicago, 20.
Collette & Barry (Village Barn) New York, 20.
Coblet Sisters (Kix Kati) New York, 20.
Comedy Stars of Hollywood (Egyptian) Sioux Falls, S. D., 1.
Compton, Helen, & Orch. (Century) Baltimore 9-12, 1.
Coogan, Max (Midson) New York, 1.
Cogan, Colostomo's (Chicago) 20.
Cook, Ralph (Marbo) Chicago, 1.
Coond, Anita (Flamingo) Orlando, Fla., 20.
Cook, Fanny (Tulle & Deane) Chicago, 20.
Cooper, Omer (Hollywood) New York, 20.
Cooper, Jerry (Hollywood) New York, 20.
Coral Tite (Hollywood) New York, 1.
Cornish, Harry (Carman) Philadelphia 13-18, 1.
Cortney, Ann (Normandie) New York, 20.
Cradocks, Four (French Casino) New York, 20.
Crews & Summers (Capitol) Marshalltown, Ia., 1.
Cros & Dunn (Chez Pense) Chicago, 20.
Crosby, Frank & Bennett (Banker's Tavern) Philadelphia, 20.
Dale & Dean (Rox) Seattle, 1.
Dale, Glen (Orph.) Wichita, Kan., 1.
Dala, Gene (Dante's Inferno) Kansas City, 20.
Dario & Diane (Weylin) New York, 1.

- Davis, Sally (Tulle & Deane's) Chicago, 20.
Darling, Virginia (Von Thomsen's) Chicago, 20.
David, Johnny (Frolic Inn) Hollywood, Calif., 20.
Davis, Carl (Tulle & Deane) Chicago, 20.
Davis, Eddie (Leon & Eddie's) New York, 20.
Davis, Judy (Steamship Zee) Chicago, 20.
Davis, Marianne (Central Park Casino) New York, 20.
Dawson, Dolly (Taft) New York, 1.
Dayton, Joe & Eddie (Capitol) Regina, Can., 1.
De Busny, Astia (French Casino) New York, 20.
Debut Jan (Carman) Philadelphia 13-18, 1.
Debutante, Texas (Harry's N. Y. Cabaret) Chicago, 20.
DeBarris's Birds (Orph.) Lincoln, Neb., 1.
DeCarde (Pal.) Rochester, N. Y., 9-12, 1.
De Costa, Gen. (Gay Nineties) Chicago, 20.
Del Dook, Sidney (Capitol) Calgary, Can., 1.
DeClanton, Gail (Harlem Casino) Pittsburgh, 20.
De La Grange, Chrysta (Blackstone) Chicago, 20.
DeLore & Milo (Rox) Seattle, 1.
Denning, Ruth (Dan Healy's Broadway Room) New York, 20.
Derby Day in Dixie (Fox) Detroit 9-12, 1.
Dering, Rosemary (Edgewater Beach) Chicago, 20.
Dermer, Charlie (Capitol) Calgary, Can., 1.
Desvalles, Olympia (Riverside) Milwaukee, 1.
Devereaux, Jeanne (Palladium) London 1-31, 1.
Devora, Four Flash (Palladium) London 1-31, 1.
Diamond, Ted & Mital (Club Lido) Montreal, 20.
Diann & Derraine (Orph.) Wichita, Kan., 1.
DeLore & Candide (Radio City Rainbow Grill) New York, 20.
Doree & Hayward (Rox) Seattle, 1.
Dorfield, Dory (Riviera) Chicago, 1.
Dorff, Ruth (Silver Tavern) Chicago, 20.
Dorsey, Adeline (Club Missouri) Chicago, 20.
Douglas, Milton (Central Park Casino) New York, 20.
Douglas, Skippy (Sweepstakes) Cleveland, 20.
Dora, Bern (Hollywood) New York, 20.
Drake Sisters (Orph.) Waco, Tex., 1.
Drayton Sisters (Hiallo) Durham, N. C.; (Capitol) Raleigh 19-21, 1.
Drew, Duryog & Freddy (Wonder Bar) Baltimore, 20.
Drury, Orace, Co. (Fox) Philadelphia 9-12, 1.
Duck, H. C. (College Inn) Chicago, 20.
Dunfee & Collette (Nut Club) New Orleans, 20.
Earle, Paul (Dorchen Grill) Clifton, 20.
Earle, The (Dakota) Grand Forks, N. D., 1.
Eckert, Lois (Man About Town) New York, 20.
Elliott Sisters (Hi-Nat Club) Chicago, 20.
Embassy Four (Palmer House) Chicago, 1.
Enrica, Nevada (Hollywood) New York, 1.
Ende, Chick & Charlie Parrel (Mona Paris) New York, 20.
Enrico, Don (Colostomo's) Chicago, 20.
Enrico, Edna (Piazza) Pittsburgh, 20.
Esquero (House of Morgan) New York, 20.
Evans, Milton (Tropical Gardens) Middleboro, Ky., 20.
Evans, James (Paradise) New York, 20.
Evans, Roy (Margot's Club) Chicago, 20.
Evans, Steve (House of Morgan) New York, 20.
Fads & Fancies (Rox) Seattle, 1.
Fair, Wally (Von Thomsen's) Chicago, 20.
Fair Sisters (Aradia Intl. House) Philadelphia, 20.
Farrill, Bill (Place Elegante) New York, 20.
Farman, Frank (Greenwich Village Inn) New York, 20.
Farrill, Billy, Co. (Capitol) Logan, Utah, 1.
Fawn & Jordan (Made Bra) San Francisco, 20.
Faye, Faye (Delaware Club) Muncie, Ind., 20.
Fields, Benny (New Lockout House) Ovington, 20.
Fields, Irving (Maxim's) New York, 20.
Fields, Lillian (Piazza) Pittsburgh, 20.
Fisher, Mark (Chicago) Chicago, 1.
Flake, Dwight (Shay-Piazza) New York, 1.
Foreman & Alvarez (Congress) Chicago, 1.
Fox, Whaley & Ed (Chicago) Chicago, 1.
Fox & Walters (Central Park Casino) New York, 20.
Foy, Roy (Hiltner) New York, 1.
Francine & Evans (Vine Gardens) Chicago, 20.
Francis, Tony (Orph.) Lincoln, Neb., 1.
Franks, Four (Holborn Empire) London 14-21, 1.
Fraser Sisters (Hollywood) New York, 20.
Fredricks, Freddy (Ther's Cafe) St. Louis, 20.
Freese, Norman (State) New York 9-12, 1.
Freshman, Two (Orph.) Wichita, Kan., 1.
Frisco, Al (College Inn) Philadelphia, 20.
Frisco, Joe (Jim Healy's Rendezvous) New York, 20.
Fry, Bob & Virginia (Man About Town) New York, 20.

- Gabby Bros. (Rox) Seattle, 1.
Gaby, Frank, Co. (Earle) Philadelphia 9-12, 1.
Gale & Ferguson (Orph.) Waco, Tex., 1.
Gail-Oak (Palmer House) Chicago, 1.
Gallagher, Rags (College Inn) Philadelphia, 20.
Gambale, Harriett & Al (Sweepstakes) Cleveland, 20.
Gardner, Reginald (Montmartre) New York, 20.
Gardner, Joan (College Inn) Philadelphia, 20.
Gardner, Sam (State) New York 9-12, 1.
Gardner's Toy Shop (Roxey) New York 9-12, 1.
Gay & Merle (Orph.) Lincoln, Neb., 1.
Georges & Jaina (Waldorf-Astoria) New York, 1.
Gerrity, Julia (Club Missouri) Chicago, 20.
Gerrity, Paul (Palmer House) Chicago, 20.
Gibson, Virginia (Village Barn) New York, 20.
Gins & Glano (Chateau) Milwaukee, 20.
Gint, DeQuincy & Lewis (State) New York 9-12, 1.
Gladson, Art, Town Scandals (Capitol) Regina, Can., 1.
Glynn, Donald (Park Cafe) Burlington, Vt., 20.
Goff, Jerry, & Jack Kerr (Barney Gallant's) New York, 20.
Goff & Kerr (Fox) Washington, D. C., 9-12, 1.
Gomes & Witona (Montmartre) New York, 20.
Gomala, Centuria (Aradia Intl. House) Philadelphia, 20.
Goodner, Jean (Paradise) New York, 20.
Gordon, Al & Dogs (State-Lake) Chicago, 20.
Gordon, Gene & Barbara (Tower) Kansas City, 1.
Goss, Ray (Piazza) Pittsburgh, 20.
Graham, Bobby (Colonial) Dayton, O., 1.
Grafton, Billie (Stalzer) Buffalo, 1.
Grashund, N. T. (Paradise) New York, 20.
Gray, George (State-Lake) Wichita, Kan., 1.
Gray, Joe, Trio (Madame's) New York, 20.
Greenway's Beak (Capitol) Marshalltown, Ia., 1.
Greenway, Ann (Radio City Rainbow Room) New York, 20.
Greenway, Cecelia (Cocoanut Grove) Boston, 20.
Griffitha, Edith (Hermanns Blecker Hall) Albany, N. Y., 9-12, 1.
Greene & Kolar (Von Thomsen's) Chicago, 20.
Gwynne, Jack (Morrison) Chicago, 1.
Gylenstrom, Baron Ebbe (Wivels) New York, 20.
Hair, Lee (Cocoanut Gardens) Chicago, 20.
Hale, Ted (Conner's Inn) New York, 20.
Hamilton, Key (Jim Healy's) New York, 20.
Harmousters, Four (Belma) Geneva, N. Y., 1.
Harris, Claire & Shannon (Chez Pense) Chicago, 20.
Harris, Lydia (Steamship Zee) Chicago, 20.
Harrison & Fisher (Palladium) London 1-31, 1.
Hart, June (Grand St. Louis, 1.
Harty, Tom (Park Central) New York, 1.
Hartman, The (St. Regis) New York, 1.
Hawley, Mona (Harlem Casino) Pittsburgh, 20.
Haydock, Vincent (Flamingo Club) Orlando, Fla., 20.
Hayes, George (French Casino) New York, 20.
Hayes, Mital (Hollywood) New York, 20.
Hayward & Allen (Leon & Eddie's) New York, 20.
Healy & Mack (Grand St. Louis, 1.
Heene Sisters (Stanley Bar & Grill) New York, 20.
Helen & Eucelle (Club Embassy) Nashville, Tenn., 20.
Heger, Jackie (Pal.) Chicago 9-12, 1.
Hickman, Stanley (New Yorker) New York, 1.
Higgins, Dot (Orph.) Lincoln, Neb., 1.
Hill, Flo (Gay Nineties) Chicago, 20.
Hill, Miss (Music Club) San Francisco, 20.
Hill Parade of 28 (State-Lake) Chicago, 1.
Holman, Maxine (Jungle Inn) Beaumont, Tex., 20.
Holman, Libby (Versailles) New York, 20.
Holt, Nora (Club Comique) Los Angeles, 20.
Inez & DeWyo (Beacon) Vancouver, Can., 12-13, 1.
Irene & Martha (Marbo) Chicago, 1.
Irene, Harriet (Club Alabama) Chicago, 20.
Jackson, Jigaw (Paradise) New York, 20.
James & Maines (Hollywood) New York, 20.
James, Virginia (Silver Tavern) Chicago, 20.
Janie, Jackie & Ruthie (Beacon) Vancouver, Can., 13-19, 1.
Jarrett, Lucille (Madame's) New York, 20.
Jaxon, Barbara (Paradise) New York, 20.
Jewett Sisters (Montclair Casino) New York, 1.
Jean & Gloria (Paradise) New York, 20.
Jeanette & Carlo (Hat Oermley's Club) Lake Charles, La., 20.
Jeanette, Twina (Tulle & Deane) Chicago, 20.
Jelling, Jeanette (Von Thomsen's) Chicago, 1.
New spring with WIA National Barn Dance. SAM ROBERTS, Personal Rep.
Jerry & Jean (Egyptian) Sioux Falls, S. D., 1.
Jewell, Juggins (Hermanns Blecker Hall) Albany, N. Y., 9-12, 1.
Johnson, Bob (Tulle & Deane) Chicago, 20.
Joue & Renee (Cocoanut Grove) Vancouver, B. C., 20.
Jonay, Roberts (Wivels) New York, 20.
Jones, Adeline (Kix Kati) New York, 20.
Jones, Bobby (Cameo Supper Club) Portsmouth, O., 20.
Jones, John Paul (Tower) Kansas City, 1.
Jordan, Harry (Venice Cafe) Detroit, 20.
Jordan Sisters, Three (Blue Lantern) Detroit, 20.
Juan & Maria (The Mansion) San Antonio, Tex., 20.
Juliana (French Casino) New York, 20.
Kam Tai Trio (Osumont Palace) London 9-14, 1.
Kamawara Japa, Three (Piazza) El Paso, Tex., 1.
Karger, Betty (Margot's) Chicago, 20.
Karr-L Barron Lancers (Adolph) Philadelphia, 1.
Kashman, Betty (Club Deserville) New York, 20.
Katherine, May (Hiltner) New York, 1.
Kauff, Benn (Place Elegante) New York, 20.
Kay, Dolly (Royal-Princess) Chicago, 20.
Kay & Rose (Pal.) Chelsea, London, 16-21, 1.

Night Club, Vaude and Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Kear, Betty (Troadero) London 1-11, t.
Kear, Mildred (Town Casino) Philadelphia, Pa.
Kerkhoff, Adelaide (Von Thunen's) Chicago, e.
Kory, Irene (Banker's Tavern) Philadelphia, Pa.

King, Jean (Silver Tavern) Chicago, e.
King's Jesters (Terrace Room) Chicago, Pa.
Kit Kat Klub Revue (Piazza El Paso, Tex., t.
Knight, June (House of Morgan) New York, Pa.
Kramer, Renita (French Casino) New York, Pa.

Kruger, Dick (Leban) New York, Pa.
Kuznetsov (Russian Krutchma) New York, Pa.
L
La Mar & Frederick (Bowers Music Hall) St. Louis, Mo.
Lafair, Elnora (Club Monte Carlo) Eshobogon, Wis., Pa.

Lafair, Barbara (Gypsy Tavern) New York, Pa.
Lafont, Dorothy (Pirrone's) Los Angeles, Pa.
Lafont, Helen (Cocoanut Grove) New York, Pa.
Lafont, Bobbie (Frolic Inn) Hollywood, Calif.

Lafont, Dorothy (Orph.) Wichita, Kan., t.
La Tour, Teddy (Loch Haven) Baltimore, Pa.
Lafay, Harry (Dakota) Grand Forks, N. D., t.
Lafayette, Aerial (Continental Club) Flint, Mich., Pa.

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Marshall & Ines (Edgewater Beach) Chicago, Pa.
Martin, Dolly (Madison Casino) Chicago, Pa.
Martin Sisters, Three (Capitol) Marshalltown, Ia., t.
Marx, Virginia (Hipp.) London 1-31, t.
Mason, Gene (Paradise) New York, Pa.
Mason, Gene (Paradise) New York, Pa.

Mason, Jay (Delaware Club) Muncie, Ind., Pa.
Mason's, Jay, Blind Rhythmettes (Delaware Club) Muncie, Ind., Pa.
Mathews, Helen (Kit Kat) New York, Pa.
Muller, Gibson & Lee (Capitol) Calgary, Pa.

Maughan, Doris (Thru the Looking Glass) New York, Pa.
Maurice & Cordeba (Laret) New York, Pa.
Maxon & Wood (German Village) Columbus, O., Pa.

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BOBBY MAY

THE JUGGLER

BERT WISNIEW (AKO), NAT KALOHEIM (Wm. Morris O'Neil)

May, Jean (Royal Palm Club) Miami, Pa.
May, Dorothy (German Village) Columbus, O., Pa.
Mayfair Sisters (Capitol) Regina, Can., t.
Mazel & Zita (Ritz) Greenville, S. C., t.
McDonna, Frank & Co. (Cocoanut Grove) Chicago, Pa.

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Overcome your mike fright... Rehearse your new routine... Perfect that new dance... Gain a finer stage presence... Consult our Theatrical Schools Department in the last dated issue each month. Next Theatrical Schools Issue: Holiday Greetings Number, dated Dec. 28.

APPEL—Charles L., 63, father of Lila Lee, film star, at Myria, O., November 29. Miss Lee flew from the Coast for the funeral.

BEHREND—Arthur Henry, 52, composer of the well-known song, *Daddy*, November 30 in London. The number sold several hundred thousand copies in the '90s, netting Mr. Behrend \$20,000 in royalties.

BULLARD—Roy, nephew of the Bullard Brothers and part owner of the Bullard Bros. Shows, November 30 at his home in McAlester, Okla., after an 18-day illness with typhoid fever.

CARNEY—William J., 55, former performer in vaude and the circus folk, December 4 of pneumonia at his home in Hollis, Long Island, N. Y. He was in vaudeville with the team of Carney and Wagner and also was with the Barnum show. At the time of his death he operated a string of cruller restaurants in New York City. Funeral services Saturday morning, December 7, from his home.

CLARK—Mrs. Mary B., 69, mother of Winston L. Clark, president and manager of the American Broadcasting Corporation, Lexington, Ky., at the Good Samaritan Hospital, Lexington, December 1. Funeral services and burial in Nashville December 3. Survived by two sons.

CRANDELL—William Lee (Billy), 34, former owner of Crandell's Hiding Circus and a Pancho & Marco vaude unit, November 22 at General Hospital, Los Angeles, from a ruptured appendix. Survived by four brothers and three sisters. Funeral services at San Pedro, Calif., November 23 and burial at Roseview Memorial Cemetery, that city.

DAYTON—W. W. (Moore), 79, in Oklahoma City November 19. He tramped more than 50 years with his own mystery show, retiring from the road four years ago. Services November 23 and interment in Fairlawn Cemetery, Oklahoma City.

DE WITT—Pauline L., 64, musician, November 26 in Los Angeles of pneumonia.

DILKS—James, 74, for nearly 50 years a minstrel man, recently at his home in Philadelphia. Survived by his widow, a son, James Jr., and two daughters, Mrs. Elizabeth Wilson and Mrs. Sophie Benson.

DOW—Grace Eaton, musician and singer, November 27 at Hermosa Beach, Calif., after being struck down by an automobile.

DUNSTON—William J., 59, son of John Dunston, proprietor of Jack's, restaurant once well known in New York, recently in White Plains, N. Y.

DOONAN—Doc Pat R., well-known

THE FINAL CURTAIN

med showman, at Scranton, Pa., December 1. Burial in Forest Hill Cemetery there.

HAGER—Eugene, film technical adviser, November 27 at Los Angeles after a long illness.

HENRY—Benjamin, 58, December 1 at the Albany Hospital, Albany, N. Y., after a short illness. For 12 years he had been secretary at the Warner Brothers' film exchange there. Survived by two sisters. Funeral December 4, Rabbi P. C. Gurber, of the Temple Gates of Heaven, Schenectady, officiating.

HOGAN—Albert H., 48, treasurer of the Plymouth Theater, New York, for 14 years, at his home in Mt. Vernon, N. Y., November 29 after a brief illness. Funeral services at the Church of St. John the Divine, Mt. Vernon, December 3. His widow and one child survive.

HOWARD—John, 45, motion picture theater operator, November 25 at Glendale, Ariz., after a series of paralytic strokes.

HOWELL—Demetrius K., Sr., 75, for more than 30 years secretary of the Musicians' Mutual Benefit Association, Local No. 2, American Federation of Musicians, St. Louis, December 1 at his home in Webster Groves, Mo., of infirmities of age. A native of Danville, Ill., Mr. Howard went to St. Louis about 53 years ago. He was a charter member of the musicians' union. He played in theater orchestras there for a number of years and for several years gave private instruction in cornet playing. In 1932 he and Mrs. Howell celebrated their golden wedding anniversary. Survived by his widow, two sons and two daughters.

JONES—Barton, 78, musician, November 27 at his home in Jacksonville, Fla., following a stroke. He was a life member of Local No. 444, American Federation of Musicians, which he helped organize. Surviving are his widow and two sons.

KICHAEPER—Albert C., 58, Milwaukee pianist and member of the Milwaukee Musicians' Association since 1901, November 27 in a hospital in that city. Survived by a brother and sister.

KINCADE—James P., for many years manager of the North Shore Theater, Gloucester, Mass., recently in that city. He was a Spanish War veteran. Solemn requiem high mass was celebrated at St. Ann's Church, Gloucester, with military services at Oak Hill Cemetery there.

LEPPERT—Charles C., father of Alice Leppert, film actress, November 27 in New York. His widow, son and daughter survive.

LUCAS—Arthur III, 31, son of Arthur Lucas, president of Lucas & Jenkins, Inc., Southern theater operating firm with headquarters in Atlanta, from a hunting accident at the family estate near Atlanta November 29. Survived by his parents, his widow and a brother. Interment in West View Cemetery, Atlanta.

LUSHER—John Henry, 33, member of the Strolling Quartets, who play over Fort Worth, Tex., radio stations, at his home there November 28 after a month's illness. Mr. Lusher taught in the John Laney Studios, Chicago, before going to Fort Worth six years ago. Burial in Greenwood Cemetery, Fort Worth. Survivors are his widow, parents, one brother and two sisters.

McNABB—Elna Douglas, 22, in Children's Hospital, San Francisco, November 26. She appeared in under-sea films. Her husband, infant son, father and sister survive.

MAYR—Richard, basso of the Vienna State Opera, recently in Vienna.

MURRAY—James Henry, 54, assistant zookeeper at Forest Park Zoo, Fort Worth, Tex., at his home near that city November 29 from pneumonia and heart disease. Funeral services at Kennedale, Tex., December 1. Survivors are his widow, three sons, one brother and three sisters.

OSBORN—Francis, 23, film technician with Paramount, November 23 at Los Angeles. His parents and sister survive.

PEAR—Harry, 50, well known among circus and carnival folk because of his private collection of snakes and lizards, at Cedar Rapids, Ia., recently of a heart attack. Mr. Pear built one of the first

radio stations in the Middle West, known as WKAA, which he operated at his home until it was purchased by The Cedar Rapids Gazette. It is now WMT, one of The Des Moines Register units. Deceased was also an accomplished singer.

PASTOR—Sanchez, 62, Spanish playwright, author of some 40 comedies, in Madrid recently.

PAUQUETTE—Myron St. Clair, 35, film writer, November 27 at the General Hospital, Los Angeles.

PIATT—Frank B., 74, member of the IATSE, Local No. 12, Columbus, O., and formerly road carpenter with such shows as *Devil's Auction*, *Grasshark*, *Goose Girl* and other attractions, November 3 at Ironton, O. He was a Spanish-American War veteran and a member of the Eagles in Portsmouth, O. In 1904 he was credited with initiating in one class the entire River City Band of Portsmouth into the Eagles there. Burial in Ironton.

QUINLAN—William P., 35, set dresser and assistant art director with Warner Brothers, November 28 in Los Angeles of injuries sustained in an automobile accident. He leaves his mother.

REED—John Stewart, 19, son of J. T. Reed, assistant producer with Paramount and former president of the Academy of Motion Picture Arts and Sciences, December 3 at the Georgia Street Receiving Hospital, Los Angeles. Funeral services December 3 at Forest Lawn Cemetery, Glendale, Calif.

RITCHIE—James A., 72, attorney and playwright, who wrote *Afterglow* and *Workings*, both produced in New York, December 1 in Ottawa, Ont.

ST. LEON—Mrs. Alf, 69, at her home in Los Angeles October 18. She came to the States with her husband and family in 1898 and toured with the act known as the St. Leon Family with the following circuses: Harris Nickel Plate, Porepaugh-Sells, Sells-Floto, William P. Hall, Wallace and the Ringling Bros. She left circus field in 1907 to join the original production of Frederic Thompson's *Folly of the Circus*. The second season of this production her daughter, Ida, succeeded Mabel Taliaferro in the title role. Survived by four daughters, Golda, Elsie, Ida and Vera, and two sons, George and Roy. Interment at Forest Lawn Cemetery, Glendale, Calif.

STEVENS—George H., former well-known English comedian and dramatic actor and who for a number of years had out the Great Stevens-Mosman Show in this country, at his home in Eunice, Mo., November 24 of heart trouble.

STRATHEARN—Jane, 9, daughter of Dr. H. J. Strathearn, chief surgeon with Paramount studios, November 30 at Cedars of Lebanon Hospital, Hollywood, following an operation. Interment at Forest Lawn Cemetery, Glendale, Calif.

MARRIAGES

ADAMSON-CRISFIELD—Harold Campbell Adamson, songwriter with Metro-Goldwyn-Mayer, to Julia Eastmond Crisfield November 27 at Beverly Hills, Calif.

BECHMANN-BAILEY—Frank E. Bechmann, writer and former member of the Coburn Players, November 28 at the Little Church Around the Corner, New York, to Mrs. John W. Bailey. Both are from Battle Creek, Mich.

BURNOTTE-GARRETT—Clyde Burnotte, concession operator of Corey Shows No. 1, and Catherine Garrett, at Urbana, O., December 2. Witnesses were Leo and Marguerite Shepard, former carnival folk.

KAY-IRELAND—Lionel Kay, Detroit booker, to Catherine Ireland, daughter of Fred Ireland, former stock producer and new owner of the Ireland Dancing School, Detroit, in that city December 2.

KAYS-LEE—Charles Shirley Kays, film studio technician, to Priscilla Alden Lee, actress, November 25 at Las Vegas, Nev.

LEWIS-CROSS—Dow Lewis, staff announcer for WDSU, New Orleans, November 27 in New Orleans to Nellie Bess Cross, featured violinist for several years on New Orleans radio stations.

LOGAN-ANDERSON—Ray Logan to Elizabeth Anderson, film player known

as Betty Andre and sister of Lena Andre, screen actress, November 30 at Hollywood.

MAIBAUM-KAMION—Richard Maibaum, playwright, to Sylvia Kamion, musician, December 1 in New York.

MENDES-DE BOSDARI—Lothar Mendes, film director and first husband of Dorothy Mackall; former screen star, to Marie de Bosdari November 27 in London.

METCALFE-PITOU—James Metcalfe and Dorothy Pitou, daughter of Gus Pitou, legit show booker, December 2 in New York. Both are on the stage.

MOORE-BLAIN—Robert Bruce Moore, film cameraman with 20th Century-Fox studios, to Virginia Mae Blair, screen actress, November 27 at Santa Barbara, Calif.

OLSON-THORNTON—Carl Arnold Olson, radio announcer, to Marian Thornton at Beverly Hills, Calif., November 27.

PRINGLE-DU BOYCE—Norman Pringle, make-up artist with the Samuel Goldwyn studios, to Eiva Du Boyce, film actress, December 1 at Los Angeles.

SLEEMAN-LEWIS—Ivan (Slim) Sleeman, manager of Joe Decker's cookhouse on the Wise Shows, and Peggy Lewis, daughter of Mr. and Mrs. Curly Lewis, of the Lewis Attractions, November 27 at American, Oa.

STARR-CHELOMA—Ted Starr, carnival trouper, and Sylvia Cheloma, walkathon contestant and night club entertainer, at Richmond, Calif., November 10.

STEVENS-FLYNN—Franklin Connat Stevens Jr., Los Angeles business man, and Catherine Flynn, New York heiress, formerly on the stage, in Yuma, Ariz., December 3.

SUMNER-DAVIS—Jack Sumner, front talker on Bobby Kork's sex show with Miller Bros.' Shows, and Annette Davis at Charleston, S. C.

VEECK-RAYMOND—William Veck Jr., son of the late president of the Chicago Cubs, and Eleanor Raymond, Evanston (Ill.) society girl, who was a performer with the Ringling Bros. and Barnum & Bailey Circus the past season, were married at the home of the bride's parents in Evanston December 6. The couple will make their home in Hinsdale, a suburb of Chicago.

WEBSTER-MICHAEL—Tom Webster, British cartoonist, to Ida Michael, former dancer, in London December 5.

WRIGLEY-HECKLEY—Frank Wrigley Jr., son of Frank Wrigley, radio organist, November 30 in Los Angeles to Beatrice C. Beckley.

COMING MARRIAGES

Marge Sandford, film studio dress designer, to Arthur Grier, musician and brother of Jimmy Grier, orchestra leader. Betty Orable, film actress and dancer, to Jackie Coogan, former child screen star, they announced in Los Angeles December 2.

Margaret Joy, daughter of Jason Joy, film producer, to James Farris. Virginia Lee Howard to Eugene Lewis, dialog director with Warner Brothers studios.

BIRTHS

To Mr. and Mrs. Billy O'Connor, of the O'Connor Family, well-known vaude act, a 7½-pound son November 19. Has been named John William.

Twin boys, six pounds each, to Mr. and Mrs. Robert O'Donohue at Harris Hospital, Fort Worth, Tex., November 27. Father is manager of the Majestic Theater, Fort Worth, and mother was formerly cashier there.

A girl, Valerie Ann, to Mr. and Mrs. Drexel Lamb, December 2 in Three Rivers, Mich. Father is an orchestra leader.

A seven-pound daughter to Mr. and Mrs. Nicholas Tchiknoff November 26 at the Pasadena Hospital, Pasadena, Calif. Father is film writer and mother is former Carol Marmon, actress and heiress to the Marmon automobile fortune.

DIVORCES

Sylvia Limperis, night club operator, filed suit against Michael C. Limperis recently in Los Angeles.

William L. Denton, film studio musician, filed suit against Mary Denton recently in Los Angeles.

Eather Swartz Crafts, stage and night club singer known as Bally Sweet, from Charles Crafts, orchestra leader, November 27 at San Francisco.

Vera Diel Liley, artist with Walt Disney studios and daughter of Jean (See DIVORCES on page 71)

M. B. Comerford

M. B. Comerford, 52, general manager of Comerford Theaters, Inc., and a prominent figure in the Eastern motion picture exhibition field, at Mercy Hospital, Scranton, Pa., December 2 of injuries sustained November 30 in an automobile accident while on the way to the Army-Navy football game in Philadelphia. Deceased was a nephew of M. E. Comerford, founder of the theatrical chain bearing his name.

Mr. Comerford became associated with the Comerford Amusement Company, predecessor of the Comerford Theaters, Inc., a quarter of a century ago. He was named general manager in 1923. Mr. Comerford was a graduate of Penn State and prior to his entry into the theatrical business was a school teacher and principal.

He rose rapidly in the ranks of the M. E. Comerford organization as it developed from a few theaters in Scranton to a chain of showhouses which extended thruout Pennsylvania, New York and New England. Mr. Comerford was considered an expert in motion picture exhibitory circles. When the Comerford Public took over the chain five years ago from M. E. Comerford, president, the deceased was retained as general manager. Later when the Comerford Theaters, Inc., was organized, Mr. Comerford continued in the same post.

Mr. Comerford was active in the Democratic party as well as in civic and social affairs. He was a member of the Knights of Columbus, Elk, Eagles, Irish-American Society and the Chamber of Commerce in Scranton.

Surviving are his widow, three sons, two daughters, three sisters and three brothers.

Animal Acts For Mix Show

Include big horse number, also lion groups—elaborate spec is planned

LOS ANGELES, Dec. 7.—Rhoda Royal and assistants are busy at the Tom Mix quarters, Compton, Calif., breaking horses for the big horse act that is to be featured. Tom Mix is improving gradually and left for few days at Palm Springs. Manager Dail Turney left this week for trip east in the interest of the show. Winter quarters during his absence are in charge of Rhoda Royal and Jim Turney.

It was stated that there would be a spec next season, and on a big scale. Hollywood *Maitre d'Hotel*. It was said will have 25 girls for it. A musical score is being arranged by a prominent writer of the movies. There will be new trappings for horses, camels and elephants. Costumes are to be designed by a prominent modista. There will be a menage number, 30 girls and horses and a 41-horse act on pyramid platforms arranged that the horses move in concentric circles. It also was stated there would be a lion group of nine, to be worked by noted wild animal trainer.

Rice Bros.' Folk Enjoy Turkey Day at Jackson

JACKSON, Tenn., Dec. 7.—Thanksgiving Day at the quarters of Rice Bros.' Circus here on the fairgrounds was a happy day for all "hands." Chief Jim Williams prepared a wonderful dinner for the boys and a box of pecans from Capt. Billy Curtis' pecan farm in Mississippi was enjoyed.

About dinner time Ewing Griffin, showman's friend, brought a radio out to quarters and presented it to the folks. The clubhouse in the evening is more lively now than ever. Up to now Capt. V. O. Powers is checker champion and Bill Erickson holds first place among the casino players.

A telephone recently installed in the general offices is a great time saver and also keeps the quarters in close contact with Ray Marsh Brydon, who is on tour with his Congress of Oddities.

New animals recently received at quarters are a chimpanzee and trained bear from Snake King, Brownville, Tex., and a team of Mexican burros from Laredo, Tex. Captain Powers is at work daily breaking new routines.

William Ketrov, of Kay Bros.' Circus, was a recent visitor, motoring thru from the Carolinas to California. He expressed surprise at the amount of work already accomplished here so early in the winter.

Another Operation For Gertrude Thomas

HOUSTON, Dec. 7.—Gertrude Thomas, who, altho stricken and seriously ill during the week's engagement of the Morton show in Wichita, finished the date but was placed in Memorial Hospital here December 2, where she is to undergo her second operation this year.

Watkins Animals in Havana

CINCINNATI, Dec. 7.—Ira J. Watkins and wife, after dining with the Walter L. Main Circus, joined Fred Bradna's unit with the Santos & Artigas Circus in Havana, Cuba. Are presenting three acts with their dogs, ponies, monkeys, baboons and chimps.

DeVeres Return Home

ST. PETER, Minn., Dec. 7.—Carl and Olive DeVeres have returned to their home here following the close of the Scheil Bros.' Circus at San Antonio, Tex., November 16. They have handled the 24-hour work and banners on the show for the last five seasons. The season on banners was very satisfactory for them. Their son, Carl, is attending school here.



"TOPSY," Mrs. C. W. Webb's chimpanzee, giving her trainer and manager, Jack Crippen, a shine on the closing day of Russell Bros.' Circus.

Parade Out on Cole Bros.' Show

ROCHESTER, Ind., Dec. 7.—Arrival of 20 baggage wagons formerly used by the Buck Jones show and stored at Lancaster, Mo., and the rumor that these will be used to replace tableaux in the Cole-Beatty lineup next season has given credence to the statements said to have originated in official circles that the parade death knell has been sounded. Difficulties experienced last season with the parade feature are said to have caused the decision.

Jess Atkins returned Tuesday from Columbus, O. He reports contracts signed for the annual Pepper Club circus.

Jess Murden has returned from a business trip to Detroit in the interest of the Cole show.

Mr. and Mrs. Bert Doss were visitors at the Cole quarters early last week. They were en route to Denver, Colo., for several weeks.

Mr. and Mrs. Harry Herreid have returned from a honeymoon trip to Chicago and other points. Herreid is assistant secretary of the Cole organization.

Mr. and Mrs. Zack Terrell have returned home after a week with Mr. Terrell's mother in Owensboro, Ky.

Pat Shay, callopie player and night watchman at the Cole headquarters, is recovering from injuries suffered early on the morning of December 1, when Prince, a young tiger, attacked him, seriously injuring his hand and forearm. He was attended by a local physician, who stated that 17 stitches were required to close the lacerations. Shay attempted to pet the cat, one used last year by Allen King on the Rice show.

Nelson Addresses Groups; To Break New Lions Soon

LOS ANGELES, Dec. 7.—Bert Nelson, noted wild animal subjugator, now visiting the West Coast, has been doing a lot of special entertaining lately, making talks before civic bodies, Parent-Teacher clubs and Business Men's clubs. He also appeared before the students of Southern California colleges. Local papers have made much of his visit, one of them referring to him as "Col. Bert Nelson, world's greatest trainer of wild animals." Checking up on this it was found that he really is a colonel, the honor having been conferred upon him by Governor Laffoon of Kentucky.

Bert will leave soon for winter quarters of Hagenbeck-Wallace Circus, where he will break seven new lions for his next season's act.

CLEVELAND, Dec. 7.—The advance sale of tickets for the annual Grotto Circus is a month ahead of last year. Executive committee is headed by William A. Williams, general chairman; Charles F. Johnson, Harry T. Lath and George F. Baehler. William C. Schmidt is managing director.

Airplane for Lewis Bros.

Will have amplifier for advertising show—no parades will be given

CINCINNATI, Dec. 7.—Paul M. Lewis, of Lewis Bros.' Circus, states that the show will present a spectacle next season derived from the International Olympic meet entitled *The Parade of All Nations*. It has been decided not to parade. Will use an airplane with amplifier for advertising, as well as the regular methods of the past.

Two more lions will be worked, making a total of five, and Captain Smith is now erecting a new and larger arena at quarters at Springport, Mich. Jitney West will be featured with the Wild West concert, and William DeBarrie will again manage the Side Show.

Harry Hamilton will again be with the show as special agent; Sammy Marretta on reserved seat tickets; Mrs. Dell Kirkendall, in charge of ticket takers; Doc Hefferan will again be on the front door, and Eddy Reed will have the banners.

Lewis spent several days in Chicago with his general agent, C. S. Primrose, arranging the itinerary for next season.

Bob Morton Gives Dinner For Members of Company

CINCINNATI, Dec. 7.—Bob Morton gave a table d'hote Thanksgiving dinner at one of the swanky restaurants at Wichita, Kan., for the entire company of the Morton-Hamid Circus and gave a wonderful talk, reports Harry La Pearl. Margaret Ann Robinson was hostess and opened the dinner. Was dressed as a ballet dancer. She presented to Morton a pint-size silver flask, engraved on one side with his initials and an inscription of the performers on the other. Everyone partook of the contents before starting the meal. Nellie Dutton made a nice Thanksgiving Day speech. She also made the beautiful ballet dress worn by Miss Robinson. Everybody thanked Morton for the affair and also for the wonderful tour with him this fall.

LaPearl and his clowns returned to Indianapolis, their home, where they will play some Christmas celebrations. Troupe will open again after the holidays on indoor circus dates.

Shorty Seydel will return to his home in Parma, Mich., for the holidays. Jack Klippel will return to Chicago. Pat Dray will go to St. Louis until after the holidays and Red Moyer will go to Hot Springs, Ark.

Merrill Brothers and Slater will return to Florida and will play fairs in that State.

The Dutton Revue is promoting indoor dates thru Kansas. Mr. Stanley is the promoter and will open after the holidays.

Butch Fredericks, of Wichita, deserves credit for his help in putting over the local Shrine Circus date there.

Showfolk at Hot Springs

HOT SPRINGS, Ark., Dec. 7.—Circus representatives from all parts of the country have been here this fall since the close of the circus season.

Among those in the city now are Floyd King, John Brassil, Earl De Giepper, Jud Bullock and George Reader, of the Sells-Floto and Al O. Barnes Combined Circus; Frank Ketrov, Nate Leon, of Kay Bros.' Circus; Frank Orman and wife; George Cutshall and wife; the Flying Harolds and Fred Kilgore, of the Cole Bros.-Clyde Beatty Circus; Marvin Malman, of Downie Bros.; Mrs. George Moyer, of Herkimer, N. Y., and Ira Watts and wife, late of the Hagenbeck-Wallace-Forrepaugh-Sells Bros. Circus.

Samuel Gumpertz, general manager of the Ringling Bros.-Barnum & Bailey Circus, and Charles Sparks, manager of Downie Bros.' Circus, are expected to arrive after the holidays.

Bernie Head, of the Sells-Floto and Al O. Barnes Circus, is host to most of the visiting showmen, Hot Springs being his winter home.

No Rails for Sparks

MACON, Ga., Dec. 7.—When interviewed by Macon newspaper reporters recently on the oft-repeated report that his show would be a railroad show next year, Charles Sparks, manager of Downie Bros. Circus, said an emphatic "no." He said no change in transportation was contemplated.

Santos & Artigas Open on the Prado

HAVANA, Dec. 7.—Santos & Artigas opened their 18th year of circus presentation on Thanksgiving night in their new location on the Prado. Show is under canvas and the change seemed to be liked by the kiddies and many of the grownups, for the show opened, as usual, to standing room only. They had a neat front built, with names in neon lights.

They shut down on the passes, and on account of the limited space even public officials such as policemen and secret-service people had to pay their way in at a 50 per cent reduction. Prices ran from \$1 top to 50 cents balcony and top tiers at 30 cents.

Fred Bradna was master of ceremonies. The whole show was a good one from the attractive Mile. Daley, who opened the show, to the last act of the Chinese acrobatic act. The Anteleto Troupe, a girl number, went over big. Among other acts are Madame Bradna, with her milk-white steed; Hitley and Canestre, who seemed to defy the law of gravity; Angela and Joseph, jugglers; fine trapeze act by the Randells; Fallenberg's trained bears; Irah Watkins' animals; Follidor, Demaro, Canestrelli and Peppito, clowns.

Good Season for Main

CINCINNATI, Dec. 7.—L. Stowe states that the Walter L. Main Circus, which recently closed a successful season, was on road 37 weeks. Concessions also did well. Three units were organized by members of the show, but Main or William Newton Jr. had nothing to do with the winter enterprises except leasing some of the show. Stowe adds that the Wild West unit and Ciy Newton's unit have returned to quarters. Unit No. 3, operated by Harry M. Strauss, is still to be heard from.

Morton-Hamid Unit Rests

WICHITA, Kan., Dec. 7.—This date would up the Morton-Hamid Circus unit playing the Midwest district until after the holidays, at which time the acts will be reassembled and resume filling contracts extending for several weeks. O. W. Christy stopped off en route to his Houston home and was accompanied by Gertrude Thomas, Merritt and Nita Belew, "Paul," Mary Norton and H. A. Christy.

Bond Show at Milledgeville

MILLEDGEVILLE, Ga., Dec. 7.—Bond Bros.' Circus, which played more than 40 stands in Georgia the latter part of the season, is in winter quarters at the fairgrounds here. Georgia business was good, it is reported. Many of the trouper are spending the winter here and several are in near-by Macon.

D. C. Barnum Not Known In Bridgeport, Conn.

BRIDGEPORT, Conn., Dec. 7.—A United States Marine sergeant, Dean C. Barnum, claiming to be a grandson of the famous showman, P. T. Barnum, and tendered a reception this week in New York City at the opening of a replica of Barnum's original museum in a large department store, is not known to direct descendants of the Barnum family in Bridgeport. All of the descendants contacted here said the world renowned showman had but three daughters, and it was therefore impossible for him to have a grandson bearing his family name. The marine, stationed in Philadelphia, had never been heard of in this area. Mrs. Alvin C. Brew, of Bridgeport, a granddaughter of Barnum, described the self-proclaimed grandson as one of the many who claim relationship to Barnum.



With the Circus Fans

By THE RINGMASTER

President C.F.A. Secretary FRANK H. HARTLEY, W. M. HICKINGHAM, 5330 West Lake Street, Chicago, Ill. Treasurer J. J. GIBSON, 1700 North Dearborn, Chicago, Ill. (Continued by JOHN SHEPARD, Editor "The Wide Top," 403 Fulton St., Chicago, Ill.)

Burtis L. Wilson, of Chicago, visited with Jack Earl, giant on the Big One Side Show, at the latter's home in El Paso, Tex.

Harry Baugh has returned from a trip to Indiana and Southern Illinois via motor. Was with his son and son's wife. The sections visited were old stamping grounds for Harry. He visited with Armand Emerich and Karl Knecht at Evansville, Ind. Also had fine time with Frank Forrest, C.F.A., of Decatur, Ind. Harry is now back at the Circus Room of Hotel Cumberland, New York City.

Leonard A. Gross, vice-president for Western States, recently journeyed to Victoria, B. C., where he remained for several weeks. En route he stopped at Bill Myer's Circus Tavern.

Col. W. S. Sneed, Chicago, visited in Henderson, Ky., his old home, over the Thanksgiving holidays.

Joe Minchin and Phyllis Werling, New Jersey fans, saw Jumbo recently at the New York Hippodrome. Both say it was wonderful.

European Circus Notes

PARIS, Dec. 2.—Howard Nichols, American hoop juggler; the Astoria, serial flash; Ari's dogs and Mackie and Lavalin, American comedy acrobats, are at the Casino de la Jete in Nice. John Billings, cowboy; the Hammerschmidt, perch act; and the Two Fokkers, acrobats, are at the Casino Municipal in Nice. Kannan Bombay, on bounding rope; the Bel Air Trio, equilibrists; and Dares and Yales, American comedy acrobats, are at the Esmeraldo Casino in Nice.

New program at the Cirque Municipal, in Rouen, features the Baby Jazz Masspacher, juvenile band; the Four Alcardia, jugglers; Nello and Partner, comedy bike act; and Dechaumont, illusionist.

The Cirque Poutier is featuring the 200 animals of the Strasseburger & Busch menagerie at the Cirque Royal in Brussels. Zoo has 100 horses, 20 lions, 16 bears, 8 elephants, several tigers, camels, zebras and other animals. The Four Kentons, aerial act, and Miss Castel, equilibrist, are at the Arena Music Hall in Brussels.

The Salamonska Circus, at Riga, is presenting a big bill featuring two American acts, Manning and Class, wire walkers, and Joe Bonell and Doris Ray, music, contortion and dancing. Other acts on program are Baris, trapeze; Sobolevska Troupe, tumblers; Five Kremos, Hisey act; Tokava, Jap acrobat; Bakfills, jugglers, and 10 Bhapody Girls, roller-skating flash.

One-Ring Show for Smith

CINCINNATI, Dec. 7.—Larry D. Hooper states that preparations are being made for the Yankee Smith One-Ring Circus at Mainville, Conn. Show will travel on four trucks and five autos with two semi-trailers, two double-cage trailers.

WANTED SEASON 1936 ST. LEON'S INDOOR CIRCUS

WANTED—Performers all lines, 5-Piece Band that can double for Dancers. Other serial People write N. M. STROUSE, Manager.

Promoters, Conduct and Wedding Promoters, Program and Banner Solicitors. Want to hear from Bill Munnick, Harry Jerome, H. J. Galie, Tom Hildebrand, Art Sawyer, Edw. Robinson, Duets Broder, Victor Van Wagner. Glad to hear from any others that can help.

A. W. "PAT" HANLON, Gen. Mgr., Hickory Hotel, Hickory, N. C., or Western Union.

SPANGLES JEWELS—TRIMMINGS—MATERIALS J. J. WYLE & BROS., Inc.

15 West 36th Street NEW YORK CITY

MICHIGAN and NEAR BY

WANTED—High class Acts for March Indoor Circus Fifth Annual Show. Favorably situated. We have large hall, 100 seats, N. Y. State. Good—Hollywood Rollins, Bondy & Bondy, Jack and Hazel Vance, Max I. Fox, and all our own friends. HAROLD M. GUY, Principal, South Intermediate School, Saginaw, Mich.

two baggage trailers and a combination house, office and ticket-wagon trailer for the Smith family. Management had some setbacks in attempting to have show on the road the past year.

Big top is to be a 60 with two 30-foot middles. Management will carry side show, pit show and pony track. Kid-show top will be 30 by 60. Will have eight platforms, two cages and other small animals. Management plans to have approximately 35 people. Plans call for a six-piece band. Show will tour Connecticut, Rhode Island, New York and Massachusetts, opening slated for May 18 in Connecticut.

Recent visitors were Charles Smith, boss carterman on Card Bros.' Circus last two seasons; Skippy (Jane) Boland, performer on that show the past season, and the Great Calvert.

Pleads Guilty To Receiving Another's Mail; Sentenced

HOUSTON, Dec. 7.—John W. Ryan, a circus follower, who obtained a letter addressed to another man of the same name, was sentenced by a federal judge here to six months in jail, suspended for five years, on charges of fraudulently obtaining mail matter from the Post Office, to which he pleaded guilty. The facts of the case were related by an assistant U. S. attorney as follows:

The defendant went to the general delivery window at the Houston Post Office and asked for his mail. He was given a letter, addressed to John Ryan, which contained \$10. The letter was sent by Mrs. Dorothy Ryan, the other man's wife. Mrs. Ryan, in the letter, advised her husband that she would be in Galveston on a certain date and would call for mail at the general delivery window there.

Taking the money from the letter, the defendant then wrote to Mrs. Ryan at Galveston and attempted to make a "date" with her. The woman turned the letter over to her husband and he "filled" the date. He also succeeded in regaining \$5 of the money which his wife sent.

Available for Shows

WASHINGTON, Dec. 7.—While plans have been drawn for the National Stadium in Washington, actual commencement of work awaits further action by Congress. Grading has been practically completed, but it is not believed that the grounds will be used for circus purposes until the site has been broken in by some national event. The grounds, however, will be available next spring for any circus which cares to use them without cost.

Briefs From Paris

PARIS, Dec. 2.—The new bill at the Cirque Medrano features Togare and his six Royal Bengal tigers. Togare works in Oriental rig, nude to the waist, and uses no rods or irons in working his cats. Act is very attractively presented.

Two outstanding numbers on the bill are Adriano and Charlot, bounding trempin number, and the Headings, bicycle-acrobatic number. Other good acts on the bill are the Haseco Troupe, teeterboard acrobats and tumblers; Mile, Jardy, trapeze; Four Rosetta, tight wire; the Leotards, Roman ring routine, and Concha and Concha, contortion and balancing number. The Oberner Horses and the Medrano Clowna, Porto and Alex, Manetti and Rlum, Boulicot and Recorder and Tony complete the bill.

Good circus acts at the Alhambra are Al Bernard's Four Trojans, tumblers; Roth and Shaw, American comedy acrobats; George and Jack Dormonds, comedy unicycle act, and the Naitto Troupe, spectacular girl flash on two tight wires.

The Ohezit Brothers, equilibrists; the Yong-Kee Trio, comedy acrobats, and the Buxtons, sco comico, are at the Bobino. The Three Marcelles, equilibrists; Four Arleas, perch act, and Chazel, juggler, are at the Moncey.

Anderson and Allen, American acrobats, and the Two Clerant, trapeze, are at the Gaumont Palace. The Four Riviera Sisters, serial flash, and the Two Norvina, equilibrists, are at the Rex.

Ernest Schumann, circus owner, of Copenhagen, has been receiving acquaintances in Paris the past week and picking up acts for his circus.

Dexter Fellows Tent Tattles

By FRED PITZER

NEW YORK, Dec. 7.—Doc William C. Reber, ace chiro, has taken to raising and training rabbits. "They're not much on history, geography or spelling, but they're hell on arithmetic—they multiply rapidly." . . . Major Louis Frohman is a regular attendant at all luncheons and it feels good to have him around. . . . Pete Freuchen always attracts attention in any group. His latest book is selling well and we understand he is working on several magazine articles. . . . Johnny McNamara is once more on the jury. Ain't it grand? . . . Dick Patterson Jr., NBC exec, is working up Graham McNamee as a Fall Guy for this month's luncheon.

Charley Bernard writes to me on a postcard showing two features of Forepaugh's all-feature show. The one feature is Adam Forepaugh Jr.'s rope-walking horse Blondin and the other is Adam Forepaugh's giant horse Nebo, the largest equine in the world, 30 hands high, 4 years old, weight 1,500 pounds.

We wish Dorsey Newson would whisper to Barney Gimbel that the Dexter Fellowship would appreciate those side-show banners hung in the store's Sixth avenue window. It would add to the decoration of the Tent on luncheon days. . . . Nice long letter from Harry Baugh telling me all about his Thanksgiving holiday trip. . . . Al Siske is working on some new gag stuff for Fall Guys. . . . Ray Schindler, together with his brother, Walter, is working day and night on the case "Tony Barg Spiked, or Who Stole the Sausage-Skin Lining for Jimmy Durante's Artificial Nasal Appendage—and Why?" . . . Freddie Beniam is again in Chicago.

Chal Pancoast took care of the ticket wagon during the last luncheon. "Pan" hasn't reached the top of Masonry yet, but hopes to get there by degree. . . . In any argument about photography Al Pech always takes the negative side. . . . Jack Dunn is making himself quite scarce these days—if such a thing is possible. . . . I often like to go back into the years and read again in The New York Herald of 15 years ago our own Walter Trumbull's sports column "The Hitching Post." The bits are just as refreshing as they seemed when we first read them nearly a score of years ago. . . . The December luncheon of the Tent is to be moved up one week to December 18 owing to the fact that the last Wednesday in the month happens to be Christmas Day. The luncheon will be given a Christmas atmosphere. . . . Newspaper men agreed that nothing in recent years, save, of course, those things which have a national scope, received more publicity than the Dexter Fellows Tent did when General Hugh Johnson, NRA administrator and advocate, was made a member of the club. Several thousand photographs of the General appeared in papers, magazines and the movies. . . . A magazine is soon to be issued from Washington entitled Sub-Literature, and this quarterly magazine will carry a department having to do with the circus and things about it. (See DEXTER FELLOWS on page 37)

SPECIAL LOT FLAT FOLDING CHAIRS Well Worth the Price While They Last 45c If You Want a Bargain, Here's Your Chance. Write—Wire—Phone Baker-Lockwood 17th & Central, Kansas City, Mo. AMERICA'S BIG TENT HOUSE. EASTERN REPRESENTATIVE—A. E. CAMPFIELD, 152 W. 42d St., N. Y. C.

LARGEST AND FINEST ASSORTMENT of LITHOGRAPHED POSTERS & CARDS FOR INDOOR CIRCUS THE BEST DISPLAYED POSTERS, CARDS AND BUMPER CARDS, MUSLIN AND FIBRE BANNERS PRINTED FROM TYPE ON NON-FADING PAPER WITH PERMANENT INKS. WRITE FOR PRICES THE DONALDSON LITHOGRAPH CO. NEWPORT, KY. OPPOSITE CINCINNATI

THE DARING YOUNG GIRL HAZEL WILLIAMS NOW ON TOUR. ON THE FLYING TRAPEZE WELBY COOKE, Mgr. JAMES F. VICTOR, Rep.

Driver Made Tents and Banners SEND FOR LIST OF USED TENTS. 70x130 DRAMATIC END TOP 26 FT. RIDING MAT CHARLIE DRIVER, Manager O. HENRY TENT & AWNING CO. Ardmore 1300 4811-13 N. Clark St., Chicago, Ill.

MOTORIZED Write for our Famous Tents, CHAS. GOSB, Standard Chevrolet Co., East St. Louis, Ill.

TENTS 3 CANVAS LOFTS-ATLANTA-DALLAS-ST. LOUIS Shuredry—USAMP and DFMP canvas, made by Fulton Bag & Cotton Mills and preferred by show people everywhere. Fulton Bag & Cotton Mills Manufacturers Since 1870 ATLANTA ST. LOUIS DALLAS MINNEAPOLIS BROOKLYN NEW ORLEANS KANSAS CITY, KAN.



Under the Marquee

By CIRCUS SOLLY

JIMMIE LOSTER, clown, is working night spots in the Pittsburgh territory.

DEXTER FELLOWS is now at his home in New Britain, Conn., and will finish his circus book this winter.

THE HARRISONS, bicyclists, returned to their home in Wichita, Kan., after playing fairs.

JIM CURRY is clowning for Boogs & Buhl Department Store, Pittsburgh, until Christmas.

MAKE IT A POINT to refer to the Letter List every week. There may be mail for you.

E. B. STERCHI, with Rice Bros.' Circus as legal adjuster, is at home in Knoxville, Tenn., visiting his mother.

BEN HOLMES closed November 29 as agent for Silver Bros.' Circus and went to his home at Williamsport, Pa.

O. W. CHURTY has returned to Houston, Tex., with the acts he had on the Morton-Hamid Circus.

WILLIAM NEWTON JR., of Walter L. Main Circus, will be in Ada, Okla., until January 1 and then go to winter quarters of show at Rock Hill, S. C.

STEVE O'DAY, boss canvas man of Sells-Sterling Circus the past season, is working for the Larson Manufacturing Company, Sheboygan, Wis.

A FEATURE of the Circus Schumann is Peters, "the Man That Hangs Himself." He was featured by Sells-Floto Circus in 1931.

HARRY MACK, press agent back and announcer on the Downie show, is located at the Hotel Central, Macon, Ga., for the winter.

GEORGE PICKETT, clown, contortionist and come-in worker, postcards that he will return to one of the big ones next season. Is now working the OCC units in Boston.

ROY BARNETT, clown, who had been with the Fernandez Circus in Hawaii, has arrived in Los Angeles. Will remain there until first of the year, then head east and play a number of indoor dates.

BERNIECKE KILLY Circus Revue, after playing at the circus in Flint, Mich., went to Canada to fill vaude dates at Winnipeg and Port Arthur. Will also play an indoor date at Blmarck, N. D.

HARRY HAAG, only son of the late Ernest Haag, is no longer affiliated with the Mighty Haag Shows, of which he was assistant manager, according to Mrs. E. Haag.

CHARLIE KATZ, assistant manager of the Dewede Show, who spends each winter at the Hotel Macon, Macon, Ga., has departed from the Southern city for

a few weeks' visit with relatives in Northern points, including Cleveland, O.

EDDIE JACKSON has returned to Macon, Ga., after spending Thanksgiving with his mother at Akron, O. While in the Rubber City he called on his old friends, Tom Gregory, Johnnie Richardson and Pete and Florence Mardo.

HARRY LEONARD and company, past season with Sells-Sterling Circus, are now playing schoolhouses in Mississippi with their own unit. Program consists of magic, knife throwing, Punch and Judy and a mentalist.

E. E. MEREDITH'S "Do You Remember?" column in *The Fairmont* (W. Va.) Times is now in its third year. Meredith is a former circus press agent and has injected circus atmosphere in the column.

BEFORE THE CLOSE of the Cole Bros.' Circus in Macon, Ga., last month, Floyd King, who was general agent, spent several days in Macon visiting Paul M. Conway, Macon lawyer, who several years ago was general press agent on shows operated by King.

WALTER L. MAIN CIRCUS had a big dinner on Thanksgiving Day at winter quarters, Rock Hill, S. C., for the employees. Among those present were Blackie Freeman, Jerry Casto, William Cunningham, Ted Harris, W. A. Turner and Pearl Harris.

ABE GOLDSTEIN pens that business with the Fernandez show in Hawaii was

at the Syria Mosque in Pittsburgh was called off.

BARNETT BROS.' CIRCUS is now in the 26th week of the season, playing South Florida territory. The North Florida business was very good, according to reports. The show had spotty business in the East and Midwest this summer, but will have its usual long season.

BOB PRINTY, wrestler, living at Lagro, Ind., has been given an important role in *Deadline*, the movie to be produced by *The Journal-Gazette* and the Paramount Theater, Fort Wayne, Ind. He will be seen as the villain. He was with Rice Bros.-Allen King Circus the past season.

VERNARD MCARDLE, manager and director of Joe Mendt, champ, that played at the Shrine Circus in Macon, Ga., writes that Joe contracted a heavy cold there the first night, which has developed into pneumonia. McArdle is staying at the fairgrounds in Macon until Joe is able to start to work again.

CARL D. ASHLEY, owner of Royce Hotel, Wichita, Kan., pens that most of the people with the Morton-Hamid Circus stopped there during engagement of show in that city. Ashley has a wide acquaintance among circus people and he is high in praise for the Morton-Hamid personnel.

HARRY BILLS and company, three clown stilt walkers, past season with Ringling-Barnum, headed the Santa Claus parade put on by the Rose &

Thanks for This, PCSA

Los Angeles, Dec. 3, 1935.

MR. A. C. HARTMANN, Editor
The Billboard, Cincinnati, O.

Dear Mr. Hartmann:

We wrote you some time since of our organization instructing us to write at intervals to you an expression of our very grateful appreciation. This I regret has not been done, except in one instance.

With 1935 nearly over and this organization having had the most remarkable growth in its history, we take time out to do the neglected job.

To The Billboard: Our organization full well realizes that your unwavering support has been one of the really great factors in making possible the excellent record of this year.

We express our deep appreciation of you and your outdoor staff for having done a splendid job in keeping PCSA in the limelight.

We acknowledge the ever-ready generosity of the business staff thru Mr. E. W. Evans.

We want Charley Blue and Charley Wirth of your staff to know we are thanking them also.

Sincerely yours,

JOHN T. BACKMAN, Secretary PCSA.

big until show arrived at Lihou, Kauai, where it rained every day. Show closed November 27 and sailed for San Francisco. A small show, vaude acts, will play in Honolulu for a few weeks.

JAMES N. McGRATH JR., of Pittsburgh, is shaping plans for several outdoor shows to be staged early in the spring under auspices of the Western Pennsylvania Farmers' Association and the Pennsylvania State Farmers' Association. Circus talent will be used, he declared. His circus show for Christmas Week which was to have been staged

Gorman Department Store, Kingston, N. Y., Thanksgiving Day. Will remain at the store until Christmas, walking stunts in front of the store.

RECENT VISITORS to Circus Room, Cumberland Hotel, New York, were Alfred J. Meyer, Ralph Harvell, Fred Mullens, A. H. Tramer, Herbert A. Douglas, Jo Conway, Joe Short, Chalmers L. Pano-coast, Bert Willis, Robert Mitchell, June Tyler Reed, Tommy Keenan, Ross Blandford, Billy Walsh, Jean Corbin, Jean Wilson and Gene Goldsmith.

CLIFF McDUGALL pens that Clyde Beatty started his picture serial on the West Coast November 29 and that he, Robert Hickey and J. D. Newman were on the set from time to time. Hickey left Los Angeles for Chicago on December 3. J. D. Newman will leave for Hot Springs, Ark., for three weeks before going to the Cole Bros.-Clyde Beatty quarters, Rochester, Ind.

MERCHANTS' ASSOCIATION of Terre Haute, Ind., staged a parade morning of November 29, inaugurating the Christmas shopping season. The reindeers that pulled sleigh of Santa Claus, ponies that pulled small wagons, dogs and a few boats were furnished by a circus man of Des Moines, Ia. The day was cold, but the streets were lined with people.

MACK KASOW played dates for Frank Wirth Circus at Paterson, N. J., also Albany, N. Y. Reports big and side show big very good. Kasow was at the Waldorf-Astoria in New York December 4 for Circus Saints and Sinners with lineup of freaks for atmosphere. Will have new freak act with new lineup, opening in New York December 21.

JACK (RED) MALLOY and wife,

Old-Time Showmen

By CHARLES BERNARD

The cruelty of fate in some of its dealings with human life leaves sadness in its wake. To the older members of the circus profession the Associated Press news story on November 18 of the fatal accident which closed the eventful career of Thomas A. Dailey at the age of 80 was shocking and full of deepest sadness. Tom Dailey, the dean of circus advertising-car managers, a man whose record had reached 55 years of continuous service on the advance crews of prominent circus organizations, and more than 45 years had been the manager of advertising cars for Barnum & Bailey Circus, for Ringling Bros. Circus and for the Ringling-Barnum Combined Shows.

On the advertising cars of these great railroad circuses he had traveled from 10,000 to 15,000 miles each season from 1883 until he retired five years ago. Then in his home city of Lancaster, Pa., fate dealt him the deathblow at a street crossing, when an automobile driver in a maniacal rush to beat the green light struck him down. Thus a veteran of the circus advertising fraternity ended a career that adds an interesting page to circus history.

Tom Dailey's first engagement was in 1875. He joined the advertising crew of John O'Brien's show, which operated under the title of "A. B. Rothchild's Royal Victoria Menagerie and Circus." He remained two seasons in the employ of C. W. Kidder, who was John O'Brien's general agent. In 1877 he joined the advance of Hyatt Frost and O. J. Ferguson, then operating the Great Van Amburg show, and worked on their advance until close of the 1881 season. Year 1882 found Dailey again in the employ of C. W. Kidder on the advance of John O'Brien's "J. H. Rice's Circus Royal." W. H. Gardner, of the Barnum, Bailey & Hutchinson Circus, selected Tom Dailey as boss billposter for the 1883 season. He continued on the advance of the "Greatest Show on Earth" until close of the 1891 season, and during that time was promoted to car manager. Joined Ringling Bros.' Circus as an advertising-car manager at beginning of the 1892 season. His car was the No. 3, known as "The Battle Bolt," which was detailed for opposition billing and special duty in important exhibition stands. His boss billposter that season was W. M. Franklin, and there were 15 men in his crew. The mileage traveled that season was 11,372 in 12 States and one territory.

Three years later, season of 1895, the contest for supremacy was on and the opposition billing against Barnum & Bailey in all conflicts during 1895 and '96 was on a gigantic scale, and Tom Dailey's crew did its full share in every battle. At end of the 1897 season, when James A. Bailey took the Barnum & (See Old-Time Showmen opposite page)

Nancy Darnell, have opened a three weeks' engagement at the Kaufman department store in Pittsburgh. The circus there will be presented continuously every day except Sunday until Christmas. Other acts are the Arensenic Barney and Jimmy; "Bobo," the Human Ape; Evans' trained dogs, and clowns headed by "Blitters" Johnson. A colored jazz band completes the show.

DON CLARKE of the acrobatic troupe Kings of the Air, has been elected alderman for Ward 7 at Hamilton, Ont., Can. States that he will do all he can in behalf of circuses. He adds: "The boys here were not very hot about my winning a place on the council, for they figured that meant good-by bars, but since I told them that politics won't stop me from turning somersaults and going on the road, they feel better." Clarke does quite a bit of public speaking and gives lectures on circus life.

DURING PAST SEASON it was the privilege of Stephen Koch, of Butler, Pa., to attend the following circuses as the guest of his neighbor, Attorney J. C. Graham, who looks after the legal troubles of circuses in Tri-State territory that cannot be settled on the date of the circus' appearance by the legal adjuster: Barnett Bros., Downie Bros., Hagenbeck-Wallace, Ringling-Barnum, Cole Bros.-Clyde Beatty, Gorman Bros. and Tom Mix. Koch says that he can furnish day, date and some of the programs of circuses appearing in Butler since Dan Rice's appearance there in 1874.

CIRCUS OWNERS

GREET THE ENTIRE SHOW WORLD

IN THE

41st Annual Amusement Review

and

Holiday Greetings Number

Copy must be in Cincinnati on or before Dec. 18

OVER 500,000 READERS

STEP OUT IN 1936 WITH THE BILLBOARD



The Corral

By Roddy Waddy

AMONG attractions people seen in the lobby of Hotel Sherman, Chicago, last week...

HOW 'BOUT the outcome of the recent rodeo at Savannah, Ga.?

JACK LEE (Power River Jack) and Eddie Lee, at Tulsa, Okla., received a letter recently from Guy Weadick.

THE FOLLOWING NOTIFICATION from Secretary Fred S. McCargar of the Rodeo Association of America:

C. F. HAPLEY (California Frank), who received leg injuries when allegedly attacked by Buddy Medford November 1 at Philadelphia...

CAPT. VICTOR P. CODY, veteran sharpshooter and otherwise Western acts entertainer, advised that while en route to the Barnett Bros.' Circus winter quarters in South Carolina...

IN LAST ISSUE were names of the winners of All-Round Champion Cowboy and in individual contest events awarded by the Rodeo Association of America.

CONTESTANT WINNERS at the American Legion Rodeo staged recently at Dinuba, Calif.: Bronk Riding—First day, Duff Aber (100 RAA points)...

OLD-TIME SHOWMEN

(Continued from opposite page)

Bailey show to Europe for its five-year tour, the "Ringling Bros.' World's Greatest Shows" became in reality what the title implied.

His last letter to the writer of this article recalled the hardships of those first seasons on John O'Brien's show on that combination bill and paste wagon.

Polack Bros.' Show Closes; Will Resume After Holidays

PORTERVILLE, Calif., Dec. 7.—At the close of this week's engagement for the Elks here Polack Bros.' Circus will go into quarters over the holidays.

Mr. and Mrs. Irv J. Polack have been spending the last few weeks around San Francisco looking after some major promotions which will take place after the holidays.

Louis Stern, associate of Mr. Polack, after seeing that all trucks and paraphernalia are stored, will also leave for New York to spend the holidays with relatives and friends.

Al Fisher, Harry Chipman and A. M. Brown, promoters, are at Oakland, Calif. Show will play the Exposition Building the second week in January.

Carl H. Sonitz, who handled Porterville, leaves for Sacramento, Calif., which he booked for the Shrine the last week in January. The Porterville engagement was a successful one.

were good, Duke Mills handling San Bernardino and Micky Blue Santa Barbara. Harry Phillips has been with the circus the last several weeks.

Elks-PTA Show at Compton

COMPTON, Calif., Dec. 7.—The Elks-PTA Circus to be staged here promises to be an outstanding event. One of the most intensive campaigns will soon get under way.

The show will be held downtown on the city park grounds. A midway 60x200 will be framed at the entrance and will be made up of side shows and concessions.

Ed Hendershot has been awarded the contract to produce the circus and will be assisted by George Gors.

DEXTER FELLOWS

(Continued from page 35)

We were recently invited to a private view of photographs of parades and processions in New York City exhibited at the Museum of the City of New York.

We are in receipt of the July-September number of The Soudust Ring, the official organ of the CPA of England. We want to thank R. Toole Stott for remembering us.

Which of these countries was the first to promote a circus, England, America, Italy or France?

Who was the first artist to be shot from a cannon?

Who invented the phrase "Cut the cake and get on with the 'asses'?"

Who was the famous English actor who started in the circus but left it because of an accident?

Explain the technique of the following horse-act terms: Pas de Deux, Tandem, Le Jeux Roman, Carousel, Liberty, Voltige a la Richardt.

Who originated the three-ring circus? In what connection was the term "The Flatfoots" employed?

Who was the first to promote a circus in America?

We must confess that right off the reel we were only able to answer three of these eight questions. They're good; try them on your memory piccolo.

Peeping In On the Performers' Club of America

By BERT CLINTON

CHICAGO, Dec. 7.—At the meeting Tuesday evening a very nice attendance was on hand and many important subjects came up for discussion.

Chris Cornella, clown, is booked at a downtown store for month of December. G. O. Gray advises that he has closed contracts for an indoor circus at Winnipeg, Man.

Leo and Rose Kerns are back home in Havre de Grace, Md., and Leo advises that he is booked for five weeks at a Baltimore department store with his clown numbers.

The following members were guests of Brother Harry Coddington at the Showmen's League of America's banquet and ball at Sherman Hotel December 3: President Toby Wells, Secretary Bert Clinton, Vice-President George Geddis.

Hazel Cotter's ankle has strengthened and she is around the club practicing daily. Mann Brothers are playing vaude dates in and around Chicago.

Cyus O'Dell is in the club's gym daily. Will play indoor circus dates. Sakura Japanese Troupe is being kept busy in and out Chicago. Hashi and Oasi are booked for a number of dates.

Hubert Dyer came into Chicago from his home at Detroit and is a constant visitor at the clubrooms. Primo Mills and George LaSalle are with the Mized Nuts unit, playing Southern territory on their way to the Coast.

Aerial Christiansens paid the club a visit this week on their way home to Sheboygan, Wis. Aerial Flyers arrived in Chicago this week after a long season on fairs and other outdoor dates.

Kalchi Koban is in town and is a daily visitor at the club. Eitinge and Vernon are playing night clubs in and around Chicago.

MINSTRELSY

(Continued from page 27)

the same all season, altho the show was augmented during the summer. A larger top was also purchased. The Mighty Minstrels will winter in Albany, Ga., and open early next spring.

AL TINT comes right back to ask: "Do you remember when Bill Sears did a musical act with Bobby DeBus, of the DeBus Bros.' Minstrelsy? (How are the garters selling?) When Buck Leahy had a long season with George Hammond's Minstrelsy? (All seven of them, including Eddie Bolton.) When 'Whitney' Ward broke in and out of minstrelsy with the dummy? When Happy Benway was on Sam Griffin's Premiere Minstrelsy?"

FRANK KIRK, in his 50th year as a minstrel, celebrated his 65th birthday November 28 at his home in Jacksonville, Ill.

JACK (SPLEASH) RIPPEL pencils in to ask if "Nig" Shope remembers when the board of health official made him change his h.-f. make-up shirt in Birmingham, Ala. It was very "diplo-cedus," Rippel says.

BYRON GOBB reports that he is still playing to highly satisfactory business on return dates thru New York and New Jersey with his Seldom-Ped Minstrelsy. Recent visitors on the show were Hugh Clayton, publicity agent with Billy Rose's Jumbo; Paul Zimmerman, med-show owner; Harry Lewis, Hugh Clements Trio and Gordon and Gordon.

MAIN CIRCUS. Wanted, will lease Property and Act until April. FOR SALE or Trade for Animals or Circus Property. Omaha with young, also Farm with and Domestic Animals. Wm. NEWTON, JR., 404, 4th St., with Agency 1; then Winter Quarters, West Hill, S. O. FOR SALE—Complete beautiful Indoor Museum (only) newly sawed. Best Shows in Pennsylvania and Ohio. Will trade for Circus Property. WILL LEASE Geneva Gardens for Road House or Bank. WALTER L. MAIN CIRCUS, Geneva, O.

DEBEL & PATTERSON EUROPEAN CIRCUS

WANTED—Ground and Aerial Acts that can do two or more; good, daily Day and Night Act. State location. Have Currier Dates. DEBEL-PATTERSON CIRCUS, Eastland Hotel, Boston Harbor, Mich.

Where Are You Wintering?

Kindly give the information on this blank and mail to The Billboard, Cincinnati, O., for our records of circuses, carnivals and tent shows in winter quarters:

Name of Show

Name of Prop. or Mgr.

Address of Winter Quarters

(Give address of offices here if you have any)

LOWER RISK RATES NEARER

NAAPPB Adopts Plan at Chi Convention for New Structure

Norman Alexander presents findings and carries them to successful conclusion—extension of season pushed in brilliant address—attendance best in years

CHICAGO, Dec. 7.—A lower rate structure in public liability insurance for amusement parks seemed nearer realization when the National Association of Amusement Parks, Pools and Beaches adopted a profit-sharing plan on risks during its three-day session, commencing Wednesday in the Sherman Hotel. Plan was presented to the body by Norman S. Alexander, Woodside Park, Philadelphia, chairman insurance committee, who for a long time has worked diligently in the direction of lower rates, and a strong advocate for the setup was found in Frank W. Darling, member of Chicago's permanent World's Fair Park.

After reviewing the activities of the committee for the past year, Mr. Alexander described the highlights of his findings. A California company would carry the insurance thru John L. Campbell, Baltimore insurance man, and George Lauerman, Chicago risk writer, by arrangement with the former. Insurance would be written on a profit-sharing basis on rates to be agreed upon by the company and the association committee. The company agrees to offer a rate 10 per cent lower than any existing rate and which would apply to NAAPPB members only throughout the United States. Members would not be compelled to take this form of insurance, however. Association would participate in the profits to the extent of 60 per cent, with balance of 40 per cent for administration, service, claim adjustments and the like. Mr. Campbell stated that he anticipates \$150,000 in premiums, and all losses in excess of 57½ cents on the premium dollar will be picked up by Lloyd's, of London.

Would Extend Season

Others who joined in discussing the plan for more than an hour were Robert Piarr, Dorney Park, Allentown, Pa.; John

(See LOWER RISK on page 58)

Chi Exhib Beats 1934

Floor sales and huge prospect list bring about success—many new exhibitors

CHICAGO, Dec. 7.—With general attendance swelled to mammoth proportions, Exhibition Hall of the NAAPPB revealed itself as one of the most successful in a decade and clearly ahead of depression years' display of devices, products and services during the annual convention this week at the Sherman Hotel.

A. R. Hodge, national association secretary, and Bella Cohen, his chief aid, looked over the files and pronounced the exposition a distinct indication of a

(See CHI EXHIB on page 41)

Big Program Set For Conneaut Lake

CONNEAUT LAKE PARK, Pa., Dec. 7.—Showing the trend in business, Conneaut Lake Park Company will rehabilitate the property of 114 acres between Pittsburgh and Erie, Pa., and 80 miles from Cleveland, O. About \$50,000 will be spent at once in landscaping, painting, road improvements, several new cottages, as well as a boardwalk along the entire lake frontage. This, along with the new retaining wall and new sand beach, featuring day and night bathing, will be an innovation.

On the new midway several new rides will be added, as well as the latest type games. Moonlight Ballroom will be redecorated and improved. Temple of Music, which has seating capacity of 3,000, will also be improved and will play stock and vaudeville during the entire season. The park management expects to capitalize on the volume of business

(See BIG PROGRAM SET on page 41)

Joyland Park to Taylor

CLEARWATER, Fla., Dec. 7.—The Joyland Amusement Park at Clearwater Beach has been sold by E. M. Brennan to John S. Taylor Jr., of Largo. Sidney Nelson will act as manager of the park for the new owner, who will spend several thousand dollars in improving the park and remodeling the buildings.

Club Burns at Ocean Beach

NEW LONDON, Conn., Dec. 7.—Palm Garden restaurant and Night Club at Ocean Beach here was destroyed this week in a two-alarm fire during early morning hours, which was discovered by a policeman, who said he believed it was preceded by an explosion. Building was large and the proprietor, Michael Costello, had living quarters in the two upper stories. He and his wife, the only occupants, were carried to safety.

AREA Battles "Bootleggers"

Device men seek ban on nonmembers who draw clients at annual confabs

CHICAGO, Dec. 7.—Gathering in annual convention for the first time since its formation as the American Recreational Equipment Association (formerly Manufacturers and Dealers' Section of the NAAPPB) under a New York State charter, a clear mandate for control of so-called bootleggers who do not exhibit yet receive the advantages of the association's exhibit booths was authorized at the business session of the group on Monday following delivery of addresses in the Crystal Room of the Sherman Hotel.

Subject was prodded by retiring President Maurice Fessen, of National Skee-

(See AREA BATTLES on page 41)

Perry Undergoes Operation

AKRON, O., Dec. 7.—H. W. Perry, Eastern Ohio amusement park executive and ballroom operator, underwent an operation in St. Thomas Hospital this week and is reported recovering satisfactorily. This winter he is operating a downtown night club.

Americans Visit in Paris

PARIS, Dec. 2.—Frank D. Shean, manager of the Dufour & Rogers shows at the Brussels World's Fair; Mrs. Shean, and Harry Hargrave, Lindy Loop operator, spent several days in Paris sight-seeing and investigating possibilities of putting in attractions at the Paris fair in 1937.



A VIEW OF THE BANQUET of the National Association of Amusement Parks, Pools and Beaches, attended by park operators and members of allied organizations and industries, in the Grand Ballroom of the Hotel Sherman, Chicago, on the night of Dec. 4.

Acts Feature Park Banquet

Well attended function Wednesday night has Hamid as emcee

CHICAGO, Dec. 7.—Following hard upon the heels of the brilliant Showmen's League Banquet and Ball, the annual banquet of the National Association of Amusement Parks, Pools and Beaches was in sort of a tough spot, as most of its members had had a night of high celebration on Tuesday and could not be expected to display the pep they would have had otherwise. Nevertheless the park men's affair, Wednesday night in the Grand Ballroom of the Hotel Sherman, was a most enjoyable affair, well attended and chock-full of entertainment.

There were between 300 and 400 guests, and a corking good show was put on. After the banquet and entertainment there was dancing to the music of Al Miller's Band.

Harry A. Ackley started off the proceedings by introducing George A. Hamid, who was master of ceremonies, a job for which he is well qualified by long experience. Tripoli Trio, which did such good work at the Showmen's League Banquet and Ball, were again on hand and enlivened the proceedings with their singing and playing. Jack Klein, also seen and heard at the previous night's doings, was the stage emcee.

Dancing Follows Show

First act was a clever dog act, the name of which was not caught. Worked by a man and woman, the dozen or more canines went thru an entertaining array of tricks. Lee Barton Evans, another of the previous night's artists, made a hit with his singing of *Without a Song and Boots and Saddles*. Five Wonder Girls proved themselves worthy of the name by presenting a fast routine of acrobatic dancing, flips, butterflies, caterpillars and various other difficult accomplishments that kept the guests breathless with interest.

Gwynne, noted magician now appearing in the Terrace Room of the Morrison Hotel, contributed several of his clever illusions and sleight-of-hand tricks, including the cut and restored rope, torn and restored paper, sword box and others. A smooth and capable worker, he was given a big hand.

Rudolph Avery and Barney Grant pleased with tap dancing and a hillbilly piccolo-playing bit, respectively. Taka Sisters, Oriental dancers, appearing at a local cafe, were pleasing in a song and dance routine that the audience liked immensely. George McMahon, from the College Inn, sang a couple of numbers to generous applause. Turner and Washington, two young Negro boys with a washboard band and dancing feet, panicked the audience with their comedy antics, best of which was their slow motion fight.

Cleora Miller, well known at fair and park men's affairs, played about every instrument in the catalog and threw in a few fast dance steps to boot, winning a good hand. Toyama Japs, well-known Hisey act, closed the program with a routine of difficult gymnastic stunts that registered well. Following the entertainment there was dancing until 12:30.

Banquet Attendants

Among those at the banquet who registered with *The Billboard* were Mr. and Mrs. A. W. Abbott, Abbott's Custard Stores; Mr. and Mrs. Harry A. Ackley, Ackley, Bradley & Day; William D. Acton, Pennaville, N. J.; N. S. Alexander, Woodside Park; Arnold Aman, Philadelphia Toboggan Company; Leslie G. Anderson, *The Billboard*; H. N. Anderson, Georgetown, D. C.; Mrs. H. N. Anderson, Reuben Nathaniel Anderson Enterprises.

Harry C. Baker, Harry C. Baker, Inc.; George J. Baker, Philadelphia Toboggan Company; J. O. Bates, Passaic Races, Inc.; John W. Batt, Playland, Inc.; Henry J. Batt, Pontchartrain Beach; C. L. Beares Jr., and C. L. Beares Jr., West View Park; H. T. Belden, Chicago; A. Bellon, A. Bellon Iron Works, Inc.; E. E. Berger, Mint Park; Rex D. Billings Jr., Belmont (See ACTS FEATURE on page 46)

American Recreational Equipment Association

By R. S. UZZELL

The American Recreational Equipments Association is now fully launched on a career of usefulness to its members. It is chartered as a non-profit corporation under the laws of the State of New York, and the charter granted recently was presented at the annual meeting of this organization in the Sherman Hotel, Chicago, on December 2.

The meeting had a better attendance than for the past three years. The innovation this year was three speakers representing organizations of international reputation. C. V. Iden, secretary of the American Steel Institute, Inc., spoke on the Evolution and Importance of Steel Production. He made numerous references to superior quality of new steels that adapt themselves to our uses. Light weight, durability, strength and, of no small importance, beauty. His paper was the longest but so intensely interesting that he held close attention throughout its delivery to us. Mr. Iden came from New York at his own expense and contributed no small part of the success of the meeting. He showed us that there is a special steel for every purpose.

Trip to San Diego

Mr. Clough, of the General Electric Company, on the subject of Streamline Trains, showed us how to combine beauty and utility. Economy and efficiency to meet the new competition of bus and airplane was the actuating motive, but today beauty has even in a railroad become a necessity to attract the patrons. The new engine, roller bearings and streamline design save approximately 60 per cent of the power. All of this not only affords beauty and comfort, but also assures us of lower passenger rates.

Then the Ford Motor Company gave us a trip from New York to and thru the San Diego exposition. We sat in our convention hall in comfort and saw the exposition pass in review and heard it well described by an expert guide. Three subjects treated by men entirely outside our industry were, after all, intimately connected with our business and brought to us valuable suggestions.

Headache in Contracts

Then we had to get back to our own knitting. William Babkin was not puzzled by his subject, *After the Pin Games, What?* He says they are going to have them without marbles after a while. He was brief but good and manifests a willingness to keep up with the procession.

L. L. Custer is of the opinion that when a man has the courage to bring out and demonstrate a new device in a depression the park men should reward the effort with orders. Wallace St. C. Jones, of W. B. Berry Company, Boston, gave us timely advice on *How To Collect for Small Units*. Mr. Plescen read the paper for Mr. Jones, who could not be present.

C. V. Starkweather, of Spillman Engineering Company, showed us where the laws protecting the sale of personal property have changed in one-third of the States. It is enough for a good-sized headache to get up to date again on this all-important subject.

Do not use the specimen contracts your secretary sent you three years ago until you are sure they are revised to meet new requirements.

Frank Gaynor, building inspector, of Chicago, was, as usual, interesting. He showed us how Silverview Park, Chicago, came back on the map by using salvage from the Chicago Exposition for rehabilitation.

More Dues Are Paid

Fred Fansher came thru with an excellent set of resolutions on the death of two of our members this year, Herman Bergoffen and George F. Cahill. Then he showed our appreciation of the three men who came to us from the outside of our organization to address us. Copies of these resolutions will be sent to the rightful places when the secretary returns to New York.

The officers for the ensuing year: George H. Cramer, president; Richard F. Luse, first vice-president; Fred Fansher, second vice-president; Harry C. Baker, treasurer; R. S. Uzzell, secretary.

The four additional directors are Herbert Schmeck, William Babkin, Leslie G. Anderson and Maurice Plescen. You can

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San Diego Exposition, Gooding Amusement Company, Hudson & Cherry, Broadway Midway, Penn American Shows, Cottle & Wilson, Foley & Bury, Snapp Greater Shows, J. L. Larkin, DeSoto's Steam Lark, La. Park, Jantzen Beach Park, Wilderbrand's, Clark's Greater Shows, United Shows of America, Chipewas Lake, O. Park, Elton Gardens, Denver, Galt's Rockaway Beach, New York; R. N. Waves Shows, F. N. Bee Shows; Lake Side Park, Ft. Collins, Colo.; W. A. Gibbs Shows, Myerhoff Shows, Broadbent Brothers, Byers Brothers, Curley Vermont, Sun-All Amusement Co., Atlantic City Pier and Beach, Day Long, Arnold Park, La. Palmetto, Playland, N. J.; Lakeland Park, Denver, Colo.; Crawley United Shows, Tilly Shows, Richard Miller Attractions, Mennies Brothers Shows, and many other Shows, Parks, where the Loop-O-Plane has more than paid for itself in one season. Obtained in a few weeks. The listed net from one to four Loop-O-Plane Units. Gooding Amusement Co. having contracted for four dual units. Any Loop-O-Plane owner is our reference. Many other owners upon inquiry.



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WALTER SKOOTER

depend on some real action by AREA in 1936.
More dues have been paid since November 1, 1935, than were paid in all of 1934 and 10 months of 1935.
The Toronto Convention marked, we hope, the low mark for 20 years or longer in our activities. The 1935 exhibit was more than three times as large as the previous year. All further details of the convention are covered elsewhere in this issue.

Better Traffic to Galveston

GALVESTON, TEX., Dec. 7.—Assured by the State Highway Department of an "adequate vehicular connecting link"

between Galveston and the mainland, beach-resort operators, as well as business men, are jubilant over the fact that the heavy traffic over the old bottle-neck causeway will no longer deter winter tourist trade or seasonal excursion business. Hides for the work will be opened this month for construction of a broad causeway across the bay costing about \$1,500,000. Work is expected to start in January and be completed before summer, opening between Galveston and the world a 40-foot roadway so-commodating four traffic lanes.

STROBLITE

Luminous Color Effects For Dark Rides, Fun Houses, etc. Standard — Identifying — Traffic
STROBLITE CO., 201 P.E. 28 W. 22d St., N. Y.



The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard.)

Convention Comments

CHICAGO, Dec. 7.—The national association meetings have come and gone. And in those eight words rests the fate of the swimming-pool industry for the next 12 months.

Much has been said within the portals of the Sherman Hotel here this week that ought to act as a guiding light to those in the aquatic business. Take advantage of the discussions waged, studying the pro and con arguments, and apply them to your own particular enterprise and the convention will not have been held in vain.

It's a pity that more pool owners did not attend the confab. Most of the tank operators who did attend were park men with swimming establishments and, while they are considered pool owners, their problem is decidedly different from those who run natatoriums by themselves.

As a matter of fact, I've wanted to mention this difference between park men who conduct swimming pools along with other park games and devices and the pool men who operate aquatic tanks by themselves. And that's the first comment on the convention that I'd like to make. To my way of thinking, not enough attention was given to subjects that deal exclusively with operators of pools. Maybe that's the reason why more pool men didn't attend the meetings.

Now I know that Paul Morris and the rest of the boys on the program committee worked like Trojans to arrange an interesting bill of fare. And while congratulations are in order for all of them, for, on the whole, the entire convention was most enlightening. I just can't help feeling that too little attention was made of tank topics dealing with pools without parks.

Then, too, while I realize that not every subject could be taken up in the early stages of the convention, it seemed a shame that the general discussion relative to pool topics exclusively was put off until Friday, the last day of the meetings. The few pool men who did journey to the Windy City for the confab couldn't remain for the one discussion that was for them exclusively, and even many park men left before this all-important series of comment. The last day of any convention should always be devoted to the less important topics, for most of the delegates rush off to their homes, and those who do remain are in so much of a hurry to make their exit that serious consideration is never given to subjects discussed on the last day.

However, while there have been many handicaps at this meeting towards serious pool discussions, all in all the convention was a success. Those who were here should apply the knowledge gained to their own propositions.

Those who didn't attend the confab are reminded that details of the papers read and discussed are contained in separate articles elsewhere in this issue. All of which you are respectfully urged to read very, very carefully. I'll have much more comment to make on the convention topics in next week's column and for many weeks to come.

Windy City Breezes

J. E. Lambie Jr., Euclid Beach Park and Pool, Cleveland, is this writer's choice for being the best speaker on the program with his interesting talk on the effect of Labor Day on the park and pool biz, but then I always was a sucker for an English accent.—Not a few pool men reprimanded the writer for calling Arthur French, of Manhattan Beach, New York, "Fred" in the last issue, and it's a good thing after all that French himself didn't attend the convention, tho he was missed.—As were also C. H. Potter, of Miramar Pool; Mack Rose, of the Cascade tank; and other leading New York pool owners.—On the subject of New York tank operators, reminds me that Al Hodges, secretary of the NAAAPPB, is a red ringer for William Grant Brown, former operator of Van Cortlandt outdoor tank in upper New York, or haven't you noticed?—Met Ray Steck, of Lake Hellums, Md.

Okl., for the first time last week in Chi and was delighted to meet him in person as well as his charming wife, Hazel, who acts as cashier at her own pool and who was one of the few women to attend the meetings.—Too bad there weren't more members of the opposite sex at the confab, tho the discussions were talkative enough at that, and rightly so.—But where did all those beautiful gals come from at the park and pool banquet?—Paul Huedepohl, of the Jantzen swim pool, Portland, Ore., was an able sergeant at arms during the meetings, and during the talk on Labor Day he revealed, with lip and all, that he was once a school teacher, but why brag about it, Paul?—Stunny to jot down quotations grabbed during conversations had by pool men between meetings.—Which I like to label:

Lobby Talks

"Do you know that the water-drainage system at Jones Beach, L. I., is wrong, notwithstanding the money the State spent in building?"

"That new give-away plan of Al Hartmann's, proposed at the meeting for parks as a business getter, would work wonders with pools, too."

"If you pool owners want to see the latest in diving equipment be sure to drop around to Rockford County Club pool while you're here in Chicago, where there exists the most novel and attractive diving board in the country—barring none, mind you."

"Trouble is that too much sanitation legislation is paid to big pools and not enough to small wading pools, where most of the damage can be done any way, because of the children, if the water is unclean."

"Don't tell me you haven't heard of the new Oklahoma park and pool association just formed? It's the first attempt at co-operation among the outdoor amusement men in that area."

"You mean to say you never knew that W. F. Mangels built the first wave machine in a swim pool in this country? Well, have Mangels tell you about it himself. He's exhibiting his Whip here, you know."

ACTS FEATURE

(Continued from page 39)

Park; Rex Billings Jr., New York City; Avelina Bodnar, Louis Soppoulos Company; C. D. Bond, Bond Associates; Ray Bromley, Wesley Amusement Company; Mrs. Anna Bromley, Asbury Park, N. J.; Mr. and Mrs. John Buckley, Buckley Manufacturing Company; Harry W. Burnett, Crystal Beach.

CHICAGO, Dec. 7.—Len Schloss grabbed phone in hand in the diminutive hours of noon and persuaded a female warbler to chant some tunes over the wires to the misus in Washington, D. C. Pretty expensive form of entertainment, but maybe the Glen Echo mogul has stock in the phone company.

Miss F. McCabe adorned the Perry Turnstile booth for her 14th consec year. A case of a woman who doesn't choose to change her affection.

Dick Lusse was being called "Lucy" all over the place. Must have been the influence engendered by Herb O'Malley's recitation on the wonders of Playland's panes and tulips. Dick did plenty of ribbing himself.

Leading wags were L. L. Custer and Herbert Schneck. They floored so many delegates with their cracks that the Sherman Hotel ordered a dozen new rugs.

Fred L. Markey, of Dodgem Company, is mourning the loss of his mother, who died at the age of 67.

Missouri was ably represented by James K. Monteith, of the University City park commission. He has so many other titles that the park clan turned green with envy, thus making themselves ineligible as native sons.

Harry C. Baker put in the plug commercial for colleagues by stating there were no restrictions on shipment of shooting galleries to Ethiopia. Just another example of a Hall of Sagacity

Are Your Rides And Games Producing?

Read Al Hartmann's "Salesmanship and Showmanship," which contains a suggestion for stimulating business on these amusements thru merchandise awards, in the Wholesale Merchandise Section of this issue on page 60.

Ed William Cain, Buckley Diggers; John Logan Campbell, J. L. Campbell & Company; John J. Carlin, Carlin's Park; Mr. and Mrs. H. E. Carman, Mission Corporation; S. W. Carruthers, Barnes-Carruthers; Mrs. L. S. Cass, Electric Park; Frank Cervone, George A. Hamid, Inc.; Ivey Cervone, Cervone's Band; Harry P. Cervone, Barnes-Carruthers; R. E. Chambers, R. E. Chambers Company; F. H. Church, Playland; Shirley Clepatch, Chicago; R. W. Cockrill, Safe Parachute Jumps Company; John L. and Mrs. Mrs. Lewis A. Coleman, Excelsior Amusement Park; Joe Colihan, Excelsior Amusement Park; Mr. and Mrs. Archie W. Collier, Riverside Amusement Park; R. W. Comstock, Kenneywood Park; E. L. Crain, Sylvania Beach Company; George H. Cramer, Spillman Engineering Corporation; L. Luzern Custer, Custer Specialty Company.

Mr. and Mrs. John B. Davies, Philadelphia Toboggan Company; Frank W. Darling, Rockefeller Center Roof; William J. DeVore, Coney Island; Edith Dienhart, Chicago; Mike Donahue, Chicago; Lew Dufour, Dufour & Rogers.

J. W. Eberhardt, Kiddieland Company; E. W. Evans, The Billboard.

Mr. and Mrs. George J. Falstrom, Chicago; Fred Fausner, New York City; Robert L. Ferguson, Capitol Beach; James A. Fields, F. W. Pearce Company; Dr. L. H. Firestone, Flint Park; E. K. Foehl, Willow Grove Park; Elmer H. Fox, Waukecha Beach; Abe Frankie,

Riverview Park; Frank D. Fuller, Mid-South Fair.

B. Ganin, Palisade Park; Andy Gantner, National Outboard Association; Margaret Gard, Jantzen; C. M. Gerhart, Philadelphia Toboggan Company; H. D. Olinore, Riverside, H. I.; Mayme Gorge, Fred W. Pearce Company; Mr. and Mrs. Nat Green, The Billboard; Jack L. Green-spoon, Greenspoon Concession Company.

Harry Hall, Crystal Beach Company; Mr. and Mrs. George A. Hamid, George A. Hamid, Inc.; Mr. and Mrs. Ralph Hankinson, New York City; F. P. Harris, Long Beach Racing Coaster Company; Ora Mae Hartley, Chicago; A. C. Hartmann, The Billboard; Paul Heinze, Edgewater Park; F. W. Henninger, Kenneywood Park; Mr. and Mrs. H. Stanley Higman, Central Canada Exhibition; Fred J. Hill, Sandy Beach Park; A. R. Hodge, Chicago; Mr. and Mrs. Joe Huber, Huber Coin Machine Company; Paul H. Huedepohl, Jantzen Knitting Mills; Bertha Huedepohl, Jantzen; H. J. Humphrey, Euclid Beach Park; C. B. Huppert, Paces Races, Inc.; Elwood A. Hughes, Canadian National Exhibition; Mr. and Mrs. Joe H. Hughes and daughter, Jane, George A. Hamid, Inc.

Mr. and Mrs. H. A. Illions, Maynes-Illions Hides.

W. D. Jackson, Western Fair; Mrs. Dorothy Jackson, Stella Park. Streepor Karr, Philadelphia; C. F. Keller Jr., Harry C. Baker, Inc.; Mr. and Mrs. A. W. Ketchum, Forest Park Highlands; F. E. Kirby, Euclid Beach Park; Frank H. Kingman, Brockton Fair; P. J. Kinzell, Wildwood Amusement Park; Benjamin Kraemer, Lakeside Park; F. H. Kresmann, Barnes-Carruthers; Mary Kroger; M. A. Kunkel, Philadelphia.

J. E. Lambie Jr., Euclid Beach Park; H. O. Larson, Paces Races, Inc.; Estelle M. Larson, Chicago; C. J. Latscha, The Billboard; Fredrick E. Levers, Savin Rock Park; Max Linderman, World of Mirth Shows; Manfred M. Litnick, Detroit Automobile Company; William D. and Roger Littleford Jr., The Billboard; John H. Lucas, Connetquot Lake Park; Mr. and Mrs. Richard P. Lusse, Mr. and Mrs. Raymond Lusse, Mr. and Mrs. Joseph R. Lusse Jr. and Robert Lusse, Lusse Bros., Inc.

Mr. and Mrs. H. H. McKroy, Central Canada Exhibition; A. B. McSwigan, Kenneywood Park; J. H. McNeary, Woodside Park; Frederick L. Magnus, Johnson Park Box Company; Mr. and Mrs. Steve Maroney, Glen Echo Park; Louis Metzel, Rockaway's Playland; John A. Miller, John A. Miller Company; P. W. G. Moeller, Waldam Beach; James K. Monteith, University Park Commission; F. Langdon Morgan, The Billboard; Paul C. Morris, Playland.

Mr. and Mrs. Jack Nelson, The Billboard.

H. P. O'Malley, Playland; Joseph O'Shea, Jantzen's.

Helene Palmer, The Billboard; R. M. Parker, Electric Park; F. H. Parsons, Buckley Manufacturing Company; Fred W. Pearce, Fred W. Pearce & Company; Mr. and Mrs. R. S. Peterson and C. E. Peterson, Electric Park; Maurice Pissen, National Skee Ball Company, Inc.; R. L. Piarr, Dorney Park Company.

Bill Rabkin, International Microscope Beel Company, Inc.; Pete Hade, South Bend, Ind.; Robin Reed, Loop-o-Plains Company; Carl F. Riets, Electric Park; J. Rogers, Dufour & Rogers; C. W. Ross, Canadian National Exhibition.

Bernice N. Saunders, Chicago; Vera Sawm, Chicago; Leonard B. Schloss, Glen Echo Park; Edgar L. Schooley, Schooley's Productions; Edward L. Schott, Coney Island, Inc.; Doris Schultz, Jantzen's; Dudley H. Scott, Euclid Beach Park; A. D. Scott, NBC; Arthur M. and M. W. Sellner, Sellner Manufacturing Company; H. C. Shannon, Euclid Beach Park; J. H. Smith, Cincinnati Carousel Company; Martin Stern, Swim-for-Health Week; Mr. and Mrs. Ray Steck, Lake Hellums Park; Howard D. Stoneback, The Humphrey Company; C. M. Strom, The Billboard; J. H. and L. K. Strong, Safe Parachute Jumps Company; Elias E. Sugarman, The Billboard.

H. E. Terry, K. Y. Bright Turnstile Company; Cliff Thomas, Riverside Amusement Park; T. M. Toll, Waukecha Beach; Helen Toloff, Chicago; Leonard Traube, The Billboard.

Charles Ueen, Ueen Amusements, Inc.; W. C. Uzzell, H. S. Uzzell Corporation; W. L. Warensford, Sandy Beach Park; Shirley Watkins and Fred E. Westermann, Coney Island, Inc.; Peggy Winston, Chicago; Mr. and Mrs. Eddie Wirth, Waukecha Beach; C. C. Witham, Dodgem Corporation; Eleanor Wood, New Rochelle, N. Y.

Convention Sidelights

furnished by the Conquering Lion of Westchester County.

W. F. Mangels amazed all hands by jumping around the meeting rooms sans the aid of his traditional cane. He certainly has whipped himself into a rejuvenated state.

A conspicuous absentee was Archibald Excelsior Club, the foothill-looking sage from Norumbega Park, Mass. A fact which made his crony, Ray Anderson, cry bitter tears which went unassaged.

Joe Huber, the coin-machine biggie, was given a rousing cheer as he entered the banquet in the grand ballroom. Genial Joe's size prevented 12 cash customers at \$2.50 the copy from seeing the entertainment.

Harry Van Hoven, of Baltimore, arrived and had a huddle or two with his boss, John Carlin, of Baltimore. Together they just about matched the weight of Leon Cassidy, the piano-playing Prestesler.

George A. Hamid balled himself out of the hotel by winning a couple of Skee-Roll tournaments in the exhibition hall. Which pleased Boss Hamid, the chancelleroire of the exchequer for Gah-Gah George.

Very few carnival satellites attended the park meetings, but John Kilonis, the Jim Looose of midways, was one of 'em.

Harry Baker is in again. After a rather bad night he became all tangled up at one of the sessions and pro-

(See SIDELIGHTS on opposite page)

CHI EXHIB

(Continued from page 38)

changing order which augurs well for the future of the organization and its complementary group, the American Recreational Equipment Association, which co-operated in the sale of space as a preliminary to taking over the exhibit in its entirety in conjunction with the staging of a show open to the public, a dream which may come about in 1936 or 1937.

Advance Is Notable

Many new exhibitors entered the current panorama shown in the mezzanine of the hotel, with an overflow to boot directly outside the hall proper. These, together with the old regulars and booths of Chicago firms, were almost unanimously satisfied with inquiries for prospective sales, while about a dozen manufacturers and service-supply interests sold customers right from the floor. One \$30,000 device order was reported, and there were many in the intermediate amount classes which turned in cheerful scores to boost their 1936 batting averages.

Lack of proper space accommodations prevented several manufacturers from showing their big rides in action, but this was more than made up for by the tangible interest shown in literature, photographs and testimonials offered by the companies which could not set up action stuff.

An idea of the advances made this year may be arrived at by a glance at the records, which show 32 booths at the convention in Toronto last year, 40 in Chicago two years ago and nearly 60 at the present show.

Exhibits Are Listed

Exhibits and their representatives follow:

Missouri Dry Corporation—Paul Kollmorgen; Eyerly Aircraft Corporation—Robin Reed, Lee Eyerly, Mr. and Mrs. Almer K. Kline and Mr. and Mrs. Lee Cuddy; C. Cretor & Company—Frank Lyons and B. Chalpeck; Custer Specialty Company—L. L. Custer; Fred Panasher Amusements—Fred Panasher; Pretzel Ride Company—Leon Cassidy; Johnson Fare Box Company—Fred J. Burt, Magnus and W. D. Lloyd and George Lusking; H. V. Terry; The Whip—W. F. Mangels; Illinois Pure Aluminum Company—William K. Walker; Vortex Cup Company; Outdoor Amusement Magazine—Hoffman-Harris, Inc.; Sylvan Hoffman; George A. Hamid, Inc.—George A. Hamid, Joseph H. Hughes and Frank Cervone; Lusse Bros., Inc.—Robert, Richard and Raymond Lusse and Joseph Lusse Jr.; Seltner Manufacturing Company—M. W. and A. M. Seltner; Eli Bridge Company—Ben O. Hoodhouse; Allan Herschell Corporation—W. J. and John Wendler.

Also National Skis Ball Company (Eke Roll)—Morris Piesen; Harry C. Baker and C. F. Keller, plus Paul Morris by arrangement with Playland, Rye, N. Y.; International Microscope Reel Company, Inc.—William F. Rabkin (Penny Arcade also exhibited); Buckley Manufacturing Company—Messrs. Buckley and Sullivan and Rita Buckley; Dodgem Corporation—Fred L. Markey and C. C. Witham; Chicago Artificial Flower Company—B. W. Lippincott and E. O. Derring; Spillman Engineering Company—George Cramer and C. V. Starkweather; Safe Parachute Jumps Company—J. H. Strong and R. W. Cockrill; The Billboard—E. W. Evans, A. C. Hartmann, E. E. Sugarman, Clarence J. LaScha, G. J. Nelson, L. O. (Andy) Anderson, Nat Green, Claude R. Ellis, Charles C. Blue, Walter Hurd, Roger S. Littleford Jr., P. Langdon Morgan, William D. Littleford, Jack Sloan, Helene Palmer, Ellamae Wienke, Frank H. Joerling, Clifford M. Strom and Leonard Traube.

Also Nicolai-Neppach Company and Jantzen Knitting Mills—Paul Hudepohl; Laurman Bros.—Ida Cohen; Thearle-Duffield Fireworks, Inc.—Frank Duffield; Barnes-Carruthers Fair Booking Association—M. H. Barnes; Exhibit Supply Company—Percy Smith and Claude Kirk; Swim for Health Week—Martin Stern; Bish-Hocco Amusement Company (Flying Scooter)—Alvin Bish; Walter H. Hine and Ralph Hocco; Philadelphia Toboggan Company—Herbert Schmeck, John R. Davies, Arnold Aiman, C. M. Gerhart and George J. Baker; Kirk & Trumbull Corporation—C. E. Kirk and C. L. Woolsey; Chicago Roller Skate Company—Ralph and Robert Ware

and Edward Hamilton; American Asphalt Paint Company—Judson Horrell and Marjorie Fisher; Perey Manufacturing Company (Perey Turnstiles)—Charles A. Curtis, Conrad Trubenbach and Miss F. McCabe; Chicago Lock Company—L. B. Shum and E. LaPollette; American Recreational Equipment Association (reception booth)—C. V. Starkweather, Raymond Lusse, C. Curtis, Clarence Gebhart and W. F. Mangels; Affiliated Enterprises, Inc. (Bank Night)—Harry Smythe.

Also State of Illinois Department of Public Health—Chasmecey A. Hyatt; Orange Crush Company—William A. Bauer; Bridge Kesso—Eleanor Klauber; Linsight Publishing Company—Fred Bell Jr., P. M. Pinks, Bob McGuiness, A. T. Hardy and E. Grenawalt; Bar-B-Frank Corporation—Lou Cutler, Benjamin Stearns and C. K. Dirks; R. S. Uzzell Corporation—R. S. and William C. Uzzell; Chicago Musical Instrument Company; Four-Way Lock Company; Paces Races—E. W. Pace, H. R. Baker, J. O. Bates, H. S. Carr and C. B. Ruppert; Ad-Lee Company, R. J. Spychal; Barco Products Company (Penny Pitch); Greater Show World, Johnny J. Kline.

AREA BATTLES

(Continued from page 38)

Ball Company, and Incoming President George Cramer, of Spillman Engineering Company, and others joined in the discussion. Both men were liked by the fact that nonmembers and nonexhibitors visit the Exhibit Hall, drag out prospective clients and parade them into their rooms for sales talks. "These types receive the benefits of the exhibit without being part of it," Mr. Piesen said, "and we can and will take steps to overcome this condition."

Lusse's Foreign Slant

Mr. Cramer explained that "we refer to the people operating either exclusively or to a great extent in our line of business." Leslie G. (Andy) Anderson, sales promotion manager of The Billboard, felt that the problem is one to be solved by the booth committee. He suggested a method of circumventing the "outlaws" by, first, inviting them to take a booth; second, asking their co-operation in the event they do not buy booth space and, third, if they still continue to practice the same tactics "make the entire industry understand that they are outlaws and therefore unwelcome."

A motion to get the facts of the case and refer them to the executive committee for decision was passed unanimously after R. S. Uzzell, AREA secretary; W. F. Mangels, Coney Island, and C. V. Starkweather, Spillman Engineering Company, participated in the discussion.

The foreign slant was furnished by Richard F. Lusse, Lusse Bros., who exhibited at the Brussels Exposition in Belgium, arriving back a few days ago. Trading with Europe, he said, was minimized by (1) currency restrictions, (2) import tariffs and (3), currency devaluation, "which has made United States products too expensive." He called Belgium a No. 1 user of American devices, with Germany and Canada close seconds. "England is making a poor showing with us because they have their own manufacturers now, in addition to the fact that tariff barriers are working against us." Spain and the Scandinavian countries, he stated, are gradually getting the American device habit and, in general, "there is a great opportunity for our devices in the foreign field."

Talk Shop in Papers

Speakers in the address taping of the session were William Rabkin, International Microscope Reel Company; Maurice Piesen, who read a paper written by W. St. C. Jones, William B. Berry Company, who could not attend; V. O. Iden, secretary American Institute of Steel Construction, Inc.; L. L. Custer, Custer Specialty Company; Frank Gaynor, Chicago building inspector, and C. V. Starkweather. Mr. Jones' paper was concerned with collection of money on small purchases. He urged members to "get as much cash in advance as possible without permitting too many liberties." Chief among the three collection methods in his presentation was a suggestion to get 25 per cent with the order, 25 per cent when goods are delivered, 25 per cent in 30 days and the balance in 60 days. Mr. Starkweather's subject was Conditional Sales Laws Now Changed in One-Third of the States. He warned delegates not to trust a contract written a year or more ago and to draw contracts to fit the require-

ments of the State concerned. He cited the various States which have "peculiar" statutes affecting amusement park suppliers. (This address will be published in full in subsequent issues.)

Mr. Iden pushed steel as the safest and most secure construction material for parks in a speech which was declared one of the most valuable and articulate ever presented before a park or kindred body. He described various types of steel, including the important stainless variety.

Rabkin dwelt on pin games; Custer on the courage needed for bringing out a new device during a depression; Gaynor, the rehabilitation of Riverview Park, Chicago, by salvage from the Chicago Exposition, and W. A. Clough, an engineer, who was a last-minute addition to the program prepared by Mr. Uzzell, on streamline trains and devices.

A representative from the Ford Motor Company offered the Henry Ford film of the San Diego Exposition, an interesting and informative screening based on a tour of the California expo's grounds.

Cramer Is New Head

President Piesen reviewed the activities of the association for the year and declared that "a foundation for a more active structure has been built." In presenting resolutions for the resolutions committee, Fred Panasher, of Panasher Amusements, eulogized the following who died during the year: Herman Bergoffen, National Skis-Ball Company; George Cahill, Cahill Bros.; Edward F. Carruthers, Barnes-Carruthers Fair Booking Association, and George F. Schott, Coney Island, Cincinnati. He recommended that more interest be displayed in the American Museum of Public Recreation, Coney Island, and ended on an optimistic note by pointing to "the rising tide of business."

In a general discussion period Herbert Schmeck, Philadelphia Toboggan Company, urged publication of an AREA organ, and it was referred to the executive committee for action. An appropriation of \$150 was voted for refreshments and entertainment in the Exhibit Hall on Thursday and yesterday, a move deemed necessary to keep delegates in Chicago, since the Showmen's League of America and NAAPE banquets were held on Tuesday and Wednesday nights, respectively.

Regret was expressed over the absence, for the first time in 15 years, of George H. Laberman, of Laberman Bros., local insurance brokers, who was, as usual, ably represented by Miss Ida Cohen. A bouquet of flowers was ordered sent to him and hope for his speedy recovery from a lingering illness expressed.

Officers elected for 1936 were George Cramer, president; Richard Lusse, first vice-president; Fred Panasher, second vice-president; Harry C. Baker, treasurer (incumbent), and R. S. Uzzell (incumbent), secretary. Four additional directors named are Herbert Schmeck, William Rabkin, Leslie G. Anderson and Mr. Piesen as ex-officio.

Board of directors met yesterday to consider plans and scope for 1936.

Eyerly Aircraft Corporation was announced as a new member of the association.

Harry C. Baker appeared in the fore part of the meeting as greeter on behalf of the National Association of Amusement Parks, Pools and Beaches, of which he is president.

BIG PROGRAM SET

(Continued from page 38)

in sightseers to the new Pymatuning Reservoir, which is only a few miles from the resort.

These officers have been elected for this year: President, George Ragner, Pittsburgh; vice-president, John Lucas, Peoples-Pittsburgh Trust Company; secretary and general manager, William Kleeb, Peoples-Pittsburgh Trust Company; treasurer, J. L. Scott, Peoples-Pittsburgh Trust Company.

E. Don McKibbin, who has been connected with the resort a number of years, will have charge of booking conventions and one-day outings. A new heating system has been installed in the recently constructed Beach Club, which will operate twice weekly during winter. Ice skating, hockey and winter sports will be featured for the first time in history of the resort.

SIDELIGHTS

(Continued from opposite page)

nounced its optimism. He added insult to injury by falling on his optimism while practicing terpsichore during the banquet.

That gorgeous thing with Rex Billings Jr. is Isabel Verberg, of the University of Chicago. To be near her, young Rex enrolled in the school. Ah, how love needs proximity.

DeArv G. Barton, formerly of Coney Island's Luna Park, dropped in to renew acquaintances. He's stationed in Cleveland with a music company.

Frank Sterling, formerly of the aforesaid Coney Island, is now residing in Chicago and working as lecturer with the Psycho-Anti-Narcotic League, headed by Lee Sloan.

The stormy petrel of the nonclass was, by acclaim, Bob Piarr, Allentown's (Pa.) gift to parkdom. To be precise, Dorney Park (advt.).

If you have a jealous nature read these titles owned by J. L. Stair, one of the speakers: Past president Illuminating Engineers' Society; chief engineer Curtis Lighting, Inc.; advisory committee on illumination at Chi fair, board of directors Chicago Lighting Institute, delegate to the International Congress of Illumination in Berlin, ad infinitum. This is by way of throwing some light on the gentleman (advt.).

Rex Delow Billings, of Montreal's Belmont Park, left for Cleveland to pick up the wife and baby for a six weeks' vacation in Miami. Pretty tough on those parque registres, eh, madamoiselle?

A crushing blow was dealt David L. Cohen when he won \$25 at the Bank Night demonstration. Yes, he's from the Orange Crush Company.

Irv Bessenthal, of Palisades, N. J., and Bert Nevins, his p. a., were the smallest men attending the confab. Nevins came here to give his name and fortune to Dorothy Becker, daughter of Chi's cleaning and dyeing magnate, Lou Shainmark, assistant managing editor of The Chicago American, will be best man. It's a good way of ending the column—and ending Bert.

PARK OWNERS AND MANAGERS

Advertise in the

41st Annual Amusement Review

and

Holiday Greetings Number

Copy must be in Cincinnati on or before Dec. 18

OVER 500,000 READERS

ANNOUNCE YOUR 1936 REQUIREMENTS FOR CONCESSIONS RIDES BOOKING OFFICES

ACTS FIREWORKS

Manufacturers of Nationally Advertised Products

IT WILL PAY YOU TO ADVERTISE IN THE BILLBOARD

CHI MEET NEAR PEAK

Turnout at IAFE 45th Conclave Is Greatest Since That of 1929

Optimism for coming year and aggressive spirit are evident among delegates—Lee is new president—Hemphill elected director in addition to post of secretary

CHICAGO, Dec. 7.—Topped only in a few previous years and by far the largest since 1929, attendance at the 45th annual meeting of the International Association of Fairs and Expositions in the Hotel Sherman here on December 3 and 4 was gratifying to everyone in the exhibition field, significant of a prosperous season just passed and auguring well for the furtherance of fairs in 1936. Delegates were representative of annuals, large and small, on the American continent and presented an excellent cross-section of activities of boards in all communities.

Raymond A. Lee, St. Paul, secretary of Minnesota State Fair, was elected president at the business session Wednesday afternoon. He was nominated by Charles A. Nash, general manager Eastern States Exposition, Springfield, Mass., who referred to Mr. Lee as pioneer in the "Everybody Pays" policy under which the Copher State show has done wonders in the last two years, and setting a pace which several other large fairs followed successfully in 1935.

Approve Canadian Stand

Maurice W. Jencks, manager of Kansas Free Fair, Topeka, was named vice-president after nomination by J. W. Rusewurm, secretary of Tennessee State Fair, Nashville. Mr. Rusewurm lauded Mr. Jencks' management of the Topeka event, which has continued to give a splendid account of itself since his advent as boss there several years ago.

The veteran secretary-treasurer, Ralph T. Hemphill, secretary-manager of Oklahoma State Fair and Exposition, Oklahoma City, was re-elected to the association post and in addition was made a director, one to be elected this year. Lee M. Shell, Worthington, president of Minnesota State Fair board, will continue in his inimitable capacity of sergeant-at-arms.

Report of the resolutions committee, Mr. Jencks, chairman; W. D. Jackson, Western Fair, London, Ont., and L. B. Herring Jr., South Texas State Fair, Beaumont, was adopted and contained references to the fine entertainment during the convention, thanks those responsible for success of the meet and words of condolence upon the deaths during the year of Ed F. Carruthers, Barnes-Carruthers, Chicago, and J. J. Clark, Colorado State Fair, Pueblo. Position of the Canadian (See CHI MEET on page 44)

N. Y. State Will Make Try For Two Smash Days in '36

SYRACUSE, Dec. 7.—Lopping two days off its run and rearranging its schedule to conform with its old policy, New York State Fair management has tossed out some of the mistakes which hurt 1935 attendance. Next year's fair will be seven days instead of nine, running to September 12, and thus, as prior to 1933, it should draw big on Labor Day and big on Auto Race Day.

Last year auto races were staged on Labor Day, giving only one smash day. In former years Labor Day has drawn up to 60,000 and Auto Race Day had done as well.

What will be done on Grand Circuit races is still undetermined, with John H. Cahill, racing representative, trying to get action from the Grand Circuit. Last year the fair lost virtually all its big stakes and racing drew little.

Chi Stock Show Record

CHICAGO, Dec. 7.—Publicity department of the International Live Stock Exposition has given out the information that this year's show is the largest in 35 years. Total attendance up to Friday was given as 204,000.

MARTIN AND MARTIN, Jerry and Josephine, serialists and contortionists, who closed a 14-week outdoor season and are playing vaude, have a new 1½-ton Dodge truck, converted into a modern housecar, with rigging concealed in a double floor.

More Resignations Presented in Dallas

DALLAS, Dec. 7.—Frank J. Purcell, who was director of publicity for the Texas Centennial Exposition, under Frank M. Watson, promotional director, resigned early last week. It is understood he will take a position in Chicago.

Work handled by Purcell will be taken over by Watson and no successor to Purcell will be named. Special events department, handled by Watson, will be turned over to Charles Turner, who is also director of finance. Walter Hefrog will assist him in this department. Dr. R. N. Blackwell has been appointed to handle all athletic special events.

A recent decision by the concessions department against some types of privileges does not include horoscopy and other prophetic concessions.

Clinton Bolton, formerly on the publicity staff of the exposition, resigned to take over the publicity department of Dufour & Rogers, who will have a series of amusements on the grounds.

President Roosevelt has definitely accepted the invitation to attend the exposition. On the trip to the Lone Star State the President expects to visit Vice-President Garner in Uvalde, Tex., and also visit his son, Elliott, at his home in Fort Worth. From Texas the President will proceed to Arkansas to participate in the Arkansas Centennial. No definite date has been set for the visit.

The task of building a \$15,000,000 Centennial plant will not be as easy one. Those in control at Centennial headquarters are constantly announcing that the plant will be completed in time for the opening in June, 1936.

CHICAGO, Dec. 7.—This year the International added quantity to its customary quality.

THERE may have been bigger meetings, but not in many moons so much pep and promise.

RAY LEE, the new pres. is the man who made the 25-cent piece famous at fairs.

PERCY ABBOTT, from far away Edmonton, still regular—both as a delegate and a fellow.

BET Dick Heller, Indianapolis, will never be on another program day after the SLA banquet and ball!

IT WAS good to see the boys who put over two of 1935's best comeback events, Harry L. Fitton, Midland Empire, Billings, Mont., and Ernest S. Holmes, Utah State, Salt Lake.

A LOT of fun was had by "Russ," of Nashville, in his reference to the free candies given by the Sherman in the old days. Said some of the funsters couldn't find their way around the rooms now with modern lighting.

THAT was a nice touch—those United States and Canadian flags at each end



RAYMOND A. LEE, St. Paul, new president of the International Association of Fairs and Expositions, who has announced an aggressive policy of more widespread publicity for fairs and their value to communities. A pioneer in "Everybody Pays" under his regime as secretary of Minnesota State Fair that institution has been put on a robust basis.

Reports Best in 4 Years

BINGOOLD, Neb., Dec. 7.—Frank Stanley, home here from a long season of fairs and rodeos, at some of which he will repeat with his horse act next year, declared conditions had been the best in the past four years, both in attendance and number of acts presented. He said fair boards are regaining confidence and that the public is justifying that attitude by turning out for good acts and races on entertainment programs.

More Festival Funds Asked

MILWAUKEE, Wis., Dec. 7.—For Milwaukee's Midsummer Festival next July in conjunction with the national convention of Disabled American Veterans of the World War, a festival bank balance of \$1,527.89 has been reported, and \$3,172.11 must be obtained from the county board to restore the rotary fund of \$5,000. County will also be asked to contribute \$5,000 in 1936. Chauncey W. Yockey heads the executive committee.

Among the IAFE Delegates

of the rostrum. Inspired Elwood Hughes, Toronto, to a patriotic oration that was a pip.

LEN, the former Illinois governor. Small in name but big in stature as a fair booster, was in his element among the boys and promised that Kankakee will come back strong in 1936, there being no Chi C. of P. to cramp its style.

WHEN they were looking for Ray Lee to notify him of his election as IAFE prez. it was found he had gone to address the park men's convention in that capacity. "We work fast," observed Elwood Hughes.

CHARLIE NASH and Milton Dansteer, of Essex, Springfield, Mass., as usual, added dignity, tone and plenty of jollity to the occasion.

ELWOOD HUGHES may have taken some chances with his "found out what's wrong" story, but it was worth it.

MANY, many pilgrims renewed membership, even if few dues were laid on the line, in the Elbow Banders' Union.

PAIRS being show windows of the nation, it is very apparent that new President (See IAFE DELEGATES on page 44)

"Constantly"

"To The Billboard may I also express our thanks! Its representatives are constantly in touch with every phase of our activities, and concise and illuminating reports constantly appear in the columns of The Billboard, advising us all of what the rest of the fair and amusement world is accomplishing."—ELWOOD A. HUGHES, retiring president of the IAFE and general manager of Canadian National Exhibition, Toronto.

Really Big Biz; Sum in Millions

Address of Elwood A. Hughes, general manager of the Canadian National Exhibition, Toronto, as retiring president of the International Association of Fairs and Expositions, delivered at the 45th annual meeting in the Hotel Sherman, Chicago, on December 3.

May I assure you that it has been a genuine pleasure to hold the position for the past year of president of the International Association of Fairs and Expositions and as presiding officer of the 45th annual meeting of this association I bid you welcome.

I am confident that the present session will be productive of very helpful information to many of the members assembled. We are here representing two different countries to learn from each other our mistakes and our successes and to profit accordingly. We have also some social duties to attend to, but, gentlemen, may I impress upon you that a great deal of the success of our present convention will rest upon your attendance here? It is an obligation you actually owe to your home organization. Forget some of the social activities, which are pleasant indeed, until after our meetings are over and by your constant attendance here much will be accomplished.

Throughout the long and successful history of the International Association of Fairs and Expositions and the many successful meetings held from year to year I doubt whether we have ever met under happier auspices than exist this year. We of the fair world have been thru a few lean and very trying years and we have been looking forward for some time for a little of the sunshine of the prosperous years to break thru the clouds that have been so depressing. From the various reports which we have received from exhibitions across the United States and Canada on the results of their 1935 efforts we have every reason to believe that there has been a fair proportion of success to most of our members. Our reports on the whole have been extremely satisfactory and we have every reason to believe that we can look forward with some confidence to very favorable results in our future endeavors. Increased patronage at a major number of our fairs, together with much more satisfactory financial results, should make us all particularly happy.

Not All Fortunate

May I assure you that from a personal standpoint I came to this meeting full (See REALLY BIG BIZ on page 45)

Heavy Added Expense Puts Donaldsonville on Red Side

DONALDSONVILLE, La., Dec. 7.—Declaring that big additional expenses were incurred when the originally contracted circus failed to carry out its grandstand agreement, officials of South Louisiana State Fair Association this week reported that, despite good attendance in 1935, the event lost money.

R. S. Vickers, secretary-manager, said over \$2,000 of added expense was incurred in waste of advertising and in making new arrangements for the grandstand show, which resulted in final debit of \$30,890 after payment of interest on bonds due on December 1.

Added expenses were also incurred by increase of \$1,848.34 in premiums; fireworks, \$675; total costs of rebookings of show, \$5,557; and improvements to buildings and grounds, \$654. Total expenses were \$22,890.89, increase of \$6,521.74 over 1934, while receipts were \$28,500 against \$17,546. In addition, fair paid off \$1,440 on bond interest.

Fed Social Security Act Relates To Taxability in Exhibition Field

Report of the committee on government relations of the International Association of Fairs and Expositions, made at the 45th annual meeting in the Hotel Sherman, Chicago, on December 4. Two provisions of the Federal Social Security Act of 1935 are considered of pertinent interest to the membership, for they relate either to the taxability or non-taxability of fairs.

Unemployment Compensation

This is a tax levied by the federal government on wages, salaries, bonuses and every kind of remuneration paid to all employees, including executives. It begins on January 1, 1936, but it is not payable until January 31, 1937. When due, like the income tax, it is paid to the local collector of internal revenue and can be met in quarterly installments.

The rate in 1936 is 1 per cent of the total pay roll; 2 per cent in 1937; 3 per cent in 1938, and thereafter.

The tax must be paid by every employer of eight or more persons in employment for at least 20 weeks each year, excepting employers of agricultural labor; domestic service in a private home; service at sea or coastwise traffic; service for the federal or State governments or any of their instrumentalities; and service with any community chest, fund, or foundation, or corporation for religious, educational, charitable or similar purposes in which no profits inure to any individual or stockholder.

An employer who contracts with an outside person must include the wages of employees of the contractor in the base upon which the employer must pay the tax, unless the contractor himself pays it.

The employer is allowed a credit against the federal tax for contributions made during the year to the State unemployment funds certified by the Social Security Board to the extent of 90 per cent of the tax. For 1932, and following, an employer may obtain an additional credit on the basis of his established employment record. There is no provision in the act for private pensions.

If an employer operates in a State in which there is no unemployment compensation law, the employer gets no deduction, and the whole amount of the tax goes into the federal treasury to be spent for any purpose that Congress may decide. If an employer operates in a State where there is an unemployment compensation law, the method of claiming a deduction will vary somewhat, depending upon the type of State law.

Old Age Benefits

This is a tax levied by the federal government on employers and employees. Employers are taxed on pay rolls, the same basis as for unemployment compensation, and employees on amounts received as wages. The assessment begins with the calendar year 1937 and the first returns are due on or before January 31, 1938.

The tax rate is as follows: 1937, 38, 39—1 per cent; 1940, '41, '42—1½ per cent; 1943, '44, '45—2 per cent; 1946, '47, '48—3 per cent, and thereafter 3 per cent.

Employers pay the tax with respect to employment of any kind rendered

within the United States, with exceptions, the same as in the case of unemployment compensation, and the additional exception of service performed by a person who has attained the age of 65.

Employees also pay the tax upon amounts received as wages at the same rates as in case of employers. The employers are required to collect the employees' tax by deduction from wages.

The benefits begin with the fiscal year ending June 30, 1937, old-age benefits are to be payable on a basis ranging from \$15 to \$85 a month, calculated on wages earned after December 31, 1935, and before reaching the age of 65 years or January 1, 1942, whichever date is later, and continuing for life.

To qualify, a person must have reached the age of 65, have received in wages after December 31, 1935, and before reaching 65, \$2,000 or more, and show that wages were paid to him for employment on some five days during that period, each day being in a different calendar year. A person who does not qualify on reaching the age of 65 is to receive a lump sum payment equal to 3¼ per cent on wages, determined by the board, to have been paid him between December 31, 1935 and age 65.

Taxability of Fairs

The foregoing is merely a brief synopsis of the two important provisions of the act: Unemployment compensation and old-age benefits. As far as its applicability to fairs and expositions is concerned, its exemption features follow the current federal revenue act. Without Social Security Board or Treasury Department regulations to the contrary, it is supposed that those fairs whose charters or articles of incorporation permit profits to accrue to the benefit of an individual or shareholders, no payment which has been made notwithstanding, will be subject to the taxable features of the Social Security Act.

COMMITTEE ON GOVERNMENT RELATIONS—Milton Danziger, chairman; Elwood A. Hughes, president; Raymond A. Lee, vice-president; Ralph T. Hemphill, secretary-treasurer; P. T. Strieder, Ralph Amoson, members.

CHI MEET

(Continued from page 42)
Association of Exhibitions at its recent annual meeting in Toronto was approved as to barring "unethically fitted" cattle from further exhibition.

Membership Is Up

Homer J. Buckley, manufacturer and member of Chicago Chamber of Commerce, welcomed the convention Tuesday forenoon. He declared a definite upturn in business in 1936 will be reflected in fairs, especially for those who adopt aggressive sales policies. New ideas and methods are imperative, he said, and the biggest measure of success will go to those who are foremost in these lines. Response for the IAFFE by Mr. Rusewurm was in his familiar humorous vein, as he traced the growth of Chicago and development of the Hotel Sherman, a pioneer hostelry.

A suggestion that probably will be followed marked the ringing presidential address of Retiring President Elwood A.

Are Your Rides And Games

Producing?

Read Al Hartmann's "Salesmanship and Showmanship," which contains a suggestion for stimulating business on these amusements thru merchandise awards, in the Wholesale Merchandise Section of this issue on page 60.

Hughes, general manager of the Canadian National Exhibition, Toronto. It was that former members who were compelled to drop out because of inability to meet dues be reinstated. Secretary Hemphill reported that membership now compares more favorably with the good years than it has for several seasons, there now being 56 active organizations on the rolls as against a former high of 88.

Wayne Dinsmore, Chicago, had for his subject, *Work Horses and Mules, Present and Future*, in which he gave horses somewhat the better of it, especially in official pulling contests. Past presidents' luncheon at noon on Tuesday was well attended and again Mr. Rusewurm exuded fun and philosophy, convulsing his hearers at several points.

Entertainment Emphasized

Amusement end of fairs was emphasized to advantage by Mr. Jencks at the afternoon session in his address on *The Fair Business as I See It*, in which he reviewed the struggles and successes thru drought and other adverse conditions at his Topeka show. Mr. Mullen, of The Oklahoma Stockmen, dubbed for Clarence Roberts, Oklahoma City, in telling of the ultimate advantageous effect that appears certain for fairs and expositions from the AAA and other government programs. He said that while market live stock now is solely affected, a good effect on breeding stock probably will follow.

Mr. Jackson reviewed the Toronto action against showing of cattle that have been tampered with, and the action approving the Canadian attitude followed his remarks. R. S. Duzell, New York amusement device manufacturer and secretary of the American Recreational Equipment Association, told at length of preparations for the New York World's Fair of 1939 and how its management will profit by accumulated experience of expositions that have been held in the past.

Dick Heller, manager of Indiana State Fair, Indianapolis, pointed out how advance sale of tickets constitutes rain insurance and guaranteed attendance in his address on *Making Money at Your Fair, Ride or Show*, at Wednesday afternoon's closing session.

More Motor Sanctions

The humanitarian aspect of the Showmen's League of America was touched upon feelingly by J. W. (Patty) Conklin, its president, as he discussed organization behind fairs and expositions. Report of the classification committee was presented by Chairman Nash. Chairman Milton Danziger, government relations committee, prepared a digest of the federal social security program as it relates to taxability of fairs.

The annual meeting of the International Motor Contest Association was held Monday afternoon and Mr. Jencks was elected president; A. R. Corey, Iowa State Fair, Des Moines, secretary, and Mr. Hemphill, Mr. Jencks, Mr. Nash, Mr. Lee, Mr. Corey and W. R. Hirsch, State Fair of Louisiana, Shreveport, were re-elected directors. Secretary Corey reported that 30 per cent more sanctions had been granted in 1935 than in 1934. It was decided to restore the rate of sanctions to the same figure that was charged prior to 1930, which means an increase.

Attractions Represented

Contrary to the usual custom in past years during meetings, a majority of attractions' display rooms were scattered on several floors instead of many on two

floors. Also there were less of such spotlights this year. They included the following:

Barnes-Carruthers, M. H. Barnes, Sam J. Levy, Fred Kressman, Jack Polk, Rube Liebman, Camille Lavilla, Sharp Carruthers and T. Cronin; H. William Pollock Poster Print, William C. Fleming, William O'Neil and H. William Pollock; Regalia Manufacturing Company, T. P. Eshelsdoerfer, A. P. Eshelsdoerfer and Mett Oribble; Gus Sun Booking Exchange, W. C. (Billy) Senior and Jimmie Graves; Everett Johnson's Cowboy Band; Harziar Public-Address System, W. H. Harziar; United Fireworks Manufacturing Company; Ohio Display Fireworks Company; Ernie Young Agency, Ernie Young; Theatre-Duffield Fireworks Company, Frank and Charles Duffield, Art Breeze; United States Tent and Awning Company, S. T. Jessop, O. W. Johnson, J. A. Morrissey and George Osen; George A. Hamid, Inc., Mr. and Mrs. George A. Hamid, Joseph Hughes, Maries Hughes, Mr. and Mrs. Ralph Hankinson; Nieman Studios, Nieman Esman and Louis Claver; Donaldson Lithograph Company, William E. Bretzner; Gordon Fireworks, J. Saunders Gordon; John B. Rogers Producing Company, Theo Fish; E. O. Staats & Company, E. E. Smith and Russell Green; Globe Poster Corporation, Sunny Burnett, Phil Shapiro, Bill Williams, Myron Oppenheimer and Jimmie Piper. Other representatives included: Goodman Concession Company, Max Goodman; Graham's Western Riders; Candy Hammer, rodeo; Milt Hinkle, rodeo; Mr. and Mrs. Abner K. Klins, Loop-o-Plane; Mr. and Mrs. Lee Cuddy, Loop-o-Plane.

IAFE DELEGATES

(Continued from page 42)

dent Lee intends to see that some fine and fancy window trimming is done in future.

E. G. (BY) BYLANDER didn't go straight home to Little Rock, but shunted off on a side trip which fetched him thru Cincinnati for a stop late this week.

THEY were paging two Mullens, one from Ponda, Ia., and the other from Oklahoma City.

R. S. UZZELL told 'em that while Chicago showed A Century of Progress, New York in 1939 will "show the progress of all time."

THAT triumvirate, Hughes, Hemphill and Conklin, were busy but found time to be together as much as possible. Should one leave the ranks of amusement, it is likely the other two would take the veil.

AT ANY RATE, there is one distinguished Louisianan still going strong and needing no bodyguard—W. R. (Bill) Hirsch, a credit to Shreveport.

MAURICE JENCKS gave some of the Kansas politicians their last ride at expense of Topeka's Free Fair when he cut grand-stand passes. The fair has made money since the day he eliminated "5,000 free riders in our grand stand."

"IF WE kick up our heels a bit, etc.," remarked J. W. Rusewurm, near-apologetically, to the welcoming C. of C. mogul. What did he mean—if?

PERFORMERS' Club of America and American Federation of Actors were represented at the SLA banquet and bid by Toby Wells and Bert Clinton, respectively.

SENATOR W. F. (Bill) Jahnke, Saginaw, arrived a bit late, but not too late for the banquet and ball Tuesday night. He had to stick around Saginaw until the fair board's annual election was over.

WALTER K. SIRLEY and the misus, back from Belgium, were greeting old friends.

ASK Henry Derenthal, Wyckoff, Minn., to show you that photo of himself, Ernie Young and Hite, the 7-foot-10 youngster from the West. Derenthal is no midget himself—something like six feet two—but alongside of Hite he and Ernie are dwarfed into insignificance.

TWO of Michigan's live wires, H. B. Kelley, Hillsdale, and R. P. Buckley, Bad Axe, were active, both in business sessions and the social hours, and appeared to have thoroughly enjoyed themselves.

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and

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By CLAUDE R. ELLIS
(Cincinnati Office)

PLANS for a roller-skating amateur race meet, open to the world and to be held early in February, are being made for Land o' Dance Rink, Canton, O., by Manager Russell Colson, who says he has the backing of Leo Mayhew, general manager of the rink, which has floor space of 110 by 240 feet. Entry blanks are to be issued soon.

SILVER CIRCLE Skating Rink, opened in Hutchinson, Kan., on November 5, is having constantly increasing business. It is reported by Proprietor E. L. Johnson.

ROLLER skating in Florida is not going so strong. Portable in Ocala of Kendall Johnson has been doing fair business. Mr. English set up his portable in Winter Garden and after operating for three weeks tore it down and stored it, owing to light returns. Rink in Orlando in a building has been operating some time and is doing only fair. Another portable is on a slide road about three miles out of Gainesville. Attendance is only fair. There are several good openings in North and South Carolina, as some cities have not been skated for from five to eight years.

HIPPODROME in Nashville, Tenn., under management of Joe Enick, is running three nights a week to paying returns. On other nights there are boxing and wrestling. Enick has had the building redecorated. Herbert Caruthers, portable rink operator, with headquarters in Nashville, lost his big tent in a storm. Remainder of outfit is stored.

McFERRIN & BLAND, who operate Columbia Rink, Louisville, Ky., have been doing big business, but they say their lease expires on December 15 and they are hunting another spot.

ED KANE is operating successfully in Lima, O., in the Vinson Building. Worthy Kershner is operating in the Armory, Columbus, Ind., to nice business. Rink is drawing the better class of people. Worthy manages his own floor, assisted by Jerry, and gives patrons a constant change of novelties.

TRIANON ROLLER RINK, Alliance, O., has inaugurated weekly roller hockey nights, the added feature being staged on Thursday nights. Trianon team is matched each week with a different team from Eastern Ohio and Western Pennsylvania. It is the first time the sport has been offered there and capacity crowds have been responding. Sharon, Pa., and Niles, O., teams have been dated. Matches start at 10 and there is skating until that hour.

RELAY ROLLER skating team, representing Land o' Dance Rink, Canton, O., won an easy victory from the Coliseum Rink team of Mansfield, O., night of November 30, at the Land o' Dance Rink. The race was fairly even thru the first 45 laps, the Canton team pulling away in the final five heats. In the other events Dale Rose, 15-year-old Canton

speedster, won a half-mile contest from George Bowers, of Mansfield, and Pauline Rihsenstein, of Canton, won the women's free-for-all. Members of the Canton relay team were Moxie Uebel, captain; Richard Zeitell, John Uebel and John Dragon. Representing Mansfield were Pete Palmer, captain; Red McGregor, Mutt McGregor and George Saunders.

THE SKATING ACT of Earl, Jack and Betty has been playing theaters in Chicago. A new act that has been put together from former acts comprises Sandy Lange, Walter Ridge and Irene Washburne and is known as the Three Flames.

HARRY PALMER, who is now managing White City Rink, Chicago, is a former amateur champion, years of 1916-'17, and still a young man. He is preparing for a graceful skating contest, reports E. E. Sheppard. A 17th anniversary party was held by White City Roller Club on November 26 with refreshments, games and races. Past presidents of the club present were Grace Hill, Fred Wren, Bill Hainin and E. E. Sheppard. Two sets of candidates are running in the annual election. Progressive Party ticket is: President, Bob Baasdorf; vice-president, Mary Harris; entertainment committee, Loretta Emberline, Mary McHugh; athletic director, Pete Ganas. Independent Party has up for the same offices, in order mentioned, Jay Phelps, Dorothy Johnson, Freda Hall, Gene Phelps, Chuck Myers.

ARTICLES of incorporation have been filed with the Indiana secretary of state by the Indianapolis Roller Club, formed to promote interest in roller skating. Incorporators are given as Richard C. Madden, Beulah M. Storm and Glenn E. Johnson.

STEVE MULROY, widely known artist on the little wheels, who has located with his brothers in business in Cincinnati, was a caller at the skating desk last week, referring to Chicago success of the new act, Three Flames, made up of two of his former partners, Walter Ridge and Irene Washburne, who have combined with Sandy Lange.

On Rollers in England
By CYRIL BEASTALL

As previously referred to, I was a visitor to Embassy Rink, Birmingham, on November 9 on occasion of a Whoopie Carnival staged by Francis M. Sheppard, owner of the palatial Midland Roller-drome. I had opportunity to measure up the floor and was not altogether surprised to find it of considerably smaller dimensions than has been generally supposed by the uninitiated.

Mr. Sheppard admitted that he included space occupied by the learners' alley when claiming 22,000 square feet of skating surface, but I could only make the main floor to be 210 feet in length by 104 feet in breadth. Some months ago I pointed out my doubts regarding the claim of being the largest rink in existence.

I maintain that dimensions of the main floor should be the chief factor in such a claim. I notice that in the 1935-'36 handbook of the Embassy, claim is only made to being the largest rink in Europe and I think such is justified as, altho Alexandra Palace, London, measures 210 by 110 feet, the corners being rounded, brings the actual skating area of main floor down to approximately 21,000 square feet.

Largest roller rinks in England operating at time of writing are:

	Sq. Ft.
EMBASSY, Birmingham	21,800
ALEXANDRA PALACE, London	21,000
FOREST GATE, London	17,800
BATLEY, Yorkshire	18,300
BRADFORD, Yorkshire	14,400
MAJESTIC, Manchester	13,000
BRINTON, London	12,000*
NELSON, Lancashire	11,500
WHITE CITY, Hull	11,200

*Estimated.

In each case size of main floor is given. It would now appear that Roller-drome, Culver City, just out of Los Angeles, run by Mrs. Eddy (assisted by Frank Allbright), with actual skating area of 220 by 115 feet, is entitled to boast of being the world's largest roller floor, unless the people connected with Shrine Auditorium (in same locality) have something to say in the matter, altho I understand that rink is not in the running.

REALLY BIG BIZ

(Continued from page 42)
of optimism due to the fact that the organization I represent had a most successful year? I know there are many others who feel as happy as I do at the present moment. Let us not forget, however, that some of our brother members have not been so fortunate. We are all well aware that in our particular business we frequently have to contend with conditions over which we have no control. May we then give what encouragement we can to our friends who have not been blessed with the good fortune that has been ours this year.

With the dawn of better times and freer spending power on the part of the public, let us continue our efforts in the right direction and use every influence at our command to persuade our various boards of the absolute necessity for every fair and exhibition to be kept not only up to the standard of the past, but to insist that new, novel, educational and scientific features must be added to our programs. The public quickly recognizes effort in this direction and will respond with increased attendance and interest. On the other hand, the public will also quickly show lack of interest should these features be missing from your exhibition.

A Worth-While Business

After a recent discussion with our secretary, Ralph Hemphill, at which time we made a review of the reports of past meetings, we were of the opinion that in 1927 the then president, Ernie Richardson, of Calgary, in his presidential address gave the association some very valuable information on exhibition business in general. Our secretary prepared a questionnaire and there has been an excellent response. It is not my intention to weary this meeting with too many figures—as a compilation of the replies to the questionnaire will be made by our secretary and will be found in our annual report when it is printed and distributed to the members. I am quite confident that you will gain some valuable information from a close scrutiny of this report. Mr. Richardson's report was made at a time when we were all entering into perhaps the most successful period experienced by any of us. Since that time we have been thru serious and troublesome times, but a resume of 1935 conditions will bring you up to date, show you our status today and give you a reasonable idea of what we may hope for in the future.

May I, to be as brief as possible, advise you that we of the fair world represent really BIG BUSINESS. You will find that the fairs holding membership in this organization have a total plant value of over \$100,000,000; that during the past year some millions of dollars have been spent on additions to plant and equipment; that approximately \$3,000,000 has been paid out by our members for premiums—surely a worthwhile business and one that has been thoroughly appreciated, because our fairs have enjoyed a total attendance of close to 50,000,000 people.

Gentlemen, a business that we should be proud to be associated with, one that should demand the best that is in us because it is in our own hands to direct our institutions along the proper educational lines, to provide clean and helpful recreation and entertainment for a huge portion of the nation's population. It is almost unnecessary for me to remind you of the benefits derived from competition at fairs by the livestock world at large. All informed fair men and stockmen are well aware of this fact because it is directly due to the show ring that comparisons made from competitors are productive of genuine improvement in the class of live stock. Our fairs and exhibitions have performed a very valuable service in this direction.

May I in closing express the appreciation of our entire membership to all

who entertain our patrons? I feel at times that this particular branch of the fair world does not receive all the credit that is due them. May I assure them we appreciate their efforts? We are also most appreciative of the immense amount of space given us by the press at large. We could not make much progress without this assistance.

To The Billboard may I also express our thanks? Its representatives are constantly in touch with every phase of our activities and concise and illuminating reports constantly appear in the columns of The Billboard, advising us all of what the rest of the fair and amusement world is accomplishing.

May I again assure you of my appreciation of your confidence in me during the past year; for the opportunity that has been mine to make new friends in our own world and to renew old acquaintances? This has been a genuine pleasure and one I will not soon forget. At the close of this meeting when I again resume my place as a regular member I shall always remember with gratitude and satisfaction the honor that you paid me and the organization with which I have been associated for 25 years in making me your president for the past year. My dearest wish at the moment is that I may be associated with exhibition business for many years to come and that I may retain my membership in this association and the friendship of many whom I have known so long and admired so much.

PROBLEM OF

(Continued from page 42)
ple in attendance; it guarantees a certain income in dollars and cents, rain or shine, and above all it creates interest in the fair.

We have a number of stores, banks and organizations through the State desirous of helping distribute the tickets because it stimulates other business in the stores and brings many farmers into the offices of the Farm Bureau and county agent. We found that the four things which were of the greatest financial benefit to the fair were the carnival, horse races, free acts and horse show, so we strengthened each of these departments. We increased the purses in the speed department and found that we had a big majority of the leading race horses and drivers back at our track.

Revenue From Carnivals

Contracted with a larger carnival and tripled our net profit in that department. The carnival which we had at the fair this year had 32 ticket boxes—in other words, it had 32 places for people to spend money. Usually we have a carnival with 15 or 16 ticket boxes. Rides and shows are a vital part of the fair and I certainly favor good, clean carnivals as entertainment and also as a revenue maker.

We increased our horse-show premiums and had more than 300 of the nation's finest horses competing. If you can get the people to the fairgrounds in rainy weather an inside coliseum is a great place for them to spend the evening. We increased our budget for free acts and night grandstand show and included fireworks. Every night we had a capacity crowd.

So the point I am attempting to bring out is twofold: First, the problem in inclement weather is to get the people to the fairgrounds. This was brought about by the advance sale of tickets, which every member of our board strongly recommends. Second, to have something real good with which to entertain the people after they are there. Rain makes little difference to people once they are inside the gates.

We believe that our advance ticket sale has solved a world of problems; we have tried it in a rainy week and in a week of good weather and both years we have shown a nice profit. We strongly recommend it as an essential to any fair and we believe it will help you make money, rain or shine.



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23d Banquet - Ball Heaviest Attended Since Middle '20s

Chairman Duffield praised—notables at speakers' table —Pres Conklin delivers opening address—Van Orman clicks as toastmaster—excellent menu and entertainment

CHICAGO, Dec. 7.—Happy days ARE here again! If you doubt it ask any one of the nearly 900 people who attended the 23d annual banquet and ball of the Showmen's League of America in the Grand Ballroom of the Hotel Sherman Tuesday night. There has been nothing like it since the days of the middle 1920s, when fairs and shows were riding the crest of the wave of prosperity and everything was rosy. Everyone in the huge crowd was in a happy and jovial mood, exuding a geniality that has not been evident in the last several years.

A large part of the assemblage were in dinner clothes, and at dozens of tables there was the popping of corks as champagne bottles were opened, a sure indication that happy days are here.

The beautiful ballroom was an ideal place for the event, as it has a large stage where the entertainment could be presented so as to be seen by everyone in the room, and there is ample promenade space adjacent. Arrangements for the affair were probably the most thorough of any banquet and ball yet held. As a result the entire event went along with a smoothness and speed that left no place for a dull moment. Full credit for this accomplishment must be given to Frank Duffield, chairman of the banquet and ball committee, who gave unstintingly of his time to put on a show that would be long remembered as an outstanding achievement. That he succeeded everyone who attended will agree. The show was a huge success. (See NEARLY 900 AT on page 31)

Weiss With Sheesley

CINCINNATI, Dec. 7.—Ben Weiss advised this week that he had arranged to have all wheel, corn game and digger concessions with Mighty Sheesley Midway next season. "And they will all be strictly merchandise concessions," he further stated.

Royal Palm Located Centrally in Havana

HAVANA, Dec. 7.—Royal Palm Shows, Berney Smuckler, manager, landed here from Florida late last week and the personnel immediately started unloading and erecting attractions for their engagement on their central location in the city.

Smuckler has bought out the entire front and canopy of the Hippodrome Circus, behind which an attractive list of acts is presented, including Carver's Diving Horse with lady rider, Looping Nichols Globe of Death is another feature act. A complete roster of shows, rides, etc., will appear in a later issue.

Augmented Interest Displayed At ACA Sessions in Chicago

CHICAGO, Dec. 7.—Greatly augmented interest in the American Carnivals Association, Inc., was manifest during the sessions of the association's second annual meet, held here at Hotel Sherman Monday, Tuesday and Wednesday; the

Are Your Rides And Games

Producing?

Read Al Hartmann's "Salesmanship and Showmanship," which contains a suggestion for stimulating business on these amusements thru merchandise awards, in the Wholesale Merchandise Section of this issue on page 60.

Sims Changes Title

CINCINNATI, Dec. 7.—Fred W. Sims advised this week while attending the meetings in Chicago that he was changing the title of his amusement organization to Sims Greater Shows and United Shows of Canada Combined. After attending fair men's meetings and Showmen's League functions in the Windy City Mr. Sims returned to Hamilton, Ont.

League Holds Annual Meet

SLA has glorious year — officers installed — Pres Conklin names committees

CHICAGO, Dec. 7.—The meeting of the Showmen's League of America Thursday night had an attendance of 135. President J. W. (Patty) Conklin presided. With him at the officers' table were Vice-Presidents Jack Nelson, J. O. McCaffery and Joe Rogers, Treasurer Lew Keller, Secretary Joseph Streibich and Past Presidents Sam J. Levy and C. H. Fisher. It was to great extent a business meeting, including the annual installation of officers; however, combined with the regular weekly meeting date. During the proceedings a recess was called during which Dorny Dornfield presented some highly appreciated entertainment.

This has been a glorious year for the Showmen's League. A total of 203 new members were added. President Conklin lauded his various committees for their (See LEAGUE HOLDS on page 49)

Eagles' Midget City A Feature With RAS

CHICAGO, Dec. 7.—While attending the various amusement people's meetings here this week Carl J. Sedlmayr, general manager Royal American Shows, announced that Mate Eagle's Midget City had been booked as one of the feature attractions with his organization for next year. Elaborate preparations for presenting the "little folks'" offerings, including miniature houses, stores, etc., similar to Eagle's attraction at the California Pacific International Exposition at San Diego this year, are already under way.



The 23d Annual Banquet and Ball of the Showmen's League of America held Tuesday night, Dec. 3, at Hotel Sherman, Chicago.

League Auxiliary Holds Open House

CHICAGO, Dec. 7.—The Ladies' Auxiliary of the Showmen's League of America held open house for four days during the conventions of the various outdoor showmen's organizations this week, entertaining many visiting ladies from out of town and having a great social time.

Open house was held Saturday, Sunday, Monday and Tuesday at the Hotel Sherman. The auxiliary rooms were open day and night for the convenience of members and visiting friends. Coffee, sandwiches and other refreshments were on hand at all times and there was always something doing. The auxiliary received nine applications for new members during the week, in addition to a number of other prospects, and it looks as if the organization is again due for a substantial buildup.

Among the ladies entertained during the conventions were Mesdames John M. Sheehey, Helen Brainerd Smith, E. Klein, V. Farley, Mary Francis, Gertrude Allen, C. W. Parker, F. J. Webb, George Wilson and D. Muldie of Canada, Mary Haney and L. Wagner, and from Chicago Mesdames Grace Sweet, Harry Lewiston, George Hollo and J. Kilonis.

Fair Bookings at Chicago Meetings

CINCINNATI, Dec. 7.—Among the announced carnival bookings at next year fairs during the meetings at Chicago this week: Beckmann & Gerety's Shows—Illinois State Fair, Springfield; Iowa State Fair and Exposition, Des Moines; Nebraska State Fair and Exposition, Lincoln; Kansas Free Fair, Topeka; Kansas State Fair, Hutchinson; Oklahoma State Fair and Exposition, Oklahoma City; Oklahoma Free State Fair, Muskogee;

South Texas State Fair, Beaumont. Rubin & Cherry Exposition—Jonia (Mich.) Free Fair, Canadian National Exhibition, Toronto; Western Fair, London, Ont.; Tennessee Valley Fair, Knoxville; Chattanooga (Tenn.) Tri-State Fair; Cleveland Fair, Shelby, N. C. Royal American Shows—Minnesota State Fair, St. Paul; Tennessee State Fair, Nashville; Alabama State Fair, Birmingham; Southeastern Fair, Atlanta; Mississippi State Fair, Jackson; Tri-State Fair, Superior, Wis.; Clay County Fair, Spencer, Ia. Dodson's World's Fair Shows—Three Rivers (Que.) Fair, Orangeburg County Fair, Orangeburg, S. C.; Anderson (S. C.) Fair.

Hansen Shows to Rail Next Season

CINCINNATI, Dec. 7.—Confirmation of rumors that had been afloat a few weeks that the Al C. Hansen Shows would be a railroad organization, including steel cars, next season was received from Manager Al C. Hansen and his general representative, Walter B. Fox, early this week while they were attending the fair men's convention and Showmen's League banquet and ball in Chicago.

Robeson United Closes

CHARLOTTE, N. C., Dec. 7.—Robeson United Shows closed their season last Saturday at Chester, S. C., and paraphernalia was placed in winter quarters at Fairmont, N. C. The staff included Hoyt Campbell, general manager; Jack Ruffin, owner; Mrs. Campbell, secretary; Roy Dale, general agent; Doc Ray, lot man, and the writer, R. W. Sharpe, publicity. After storing the Perla Wheel Whitey Davis left for his home in Chatham, N. Y. Slim Clark will remain at winter quarters. Joe Steblar and wife will winter in Georgia. Mr. and Mrs. J. J. Steblar motored home to Stamford, Conn.

BALLYHOO BROS.' Circulating Exposition

A Century of Profit Show

By STARR DeBELLE

EDEN, Ala.,
Week ended Dec. 7, 1935.

Dear Charlie:

The first return engagement of the season. This our third time here. Eden the world's largest nudist colony. You wouldn't know the town from last year. On account of the transient bureaus closing the population jumped in leaps and bounds. Thousands of new knees and faces on the midway.

The coming of Ballyhoo Bros.' Shows looked eagerly forward to by the natives. A gala week and an annual event. Only one carnival a year allowed to exhibit here. Another small show chiseled in. Told the committee we couldn't make it and crashed the barrier. The Tri-Weekly Shows. They have tried weekly to get

out for the last three weeks but couldn't make it. The brothers, quick to forget, loaded their show under the wagons on our flats. Will dump them off in the first open town that we pass thru.

The weather bitter cold. But the nudists greased their bodies like channel swimmers and braved the elements, packing the midway.

Our cookhouse couldn't please the local lights. The thin nudists wanted fattening food and the fat ones couldn't stand the griddle grease.

Our girl shows at first a flop as in previous years. But toward the end of the week bosses put evening gowns on the chorus, called it the Parisian Style Show, and packed the tent every time it opened. A novelty in a nudist colony.

Many of our shows didn't repeat from last year. But every showman on the lot a good fellow. Those that hit cut their money with those that flopped. But this isn't unusual. I believe most shows do that.

A nudist prison camp across the road from the lot. Most of them there charged with from robbery up to wearing clothes while off the reservation. Bosses ordered a show to be given in their mess hall. The acts presented were furnished by our prison show. Demonstrating the whipping post, the sweat box, stocks, leg irons, the noose and the electric chair. Fanny Ballyhoo sang *The Prisoner's Song*. The show well appreciated. The whipping post was encored three times.

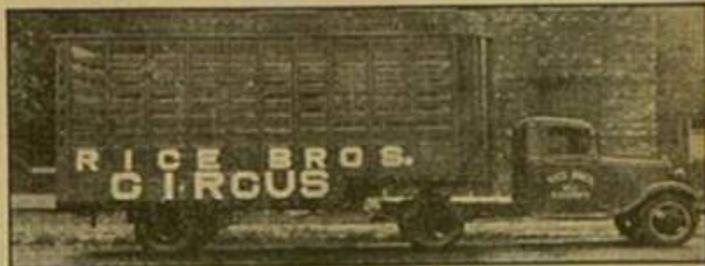
Violet-Ray didn't show up so well here. General Agent Lem Trucklow returned to the show with a pocketful of nice juicy contracts. Has the show booked up for the next 30 years should the management decide to play the dates. Holds contracts to play the Thousand Islands, one island a week. Looks like he booked himself out of a job.

Saturday the weather warmed up. Midway packed with 75,000 people. All spent freely and not too wisely. Cat-Back Nell said, "They should have money, they haven't any clothes."

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Fawcett, N. D.	Blue Earth, Minn.
Langdon, N. D.	St. Peter, Minn.
Hamilton, N. D.	Victoria, Tex.
Sherman, Tex.	Thief River Falls, Minn.
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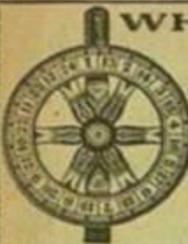


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MIDWAY CONFAB
By THE MIXER

THE BIG FALL DOINGS (at Chi) are again over. Combined, they were marvelous.

JACK BENJAMIN finally got his grab stand open in Chi. Several weeks' endeavor. Albert Cohen assisted.

JERRY SWISHER and wife, who had the cookhouse with Corey Greater Shows, have gone to Tampa, Fla., for the winter.

BOB ZELL, after closing of Bond Bros' Circus, joined the Capital City Shows and is getting banners, as usual.

ROY E. LOLLAR, concessioner, is among the "luckiest" men alive. His one-day-old car was demolished when it collided with a guard post on a highway in Mississippi. That was a "tough break." But he escaped without a scratch.

ERNEST H. JONES and the missus have returned to their home at Schenectady, N. Y., after a successful season around Washington and in the South. Clarence Jones, nephew, also returned home, Jersey City, N. J., for the winter.

WORD GAME from R. R. Johnson that his wife, Pearl, who underwent an operation at Conway, S. C., a few weeks ago, has not been getting along well. The Johnsons are now at their home in Westville, Okla.

FITZIE BROWN and his crew have been busy at Miami, rebuilding and constructing concessions since closing season with West's World's Wonder Shows. Will return to that show in the spring. New outfits include a 20 by 30 cookhouse. During winter Fitzie will have concessions with the amusement

menageries, a hippodrome, a panorama and a girl show.

HAPPY JACK ECKERT is spending about a month at Mason, Tenn., following the recent death (November 30) of his wife. Mrs. Eckert was in show business many years and continued on the road, a patient sufferer, with her "fat man" husband after being attacked by severe illness a few years ago.

MRS. BERTHA (GYP) McDANIEL, who, accompanied by Miss Beverly Brothers, of Anderson, Ind., had been visiting Mrs. Claude R. Ellis in Cincinnati while Claude attended the meetings in Chicago, returned to Anderson late last week. Mrs. McDaniel probably will remain there a few weeks.

During the second session of the American Carnival Association meet in the Windy City there was a surprising spurt of applications and acceptance of individual memberships. A veritable stampede to the official table. A few words of gossip caused it. One of several midwinters who just casually "dropped in" suddenly arose and asked: "Can a fellow with a carnival not a member join?" "Certainly," was the reply, "on payment of \$1." Wow, what a rush! Think that Charlie Cohen started it.

LOS ANGELES — There was another trek of the Southern California social organization, the Safari Club, was held recently. Breakfast was arranged for at Jack and Betty Cavanaugh's place adjacent to Goebel's Lion Farm, also Louis Goebel turned his place over to the members and their invited guests. There was much and greatly appreciated entertainment. The next trek will be on New Year's, to return trip to Mel Smith's place at Baldwin Park, the program at that time to be handled by S. L. Cronin, Mel Smith, Theo Forstall, Jack Grimes, Doc Cunningham and Steve Henry. Participants in the recent trek included: Theo Forstall, S. L. Cronin, Jack Grimes, Mr. and Mrs. Ed Walsh, Doc and Clara Zeiger, Mr. and Mrs. O. H. Hilderbrand, Mr. and Mrs. Will Wright, Bob and Nell Robidoux, June Dyer, Peggy Marshall, Martha Levine, Harry Levine, Doc Cunningham, Mr. and Mrs. Claude Barie, Steve Henry, Mr. and Mrs. Lester Burke, Mrs. Al G. (Jane) Barnes, Virginia Barnes, George Tipton, Mr. and Mrs. B. Duncan, O. K. Hoffman, Mr. and Mrs. Frank Forret, Grace Thomas, Mabel Bennett, Mr. and Mrs. W. T. Jessup, T. Dwight Peppie, Grace Aaber, Mr. and Mrs. Joe Krug, Blossom Robinson, Helen White, Della Jones, Frank and Jo Foley, C. E. Nash, Ed Smithson, Mr. and Mrs. H. Weber, Mrs. Bell Lowery, Harold Compton and C. E. Nash, Louis Goebel, Betty Louis, Bobby and Laura Roth, Mrs. A. L. Meade, Don Meade, A. Frost, Joe Post, Bert Nelson (the honor guest of the day), Eddie Gambia, Ada Mae and Ed Dyer, and Jack and Betty Cavanaugh, new members.

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The remarkable heavy gathering at Chicago signified a more prosperous season this year.

AMONG SHOWFOLKS fraternizing among acquaintances at Seattle, Mrs. Deibert M. (Del) Davis.

CLEO HOFFMAN missed this year's SLSA banquet-ball. Is with her sister, Helen, in California. But the Hoffmans were represented by Peasey.

MR. AND MRS. R. F. JUDY, of World of Mirth Shows, attended the doings in Chicago last week from Elwood, Ind. Will soon go to Florida.

JOHN M. SHEESLEY (left) and Max Linderman, who were re-elected president and secretary, respectively, for 1936, of the American Carnivals Association.

COMPANY operated by Doc Hamilton at Miami.

PROF. AND MRS. A. L. MORRELL (Morrell, Yankee Whittier) are still at Honolulu. Have been in those ocean water-piercers (Hawaiian Islands) the last 10 years with the exception of last year at A Century of Progress, Chicago.

HARRY F. LOGAN, special agent Beckmann & Gersty's Shows, after his promotions work with Bob Morton's Circus at Wichita, Kan., returned to Houston. Back to Morton after the holidays for the Kansas City date.

PERCY (RED) WHEELER, formerly with Conklin's All-Canadian Shows and the past season with Crescent Canadian Shows, at last report received was lining up an indoor carnival to be staged at Victoria, B. C., early this month.

A VISITOR to Washington recently was Frank J. Loughney, herpetologist, who was en route to the winter quarters of Mighty Sheesley Midway. Frank is recovering from a severe leg injury caused by a squeeze of a python.

SEVENTY HIDES, shows and concessions were on the midway of the street fair held at Basel, Switzerland. They included three illusion shows, two motion picture shows, two puppet shows, two

Queen City Shows

TORONTO, Dec. 7. — Some work on paraphernalia at winter quarters is already under way under the direction of Thomas Nugent, the show's superintendent. The writer, artist, has completed decorating the Merry-Go-Round and has instructions from Owner George Atkinson to start with white enamel on the seats of the Eli Wheels. Secretary Bernard Arent was a recent visitor at quarters. The panel front for Streets of Cairo, which will be managed by the writer next season, has been started. George Cross, electrician, is back in quarters after a brief vacation in the North Woods. Claims he got a moose and a cub bear. Mr. Atkinson had his photo machine working at the Royal Winter Fair to a nice business. The "hot stove league" has been organized at quarters, with Pete St. Cyr elected secretary. JACK PHILLIPS.

1936 FORECASTS
Including Last Quarter of 1935
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GEO. W. BRINK & SON
1824 Cass Ave., DETROIT, MICH.
Dec. 20, 1935
(Over Thirty Years in Business.)

J. J. MORAN was again on hand for the Chicago meets, for the first time in about six years. He last tramped with Conklin Shows about 10 years.

THE IRAN J. WATKINS have their monkey and other animals act with the Banloe & Artigas Circus in Havana, six weeks' engagement.

MRS. E. S. COREY is visiting at her parents' home in New York City. Is expected to join her husband in Johnstown, Pa., in time for the holidays.

IP STARR DE BELLE had been able to listen-in (was busy with his museum) on some conversations at a certain big gathering of showfolk last week! What material for "Ballyhoo Bros.?"

A. S. BREUER closed with the John R. Ward Show after the Collins, Miss. Fair to work his pre-holiday sales in Mississippi territory. Will then go to Texas to join his family.

GEORGE H. AMMON, boss conveyer of Corey Greater Shows, has charge of the quarters at Johnstown, Pa., and with his crew will start rebuilding and repairing following the holidays.

FOLLOWING close of F. H. Bee Shows, Bob Bickels and Lewis-Louise (Billy Logsdon) motored to Louisville, Ky. Bob will be at his office there during the winter.

BILLIE ROSS finished the season in Augusta, Ga., on Armistice Day with Lillian Murray's Havana Rumba on the

Irresistible CHILI CON CARNE
Made With
Galster Chili Compound

Valuable, secret formula of 15 ingredients in powder form. Makes and holds patrons where others fail. A quick, sure, economical, guaranteed recipe. Makes, holds and draws 100-150, 200-300. Makes Cook Book and Sample Free.

VERNON GALSTER, Box A, Bureau, Ill.

GRAPHIC CHARTS
Two Color, Copyrighted Handwriting Analysis Charts.
You see the real — we sell you the best. Elaborately designed — scientifically tested, serial numbers. Easy to understand and to sell. In each set of 500 or more, send 10c for sample that will describe you.

CHARACTER ANALYSIS GUILD, Beverly, Mass.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

THE NEW CHAIRPLANE



The latest invention. The most sensational ride out for Parks, Fairs, and Carnivals. Perfect and stationary. Write today and let us tell you all about it. Weight 6,500 lbs.
SMITH & SMITH, Springville, Erie Co., New York.

A prediction: Next season will find great quantities of merchandise passing into the hands of concession customers. Many managements have declared it — "It must be so," the consensus.

Pacific Coast Showmen's Assn.

LOS ANGELES, Dec. 7.—When President Archie Clark called Monday night's meeting to order there were 103 members present. All officers except Frank Downie, who was prevented by illness, attended.

The committee looking up available houses or building sites had no definite report to make. The matter is under discussion. The consensus is that it will be imperative to have larger quarters and that the PCSA to be the owner of the property. The button for members, designed by Will J. Casey, was reported by Chairman Dr. George W. T. Boyd as having been accepted. There was one new member accepted, Manuel Samayoa Valencia. The weekly report on finances got a big hand. Final details for the Memorial Services (December 8) at Showmen's Rest, Evergreen Cemetery, were announced.

Will Wright, chairman of the 14th annual Charity Banquet and Ball, reported ticket sales of 495, with every indication that the affair will be a sell-out. A most generous response from some showfolk unable to attend—sent the tickets to the chairman with request that they be given to showfolk financially unable to attend—a fine spirit and the tickets have been dispensed accordingly. Thanks were recorded to the Board of Public Works for permit to decorate and string banners in the downtown district, and, incidentally, Archie Clark and Will Wright have done a fine job in this, the first time it has been done. Local papers have given fine support, with stories and front-page pictures in two of the major papers.

Request of new reel and cameramen on local dailies to make the Memorial Services and the Ball received, and were gladly given permission.

It was ordered that a wire be sent J. W. (Patty) Conklin, president Showmen's League, to be delivered at the SLA Banquet, advising of the presence at that function of the official PCSA ambassador, J. Ed Brown, and to convey best wishes to the organization.

The usual routine of the meeting was deviated from in order to introduce guests. Bert Nelson, animal trainer of Rosenbeck-Wallace Circus, made short talk and said good-by, as he was leaving for Peru. Morgan Davis, of the vaude team Davis and McCoy, entertained with stories and got a big hand. J. P. Snyder, of New York, was introduced and made a few remarks. E. L. (Spot) Kelly also made a talk of past-season experiences.

Announcement was made that Mannie Harmon's Recording Orchestra would play the dance music and floor show for the Banquet-Ball; that there would be 10 acts, doing 18 numbers, and a surprise act that would not be announced until just before its presentation. The advertising program is handled by Joe Krug and Ed Smithson, and Joe announced that the book as laid out would be sold out.

Dr. Ralph E. Smith announced as the evening's diversion "Feats of the Strong Men." Mill Runkle told a whopper, as also did Doc Zeigler, Al Fisher and Theo Forrestal, and, naturally, George Tipton, Sam Brown, Will Wright, Ed Maxwell, Ross Davis, Ben Dobbert, Charley Walpert, John Miller, Red Hilderbrand, Bill Jessup and others tried to outdo each other.

Louis Bacigalupi was at the piano with selections from the masters.

The weekly award went to E. L. (Spot) Kelly and a nice sum to the Lion's Head.

Usual lunch and refreshments served after adjournment.

Again attention is called to the fact that if one is eligible for membership in PCSA he is overlooking a duty in not enrolling in this fine organization, which has grown in a short time to one of the outstanding ones in Southern California. Members are from all over the United States, Hawaii, the Philippines, Australia and way points. You get a great deal for that "ten," and, incidentally, the initiation fee of "five" goes on again in a very short time.

Greenhagh of Australia Coming to U. S. for Acts

CINCINNATI, Dec. 7.—Word comes from Arthur Greenhagh, of Greenhagh

& Jackson's Amusement Enterprises, of Australia, that he will arrive in the United States the end of December in search of novelty acts to tour Australia and New Zealand.

"I am pleased to say," Mr. Greenhagh writes, "that show business in Australia is much brighter at the time of writing (November 5). Our wool and wheat have been bringing good prices and things generally are fairly good."

League Re-Elects Its Old Officers

CHICAGO, Dec. 7.—There was no contest in the annual election of officers of the Showmen's League of America this year, all of the old officers being returned for the ensuing year. Election was held at the League rooms Tuesday afternoon.

Officers are: President, J. W. Conklin; first vice-president, Jack Nelson; second vice-president, J. C. McCaffery; third vice-president, Joe Rogers; treasurer, Lew Keller; secretary, Joseph E. Streiblich.

There were a few changes in the board of directors. Two new names were added, Mel O. Dodson and Rudolph Singer. The complete list for the ensuing year is as follows: M. H. Barnes, Fred Beckmann, Jack Benjamin, Samuel Bloom, Ray Marsh Brydon, James Campbell, John R. Castle, Harry Coddington, A. R. Cohn, Frank R. Conklin, E. Courtemanche, S. L. Cronin, M. J. Doolan, Charles H. Duffield, Frank P. Duffield, Lew Dufour, Frank Ehlers, Max Goodman, Nat S. Green, Rubin Gruberg, Charles R. Hall, George Hamid, Maxie Herman, W. R. Hirsch, L. S. Hogan, Edwood A. Hughes, H. A. Lehrter, Ted Lewis, Max Linderman, L. C. Kelley, Rube Liebman, John L. Lorman, Tom Mix, James A. Morrissey, Edward Murphy, C. D. Odom, Harry Ross, A. L. Roseman, Dave Russell, Harry Russell, Forest G. Scott, Carl J. Sedlmayr, Frank D. Shean, James C. Simpson, Sam Solomon, Frank E. Taylor, Harry E. Thurston, Dr. Max Thorek, Mel O. Dodson, Rudolph Singer.

Chop Suey

By W. H. (BILL) RICE

ROSWELL, N. M., Dec. 7.—The picture last week was Dan Odom. I don't know if anyone got the ticket award. Dan at that time was the outside man for Big Whitey. At present has the American Sales Corporation at San Antonio, where he has an elaborate display of coin machines, and business has been very good.

Several years ago the Los Angeles Examiner used several old-time pictures of the Martyn Sisters (Dot and Myra) and they were interesting.

San into Jack (Up and At 'Em) Stanley, who had a big promotion here that ended last week.

Papers full of finely dressed women in this and that line. I'll just pick a few in my line:

Carnival—Railroad show, Mrs. John R. Castle, United Shows of America. Truck show, Mrs. Jack Ruback, Western State Shows. Widow, Mrs. C. A. Wertham.

Circus—Railroad show, Mabel Stark, Al G. Barnes Circus. Truck show, Harriet Hodgkin, equestrienne. Widow, Bird Millman, Barnum & Bailey.

Pairs—State fairs, Mrs. Ralph Hempbill, Oklahoma State Fair. Big fairs, Mrs. Harold P. Dupes, Great Falls, Mont. Fair booking—West, Mrs. Mike Barnes, East, Mrs. George Hamid, East, West, North and South, Mrs. Ernie Young.

Fraternal Circus—Railroad show, Mrs. Bob Morton, Bob Morton Circus. Truck, Mrs. Beattie Polack, Polack Bros.' Circus. Fire works—Mrs. Charles Duffield.

Free Acts—Mary Wiggins, stunt girl; Nellie Dutton, Dutton Attractions.

Speaking of "one horse shows," I owned two. The first was when I was a kid at Plainfield, N. J. I used one of my father's old grocery delivery wagons and played little towns on Saturday afternoons. Called this the Otto Otto Variety Show. Billed it with handbills and a few stock lithos. Used a top made of muslin sheeting, about 30x50. I gave a high wire act across the street and in the big show had magic, trained goats and fire-eating. Admission, five cents; reserves, one cent. Did Punch and Judy for the concert at one cent a pop. Gross used to run from 82 to 110. Several years later, after the close of Sun Bros.' Circus, where I owned the Side Show, I shipped the side show to Alliance, O.

and George Dorman and I played some little fairs around there. We took in a partner whose father owned a horse and wagon. Would make the towns the nights before showing, and on account of the load we all walked and helped push up the hills. This was "real tramping," but after making three spots we decided to close. Dorman said: "This is tougher than Max Wisom's Michigan Show that used ox teams and hauls over cordery (logs) roads to the Michigan lumber camps."

Last Sunday was my wife's birthday and I gave her a new Chevrolet for her old V8.

Hank Gowdy, the oldtime pit show manager, still out with a whale unit and reports business okeh.

Patty Conklin, the "Calvin Coolidge" of the carnival business, and Bill Fleming was the "Greta Garbo" of the agents.

LEAGUE HOLDS

(Continued from page 46)

untiring co-operation throught the year and discharged each one with thanks. Installations were conducted by Past President Sam J. Levy in his usual gracious manner.

New appointments for the year made by President Conklin: Chaplain, Forest G. Scott, Tyler, M. J. Doolan, Counselor, Morris I. Kaplan, Associate counselor, Louis Herman, League physician, Dr. Max Thorek, Finance committee, Frank F. Duffield (chairman), Al Horan, Dave Russell, Louis Collins, M. H. Barnes, L. S. Hogan, Edwood A. Hughes, E. W. Evans, C. R. Fisher, Walter A. White, Al C. Hartmann, W. R. Hirsch, R. W. Hood, Neil Webb, Relief, Harry Coddington (chairman), A. A. Craig, H. A. Lehrter, E. Courtemanche, Ways and Means, M. J. Doolan (chairman), Lew Keller, Jack Nelson, Joe Rogers, Frank R. Conklin, Lew Dufour, James A. Morrissey, Edward A. Hock, H. A. Lehrter, Forest G. Scott, Membership, J. C. McCaffery (chairman), Ben Beno, Mel G. Dodson, Rubin Gruberg, William Glick, Max Goodman, H. A. Lehrter, Harry Lewiston, Rube Liebman, Max Linderman, Elmer C. Velare, R. L. Lohmar, Sam Solomon, Louis Leonard, James C. Simpson, John M. Sheesley, Edwood A. Hughes, Charles T. Ooss, W. H. (Bill) Rice, Sam Feinberg, Dave Tennyson, Tex Sherman, Frank B. Joerling, Noble C. Fairly, Harry Ross, Funeral, Charles O. Driver (chairman), E. Courtemanche, John A. Pritchard, Col. P. J. Owens, Cemetery, Edward A. Hock (chairman), Fred L. Clarke, Charles H. Duffield, John R. Castle, B. S. Gerety, Charles R. Hall, Harry A. Illinois, J. Alex Sloan, Nat D. Rodgers, Press, Nat S. Green (chairman), Frank D. Shean, Johnny J. Kline, Beverly White, Morris Shack, A. L. Roseman, Entertainment, Sam J. Levy (chairman), George Hamid, Maxie Herman, Edgar I. Schooley, Fred L. Kressman, Ernie A. Young, Jack Nelson, House, Jack Benjamin (chairman), Irving Malitz, John L. Lorman, Nat Hirsch, Maxie Herman, James Campbell, Max Brantman, Frank Ehlers, Jimmy Morrissey, A. L. Roseman.

The new membership drive starts out with a pledge by Chairman McCaffery that the committee will have 300 new members. Prizes in the drive will be a gold life membership card to anyone presenting 100 new applications during the year. A 10x20 concession tent, donated by Jimmy Morrissey, to the concessioner presenting the largest number of applications. Three 8x10 banners to the individual showman presenting the largest number, this donation by Louis Claver and Nieman Elman, of Nieman Studios. New applications presented so far are John D. Klonia, Nathaniel Prutkow, Charles Blue, Ned Torti, George Atkinson, W. H. Evans, Oscar Bloom, O. N. Walters, Frank Cerrone, Robert Luase, T. J. Tidwell, Tom W. Allen, C. A. Reger.

The annual audit and report shows the League back in the same condition as it was in the old prosperous periods, and all traces of setbacks from the depression are now missing.

Out-of-town members at the League rooms this week included C. R. Reger, Jack Greenstap, Ben Weiss, Roger S. Littleford Jr., A. C. Hartmann, E. W. Evans, Neil Webb, Dave Picard, John E. Saladin, Joe Harris, Joseph Allen, E. C. Velare, L. S. Hogan, J. C. Simpson, Johnny J. Kline, Lindley H. Cann, Charles T. Ooss, Noble C. Fairly, O. W. Hennies, Harry W. Hennies, Phil Iszer, Max Linderman, John M. Sheesley, Fred Beckmann, Abner K. Kline, John R. Castle, W. R. Hirsch, R. L. Lohmar, Joseph Schollio, Harry W. Dunkel, George Pappas, David J. Muivie, Walter F. Driver,

EVANS
Counter HORSE RACE WHEEL

WEIGHT, 48 POUNDS. HEIGHT, 38 INCHES.

Put your conception in the lead with this money-making wonder EVANS' COUNTER HORSE RACE WHEEL. It's small, compact and beautifully painted in colors. Front of wheel glass covered. The Patented Device with changing odds makes it the favorite on any spot. Write for details today.

FREE
Bulletin of Latest Game Hits and Big Catalog of Park and Carnival Equipment. FREE. Write Today!

H. C. EVANS & CO.
1323-25 W. Adams St., Chicago, Ill.

1000 BINGO

Heavyweight cards, black on white. Wood marks are printed two sides. No duplicate cards. Put up in the following size sets and prices:
25 cards, \$5.25; 50 cards, \$8.75 cards, \$8.00; 100 cards, \$16; 150 cards, \$17.50; 200 cards, \$18; 250 cards, \$17.50; 300 cards, \$17. Remaining 700 cards sold 100 cards each, \$7.

Set of 20 Lightweight Bingo Cards, \$1.00.

1500 KENO (LOTTO)

Made in 15 sets of 100 cards each. Played in 2 rows across the card—only 10 and 20. Lightweight cards. Put set of 100 cards with markers, \$5.00. All Bingo and Lotto sets are complete with wood markers, tally and instruction sheet. All cards size 5 X 7.

THIN BINGO CARDS

Bingo cards, black on white, size 5 X 7. Thin cards such as used in theaters, etc. They are marked or punched in playing and then discarded. 1000 different cards, set 100, \$1.25, without markers. Set of markers, 50c.
Advanced Bingo Sheets, red case \$12.50
Bingo Bookchart, cloth, size 24x36 (1611) 2.50
Bingo Record Sheet, 24x36, 20 for 1.00
Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

J. M. SIMMONS & CO.
19 W. Jackson Blvd., Chicago

Carolina Amusement Co. WANTS

Ferry Wheel and Chatterbox, one Grand Show, WILL, BUCK, Lee's Showline Alley, Polished, Precious, Long House Showing Gallery, Winter Palace, WANTS Trampoline, Trampoline, Balloons and one good Team for Mounted Show. (Not all winter) Edwards, S. C. (December 2 to 14) - Write us all mail to L. MARKEE and GEAQUINTO.

WANT TO BUY FERRIS WHEEL No. 5

Must Be Fitted Right for Cash.
JAMES KAIN
General Delivery, West Palm Beach, Fla.

Louis Hoffman, Morris Huizer, Louis Collins, Louis Jacobs, Al Horan, Nabe Miller, Frank B. Joerling, Oscar Bloom, W. H. Evans, George Atkinson, Bernard B. Arent, Ned Torti, Louis Torti, Dave Tennyson, J. W. Oalligan and many others.

AUGMENTED INTEREST—

(Continued from page 48)

accomplished this year, evidenced by praise for the sincerity and activities of General Counsel Max Cohen and his co-workers, enthusiastic discussions toward the material progress of the association and new-member additions. Throughout the open-meeting sessions representatives of both member shows and non-member organizations cited handicaps encountered and stressed the need of associated efforts to combat hampering conditions, including exorbitant charges for necessities imposed by organized providers of such needful items, and proclaimed the ACA the outstanding opportunity for co-operative planning and activities. The keynote seemed to be that particularly the last few years necessity had arisen for a slackening of individualism (as to individual carnivals) and an advancement of concerted efforts in behalf of the collective-amusements branch of the profession. Several managers of carnivals impressively voiced appreciation of savings this year of additional transportation charges that were slated for requirement by certain carriers last winter but were curtailed thru Counsel Cohen and carnival representatives meeting in conferences with railroad representatives. Incidentally, at those conferences elimination of "war time" demurrage (car parking) charges was sought by Counsel Cohen and his ACA aids. Altho this was not obtained, the outlook that relinquishment of such sidetrack requirements (in the territory so affected) would ere long be granted.

Various hampering items pertaining to transportation of motorized shows were also cited and discussed during the sessions.

With the meet being held on days during the annual convention of fair executives and coincident with opportune hours for carnival executives seeking and arranging for fair engagements next year, the ACA was handicapped as to heavy attendance, but at each session there was a pronounced change in shows represented and the tenor of all the sessions displayed a general trend of sentiment toward needs of co-operation and support of the ACA.

Meetings were scheduled for the afternoons of Monday and Tuesday. Because of the showmen-meet-fairmen condition, the Tuesday afternoon session was brief, decision being made to reconvene at 12:30 Tuesday night, which lasted several hours, and another and a closing session was arranged for Wednesday afternoon. It was decided that another meeting be held within a few months at Richmond, Va.; Reading, Pa.; or Albany, N. Y., the location to later be suggested by Counsel Cohen.

President John M. Sheesley and Secretary Max Linderman were re-elected, as also was General Counsel Cohen. Harry Dunkel was elected a director; re-elected directors, J. W. Conklin, Fred Beckmann, J. M. Sheesley and Max Linderman.

Membership

The following new members were added to the roster: John D. Kilents Shows, by John D. Kilents; F. E. Gooding Shows, by F. E. Gooding; Sims Greater Shows and United Shows of Canada Combined, by Fred W. Sims; Rubin & Cherry Exposition, by Rubin Gruber; Al C. Hansen Shows, by Al C. Hansen; Dodson's World's Fair Shows, by C. G. Dodson; Bloom's Gold Medal Shows, by Oscar Bloom. Already on the membership roster: Beckmann & Corey's Shows, Conklin's All-Canadian Shows, Johnny J. Jones Exposition, Mighty Sheesley Midway, World of Mirth Shows, Knapp & Dehnert Shows, Cettin & Wilson Shows, Sol's Liberty Shows, Strates Shows Corporation, Gruber's World's Exposition Shows, Held Greater Shows, Wonderland Exposition Shows, Gibson's Blue Ribbon Shows, Miller Bros.' Shows, A. J. Bach Shows, Art Lewis Shows, Heller's Acme Shows, William Glick Exposition Shows, O. C. Buck Exposition and New Deal Shows. The following took individual memberships (on payment of \$1 each): Dave Tenney, Charles Cohen, H. J. Rogers, J. W. Gilligan, D. L. Basting, Floyd Newell, Louis Krenn and L. (Pessy) Hoffman.

Counsel Cohen's Report

Following are excerpts from Counsel Max Cohen's report, presented at the first session:

"It is my honor and pleasure to present the second annual report of the association pursuant to the custom adopted at the last annual meeting at Toronto and the organization meeting of the association at Chicago in 1933. The 1934 report pointed out in detail all the essential facts regarding the incorporation of the

association, the filing of its certificate of incorporation and the commencement of its operations.

"The membership of the association showed a phenomenal growth during the past year and we are pleased to report that the original membership of 1933 has now been quadrupled.

"RAILROAD TRANSPORTATION PROBLEMS—The efforts started in 1934 looking toward a reduction in the cost of railroad transportation were continued during the past year. Last year we pointed out that on June 5, 1934, the General Freight Committee of the Trunk Line Association declined to grant any relief. Not satisfied with this action the association again took up the fight for the carnival industry for lower rates. After considerable difficulty the association prevailed upon N. W. Hawkes, chairman of the Trunk Line Association's General Freight Committee, to grant us a hearing, which hearing was arranged for March 5, 1935. The hearing was held as per schedule at the offices of the Trunk Line Association, 143 Liberty street, New York City, and among those present on behalf of the association in addition to the undersigned were Max Linderman, secretary of this association and general manager of the World of Mirth Shows, and Matthew J. Riley, representing the Strates Shows Corporation. In addition to oral argument submitted in behalf of our application, a voluminous brief was filed substantiating the statements made in support of the carnival industry's plea.

"Shortly after the hearing the chairman of the General Freight Committee communicated with the association, requesting further time within which to study the material submitted in the association brief, which, of course, was granted. After a considerable lapse of time the General Freight Committee made a decision in which it stated that it could not consistently recommend any changes in the present arrangements applicable to the handling of carnival business. Not content with the bare statement of the decision, we requested the General Freight Committee to furnish us with the reasons which actuated the committee's determination of the matter.

"The basis for the committee's decision was told the association by written communications which set forth that the Interstate Commerce Commission had previously granted authority to the carriers to assess emergency charges and that it was evident that the decision rendered on the carnival industry's application was so rendered, not because of any lack of merit in our request, but rather that it would be inconsistent for the carriers to grant us reductions and at the same time impose emergency charges under the authorization above referred to against all other classifications of shippers.

"Altho our application did not result in a direct reduction of rates, it is the judgment of those familiar with the problem that it was instrumental in preventing a 10 per cent increase which was imposed on other shippers and which indirectly would, of course, amount to a 10 per cent reduction.

"Owing to the peculiar state of affairs which brought about the temporary rate situation above described, we have requested in behalf of the association that we be granted a rehearing immediately after the expiration of the present emergency period, and we are confident that upon the rehearing the carriers will grant us some of the relief which we have requested and which we need so urgently. In this connection we desire to point out that shortly after the railroad hearing was held, Leonard Traube, of the New York City office of *The Billboard*, published an article by Ralph Hendershot, a financial editor of note, which article confirmed our views on the railroad matter and further substantiated that the association was justified in seeking the relief that it so sought.

"It is our hope that the association will continue its efforts in this field and it is our judgment that if the carnival industry will give the association better support in its activities, the association will ultimately succeed in getting the reduction sought and the elimination of the demurrage charges.

"MOTORIZED TRANSPORTATION—Last year's report pointed out certain definite improvements in the way of federal highway developments, which will be of benefit to the motorized carnival. We then pointed out that the United States Government had allocated \$400,000,000 for highway development, bridge construction and crossing elimination purposes. Since then many of these projects have been started and the completion of this program will eventually be of great advantage and help to motorize shows.

"The association should plan for the future to devote itself to obtaining a reduction in the cost of motor vehicle license, to reducing and eliminating gasoline taxes and to extending license reciprocity agreements, as well as advocating other and similar matters in the motorized carnival field.

"LEGAL ACTIVITIES OF THE ASSOCIATION—A great deal of time during the past year was devoted by the association to the legal phases of its various activities.

"On many occasions members have requested information on various legal subjects and the same has in every instance been furnished to the member making the request.

"In addition, the association's weekly column in *The Billboard* has carried reports of legal decisions of interest as well as those vitally affecting the carnival industry. This column has also carried information with reference to statutory enactments.

"The scope of the association's activities in this field has been varied, indeed, and to restate its many items would serve no useful purpose at this time.

"The association has equipped itself with a complete reporting service so that its members can at any time obtain copies of any reported decision in the United States or Canada. Many decisions of interest have been called to the attention of the industry thru the association's weekly column and other decisions have been supplied otherwise.

"It is pleasant to note that of the many decisions reported the vast majority of them indicated a favorable trend in behalf of the amusement industry and many rules of law previously construed contrary to the interests of this industry have now taken on different interpretations.

"As part of its legal activities the association has from time to time reported on various methods of federal legislation, of Congressional activities affecting the industry and has from time to time called attention to various matters in the United States Senate and House of Representatives of interest to the members of this industry.

"Where the association has been notified of pending local legislation opposed to the interests of the members of the carnival industry, it has done all within its power to counteract such unfavorable legislation. In this connection it is well to point out that the association interested itself in legislation pending affecting the cost of electricity to its members and in the "opening" of previously "closed" communities to carnivals and also reported in detail the various phases of the Georgia-New York license plate dispute.

"LEGISLATION AND TAXATION—Altho other items could undoubtedly claim the attention of the association in the legislative and taxation field, it was impossible to attempt to do more than has been pointed out, principally by reason of the small amount of funds available to the association for activities of this type. It is our judgment that a certain amount of progress has been made in the legislative field during the past year and, altho the accomplishments are not as numerous as we should like, a continuance of these same efforts will ultimately bring the accomplishments we seek.

"PUBLIC RELATIONS—So that the members of the carnival industry could more easily disseminate propaganda favorable to that industry, reprints of an article written by us and which appeared in the 40th Anniversary issue of *The Billboard* were sent to them. Likewise, reprints of other articles have been furnished thru the courtesy of the same publication to the members of this industry. We recommend the continuance of the use of these and similar reprints and must report that their use has been and will continue to be of great value to the industry.

"During the course of the past year an article of real value appeared in the June, 1935, issue of *Popular Science*. This article we found was worth while in behalf of the carnival industry and recommend the unbiased and accurate facts presented by it for perusal.

"BONDING FACILITIES—As was pointed out last year, it has been impossible to obtain blanket bonds by virtue of membership in the association alone, owing to present unstable financial conditions; but, as the members have been previously informed, each show's needs has been handled on its own merits. Of the association's members who returned completed the forms sent them early in the year, all were rated as "satisfactory." It is to be anticipated that as financial conditions improve it will be easier to ob-

tain bonding coverage on less exacting terms.

"INSURANCE—As the result of negotiations which were started in 1934 and continued during this year, we have now been enabled to obtain public liability insurance coverage for members. Altho the rate is higher than we should like to have it, we do feel that we have made some progress in being able to obtain coverage. If the association will continue its efforts in this field, eventually the rate will be reduced so as to make coverage more desirable.

"ARBITRATION—We are pleased to report that during the past year we have not had occasion to arbitrate or adjust even a single dispute between showmen.

"POLICY OF THE ASSOCIATION—When the association was organized in 1933, and in our report of last year, we emphasized the fact that it was the policy of the association 'not to interfere with or dictate to any of its members, nor to meddle in members' personal affairs or business.' We are pleased to report that during the past year the association has strictly adhered to this policy and proposes to do so in the future.

"COST OF MEMBERSHIP—During the past year an experiment was attempted in the matter of membership dues by reducing the 1934 dues of \$10 per month to \$10 per year, plus \$1 each per year for the employees attached to the show. Altho the amount of money paid in during the past year has been less than anticipated, we recommend that the 1935 experiment be continued for another year.

"POPULAR RECOGNITION OF THE ASSOCIATION—During the course of the past year the association has been accorded some recognition for its activities. A sizable volume of correspondence has been had with non-showmen relative to matters affecting the industry and the members thereof. Likewise, various trade groups, concerns and carriers have communicated with the association with reference to matters of general interest to our members.

"RECOMMENDATIONS FOR 1936—In our last report, certain recommendations were offered for approval by the association. We desire at this time to again state recommendations which, we believe, will be of benefit to the industry if adopted as a matter of policy, as follows:

"That all of the recommendations made in 1934 be adopted as part of the association's program for 1936.

"That the association adopt a code of by-laws essential to its more effective activity.

"That a definite legislative program for 1936 be adopted.

"That the association's efforts in behalf of a reduction in the cost of railroad transportation and the elimination of demurrage charges be continued.

"That the association be authorized to pursue steps looking toward a reduction in the costs of operating motorized shows by seeking reduced rates for motor vehicle licenses and the elimination of gasoline and similar taxes.

"That the general policies of the association as reflected by its efforts and activities during the preceding year be continued as a matter of policy for the ensuing year.

"ACKNOWLEDGMENTS—We desire at this time to thank the trade publications which have been of material assistance in fostering worth-while articles about the activities of the association and particularly *The Billboard* for publishing a weekly column under the sponsorship of the association.

"Credit is due the members of the association who have so nobly co-operated with us in making the association's activities worth while and of benefit.

"We desire also to extend thanks to the Sherman Hotel for its co-operation and to our many friends, both those of long standing and newly acquired, for their many valuable suggestions and helpfulness.

"SUMMARY—Altho there is plenty of room for improvement, we believe that the association has made great strides during the past year in behalf of the carnival industry in general and its members in particular. We have seen, during the year now passing, an increase in the optimistic outlook manifested by the industry and a return to substantial achievement on the part of the members of the industry.

"Our efforts are merely beginning to bear fruit and with the momentum already attained, let us united go forward during the coming year to seek the even greater accomplishments which we collectively desire for the industry which the association represents."

NEARLY 900 AT—

(Continued from page 48)

from every possible standpoint. Working with Duffield were several score of members whom Duffield carefully selected as committee members. Not a man laid down on the job. They all worked like Trojans to put it over and it was this whole-hearted co-operation that spelled success. Duffield deservedly has received numerous compliments for his competent handling of a most difficult job.

Capacity Crowd

The evening's program was started with invocation of divine blessing by Rev. Weaver, of the Episcopal Church. President J. W. Conklin of the Showmen's League then delivered the address of welcome, making it brief and to the point but with evident sincerity, an outstanding characteristic of Patty Conklin. He then introduced the toastmaster, Harold Van Orman, and from then on there was a flow of oratory such as has not been heard for many moons.

During the progress of the dinner—and by the way, it was a splendid one—before the speaking and regular entertainment program began the Tripoli Trio, three tuneful Sons of Italy, ranged about the banquet hall spilling music with reckless abandon. These boys are well known to Showmen's League folks, having participated in similar affairs in other years, and they are always the life of the party. If there is anything they can't play and sing it has yet to be discovered, and they have the happy faculty of inducing the guests to join with them in making the banquet hall ring with melody.

The Grand Ballroom was packed to its capacity. There were upward of 80 tables, each seating 10 and some having two or three extra guests crowded in. At one side of the room, on a raised platform, was the speakers' table, at which were seated the guests of honor. These included J. W. (Patty) Conklin, president of the Showmen's League of America; Elwood A. Hughes, president of the IAFE and general manager of the Canadian National Exhibition; Harry C. Baker, president of the NAAPFB; J. Edward Brown, past president of the Pacific Coast Showmen's Association and in charge of concessions at the San Diego exposition; Edward Kelly, mayor of Chicago; F. Harold Van Orman, former lieutenant governor of Indiana, toastmaster; Frank P. Duffield, chairman of banquet and ball; Dr. Max Thorek, chief surgeon American Hospital; Quinn O'Brien, assistant corporation counsel of Chicago; A. C. Hartmann, editor of *The Billboard*; Rev. Weaver, of the Episcopal Church of the Atonement; Walter McLaughlin, director of agriculture, State of Illinois, and Douglas Mallock, poet. Ralph J. Clawson, manager Hagenbeck-Wallace Circus, was to have been at the speakers' table but was unable to attend.

Van Orman Toastmaster

Harold Van Orman, being a politician (and an Indiana politician at that) and also a hotel man, was an ideal selection for toastmaster. His command of superlatives is colossal; he has a distinct flair for comedy, a keen understanding of human nature and the love of blarney, knows how to get the most out of a story, is extremely dynamic, and from the moment he took charge of things he kept them moving at a rapid pace. After a session of airy perisfrage he turned the mike over to Jack Klein, master of ceremonies for the entertainment portion of the affair. First act introduced by Klein was the Three Sizes, a gymnastic and acrobatic trio, who gave an entertaining exhibition of hand-balancing and comedy acrobatics. Next was Lee Barton Evans, well-known vocalist, whose rendition of *Old Man River*, *Wagon Wheels* and other numbers brought thunderous applause.

At this point came the most colorful and picturesque part of the evening's program—the Ice Parade. A feature of each year's banquet, the parade this year was uniquely staged. Heading the procession were four senegambians in picturesque garb carrying a big elephant made of ice. Behind them came others, each bearing a huge ice letter, the whole spelling the words "Welcome, Showmen." As the parade entered the banquet hall sparklers attached to the letters and elephant were lighted, and as the parade moved down the center aisle of the room it presented a beautiful and inspiring sight while the band played *Hail, Hail* and the diners cheered.

At the conclusion of the parade the

toastmaster read telegrams and letters from many well knowns unable to be present but who sent heartfelt felicitations to the League. Among these were telegrams from Governor Henry Horner of Illinois; Heart of America Showman's Club, Kansas City; Archie S. Clark, president Pacific Coast Showmen's Association; Ladies' Auxiliary of the Heart of America Showman's Club; Frank H. Hartless, president of the Circus Fans' Association; Harry Potter, Jimmy Sullivan, Ray Marsh Brydon, Frank Shean (on the high seas), Jack Smith and Starr DeBelle (Major Privilege). DeBelle wired: "Kindly inform all showmen and fair officials that *The Billboard* made the Ballyhoo Bros.' Shows famous and it is just an imaginary carnival. If it did that with an imaginary show, what couldn't it do with the real thing? Regret that I can't be there. Regards to all."

The toastmaster introduced Dail Turney, manager of the Tom Mix Circus, who had flown in from Los Angeles, and he took a bow.

The mike was turned back to Jack Klein, who introduced Barry, Breen and Wyler, two men and a woman, who convulsed the audience with their excellent comedy acrobatics and crazy antics. Their tumbling at the close of the act sent them off to a rousing hand. Lolita Bertling, a comely miss, followed with a beautiful rendition of *The Last Rose of Summer* and was highly appreciated by the music lovers present. The Dobbe Trio, another two men and a woman combination, presented a knockabout act that was knockabout in every sense of the word. As the emcee explained, they certainly can take it.

Gus Van almost stopped the show in the next spot with the singing of several popular tunes and his inimitable dialect story-songs. Gus could have stayed indefinitely but begged off so that the show might go on. Novak and Fay were next with a session of comedy acrobatics that held the strictest attention of the auditors. They work with smoothness and ease and some of their mix-up tricks are screamingly funny.

Mayor Kelly Speaks

Mayor Edward Kelly was next called upon. Toastmaster Van Orman giving him a most felicitous sendoff. The mayor delivered an interesting address, in which he "sold" the permanent Chicago fair idea very nicely. The mayor, himself a showman at heart, complimented the showmen on their great accomplishments thru their organization, the Showmen's League; stressed the importance of entertainment and told something of what the city hopes to do in the way of providing recreation at the proposed permanent fair.

Following the mayor, the assistant city corporation counsel, Quinn O'Brien, spoke briefly, supplementing much that the mayor had said of plans for greater recreation facilities for the city.

Back to the stage, where Jack Klein introduced Ethel Shutta, staging star of the College Inn. Ethel, in her charming style, sang *Check to Check* and *Somebody With Her Head Tucked Under Her Arm*, a novelty song that got plenty of laughs.

John and Julie Armstrong followed with a neat array of acrobatic stuff and hand-balancing tricks done in a smooth and interesting manner and drew a nice hand for their efforts. Gifford and Pears did a portion of their standard vaudeville act and kept the audience in high spirits with nut comedy, stinging, a short ventriloquist bit and a burlesque of a Fred Astaire-Ginger Rogers dance. The 18 Master Singers were a musical treat with several typical glee-club and chorus numbers, closing with *Smoke Gets in Your Eyes*. A splendidly trained organization that came in for a generous slice of applause.

At this point the toastmaster introduced those sitting at the speakers' table and also several well knowns he spied in the audience, among them Paul Measemann, director of concessions at the Texas Centennial Central Exhibition, Dallas; Walter Herzog, director of finance of the same exhibition; Barney Oldfield; Edward J. Moran, balliff at City Hall, and several others.

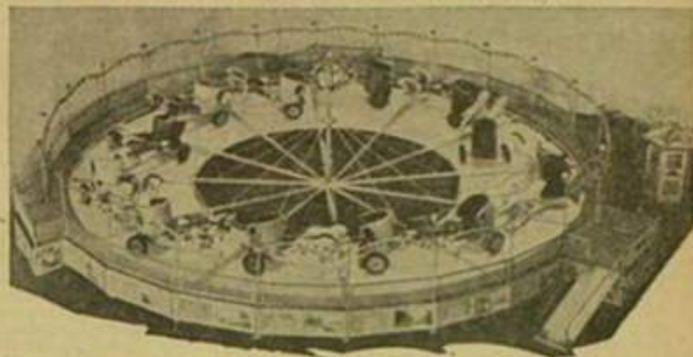
Next another act from the stage. Six Candrea Brothers, trumpet players, offered selections ranging from popular numbers to the *Sextet From Lucia* and won hearty applause.

Distribution of League membership prizes then was made by President Patty Conklin. The first prize, \$100 donated by Joe Rogers, went to Harry Ross, who secured 45 members during the year.

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Ross generously donated the \$100 to the League Cemetery Fund. Second and third prizes, plaques donated by Harry Coddington, were won by Max Linderman and Maxie Herman, respectively.

Awards in the Cemetery Fund Drive were made to Charles Davis, Los Angeles; John O'Brien, of Ringling-Barnum Circus, and M. Gordon, of Wheeling, W. Va.

As the concluding number of the evening's entertainment Ming Toy, an attractive, shapely and talented dancer, offered a beautiful bronze number that won generous and prolonged applause.

Balance of the evening was given over to dancing to the music of Lew Diamond, who dishes out a swell brand of dance music.

Banquet Registrations

J. J. Allen, Boston. Mr. and Mrs. Ralph E. Ammon, Wisconsin State Fair. Anna L. Ayre and Dallis Julian Andrew, Beckman & Oerety Shows. Leslie O. Anderson, *The Billboard*. Pat and Lorraine Antone, Standard Amusement, Inc. Andy Adams, Michigan State Fair. Arthur Atherton, Johnny J. Jones Exposition. Gertrude Parker Allen, C. W. Parker Amusement Company. Mr. and Mrs. P. W. Abbott, Edmonton Exhibition. Joseph Archer, Leo A. Seltzer Walkathons. Harry A. Atwell, Atwell Studio. Bernard B. Arent and George Atkinson, Queen City Amusements. R. N. Adams, Chicago.

Harry C. Baker, H. C. Baker Company, Jack Benjamin, Standard Amusement, Inc. Clara Brandt, San Diego. Max B. Brantman, Chicago. Mr. and Mrs. William H. Bell, Indiana State Fair. Charles C. Blue, *The Billboard*. H. E. Bridges, Tulsa State Fair. Bob Buckley, Michigan State Fair. Mr. and Mrs. George M. Bray, Grand Forks (N. D.) State Fair. Felix Bley, *The Billboard*. C. Ed Berman, Iowa State Fair. Mr. and Mrs. Jack Bailey, Dodson's World's Fair Shows. Keith Baron, Grand Forks Fair. Helene Bosch, Chicago. B. B. Brumley, Columbus Producers. Mrs. Ivy D. Brumley, McComb. O. Eugene F. Eganore M. and Marie P. Barnes, Evanson. Ill. D. L. Basting, Mighty Shesley Midway. Mr. and Mrs. Sunny Bernet, Globe Poster Corporation. Ben and William Berliner, B. Berliner, Inc. J. Louis Braun, U. S. Printing & Engraving Company. Mrs. R. P. Buckley, Bad Axe (Mich.) Fair. E. A. Beamer, Lenawee (Mich.) County Fair. Fred Burrows and Mrs. F. W. Burrows, O. Henry Tent & Awning Company. J. H. Bixley, Oklahoma Free State Fair. Bobbie Brownlee, Dufour & Rogers. Rollin H. Butts, Master Singers. J. Ed Brown, PCBA. Oscar Bloom, Gold Medal Shows. Mrs. M. H. Barnes, Chicago. P. N. Branson, Tom Mix Circus. Mr. and Mrs. Arthur Brees, Theatre-Duffield. M. W. Billingsley, Hopi Indian Village. Harry Bert, Al G. Barnes Circus. A. H. Barkley, Chicago. Elsie Bell, Doolan Amusement Company. W. E. Bretzita, Donaldson Lithographing Company. E. O. Bylander, Arkansas State Fair. F. O. Buck, Beckmann & Oerety Shows. Charles H. Booth, Chicago. Mr. and Mrs. J. H. Beach, Chicago. Rose Bose, Chicago.

Mr. and Mrs. J. W. Conklin, Conklin's All-Canadian Shows. Albert R. Cohn, Standard Amusement, Inc. J. A. Cayce,

Tennessee State Fair. Ida Cohen, Lasterman Bros. N. Harry and A. Condie, Walter H. Johnson Candy Company. L. H. Cann, World of Mirth Shows. S. W. and Mrs. E. F. Carruthers, Barnes-Carruthers. Arthur E. Campbell, Baker-Lockwood, William P. Crums, Cunard White Star Line. Chester A. and Gertrude Van Deines-Clock, George Hamid, Inc. Harry Coddington, Showmen's League of America. F. J. Claypool, Indiana State Fair. Harry Calvert, Johnny J. Jones Exposition. Mr. and Mrs. Bert Clinton, American Federation of Actors. Bruce M. Chase, Chicago. Mrs. James Chase, Chicago. Julius Cahn, Kawarunas County (Wis.) Fair. W. M. Carney, Chicago. Mr. and Mrs. R. N. Cameron, Fond du Lac County (Wis.) Fair. T. J. Cronin, Chicago. Basil J. Creager, Happyland Shows. Mrs. St. Carpenter, Happyland Shows. Mr. and Mrs. John R. Castle, United Shows of America. Louis Collins, Chicago. Malcolm Clark, Chicago. Bert and Howard Carman, Master Singers. Mr. and Mrs. Fred A. Chapman, Ionia (Mich.) Free Fair. Mr. and Mrs. F. S. Campbell, Tri-State Fair, Superior, Wis. C. W. Cracraft, Mighty Shesley Midway. Mr. and Mrs. J. Lee Cuddy, Loop-o-Planes. Mr. and Mrs. Denale Curtis, Dinnie Curtis Attractions. Alice Chadell, Hagenbeck-Wallace Circus. John I. Campbell, J. I. Campbell & Company. Max Cohen, American Carnivals' Association. Inc. H. A. Cole, Ohio State Fair. Frank Cervone, Cervone's Band. C. E. Cameron, United Shows of America. Harry F. Caldwell, Indiana Board of Agriculture. Charles Cohen, Johnny J. Jones Exposition. Mr. and Mrs. Bill Cursky, Universal Theater Concession Company. Louis Clayer, Nieman Studios, Inc. W. C. Clark, Tennessee State Fair.

L. C. Dalley, Clay County (Ia.) Fair. Mr. and Mrs. Lew Dufour, Dufour & Rogers. Art Davis, Grand Trunk Railroad. Dr. J. S. Dorton, Shelby, N. C. Ernest L. Drake, Jackson, Tenn. Mr. and Mrs. M. G. Mr. and Mrs. C. G. and Ruby Dodson, Dodson's World's Fair Shows. Harold P. DeFue, North Montana State Fair. Andrew Donaldson Jr., Donaldson Lithograph Company. Mike Donahue, Chicago. Mr. and Mrs. H. A. Derenthal, Minnesota State Fair. Mr. and Mrs. Dolan, Chicago. Mrs. Arlo Dunn, Harley Sadler Circus. Mrs. M. J. Donahue, Sol's Liberty Shows. E. T. Davis, Iowa State Fair. Mrs. B. Delgarian, Chicago. M. J. and Kathryn Doolan, Doolan Amusement Company. Harry Dunkel, Cettin & Wilson Shows. R. S. Donnelly, Toronto. T. G. Dalglis, Canadian National Exhibition. Mr. and Mrs. Charles Driver, O. Henry Tent & Awning Company. B. H. Danlin, La-grange, Ind. H. R. Duncan, Knoxville (Tenn.) Fair. E. G. Dowe, Dodge County (Wis.) Fair. Matt Dawson, Wisconsin De Luxe Corporation. Mr. and Mrs. Frank P. Duffield, Charles Duffield, Carol Duffield and Jake Duffield, Theatre-Duffield.

Claude R. Ellis, *The Billboard*. Frank Ehlert, Miller Amusement Company. R. Evertson, O. Henry Tent & Awning Company. Mrs. Elizabeth Ernst and Marguerite, Porter Press. W. W. Ellenwood, Ohio State Fair. Bert Ewalters, Wisconsin Valley Fair. C. G. Ehoff, Chicago. Lee W. Eyerly, Eyerly Aircraft Corporation. E. W. Evans, *The Billboard*. Nieman Es-

man, Neeson Studios. Nate T. Eagle and Midgots, Royal American Shows. Larry Evans, Chicago. Mrs. Dorothy Evans, Wonderland Amusement, Inc.

Sam C. Pullerton Jr., Miami, Okla. Mr. and Mrs. L. Fishman, Chicago. Mr. and Mrs. C. B. (Zebbie) Fisher, Chicago. Mr. and Mrs. Noble C. Fairly, Hennies Bros. Shows. Mrs. C. Pieder, Miller Amusement, Inc. Harry J. Frost, Minnesota State Fair. H. L. Finkle, Northwest Fair. Frank D. Fuller, Mid-South Fair. W. C. Fleming, Pollock Poster Print. Walter B. Fox, Al C. Hansen Shows. Bill Fleming, Happyland Shows. Mr. and Mrs. Harry L. Fittin, Midland Empire Fair. C. W. Finney, Aurora, Ill. Rudy and Garth K. Ferguson, Kentucky State Fair. C. Y. Foster, Indiana State Fair. H. D. Fanah, Tennessee Valley Fair. Mr. and Mrs. Earl Ferris, Iowa State Fair. Mr. and Mrs. John Francis, Greater Exposition Shows. George P. Penn, Peoria Tractor & Equipment Company.

B. S. Gerety, Beckmann & Gerety Shows. William Glick, William Glick Exposition Shows. Jack L. Greenspoon, Greenspoon Concession Company. Mr. and Mrs. Nat S. and Virginia Green, The Billboard. Mr. and Mrs. W. Groves, Chicago. Mr. and Mrs. Charles Goss, Standard Chevrolet Company. Michael Goldstein, Goldstein Brothers. Edna B. Griffin, Chicago. Mr. and Mrs. George Geddis, Chicago. N. Goff, Chicago. Max Goodman, Goodman Concession Company. C. M. Gerhart, Philadelphia Toboggan Company. H. W. Gibson Jr., Oklahoma Free State Fair. Loretta J. Gallagher, Chicago. J. W. Galligan, Galligan Concession Company. Thomas Grant, Indiana State Fair. P. E. Gooding, Gooding Greater Shows. Mrs. Rubin Gruberg, Rubin & Cherry Exposition. Mr. and Mrs. Mert Gribble, Regalia Manufacturing Company. A. B. Gurtler, Elitch Gardens Company.

W. M. Hernandez, Texas Centennial. Mr. and Mrs. Dick Heller, Indiana State Fair. Ann Henning, Standard Amusement, Inc. Mr. and Mrs. and Evelyn Hock, Hock Amusement Company. George Hines, Chicago. Harry W. and Orville Hennies, Hennies Bros. Shows. L. (Peasey) Hoffman and Denny Howard, Rubin & Cherry Exposition. Elwood A. Hughes, Canadian National Exhibition. Morris Hutner, Chicago. A. J. Humke, San Diego Fair. Mr. and Mrs. Phil H. Hayde, Olney, Ill. W. H. Hayes, Du Quoin State Fair. Mr. and Mrs. John Hoffman, Dodson's World's Fair Shows. Mr. and Mrs. E. Haney, Kansas City. Mo. Mr. and Mrs. Maxie Herman, Conklin's All-Canadian Shows. Al C. Hansen, Al C. Hansen Shows. Mr. and Mrs. J. B. Hendershot, Mighty Sheesley Midway. William Horder, Canadian Pacific Railway. Mr. and Mrs. Albert J. Horan, Chicago. George A. Holleman and Paul Harman, Master Singers. A. C. Hartmann, The Billboard. Harry P. Harrison, Redpath Bureau. Jacques Homler, Master Singers. Mr. and Mrs. Ralph T. Ads and Betty Jean Hemphill, Oklahoma State Fair. Liffon Hickman, Tennessee State Fair. Mr. and Mrs. L. L. and Ruby Hall, Hall's Concessions. Viri E. Hill, Hill Motor Company. C. L. Hill, Louisiana State Fair. Albert. Eleanor and Bertie Hodgkin, Cole Bros. Circus. Mr. and Mrs. E. S. Holmes, Utah State Fair. Mr. and Mrs. Lonnie Hill, Dufour & Rogers. W. E. (Candy) Hammer, Hammer & Greer, Arthur Hopper, Hagenbeck-Wallace Circus. Mr. and Mrs. Joe H. and Jane Hughes, George A. Hamid, Inc. Mr. and Mrs. Ralph A. Hankinson, New York. Mr. and Mrs. H. Stanley Higman, Central Canada Exhibition. Mr. and Mrs. George A. Hamid, George A. Hamid, Inc. W. R. and Miss J. D. Hirsch, Louisiana State Fair. Joe C. Harris,

Toronto Amusement Company. Frank Hofer, Great Falls, Mont. Mr. and Mrs. C. W. Hinek, Hinek's Thrill Day, Mr. and Mrs. Carl E. Hoffman, Iowa State Fair. James B. Hollmyer, Chapman, Kan. E. E. Irwin, Illinois State Fair. Phil Isser, Phil Isser Shows. Louise Imie, Chicago. Mr. and Mrs. H. A. Hiltons, Maynes-Hiltons Corporation.

W. F. Jahnke, Michigan Farm Products Show. Bertel Jacobsen, Northwest Fair. Frank Joerling, The Billboard. E. Ross Jordan, Georgia State Exposition. Maurice W. Jencks, Kansas Free Fair. Mary M. Jones, Tri-State Fair. S. T. Jessop, U. S. Tent & Awning Company. George W. Johnson, U. S. Tent & Awning Company. Mr. and Mrs. R. F. Judy, World of Mirth Shows. M. Jacob, Tennessee Valley Fair. W. D. Jackson, Western Canada Fair. Mrs. Johnny J. Jones, Johnny J. Jones Exposition.

Fred H. and Dorothy Anne Kressman, Barnes-Carruthers. Jack Kelly, Allied Amusements. A. M. Kirk, Canadian National Railway. Johnny J. Kline, Greater Show World. Mrs. Joseph Kreed, Milwaukee. H. B. Kelley, Michigan State Fair. August Krantz, North Dakota State Fair. Mr. and Mrs. Frank Krewer, Dodson's World's Fair Shows. John D. Kilonia, John D. Kilonia Shows. G. E. Kohn, Fulton Bag & Cotton Mills. S. Karr, Philadelphia Toboggan Company. Paul Klein, Kansas State Fair. E. Clifton Kelley, Chicago. Lou Kream, Grand Rapids, Mich. H. E. Krueger, Dodge County Fair. Mr. and Mrs. L. A. Kaufman, Ohio State Fair. Frank H. Kingman, Brockton Fair. Mr. and Mrs. W. S. Klaus, Brown County Fair. Mr. and Mrs. Abner K. Kline, Eyerly Aircraft Corporation. Peter Koster, Beckmann & Gerety Shows. Mr. and Mrs. Lewis Keller, Universal Theater Concession Company. Mr. and Mrs. Walter B. Kemp, Royal American Shows.

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Mr. and Mrs. Paul M. Massman, Texas Centennial. John H. Miller, Tulsa, Okla. Mr. and Mrs. Charles E. Miller, Miller Amusement Enterprises. W. L. Mellor, Baker-Lockwood. C. H. Mills, Wausau, Wis. Joe Murphy, Al Hansen Shows. Sidney Marion, Chicago. Mr. and Mrs. John P. Meills, Chicago. Bernice Meade, Chicago. Roger O. Murray, West Tennessee District Fair. Sears McHenry, Iowa State Fair. David J. and Edith E. Mullre, Conklin All-Canadian Shows. F. L. Marmix, Flint, Mich. Mr. and Mrs. Al and Clara Miller, Chicago. Marguerite and Eileen Mullen, Iowa State Fair. Mr. and Mrs. Bernie Mendelson, O. Henry Tent & Awning Company. Fred H. Moore, Rochester, Ind. Mr. and Mrs. Arthur Murphy, Chi-

cago. F. J. Malone, Dodge County Fair. Douglas Malloch, Chicago. J. R. Manser, Columbus Radium Fair. Jimmy Morrissy, U. S. Tent & Awning Company. Charles B. Morris, Indiana State Fair. F. Langdon Morgan, The Billboard. J. F. Murphy, Gooding Shows. J. C. McCaffery, Rubin & Cherry Exposition Shows. H. J. Madden, Tennessee Valley Fair. Mr. and Mrs. H. H. McElroy, Central Canada Exhibition. Walter W. McLaughlin, Illinois State Department of Agriculture. W. E. McGill, Walworth County Agricultural Society. H. L. McCaughey, Grand Trunk Railway. Mickey McCormick, Chicago. William Moore, Raleigh, N. C. Mr. and Mrs. Harry Mamech, Mutual Amusement Company. George Malteser, Conklin All-Canadian Shows. B. H. Mathis, Warren Tank Car Company. H. H. Myers, Decatur, Ind. Phil Maxwell, The Chicago Tribune. Mrs. Phil Maxwell.

George A. North, Grand Trunk Railway. Charles Napolitano, Saginaw, Mich. Floyd Newell, Mighty Sheesley Midway. William D. Neil, William Pollock Poster Print. Gladys Noid, Dufour & Rogers. Jack Nelson, The Billboard.

Mr. and Mrs. H. H. Otto, South Dakota State Fair. Herbert F. O'Malley, Playland Park. Morris Oestreich, Wisconsin State Fair. Mr. and Mrs. R. S. Oakes, Chicago. Quin O'Brien, Chicago. Col. and Mrs. F. J. Owen, Chicago. W. H. (Billie) Owens, Sol's Liberty Shows. Mr. and Mrs. M. O'Connell, Mike Doolan Amusements.

S. H. Panghorn, Bad Axe, Mich. Dave Picard, Conklin's All-Canadian Shows. Helene Palmer, The Billboard. France Price, Tulsa State Fair. Mrs. C. E. Pearson, Pearson Shows. Al Porter, Chicago. Carlton Presby, New York. Pete Prior, Chicago. A. L. Putnam, Northern Wisconsin District Fair. E. S. Priddy, Indiana State Fair. Bootsie Paddock, Johnny J. Jones Exposition. H. L. Pike, Iowa State Fair. George Parker, Mike Dolan Amusements. James Patterson, Bill Hames Shows. Paul D. Parker and C. W. Parker, C. W. Parker Amusements. Ralph and A. S. Pactal, Racine Novelty Company. H. William Pollock Poster Print. Howard W. Power, Mississippi Valley Fair. E. Lawrence Phillips, Johnny J. Jones Exposition. I. E. Parker, Tennessee State Fair. Robert Pryall, U. P. State Fair. Mrs. Mabel Pierson, Sol's Liberty Shows. Jessenette Pile, Sol's Liberty Shows. J. H. Powell, Lucky Teter and Hell Drivers. Mr. and Mrs. George Pappas, Conklin's All-Canadian Shows. Gertrude F. Payette, Chicago. Dorothy Peacock, Thearle-Duffield.

Stella Royale, Royal American Shows. Nellie Rechin, Chicago. Mr. and Mrs. S. Hatchild, Chicago. Mr. and Mrs. Joe Rogers, Dufour & Rogers. R. J. Rodgers, Al C. Hansen Shows. Mr. and Mrs. George Rollo, Chicago. Perry Reed, Nebraska State Fair. Eimer D. Robinson, Riversview Park. Miss Keuzie Redmond, Mid-South Fair. C. B. Rice, Kansas City, Mo. Mr. and Mrs. John P. Reid, Happyland Shows. Charles Ross, Canadian National Exhibition. Mr. and Mrs. Harry Russell, Chicago. Irma Rosch, Hock Amusement Company. Ben O. Roodhouse, Eli Bridge Company. Jake and Jean Rosenthal, Rosenthal Enterprises. Mr. and Mrs. O. R. Reger, Harley Sadler Circus. O. L. Reddish, Indiana State Fair. Rajah Rahoid, McKay Novelty Machine Company. Lois Reynolds, Leo A. Seltzer Roller Derbies. Vaughn Richardson, Lum and Abner radio program. Al Rossman, Standard Amusement, Inc. J. W. Rusawurm, Tennessee State Fair. Bill Ryan, Chicago. Matthew J. Riley, Strates Shows Corp. Al Rubin, Conklin Shows.

Eddie Saunders, Chicago. Sam Schwartz, Green Bay, Wis. C. Jack Shafer, Peterson. N. J. Mr. and Mrs. P. T. Strieder, Florida State Fair. Carl J. Sedlmayr, Royal American Shows. C. V. Starkweather, Spillman Engineering Corporation. Margaret H. Chambers, Conklin All-Canadian Shows. Elias E. Sugarman, The Billboard. John Strigo, La Jolla, Calif. Joe B. Scholibo, Hennies Bros. Shows. Arthur M. Sellner, Sellner Manufacturing Company. J. C. Simpson, Johnny J. Jones Exposition. Marie C. Bernice and Leone Stokes, Mississippi Valley Fair. Margaret St. Clair, Mid-South Fair. Joseph L. and Edith Strebich, Showman's League of America and Ladies' Auxiliary. Fred W. Sims, United Shows of Canada. Mr. and Mrs. Walter K. Shibley, Chicago. Julius Saito, Saito Amusement Company. Mr. and Mrs. Clarence E. Sheridan and Mr. and Mrs. Bill Seffren, Dufour & Rogers. H. Lee Sherman, Dufour & Rogers. H. (Tubby) Snyder, Chicago. F. T. Scott, Northern Pacific Railway. Milford H. Smith, Fulton Bag & Cotton Mills. C. M. Strom, The Billboard. Mr. and Mrs. Harley Sadler, Harley Sadler Circus. Edward Stack, Master Singers. Charles H. Simon, Mississippi Valley Fair. A. H. Settle, Indiana State Fair. Mr. and Mrs. J. M.

Sheesley, Mighty Sheesley Midway. Mrs. Sam Solomon, Sol's Liberty Shows. Helen Brainerd Smith, Loop-o-Plane. Edgar A. Schooley, Schooley Productions. Leonard B. Schloss, Glen Echo Park. A. E. Scott, Kentucky State Fair. George E. Stoltz, Indiana State Fair. B. B. Sawyer, Saginaw Fair. B. P. Sandles, Ohio State Junior Fair. Mabel L. Sitre, Mississippi State Fair. Mrs. George Struth, Mississippi State Fair. H. E. Strong, Du Quoin State Fair. James E. Strates, Strates Shows Corp.

J. L. Thomson, Michigan State Department of Agriculture. Leonad Traube, The Billboard. A. Gordon Taylor, La Porte County Fair. J. A. Terry, La Porte (Ind.) Fair. A. W. Taylor, West Tennessee District Fair. Mr. and Mrs. J. Fred Temple, Illinois Association of Agricultural Fairs. C. W. Taylor, Kansas State Fair. C. H. Taylor, Indiana Board of Agriculture. Dr. Nathaniel Troutow, Chicago. Dall Turney, Tom Mix Circus. Fred Terry, Horseman and Fair World. Mr. and Mrs. Dr. H. Thomas, Art B. Thomas Shows. Dr. Max Thorek, American Hospital, Chicago. Dave Tenyson, Gooding Shows. Lucky Teter, Hell Drivers. A. B. McWhigan, Kenneywood Park. Mr. and Mrs. L. Thebault, Chicago. Mr. and Mrs. M. C. Townsend, Indiana State Fair. Louis and Ned E. Torti, Wisconsin De Luxe Corporation.

Charles Usen, Old Orchard Beach. F. Harold Van Arman, Evansville, Ind. R. B. Vance, Nebraska State Fair. E. C. Velare, Royal American Shows. Mr. and Mrs. J. O. Venables, South Dakota State Fair. Gus Van, Sinclair Minstrels. Mr. and Mrs. Mel Vaught, State Fair Shows. A. T. Vitale, Ohio Display Fireworks Company. Mr. and Mrs. C. O. Vogt, Erie Young Productions.

Danny Wall, Chicago. W. J. Wallace, Tennessee State Fair. Mr. and Mrs. Neil Webb, Conklin's All-Canadian Shows. Peggy Winston, New York. William J. and John Wendler, Allan Herschell Company, Inc. Phil Wirth, New York. W. H. Wilmot and Jerome P. Ward, Michigan Farm Products Show. Mr. and Mrs. John B. Webb, Indiana Board of Agriculture. Mr. and Mrs. E. Curtis White, Indiana Board of Agriculture. Mr. and Mrs. Walter A. White, Johnny J. Jones Exposition. Toby Wells, Chicago. Jean Wilson, Conklin's All-Canadian Shows. O. N. Walter, U. S. Printing & Engraving Company. Mrs. Al Wagner, Indian Lake Resort. Max E. Wilton, Master Singers. Rev. J. Oren Weaver, Church of the Atonement. Donald Williams, Royal American Shows. Mr. and Mrs. F. W. Woods, Chicago. Joseph Walters, Hagenbeck-Wallace Circus. Ben Weiss, Mighty Sheesley Midway. Beverly White, Doolan Amusements. Cliff Wilson, Royal American Shows.

William Young, Chicago. Mr. and Mrs. D. Wolfe, Wilmette, Ill. Mr. and Mrs. Ernie Young, Ernie Young Agency. Rose Zindra, Ringling-Barnum Circus. E. J. Zahner, Nu-Wa Frozen Custard.

Sidelights

What a gathering! What a function!

Included in the attendance from Canada were Joe C. Harris, George Pappas and wife, Bernie Arent, George Atkinson, Neal Webb and wife.

Mel Vaught, owner State Fair Shows, journeyed from Tucson, Ariz. His first time at the Showmen's League event.

Roland Enee, postmaster at Peterboro, Ont., and Hollie Glover, owner The Peterboro Examiner, were included in the list of Canadians at this year's banquet-ball. Another was W. H. Harter, general passenger agent Canadian Pacific Railroad, who has attended each of the last five or six annual functions.

Johnny O'Shea, formerly with the Beckmann & Gerety's Shows and since then engaged in walkathon and other work, probably had the most expensive trip of anybody to the banquet and ball. Deciding to attend at the last minute, while sojourning at Hot Springs, Johnny hopped in his car to make connections by airplane at Little Rock. En route he had an accident but made the L. R. airport on time. Soon he was in Chicago enjoying the festivities. The following morning he was presented with a bill, as a result of the auto accident, to the tune of \$216. Add to this the airplane fare and you will have the cost of Johnny's trip.

Among the veteran showmen hobnobbing among acquaintances in the hotel lobby was Harry Noyes.

Of the DeKreko brothers, Charles was the only one present this year, Gene and

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Gabe, who used to be regulars at the shows, being in other sections of the country. Incidentally, Charles seemed as "young" as 20 years ago.

J. F. Dehnert, of Knapp & Dehnert shows, actually encountered hard-riding (except an auto instead of a sled) trying to get to the meet. Ice pavements caused him to leave his car at Indianapolis and train it to Chi, but he arrived too late for the banquet and ball.

Mr. and Mrs. Lee Cuddy (Loop-Planes) started a night drive from the Windy City to Oregon. Incidentally, the mistus had their luggage placed in the car while Lee talked with showmen in various parts of the hotel. Two hours later they were walking in circles trying to find each other.

The Souvenir Program of the banquet and ball was a masterpiece of production!

Fine co-operation by the hotel executives and employees. An atmosphere of "feel at home" prevailed.

Maxie Herman was a sticker at the information booth of the Showmen's League in the lobby, and dealt out excellent service—as also did his assistants.

A member of the female sex mistook a side of the canvas entrance for a painted steel pillar to rest her back. Sat down abruptly between two rungs of a ladder. Smiled, however, and continued in the evening's festivities.

A. H. Barkley, looking "young as ever," chatted with his many acquaintances.

Bevery White, acquainted with most of "those present," particularly the "old heads," howdyed here and there, and added his bit to the showdom reminiscences.

An observant guest remarked: "Look at those gowns, a profusion of colors and costly materials! Bless the ladies, their attractiveness tonight is evidence of returning prosperity!"

Boby Jones and Sister Boatle made frequent reference to the frigid weather at Chi as compared with "balmy Florida," from whence they came and for which they departed.

Carl and Betty Hateliff, wintering in Chicago, anxiously and worriedly awaited arrival of J. F. Dehnert (see another paragraph)—they were with Knapp & Dehnert Shows this year.

Champ Bridge Match At League Big Success

CHICAGO, Dec. 7.—After three days and six nights of playing, the first annual Bridge Tournament of the Showmen's League of America came to a close last Sunday night at the League rooms.

Many outdoor showmen were present and kibitzers 10 deep surrounded the final game, which was won by Sam Bloom, of the house committee, and Johnny Lerman, sponsor of the bridge match. When the winners were declared the victors were presented with the trophies for the year 1935, and speeches were made by both winners, and challenge was announced to showmen "throughout the world" for a contest to be held at the League at a later date. All contestants in associations throughout the country, such as Pacific Coast Showmen's Association and the Heart of America Showman's Club, were challenged by the winners.

Some of the well-known contestants who fell by the wayside were Pete Pivar, Joe Harris, Dave Tenynson, George Pappas, Eddie Hock, Nate Hirsch, Sam Lieberwitz, Louis Torti, Ned Torti, Max Goodman, Harry Ross, Lew Keller, Harry Lewison, Irving Showwald.

All teams challenging the winners will be expected to place their challenges with the secretary of the Showmen's League, Joe Streibich, and a definite date for the championship game will be set.

Ladies' Auxiliary, PCSA

LOS ANGELES, Dec. 7.—At Monday's meeting decision was made to hold the regular monthly card party on December 19, to follow with the Christmas party on December 23 and inauguration of new officers on January 6.

The dinner-dance on November 23 was

well attended. President Clark of the PCSA introduced Al (Big Hat) Fisher as emcee and from then on activities started. Many notables of both the auxiliary and the men's club were present and short speeches were made and there was much entertainment.

The clubrooms will be moved to the ninth floor of the New Orpheum Building by December 19. Owing to large crowds attending the meetings it was decided to get larger rooms. This is the third time the auxiliary has moved in the same building, due to growing membership, the last three years.

A meeting of the board of directors was held Monday and many motions were approved for the good of the order.

President Martha Levine still receiving thanks for the good results of her office and members this year. . . . Luncheon was served by Regine Pink and Vice-President Florence Webber. . . . Clara Zeiger furnished a keg of beer. . . . Mrs. Ida Pickard and Vera Genac were new members presented Monday, also a distinguished guest was Mrs. Walter Hunaker.

Dallas

DALLAS, Dec. 7.—The city is dressed up in holiday attire. Holiday greeting signs and decorations. Last Saturday merchants staged their annual Christmas parade in which a number of showmen participated, particularly all available clowns in the Dallas region.

Frank Capp and Harry Somerville, Baker-Lockwood representatives, were seen in town and strolling down the main stems of Fair Park, where the Texas Centennial will be staged next year.

T. A. Wolfe, who formerly owned and managed the T. A. Wolfe Shows, arrived Monday from San Diego, where he exhibited at the Exposition.

M. G. (Guy) Dillon, co-manager of the Shamrock Shows, has been in the city because of illness of his father. The show is playing the "Valley," where Dillon expects to rejoin it within the next week.

Ed Hall arrived Monday from Oklahoma, where he was with the Porter Shows.

Warren Rice Jr., son of "Chop-Suey"

Bill Rice, left last week for his home in New York after a season in the West and Southwest.

Philadelphia Pickups

PHILADELPHIA, Dec. 7.—The annual Christmas Show at Joyland, in the 69th street section, is this year under the management of Harry Hunt, of Hunt's Circus. The program consists of Captain Walker's mixed group of performing animals—lions, leopards, pumas and bears; Captain Dudley's educated dog; Nellie King's musical act; Punch and Judy. A number of miniature riding devices and pony rides are also provided for the children. Other attractions are caged monkeys, laughing mirrors and slides. Opened Thanksgiving and attendance to date has been better than fair.

Jack Clifford came in from the South during the week and reports having a fair season. Will be connected with Ruse Ferris and Chiquita unit for the winter, showing theaters.

Jack Walsh is a visitor with his sisters, closed with Rice Bros.' Circus. After a short stay will leave to join Brydon's International Congress of Oddities.

Larry Nathan, who has been connected with William Glick Shows for several years, is now ahead of one of the shows of the Isay Hirst burlesque circuit.

Nate Miller, well-known concessioner and ride operator, was a visitor here while on his way to the Chicago meetings. Nate looked fine and reported a very profitable season.

Jack Chisholm, corn-game operator with Marks Shows, stopped over on his way from the show.

Jeanie Slomer, secretary of Horrow Novelty Company and known to many showfolk, spent the Thanksgiving holidays in Boston.

Great American Shows

Midville, Ga. Week ended November 30. Fall Festival. Weather, days warm; nights cold. Business, poor.

Jay Mengel, formerly of Joe Cramer's Show, now front man of Pluto Brown's Cotton Club Revue. Mollie Decker motored to New York, will attend her son's (See GREAT AMERICAN on page 67)



MUSEUMS

Brydon's International Congress of Oddities

KNOXVILLE, Tenn., Dec. 7.—Brydon's International Congress of Oddities made a long move over mountains to this city from Chattanooga, but good time was made, and by last Sunday night the old Sentinel Building, Gay and Church streets, was transformed into a most attractive curio hall. The engagement is under the combined auspices of the American Legion and Knoxville Journal for the Charity Christmas Fund. Weather has been favorable and business better than last year for the show at this spot. Chattanooga engagement finished as it opened—very good. Austin E. (Chug) Higsby, commander of Legion Post and also chief of fire department, complimented Ray Marsh Brydon and Ray Cramer on the bright appearance of the show as a whole. Tony Culler, iron-tongue man, feature exhibit, never fails to bring a round of applause when he finishes his offering. Lady Leona, astrologer, and her assistant, Jack Halligan, joined here—this makes the third winter season under the International banner. Thanksgiving was a day of fun, feast and goodwill for the troupe. A real holiday dinner was prepared by Chef Mack and his assistants. Visitors noted here by the writer (of the show) have been Joe Beatty, of the World Mighty Minstrels; Roy Blake, carnival operator; William (Red) Hicks; E. B. Sterchl, legal adjuster Rice Bros.' Circus; Ernest Motley and wife, concessioners, and Tony Petro.

people in various numbers and specialties; Olaf Hagason and trained dog, Queen; Original Congo, South African Bushman; Captain Big, tattooed man; Mobu, Iron-tongue man; Mme. Zetta, mentalist. In the annex dancing girls.

At Eighth Street Museum the following are on the big platform this week: Mysterious Higby, magician; George Vokal, man with two mouths—held over third week; Tam Tam, spotted man; Prince Oshawa, South African pygmy, and Poesse Plastique, Fat Redding still emceeing. Dancing girls are featured in the annex. Thanksgiving night, after the show, a dinner was given by the management. Plenty of solids and liquids were provided, and until the wee hours a very nice time was enjoyed. During the dinner presentations were made to the owners, German and Hickey, by the employees.

Pete Kortez', Traveling

TULSA, Okla., Dec. 7.—Big crowds have attended Pete Kortez' World's Fair Oddities during this, the third and last week here. Tulsa was billed for two weeks only, but the business was so big Mr. Kortez thought best to remain over for the third week. Many visitors have been here, including Mel Vaught and wife, of State Fair shows, who stopped off while on their way to the Chicago meetings—Mr. Kortez joined them and (See MUSEUMS on page 63)

Bunts Greater Shows

BRUNSON, S. C., Dec. 7.—The show recently closed its season and is in winter quarters at the fairgrounds here. The organization had the most prosperous tour of its career, due to a splendid route provided by Manager W. J. Bunts. The "Goodfellows Club" staged its farewell party in the dance hall at the fairgrounds. After luncheon the show band, under direction of Prof. Gardner, furnished music for dancing. Announced destinations at the closing: Mr. and Mrs. W. J. and Alta May, Irene, Walter, Johnny and Billy Bunts, also Mr. and Mrs. Harry Benjamin and L. H. Rice, to Crystal River, Fla. Mr. and Mrs. George Beggs and Medusa Van Allen, Miami, Col. Robert M. Russell and son, Thomas, Key West, Fla. Mr. and Mrs. F. J. McHugh, Atlanta, Ga. Dare-Devil Oliver to spend a few weeks at North Tonawanda, N. Y. Bob Taggart, Mount Hope, W. Va. Mr. and Mrs. W. C. Sarge, Mr. and Mrs. H. S. Thompson, Mr. and Mrs. W. C. Quinter and Lester Lemon, Greenville, S. C. Roberts Brothers, Palm Beach, Fla. Stanley Slocavage, Rome, N. Y. Mr. and Mrs. Frank Sheppard, Mike Smith, Max Cramer and Harry Wiley, Tampa, Bennie Bernstein, Daytona Beach, Mabel Mack and her company, Orlovista, Fla. James Hope, Olean, N. Y. Oscar (Twisto) Pearson, New York City. Mr. and Mrs. J. A. Klein, Arthur Kline and Paul Hays, Savannah, Ga. H. M. Nicholson, Corpus Christi, Tex. Frank Williams, Johnson City, Tenn. Gene Carter, Sheffield, Ala. Sam Petrella, Houston, Charley Craig and family, Beaumont, Tex. Earl Swinegood and family, Salisbury, N. C. Billie Goodrich, Waycross, Ga. Silas Thorngren, Macon, Ga. Mr. and Mrs. Henry Yates, Galetonia, N. C. Charles (Chuck) Staunton, Sumter, S. C. Mr. and Mrs. James Mullis, Rockingham, N. C. Shorty Bowen, Salisbury, Md. Ricby Richardson, Havana, Mr. and Mrs. Whitley Lutz, also Raymond Demars, Miami, Bobby Burns, "somewhere." A. T. Lybo, Mike Conway and Thomas Lybo, Florence, S. C. Mr. and Mrs. Neil Massaro and Commie Ann, Palm Beach. Perry Saylor, Augusta, Ga. Frank Tiaquinto and Albert Hardin, Orlando, Fla. Mr. and Mrs. Donald Justus, East Flat Rock, N. C. Mr. and Mrs. Jack Daley and Elsie, Augusta, Robert Prince, Spartanburg, S. C. J. A. Hawkins, Walter Ulrich, Clarence Alexander and Eddie Larkin, Carolina Amusement Company, George Gardner, Moultrie, Ga. Mr. and Mrs. Pete Miller, to Georgia Attractions, Taylor Brothers, New Orleans. George O. Jones, Cocoa, Fla. High Johnson remaining at Brunson in charge of quarters. Lloyd Thomas, with Bunts' Darktown Strutters, will play theaters until time for next season's opening. H. S. THOMPSON.

Tenn. Valley Shows Close

KNOXVILLE, Tenn., Dec. 7.—The Tennessee Valley Shows closed the season at Canton, Ga., November 30, after a successful tour of Kentucky, Tennessee and Georgia. Equipment is stored here. This was the first season for the show and very profitable. Only one bad week, the closing spot.

The following will remain here for the winter: Manager J. S. Adams and wife; the writer, Leon Lively; Kenneth Butler and truck drivers, Bill, Bob and Jim. Mr. and Mrs. D. B. Trenchell, after storing their two concessions, left for Chattanooga, also Fred Minney and family, of With West Show. John Young and family went to Tampa, Fla.

Show will take to the road early in April. Rides, trucks and all equipment will be overhauled and repainted starting first of the year. Anyone passing thru here will find a welcome awaiting them at 111 West Columbus avenue.

AT LIBERTY DR. R. GARFIELD

The Man Without a Soul. Featuring His Hall of Mirrors! 110 specimens. Especially would like to get with traveling museum. Capable of handling traveling museum. Here some good spots. Write or wire. LEE HOTEL, Norfolk, Va.

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FREAKS and WORKING ACTS
 Long season, starting January 12. Want to hear from Egan Twist, Agnes Smith, Rubber Skin Girl and all Acts formerly with Ripley. Write
DICK BEST, 103 South Newport Street, Tampa, Florida.

Philadelphia Houses

PHILADELPHIA, Dec. 7.—The first real cold weather of the winter hit the city this week and, consequently, business at the museums has suffered to some extent. South Street Museum has Spot Wilson and Black's Colored Revue of seven

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COMIC HOT XMAS CARDS, \$1.00 HUNDRED. Novelties, Cartoons. Samples, 30c. BUCK, Box 2, Sta. W, New York. de14

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LARGE STOCK ACCLIMATED MONKEYS, Baboons, Rhesus, \$10.00; Sooty Mangabey, very tame, \$25.00; wild, \$20.00; large Pythons, feeding, \$125.00. Send for list. Have moved animal quarters formerly at 17th and Federal streets to Martine Pike (Route 40), at Had-donfield Railroad. Phone listed in Camden directory. WARREN BUCK, home address, 420 Garden Avenue, Camden, N. J.

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Monarch Expo Show
Moore, Tex
Montague, Jack
Montana, Earl D.

Fairy Pills
Panda, Post
Parrish, Casting
Pearson, A.
Perry, Edna

Rubin & Day
Rabbin, Okla.
Rader, Curley
Radner, R. J.

Swabbenberger,
Saylor, Carl D.
Saylor, Dick
Sawyer, Sam

Van, Frank
Verellen, Chas
Verell, Larry
Vermet, Chas.

Woodruff, Harry
Woods, John
Woods, Frank
Woodward, B. D.

Yonick, Green
Yonks, Lee B.
York, W. B.
Young, Ralph

Harve, Robert
Hinton, Gaston
Hines, A. Paul
Hinson, J. Paul

Wiles, Lawrence
Wills, Andrew
Wills, Harry
Wills, Harry

Whitehead, G. F.
Williams, Jackie
Wills, Harry
Wills, Harry

Parcel Post
MAIL ON HAND AT
CHICAGO OFFICE

Ladies' List
Adams, Dorothy
Akers, Mrs. Al
Allen, Mrs. Marion

Gentlemen's List
Adams, Walter
Adams, John Bert
Adams, Robert

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Aster, Jerry
Auer, Mrs.
Auer, Mrs.
Auer, Mrs.

Gentlemen's List

Allen, O. J.
Allen, Bob
Allen, Tom
Allen, Stanley

MAIL ON HAND AT

Ladies' List

Krainick, Mary
Lamar, Mrs.
Lamar, Mrs.
Lamar, Mrs.

Gentlemen's List

David, Ted
Deal, Capt. James
Deal, Capt. James
Deal, Capt. James

LOWER RISK

(Continued from page 34)
J. Carlin, Carlin's Million-Dollar Park
Baltimore; Charles Usen, Old Orchard

Hartmann Has Plan

A. C. Hartmann, editor of The Billboard, spoke on salesmanship and showmanship, and recommended a highly original award campaign involving the use of merchandise prizes on an ambitious scale.

Alexander, Philadelphia, likes pre-season week-ends but not post-season;

Brady McGowan, Kennedy Park, Pittsburgh, same. Roy Stator, Spring Lake, Oklahoma City, favored pre-season; John Carlin, all-year-round; Irving Rosenthal, Palisades (N. J.) Park, strong for early openings.

Motor Transportation Dept.

We solicit your co-operation by sending us letters concerning difficulties and complications you encounter while traveling the highways or visiting cities and towns. We want to know the problems of showmen, so we may publish information of interest to all. Address your letters to Motor Transportation Department, The Billboard, 25-27 Opera place, Cincinnati, O.

A 1933 legislative act regulating motor trucking in South Carolina was unanimously upheld in an opinion handed down by the State Supreme Court at Columbia recently. The high court, in addition to sustaining a clause banning four-wheel trailers from the highways, "perpetually enjoined and restrained trucking firms from operating vehicles weighing more than 20,000 pounds gross, standing over 12 1/4 feet tall or exceeding 35 feet in over-all length or 90 inches in width." The so-called motor trucking law was enacted at the 1933 session of the Legislature, but its enforcement was enjoined by temporary injunctions obtained by more than 30 truckers.

Realizing that this department is anxious to get facts relative to laws that affect the showman, Ed L. Hall gives a few in the hope that they will help some others escape the trouble he went thru in Oklahoma week before last. He inclosed the necessary papers to verify his statements.

"If you operate a truck of any kind and cross the line into Oklahoma you must do the following," Hall writes:

"(a) Buy a month's license if you stop in Oklahoma.

"(b) Pay road tax per mile (varies as to weight); pay 10 cents money order fee to send YOUR money to Oklahoma City.

"(c) Carry all papers pertaining to ownership of truck, how much you owe on truck, who holds the paper, where you want to go and how long you want to stay.

"(d) If you plan to make more than one stop in the State you must put up \$25 deposit with the State to insure payment of road tax.

"(e) If you go into town near State line and pay road tax to that town only you must return to that port of entry and obtain permission to proceed elsewhere in the State. In other words, you cannot go from one town to the other (if you have an out-of-State license) without getting permission from the State.

"Since November 25 a 2 per cent State sales tax has to be paid on all business done and you must produce records to verify your statement. This tax must be paid at the port of entry when you leave the State and not in the town where you do the business, and you cannot get clearance papers to leave the State without payment of this tax. This tax pertains to all tent shows. The worst part is that you are not notified regarding the tax until you are ready to leave the State and are held up until you make satisfactory settlement. I was held up four times before I was allowed to make settlement for four cents.

"I think the biggest thing your department could do would be to get in touch with the proper federal men and work for a uniform truck law in all States and put whatever taxation is needed on the gasoline so it can go and come when you please. As it is, the U. S. A. is getting to be like 48 different nations and you nearly

need a passport to cross one State line to another with a truck, regardless of load.

"Another thing, if you pull a housecar behind a truck you are stuck for a commercial trailer license. If pulled behind an auto you can proceed okeh."

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Errrr! Cold! . . . T. A. Loveland, who handles affairs of Frank Buck's Jungle, road soo, tells us his is so good that the place will operate thru winter. Several hundred new specimens have been added. . . . Lots of summer places that figured on plodding past New Year's have closed around the island.

Lawson (Forest Hills) Paynter and Paul (Richmond Hill) Buglie doing radio publicity. Both are former Long Island amusement p. a.'s. . . . Theater deal involving New, Rivoli, Arverne, Edgemere and one other (all on the Rockaway peninsula) is reported in the making.

Triangle Ballroom, Richmond Hill, booked as far as a year in advance for

Organization Behind Scenes Puts Over Expositions, Says Conklin

Address of J. W. (Patty) Conklin, of Conklin's All-Canadian Shows and president of the Showmen's League of America, before the 45th annual meeting of the International Association of Fairs and Expositions in the Hotel Sherman, Chicago, on December 4.

I am honored at having the privilege of saying a few words to such a gathering of those who have distinguished themselves in a profession of mutual interest. Not being gifted as an orator, I trust you will bear with me if I read the remarks I have to make in a more or less general way on the subject of Showmanship.

The Showmen's League of America is more than a business organization of people grouped together by virtue of being interested in the same work. You all know of other organizations of this character, such as the Heart of America Showman's Association, with headquarters at Kansas City, and the Pacific Coast Showmen's Association, with headquarters at Los Angeles. The latter organization I had the good fortune of having headed as president during 1930 and I am familiar with the work that this organization has accomplished.

Spirit of Showmen

Not being a member of the Kansas City organization I am not very conversant with the activities of the Kansas City club, but I am informed by good authority that they do excellent work, which is principally promoting good will among show people in general. The Pacific Coast Showmen's Association owns a plot of ground in Evergreen Cemetery, Los Angeles, and in their short existence of 14 years they have been called upon to bury many showmen, who, at the time of their passing, were in difficult circumstances.

The founder of the Pacific Coast Showmen's Association was Sam C. Haller, who was also a very active member of the Showmen's League. You have heard of our main philanthropy, our Showmen's Rest in Woodlawn Cemetery. The cemetery committee at our memorial service on Sunday have better expressed to you than I can in mere words what tribute, as well as everlasting recognition, we proffer our members who have passed on.

We consider it a major part of our organization that we not only honor but provide for our less fortunate members in this fashion. But it is the living spirit in the showmen of today that makes such undertaking possible. As you all know, our revered first president was Buffalo Bill. In him was the true spirit of showmanship, that spirit of good fellowship, of sincerity and real human sympathy that is the basis of our organization.

Could there be anything more courageous than the true spirit of unselfishness

affairs. It's only really suitable large ball spot in Queensboro, with a population of 1,300,000. Ed Fuchs is guiding master. Harry Kingsbury around after doing publicity in Manhattan. . . . Bob (Believe It or Not) Ripley was one of the speakers at the Queensboro Chamber of Commerce affair. Bob may spring something in the way of a surprise at the 1936 World's Fair in Flushing.

ROCKAWAY BEACH: Cut-down in assessments for owners of property in this locality. All part of aftermath following erection of \$15,000,000 Boardwalk.

. . . . Louis Meisel, manager of Rockaway's Playland, will be back at that post again next year. . . . Bob Royal, captain of the Consternation, postponing his treasure hunt. Meanwhile he's gathering some extra coin from curious visitors who are perfectly willing to pay a quarter each to view the vessel.

LONG BEACH: Plenty of busted plumbing in summer houses, result of sudden burst of cold weather. . . . Train and bus schedules operating now under winter regulations. . . . Nobody knows which theater will close for the winter, but one of 'em's got to, 'cause they all can't get along. . . . Hobby Wells, our nomination for what a real go-getter should be, let his enthusiasm get a little the best of him the other day and as the result he's pulling out of a severe cold. . . . With the 1936 World's Fair at Flushing, Long Beach hopes to push itself into the upper realm among the nation's beaches.

that makes the real showman go on in all kinds of weather and situations, to amuse, to entertain, no matter what his personal problems? It is this inherent spark in all good showmen that our organization fosters.

Show Biz Going On

We hear whispers now and then that the show business is on the decline. Such whispers cannot be true of carnivals, circuses, exhibitions and outdoor amusements in general. As long as there is a child among us there will be a reason for circuses. As long as there is a man among us who wants to be amused, who is weary of a work-a-day world, we will have carnivals. Or one who wants to see what the rest of the world is producing, we will have exhibitions.

It behooves us, the people with the vision, the experience and, above all, the ability to exhibit what the world wants to see, to better our business by closer co-operation. It is the greatest business in the world, as Mayor Kelly so aptly stated last evening—to add to the knowledge and the pleasure of the great public we serve.

But I say to you representative people here today that it is the organization (behind the stage) that makes the exhibition a success. It is the thought and foresight of those who plan the spectacle on whom rests the responsibility of pushing the show business from its infancy to the ripe maturity it will enjoy. So I say of our organization here and its individual members, it is our hope and intention to express the highest in showmanship in the true sense of the word.

Welcome to Profession

Little did I think, when elected to the first vice-presidency two years ago, that I should have the privilege of being elected this year to carry on this grand work as did my predecessors. I wish to take this opportunity, on behalf of the Showmen's League of America, to express our appreciation to the International Association of Fairs and Exhibitions, the Canadian Association of Fairs and Exhibitions, the National Association of Amusement Parks, Pools and Beaches; The Billboard Publishing Company, the show world and our many good friends in the amusement profession to whom we are indebted for much of our success.

I would also like to extend my personal tribute to Elwood A. Hughes and his colleagues of the Canadian National Exhibition for the success we enjoyed during our convention in Toronto last year. In closing I just wish to express on behalf of the Showmen's League of America the pleasure we have all felt in having you join us in our activities while here and to extend a standing invitation to our club-rooms, 145 West Madison street, where you will always receive a hearty welcome.

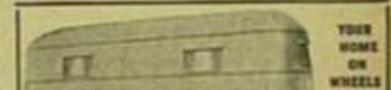
Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, Dec. 7.—To the 15,000,000 visitors' total estimated to have come here in 1935 was added 30,000 more this week as Automotive Service Industries Show got under way in the Auditorium. Every inch of 168,000 square feet of main floor space is being utilized, while demand for space necessitates overflow in garage underneath the hall and in large Boardwalk plaza in front. . . . Amusement enterprises are putting in their best programs and big business is anticipated for a week. . . . two shooting galleries reopened near hall. . . . while Skee-Ball Stadium is putting on big bally. . . . coin-operated machine arcades doing the best biz of the concession places these days. . . . only two radio games still going.

Harry Resnick, former city p. a., down laying groundwork for several amusement ventures here for next season. . . . national exhibitors going in for pier shows in big way. . . . Cycle Trades planning to return to Million-Dollar Pier. . . . Manager Phil Thompson of Auditorium planning special pub campaign for gymkhana, ice carnival on December 31. . . . Eddie McKnight, of Steel Pier vaude pit band, took his own outfit into hall this week for mid-week stand.

Nat Cohen has come in to handle pub for the Strand group here. . . . New convention bureau run by city instead of hotel men being urged to co-operate with Al Skean and present setup. . . . Myer Saul moves rambling out of Auditorium for couple of weeks. . . . said to be negotiating with Million-Dollar Pier.



YOUR HOME ON WHEELS

Land-Cruiser

A MAN'S SIZE TRAILER---STEEL EXTERIOR---AT MODERATE COST

All-steel chassis and exterior. . . 15 ft. 8 in. long. . . . money interior with ample head clearance. . . . weight on your car but \$300 less. . . . Custom-built interiors to meet your own requirements for 2 or 4 passengers. With a Land-Cruiser you can enjoy the comforts of home and back on the lot where you are playing or in those proximity to your theater. . . . Ideal accommodations for an intimate society when you travel with a Land-Cruiser. We've equipped to build just the kind of home on wheels you've always wanted. . . . Terms of financing, building experience and expert workmanship go into every Land-Cruiser. Write for information and complete details.

LAND-CRUISER TRAILER CO. 1830 Reed St. KALAMAZOO, MICH.



The aristocrats of the road

ROYCRAFT coachmanship is stamped in every inch of a Roycraft Coach. 1935 Models and "New" in design. Get a genuine Roycraft. There is none better. Why a coach with no imitation!

Send for Free Catalog or Folder. Write Now!

ROYCRAFT COACH CO. Cheanning, Mich.



Barfield's Cosmopolitan Shows

WANT Hires and Commissions only, for Florida. Will open in January. Positively no graft. Equivalently want Merry-go-round. Prefer over machine with new presentation. WILL BOOK OR BUY one more Play Ride. WILL BUY heavy, reliable, weatherproof Electric Cable, Switch Box, etc., if in good condition and price right. State ad by first letter. Want to hear from Showmen of merit with own fields, for spring opening in April. C. E. BARFIELD, Box 1061, Orlando, Fla., until January.

WANTED FOR SEASON 1936

High-class Showmen. Glass Blowing Art. Nothing but the best material. Prefer proper character, man and lady, to work in combine and with well back. Read late photo and full description. ARTHUR WOFFMAN care Seattle Whaling Co., Box 1975, West Palm Beach, Fla.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

Los Angeles

LOS ANGELES, Dec. 7.—This city is surely a mecca for troupers. At every place they congregate they are in large numbers. It is noted that there is more "folding" money than has been in evidence for a long time. On Main street and Towne avenue, where pitchmen operate, nearly every spot is covered, and boys say that they are doing nicely.

There were many Thanking parties. The Archie Clark entertained friends. Ed Maxwell had Dwight Pepple for a feed. The Harry Finks had their usual open house for the day. George Tipton again had the Venice colony in. Joe Krug and Ed Smithson spread a party. Col. Ed Nagel and Bertha set it out for friends. Mr. and Mrs. Claude Barie and Mr. and Mrs. Ed Walsh went to Mel Smith's Circus Spot. Mr. and Mrs. Will Wright had friends at their new apartment. O. H. (Red) Hilderbrand and the mascot had a few put on the feed bag.

(See LOS ANGELES on page 54)

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by DON KING—Communications to 25 Opera Place, Cincinnati, O.

"Salesmanship and Showmanship"

Comics Boost Novelty Trade

The use of comics on merchandise of national character is boosting sales tremendously to the premium trade. Pop-eye, Mickey Mouse, Dick Tracy, Orphan Annie, Tillie the Toiler and many other nationally beloved cartoon characters have become the best salesmen in the country for premium merchandise.

Mickey Mouse flashlights and batteries and the hundreds of other Mickey Mouse items have found a ready market with premium users. The Mickey Mouse emblem on almost every type of merchandise is bringing tremendous sales everywhere. As a premium these items are among the best on the market at this time.

The Dick Tracy knife has captured the attention of the youngsters as well as many adults and here again is a premium which is now in use in many ways. Salesboards of these knives offering probably one or two dozen of them on one board at 5-cent play are bringing big returns. The knives have been found to be among the best for the digger division of the coin-machine trade also. General premium users are featuring them in even greater quantity.

Other characters emblazon a myriad of items everywhere, and premium men can rest assured that they will bring

(See COMICS BOOST on page 62)

Pen Set Combos Move Fast; Neat Packaging Featured

Pen and pencil combination sets are moving faster than ever. These fine items are adaptable as premiums from a dozen different angles and are now becoming more popular than ever since the larger manufacturers have seen the value of including small bottles of ink with them and arranging them in deluxe sets.

These pen and pencil combination sets are among the leading sellers in the premium field at this time, for they fit perfectly into many different channels.

Pen and pencil combinations are being used extensively by many premium users and have been found to repeat almost more often than any other item. It is astonishing how avidly the public accepts them, especially when of nationally known manufacture.

Being small and compact, such a set offers a neat package even for the most meticulous patrons. The new modernistic packaging further enhances the attractive value of these combinations and the general effect has been to bring about a revival of sales for pen and pencil combinations.

Small Items Essential

Small items with flash and character that can be used for everyday purposes are an essential on the list of any premium user. In this category there are many items which reach great heights as a premium.

Cigarette lighters and cigar lighters, in their hundreds of forms, are still among the best premiums which have appeared on the merchandise market.

Following these are hundreds of other items such as the small sewing combination kits, billfolds and key containers, pencil sharpeners and souvenirs of all types.

Luck pieces are prominent in this category and have always proved themselves to be superior premium items.

(See SMALL ITEMS on page 62)

Address Made by Al Hartmann, Editor The Billboard, at Meeting of Park Men in Chicago Offers Suggestion for Stimulating Business on Rides and Games Thru Merchandise Awards—New Outlet for Supply Houses Seen—Idea Adaptable to Various Fields

"Mr. Chairman, Mr. President and Fellow Members of the National Association of Amusement Parks, Pools and Beaches, and Guests:

"To do justice to this subject of Salesmanship and Showmanship requires far more time than the 15 minutes allotted, but I will do my best to cover a few of the high spots and still allow a little time to explain what I believe and hope will be a valuable suggestion for stimulating business.

"In Salesmanship we have a factor upon which depends the success of any product, enterprise or what not, and in the amusement world we have just as vital a factor in Showmanship. The two make an ideal combination for any amusement purveyor to possess.

"Webster's New International Dictionary defines salesmanship as 'The art of selling. The condition of being a salesman. Ability in selling goods; skill in the presentation of goods for sale.'

"Showmanship, in the same dictionary, is defined as 'Skillful display by or as by a showman; also, gift for such display.'

"All of us are salesmen, whether we are selling amusement or any other commodity, or even ourselves. Some of us are good, some bad and some still worse. In saying salesmanship is 'The condition of being a salesman,' Webster described us all—the skilled salesman the same as the mere order-taker. But when he said salesmanship is 'The art of selling, ability in selling goods and skill in the presentation of goods for sale,' he left a lot of us 'out in the cold'—in the class of mere order-takers. The point I wish to stress here is that we can't be good salesmen unless we know the art of selling, unless we have the ability to sell, and unless we show skill in the presentation of goods for sale.

"Now let's consider Showmanship. Webster said it is 'Skillful display by or as by a showman; also, gift for such display.' That's a pretty good definition, but I would go further and say showmanship is a knowledge of what the amusement-going public wants, the proper exploitation of the things wanted and delivery of same as advertised. Under showmanship I would also include stunts, novelties and tiups.

"Look at the showmanship in radio today. This form of amusement stops at nothing, it seems, when it comes to stunts, novelties and tiups. And that's the reason it is flourishing. If the radio was advertised merely as a place to listen in the same as some parks are advertised as a good place to spend the day, how long would it last? It's showmanship that is making radio thrive—showmanship in presenting and wisely exploiting the special features, the stunts, the novelties and the tiups.

"The amusement park is no less important than radio as an outlet for amusement, but the park that does little or nothing to make people talk cannot any more expect to succeed than could radio if it was advertised as merely a place to listen in. Speaking in the role of an observer, amusement parks, I feel safe in saying, need have no fear for the future if they will inject showmanship into their business as the radio is doing. The park man who thinks the public will come to his playground just because he has a nice place to spend the day, with the usual amusements,

and who frowns upon special attractions, stunts and the like, is doomed to failure. Certainly all these things cost money, but it takes money to make money. If you are hard pressed for funds and cannot interest additional capital, the quicker you throw up the sponge the more you will save.

"It is far from good showmanship, to my way of thinking, when a park manager lets the fore part of the season, when people want to get outdoors, take care of itself with the regular amusement features, and then when business lets up in midseason says to himself, 'Something has to be done. We must get in some special features or pull some stunts.' If special attractions and stunts are business builders for the last half of the season, why not have them right from the beginning and have so many more people talking about the park? That plan should make for greater repeat patronage and there should be no such thing as a letup when midseason arrives.

"While giving this subject deep thought an idea of possibly another way to make people talk your park struck me. So far as I know, the scheme or stunt has never been tried before. I am going to suggest this to you in the hope that you will find it helpful. The principal aims are:

"First. To make the public park-conscious, young and old alike, and especially the younger element, your future prospective patrons.

"Secondly. To stimulate business on amusement rides and games not bringing in the revenue they should.

"The idea is to have an award-card system whereby merchandise prizes could be given to increase patronage on riding devices and games. Or the system could be applied to any amusement you wish. The prizes would be awarded on the basis of points, each 5 cents spent at the gate and on rides and games counting for one point. Awards would be made on the final Saturday and Sunday of each month, or oftener if you desire, but it strikes me the monthly plan is better for parks.

"I will now start at the beginning and try to explain the award-card system in detail. The first thing to be done is to have as many cards printed as you think will be needed for this purpose. The card would be arranged in four sections, separated by perforated lines so that they can be torn apart easily. Of the four sections three would be at the top of the card. The section at the bottom would be larger because of the space required to outline the scheme. Five of these cards would be handed to each patron, no matter how young, on entering the gate, and this would be repeated at the exit gate if patrons on leaving made requests to the gatekeeper for the cards. On the next trip to the park cards properly filled in would be accepted at the entrance gate, and five additional cards voluntarily given to each individual, etc., meaning a continuous circulation of cards.

"One of the upper sections of the card would contain the following reading matter:

"AWARD CARD — For Children and Growups: Winning To Compete for Monthly Prizes at — Park—Get Your Relatives and Friends To Help You Win, or You Can Help Them Win—This

(See SALESMANSHIP on page 64)

Watches Still Hot As Premium Items

Always considered among the most staple merchandise items for premium use has been the wrist and pocket watch as well as the watches in the larger category. But this year there has been a great boom in this merchandise, and watches are coming back stronger than ever. This return to popularity is attributable to the new low prices which have been set on watches by the larger manufacturers and also the fact that they have adopted new character and design.

Wrist watches are now more attractively boxed than ever before, and the packaging itself lends a greater premium value to watches than has ever before existed.

The watches are designed to meet with modern trends and are therefore much better fitted for general premium usage than previously.

The wrist watch is still the greatest and most desirable premium item. It is closely followed by the pocket watch since the introduction of many delightfully modern leather holders which can be attached to the lapel of the coat holding the watch in the upper breast pocket.

Watches have a definite premium appeal. They are a staple item for premium adoption because of their size and the compact manner in which they can be featured. They also lend themselves to many types of promotion because they are one of the greatest necessities. The tremendous advertising back of them is adding them in their general popularity as a premium.

Premium users can present watches in a myriad of ways. The most in-

(See WATCHES STILL on page 62)

Modern Compacts Are Big Seasonal Sellers

Always one of the best premium items in the country and now proving themselves more popular than ever are the new compacts for ladies which have appeared on the market for the holiday season.

Design has gone to extreme modernism with bands of tastily arranged chrome and inset metal in the enameled cases. Again the bright pastel shades are being shown, these have proved the most attractive. All buyers of premium merchandise have always demanded vast-colored assortments of compacts.

Most popular are the loose powder compacts. The ladies prefer these to the cake powder, premium purchasers report, for this allows them to continue using their own brand of powder in the sifting container.

The flapjack compacts have lost much of their popularity with the public and thereby the premium user. The smaller and neater the compact the more certain it is to strike home at this time.

This definite swing to modernism in design of the new compacts has brought the field more forcibly to the front for premium users than at any time in the past few years.

Most interesting are the cameo portrait arrangements among the better grade compacts which are being purchased in large quantity by the premium men. Many of these are exact replicas of the finest cameos.

But compacts getting the greatest rush from premium buyers at this time are the ones with the trend toward the very latest ideas in modernism. As a premium inducement for any type of trade they are among the best money getters in the merchandise industry.

FAST HOLIDAY SELLERS
NEW PERFUME PACKAGES
GORGEOUSLY PUT UP

Quantity	Amount
Perfumes of France, No. 101, 24 Odors, Dozen	\$1.60
Perfumes of France, No. 102, 4 Odors, Assorted Bottles, Doz.	.96
Perfumes of France, No. 103, Beautiful Gift Box, Each	.20
Perfumes of France, No. 104, 2 Odors, Very Exquisite, Ea.	.45
Perfumes of France, No. 108, 24 Odors, Quality, Ea.	.20
Perfumes of France, No. 106, With Atomizer, Set	.45

"DOROTHY JAY" COSMETICS

Assorted Facial Creams of Quality, 10 Types, Doz.	\$1.60
Lotions, Shampoos, Brilliance & Waves, 60, Doz.	.60
Nail Polish, Assorted Shades, or Remover, Dozen	.55
Lip Stick, Lip Balm and Dry Brush, Each in Card, Doz.	.55
Eye-brow & Nail White Pencils, Each in Card, Doz.	.55
Face Powder, 51 Val., Fresh Natural, 500 Tins, Dozen	.70

Fill in quantity wanted. Send your name and address with \$5.00 deposit, balance C. O. D. Orders less than \$5.00, payment in full.

Order from Nearest Branch Established 1916
MILLS SALES CO.
991 Broadway 77 South Wells St.
NEW YORK CITY CHICAGO, Ill.
35 DEWEY ST., NEW YORK, OPEN EARLY, INCLUDING SUNDAY

Great Sale-While They Last

MEN'S STRAP WATCHES
10-15 Ligne Swiss Chronometer Cases, Gold, Steel, \$22.95. Fine Test in Lots of 6, 8-Jewel, \$3.00 Ea. 15-Jewel, \$4.00 Ea. **ELGIN, SWISS MADE, 15-JEWEL, 17-K, \$2.90**

ELGIN AND WALTHAM
16 Size—Beautiful black enamel case made by Elgin, with 7-J. Waltham or Elgin movement. Each \$3.75
15-J. \$4.80; 17-J. \$5.00.
16-Size, 7-J. Yellow Tornado Cases with black enamel surface, in Lots of 6, \$2.50. Same in 15-J. \$3.00; 17-J. \$3.50.
Waltham Wrist Chains, now \$1.25. Dozen, 25% Discount, Balance C. O. D. Sent for Catalogue.

N. SEIDMAN
172 CANAL ST., DISC. D., NEW YORK, N. Y.

Sell to Stores
COUNTER GOODS

Handle Big Pay Route selling Retail Merchants world's largest, most line Counter, Card of Interest, Souvenirs, New America Dealer, Rubber Wipes, 5 for 10¢, Home-Lax (new chemical, lactin-1174), Bromo-Pop, A & E many others, 100 new designs, Over 10000 prints for sale, and more.

NO INVESTMENT
Place only few cents daily and you make up to \$45 weekly. \$1000 making money fast. Get Big Catalogue free.

World's Products Co.
Dept. 1288, SPENCER, IND.

fountain PENS
PICK THESE WINNERS

★ 54 Varieties of Fountain Pens and Pencils, single or in sets. This quality line includes the Star, Packard and Diamond in 14 different sizes of Solid Pearl, Star, Best, Gold Fingers, Black and Savoy Colors, Solid or Filigree Bands, Duetton or Gouache points that will last a lifetime. Two-tone if desired. All merchandise stands close inspection. Full fast because priced right. Send for price list.

STARR PEN COMPANY
Dept. MAE, 300 West Adams St., Chicago, Ill.

"BROWN BOMBER" STATUES
New Statue, 12" High, Golden-Brown Color, Order of 1000, each. Send for literature color-book and a new catalog. Sample \$1.00. \$0.40 per dozen. Write quick. No Post.

BAIR MFG. CO., 1316-18 Sunnyside, Chicago.

COTY BLADES \$3.68 A 1000

Made of High Quality Blue Steel. Package 5 Blades. Package 20 Packages in a Carton. An exceptional Bargain on a Quality Blade.

Delux. Gr.	
Delux. Shaped Lighters	\$0.64
167 Jewel's Pearl Necklaces	2.95
Necklace Threader	.27
Perfume in Vials	.21
League of 75 Needle Books	1.75
Black Tin	.25
Pen Post Bag	.35
5-Yr. Guaranteed Wrist Watch, Ea.	1.69
Garment Presser and Perfume Combination	4.10
Army & Navy Needle Book	1.29
M222 Toothpick Knife	.10

OVER 5,000 Bargain Specials. Write for FREE Wholesale Catalogue.

SPONS CO., 12-25 Erie St., La Center, Md.

lance, is the outstanding feature of this new camera. Sixteen millimeter film is used. The aperture of the lens is f. 10 and the speed of the instantaneous shutter is one-thirtieth of a second.

New Envelope Seals Self Without Moisture

No more licking the gluey flap of an envelope to seal it! A new self-sealing envelope, which is unaffected by moisture and cannot be steamed open, has recently been placed on the market. There are two adhesive flaps on the back of the envelope. These stick to each other and to nothing else. After the letter is inserted in the envelope, it is merely necessary to lift up the lower flap and turn down the top one to bring their gummed surfaces together. They stick immediately and securely.

Electric Clothes Presser

Demonstrators in various department stores in the East are finding the new electric presser a big seller. This novel device presses without a wet cloth or pressure and needs no ironing board to rest the article on. It weighs only 10 ounces, making it an ideal traveling companion. The presser will not cause a shine, no matter how much it is used on the same garment, as normal dampness in all cloth sets the press. It can be used on coats, trousers, skirts and ties. Operates on either AC or DC current.

"Midget" Welder Repairs Tubes

A small electric "welder," which is controlled thermostatically and which operates at low cost on either AC or DC current, is the latest mechanical invention for repairing auto tubes quickly and economically. The new "welder" can be clamped on a workbench or wall bracket. The tube, upon which one is working, can be hung on a rubber cushion or similar base.

New Electric Heating Unit Controlled by Thermostat

An electric heating unit, which fits into the mouth of a hot-water bag or similar opening, uses the water itself as the conductor by which the circuit is closed. This new heating unit operates only on alternating current and is reputed to be an inexpensive and very practical household device.

Ash Tray-Cocktail Holder

The Ash-Coستا is a clever combination ash tray and cocktail holder made of a hard durable composition with a burn-proof ash tray. It measures eight inches long and comes in sets of three, attractively boxed. Here is an item which is an excellent premium number—a popular bridge prize—and very inexpensive. Charles Ufert is distributing it in the East and reports large sales.

Pocket-Size Sharpener

Another new number being featured by Charles Ufert is a vest-pocket-size knife sharpener, blade sharpener and glass cutter. This tool is attractively cased and is an item that will interest pitchers in particular.

WATCHES STILL

(Continued from page 60)

interesting thing about the watches which are being shown at this time is their definite flash appeal, accounting for their high ranking in the premium category. For a while watches were falling low as a premium until the new packagings were produced, and since these have entered the market they have become more prominent as a premium item.

Watch watches.

COMICS BOOST

(Continued from page 60)

sales increases in every venture. The most appropriate are hard to get at the present time due to the holiday rush for these items. The orders which have been placed in advance by intelligent purchasers are now being used to attract greater attention.

As general premium merchandise the

use of cartoon characters has entered to help bring more salable items to the industry. There is also no doubt that within a short time this type of merchandise will be among the most powerful, as premiums, which have ever existed. The figures are so well arranged for the items they create sale of themselves.

LOWER RISK

(Continued from page 58)

board of directors in three groups as follows: Group 1, Parks and Piers—Norman S. Alexander, Harry C. Baker, Frank W. Darling, A. B. Gurtler, Elitch Gardens, Denver; A. Brady McSwigan, Harvey Humphrey, Euclid Beach, Cleveland. Group 2, Pools and Beaches—H. A. Aekley, Paul Huedepohl; Rex D. Billings, Belmont Park, Montreal; Leonard B. Schloss; Fred W. Pearce, Detroit, and Fred L. Markey, Dodgem Corporation, Lawrence, Mass. Group 3, either class—A. W. Ketchum, Forest Park Highlands, St. Louis; Richard F. Lusse; George A. Hamid, George A. Hamid, Inc., New York; Edward L. Schott, Coney Island, Cincinnati; Herbert P. Schmeck, Philadelphia Toboggan Company, and Herbert F. O'Malley. They will serve for one year.

Some Verbal Fireworks

By Wednesday evening, when the peak in attendance had already been reached, Secretary A. R. Hodge announced that registration of members and guests had passed 500, constituting one of the best turnouts for the annual in recent years. Midnight parties were plentiful, with President Baker, who was re-elected for his second term, entertaining scores of people in his suite on the 20th floor of the hotel. Many fair men remained for the banquet and meetings, altho their sessions ended on Wednesday afternoon.

Aside from the fixed addresses, the Thursday stanza produced some unscheduled verbal fireworks. Half a dozen park operators pulled down their hair and scolded the body for not entering into the spirit of the sessions by getting up on their feet for talks, while others wondered why gayety and enthusiasm were lacking. Some members complained that not enough vital problems and subjects were under consideration at the current meetings, with one representative advocating a maximum of two or three highly significant addresses, with discussion periods for each, rather than the practice of flooding the meetings with dozens of speeches of little or no value to amusement park operation.

Fred Fansher, Fansher Amusements, New York, spoke on types of paints, lights and colors, using Mrs. Richard Lusse for demonstrating lights on colored cards.

John Carlin presented a paper on ballroom operation, in which he opposed the sale of liquor in dance spots and said that drinking, together with other "evil influences," may kill park ballrooms.

Bob Marr told of the work done by the Pennsylvania Amusement Park and Pool Association, formed a few months ago, and attacked certain laws in that state which affect parks. "We must have State organizations of parks to fight huge lobbies working against our interests," he declared. "You've got to fight your own battle in your own State and not expect to obtain all your help from the national association."

Hamid on Genius

Roy Steton, Oklahoma City, scored managers for the condition of their spots and urged copious use of paint, lighting and other physical factors. George Hamid offered a humorous account of park and pool operation, in which he defined a genius as being "any man who can make parks pay and be a credit to the community." Louis Meisel, Rockaway's Playland, Rockaway Beach, N. Y., offered advice on combination tickets, which, he said, are highly successful if well planned and if they do not tend to undersell attractions. In a round-table discussion of rate-cutting during the depression it was agreed that prices could be successfully increased when better times arrive.

Brady McSwigan presented an interesting and informative paper on picnic bookings. He urged operators to go after parties during the winter and to treat picnic delegations "as you would want to be treated." Paul Morris read a paper prepared by E. H. Emergen, Lake Pearl Park, Wrentham, Mass., president of the New England Section of the NAAP, whose topic was the effect of horse and

dog racing on parks. He called the canine tourneys "an inhuman procedure."

J. L. Stair, an authority on lighting, who is chief engineer for Curtis Lighting, Inc., Chicago, and a delegate to the International Congress of Illumination held in Berlin, delivered an address on illumination forms, illustrating with slides gathered during his tour of Europe.

Richard Lusse put a democratic tone into the Thursday chucker by asking members for suggestions on plans to be formulated for the 1936 meeting.

A. L. Filograsso, Riverview Park, Chicago, gave his park's slant on bank nights, following which there was a bank-night demonstration and talk by Harry Smythe, of Affiliated Enterprises, Inc., owner of the plan.

Baker President Again

The 1936 officers are Harry C. Baker, president, incumbent; Richard F. Lusse, first vice-president; Paul H. Huedepohl, second vice-president; Harvey Humphrey, third vice-president; A. R. Hodge, secretary, incumbent; George Lauerman, treasurer, incumbent, and A. L. Filograsso, assistant treasurer, a position created by the association to relieve Mr. Lauerman, who is ill, of heavy duties.

Concluding session on Friday proved the peak in interest, especially for operators of pools, with nearly two hours' discussion devoted to specific subjects concerning tanks.

Contributors of formal addresses were Dudley H. Scott, superintendent of Euclid Beach, Cleveland, who plugged machine shops as a vital phase of park operation; Arthur Brayton, Marshall Field & Company, who delivered a stirring address of the kind of showmanship practiced by department stores; Guel Sullivan, associate director of the Federal Housing Administration in Illinois, who described how parks may obtain federal loans to be paid back over a period of 36 months; Frank W. Darling, who gave a broad picture of the \$20,000,000 permanent World's Fair Park in Chicago, of which he is one of three advisory experts; Fred Kressman, Barnes-Carruthers, who read a paper on the value of free attractions, prepared by M. H. Barnes, head of the company; Maurice Piesen, National Glee-Ball Company, Coney Island, N. Y., whose subject was the Brussels Exposition, and R. S. Uzzell, who told of plans for New York's 1939 World's Fair. Frank P. Duffield, Theatre-Duffield Fireworks Company, Chicago, was down for a speech on pyrotechnics but didn't deliver it. He handed his script in for the records however.

Honors to Lambie

Pool and beach topics under detailed surveillance were *The Value of a Pool or Beach to a Park*, *The Locker Versus the Bag or Basket System*, *Filtration, Paint, Sand Baskets, Equipment, Play Area, Night Bathing and Swim for Health*, the latter being detailed by Martin Stern, New York, promoter of the idea. Participating in this tinning were Ray Steck, Harvey Humphrey, Bert Nevins, Harry A. Ackley, Sylvan Hoffman, John J. Carlin, A. W. Hutchinson, Robert Ferguson, A. K. Morgan, Paul Huedepohl, J. Monttiest, W. P. Mangels, Paul C. Morris, Chauncey Hyatt, Frank W. Darling and others. Norman S. Alexander was chairman of this portion of the session.

J. E. Lambie was awarded top honors for the best program talk, delivered at the opening session on Wednesday. Norman S. Alexander won the Pratt memorial award for individual service. Cup prizes for exhibitors were awarded to Frances Bacon, Chicago, donated by the Philadelphia Toboggan Company; Lusse Bros., Philadelphia, with the American Recreational Equipment Association the honor, and Custer Specialty Company, Dayton, O., stocked with the L. A. Thompson award.

Responding to a question by John Carlin, Paul Huedepohl stated that the rate of depreciation on pools for income-tax purposes runs to about 10 per cent. Exhibition hall was open until about 8 o'clock Friday evening, but a number of exhibitors started to dismantle a few hours earlier. Several prizes were awarded in the hall during the closing period.

ELGIN WATCHES, \$1.65 EACH
7-Jewel, 15 Size, White or Yellow Case.
7-Jewel, 16 Size Elgins & Waltham, \$2.35.
FLASH CARNIVAL WATCHES, 50¢ Each.
Send for Price List.

CRESCENT CITY SMELTING CO.
Old Gold and Silver Buyers and Refiners.
119 N. Broadway, St. Louis, Mo.

NOTES from SUPPLY HOUSES

Benjamin and Harry Josephsberg have severed their connection with the Atlantic and Pacific Merchandise Company and are operating under their own names, having opened an office at 303 Fourth Avenue, New York. They plan to form a new company in the very near future.

Cigaret smokers the world over maintain a steady demand for cigaret cases, lighters and various combination sets of these two smoker utilities. These items have increased greatly in popularity in the past two years. Joseph Hagn Company has a complete line of attractive lighters and cases, featuring automatic lighter units with either engraved chrome or enameled finish. Units are low in price and are favorite salesboard and digger premiums.



Bartex Balloons, made by the Barr Rubber Products Company, have been fast sellers this year. The company has lately added a number of new designs and numbers, including Squawkie, various clown models, balls and molded and dipped-rubber novelties of all kinds especially suitable to the Christmas trade. Balloons represent a real "prize" in child premium appeal. The company also puts out a complete line of rubber toys such as automobiles, etc., all finished in attractive colors. Autos are said to be complete to the smallest detail such as windshield wipers, door handles and free-rolling wheels.

A novel premium gadget, or advertising novelty, is the combination bottle opener and advertising bell being distributed by Charles Ufert. It comes in nickel or copper plate, also enameled in red, blue, green and orange. Advertisement can be printed on one or both sides, making it an excellent advertising novelty for night clubs, resorts, banquets, etc.

There is hardly an event of popular interest, whether public or private, in ancient times, especially under the Roman Empire, that has not been recorded on coins. The term medallion is for convenience still used for certain classes of ancient coins that surpass the rest in size and technique.

Modern medals begin in the period of the Renaissance. The earliest bear the portraits and inscriptions of rulers. Some of the medals are noted for elaborate views, maps and plans engraved on them. But it is no longer merely kings, rulers, presidents, great military and naval events that are commemorated in medals. The Reskrem Silver Manufacturing Company, of New York, has been making, for the past 15 years, a large selection of medals for events of general interest. They are for science, art, literature, athletic events and commemorative occasions.

Such medals are seldom of much intrinsic value, their worth depending mainly on the associations connected with them. Some have colored ribbons attached, with clasps and small bars, each of which often bears the name of the victor or event, etc.

The ever-popular Rainbo Lucky Rings are still proving top sellers wherever shown. Seven colors beautifully blended into one stone. There are attractive stones can also be had in sets, consisting of necklaces, earrings and bracelets in addition to the ring illustrated. Harry Pakula & Company have them.



Altho busy taking care of the Christmas rush, Delight Sweets, manufacturer of novelty candy packages, are planning their new packages for the 1936 season. Joe Landy, president, is one of

the foremost creators of novelty candy packages and the trade is looking forward to some extraordinary winners for next year.

Gordon Novelty Company, wholesaler of novelties such as decorations and party supplies, tricks and jokes, etc., reports a tremendous rise in business for the 1935 holidays over the past three or four years. Jack Gordon, proprietor, has added two additional salesmen, an extra shipping clerk and an additional office clerk. Gordon says, "From our experience, business today has reached a point where it can be compared with the 1928-'29 prosperity area. My merchandise is used mostly for parties and gifts, and when the indications are that many parties are to be held for the coming holidays, prosperity is here once again."

The house of Omar Letstner, Inc., makes a specialty of a complete line of Christmas items which are excellent sellers at this season. Some of the fast-selling items in their line include complete Christmas tree electric outfits, all sizes and colors; artificial Christmas trees, tree light reflectors, Christmas bells, Christmas signs, Christmas wreaths and all other decorations for the tree are in stock for immediate shipment.

Another item is the electric and roping wreath which is exceptionally popular this year. It is made of red roping, decorated with silver beads touched off with a bit of evergreen and a fiber ribbon. Outfit comes complete with candle unit, cord and plug, and a 13-watt 110-volt red bulb.

Waxed artificial flowers are also fine sellers, especially in the winter months. The Letstner Company offers the new imported Georgines, a flower that makes a wonderful flash with its gorgeous colors.

California dahlias have also proved an excellent item for winter sales. Natural laurel to place around the stem of these artificial flowers can also be purchased. Laurel makes the flowers so natural that it is hard to tell them from the real flower.

One of the new items in the Joseph Hagn line is an opera glass priced low enough to be attractive sellers at sporting events, theaters, etc. They sell readily at from 25 cents to 50 cents and are also excellent premium items for club operators, salesboard men, auctions, etc.



Quoting from *The Chicago Daily News*: "Commitments to buy merchandise have been substantially larger than a year ago. On December 1 the volume of purchases made by Butler Bros., in order to protect themselves and their customers against future price advances, was 22 per cent above a year ago. And even a year ago the buying was exceptionally heavy because of the belief at that time in the price rise which later took place. In physical volume of merchandise the company has already arranged for 104 carloads of tinware and 100 cars of woodware, both for delivery in the first quarter, and probably 240 carloads of imported goods to last the full year. The latter include only goods not obtainable in this country."

SMALL ITEMS

(Continued from page 60)
They have flash and usability and also credit the firm using them in more ways than one.

Small screw-driver combinations, pen-holder flashlights; hammer sets, which also contain awls, screw drivers and essentials; knives of various types with large blades, small blades, and then the always necessary nail files with and without kits and the small photo frames and easels and various other items in the small merchandise category.

Each one of these items presents a striking contrast to the market for large merchandise and yet they have the desired effect and as stimulants are among the best that can be used generally for getting results.

Belt buckles, clasps, tieholders and many other items in the men's wear category are important. They proved to be unusually fine premiums and are being used in large volume. There are many combination sets in this category which are both attractive and effective as premiums.

Small cigaret boxes and cigaret cases, cigaret holders, pouches and other items in the smoker's line both for men and women can always be depended upon as

SPECIAL OFFERING



A WONDERFUL
"BUY" IN GENUINE
INDESTRUCTIBLE
DELTAH PEARLS
DIAMOND SET SOLID
WHITE GOLD CLASP

24-in. Strand, very choice Pearl color Graduated Beads. The kind they all rave about. In Gift Box.

PER
STRAND \$2.95
5 Strands \$14.25
for

SEND FOR OUR CATALOG.

Rohde-Spencer Company
Wholesale House,
223-25 W. Madison, Chicago

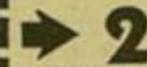


SCOTCH TWIN TERRIERS

America's Most Popular Puppies

Here is the Biggest Value offered Salesboard Operators and Premium Collectors! Each little dog measures 14" long and 13 1/2" high. Made of genuine long-haired, fluffy White Fur and tied with a rich silk ribbon. Make the most gorgeous flash you ever saw! Hurry! Place your order at once!

Prices Net, F. O. B. Chicago,
1/3 Deposit on C. O. D. Orders.



Winning Numbers on Each 600-Note Salesboard-2 Twin Scotch Terriers and Board Complete only
Twin Terriers Without Salesboard, \$3.00.

\$3.50

NATIONAL MFRS. DISTRIBUTING CO., 1420 N. HALSTED ST. CHICAGO, ILL.

a premium. These are attractively packed in cellophane and in boxes and sometimes are openly displayed with only a covering of cellophane. They are attractive and flashy and have a definite material value which should not be overlooked by the premium user.

Perfume atomizers and perfume bottles are also in this category and are being used by premium men for special attention. They have a flash that is all their own and under well-lighted display are sure to be major attractions.

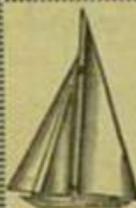
The list of small items is truly tremendous and grows larger daily where factories are finding room for small metal dies which can produce effective premiums in quantity lots at low prices. There are, of course, in this category some of the most expensive premiums on the market, but most important is the fact that they have many uses for the premium industry.

MUSEUMS

(Continued from page 63)
also went to Chicago; George Engesser and family, Louis Dietz and Earl Salter, of Sobell Bros.' Circus; Powder River Jack Lee and wife, Kitty; Phil Isley, Oklahoma theater owner; Jack Bathe and family, of radio note; Patrick C. Franklin, Jimmy Dooley, W. E. Gilmore, Harry Davis, Mickey McDonald, Joe Ambrose, Buck Baker, Ted North and his company, playing at Convention Hall here; B. D. Trees and L. J. Binder, who have a billposting snipe plant here, and Mrs. June Hennies, Mrs. Mona Preveau, who has charge of Athelia the Monkey Girl, was taken to hospital suffering from a severe cold, but is expected to be out in time to leave with the show. Mrs. Marie Kortez and Mrs. Ringol have been busy doing their Christmas shopping. Mr. Kortez put on one of the best Thanksgiving dinners the writer has had a chance to be at in many years, with plenty of turkey and all trimmings. Mrs. Kortez supervised the dinner in a great manner, assisted by Mrs. Ringol.
THOMAS (SKINNY) DAWSON.

Dinner to Performers

PHILADELPHIA, Dec. 7.—On Thanksgiving night the management of the Eighth Street Museum tendered a dinner to the performers and employees of



LOOK!
Here's a Buy!

The Newest 15-Inch Boat, with 1/2-Hour Sailing in Assorted Colors and Chromium Plated Hulls. Each Boat on a Box.
BANDZA, 10.80
Per Gross

Write for Catalog B100

Featuring Hundreds of Profit
Makers for Specialty Salesmen

N. SHURE CO.
200 W. Adams Street
CHICAGO



THE
BROADWAY
WATCH

Special for your Holiday Business. This Broadway Watch is a good looking lever watch that is guaranteed to keep accurate time. Complete with Box and Price Tag.

6 Jewel \$3.00
15 Jewel 4.50
17 Jewel 5.25

We can entirely your wants with anything in the Watch line, in either Swiss or American make.

25 S. Desmet, Bal. C. O. D.
CONSOLIDATED
WATCH CO.
65 Nassau St., N. Y. City.

the show. D. J. Gorman and E. Hickey, joint managers, officiated. Speeches were made by Ray Daley. After dinner, gifts were presented to Gorman and Hickey by employees and performers. Among those present were L. E. Redding, Freddie Jones and wife, Tam-Tam, Jerry Ashwa, Mr. and Mrs. Jack Frazier, Mr. and Mrs. Pat Perry, Babe Bardini, Smiles, Dixie Dixon, Jack Howard and George Yukal. Hickey will leave for Miami, Fla.

PIPES

For
PITCHMEN
by **BILL BAKER**

(Cincinnati Office)

MILTON (CURLEY) BARTOK . . . cards from Tuscaloosa, Ala.: "Only one trouble with Pipes—not enough of 'em. Took a run into Birmingham on business. They have a new lot, right across the street from the old one, near the five and tens. The lot has no fence or wall around it and was just finished this week (November 29). Saw no one working around town and did not try myself, so cannot be quoted as to conditions. Wonder if Jim Perdon is using an airplane. He sure is traveling. Sure enjoyed his noteworthy pipe in the Christmas Number."

HARRY TURNER . . . of the well-known Huntington, W. Va., novelty firm, drops a few lines to tell us that quite a number of roadfolks stop in at his place from time to time. Harry was on the road for some 20 years himself and knows a lot of people in all lines. He mentions the recent death of Rita Latip, whose family have been lifelong friends of the Turners.

HARRY HOWARD . . . operating the New Louisiana Med Show, are working in the cotton and tobacco barns in Western Tennessee. They intend to stay out until Christmas and may stay out all winter.

FROM TUSCALOOSA, ALA. . . . Milton (Curley) Bartok cards: "Working a Main street corner here. Heard Jim Perdon was here last week but could not work. Expect to stay here another week, then on to Texas and California. Long Beach, here I come. Wonder where Mary Ragan is. Big nothing to rave about down here. Worked Asheville, N. C., on o. m., Market lot (free). Stopped in Atlanta, but it is overrun with pitchmen, seven to a lot. All trying to get out of town. So I kept on going and worked a lot in Birmingham, there here. Be careful in working med in Alabama, as a

IT Sells PLUNGER FILLER VAC
ZIP! ONE PULL—IT'S FULL!
EVERYTHING IN FOUNTAIN PENS & SETS.
JOHN F. SULLIVAN
412 Broadway, East Service Bldg., NEW YORK CITY.

Save 80%
Buy your fountain pens, supplies, nibs, etc., direct from manufacturers through our Mail Order Department. All orders mailed prepaid by us. We have everything. Send for FREE mail-order catalog.
THE N. F. CO.
Dept. H-51, Box 353, Hamilton, Ontario.

SHOE LACES and FINDINGS
We carry shoe laces and findings only and are therefore in a better position to give you the best 25¢ per single assortment and prices.
CAPITOL SHOE LACE AND FINDINGS CO.
125 Pitt St., New York, N. Y.

EVERYTHING IN THE FOUNTAIN PEN AND PENCIL LINE
Write us your needs.
ARGO PEN-PENCIL CO., Inc.
106 Broadway, NEW YORK CITY.

EARN \$7.50 DAILY!!
ON XMAS SPECIALS
SILK LINED TIES \$1.50 DOZEN \$18.00 GROSS
Resistible, Pastures, Street Values, TAILOR MADE TIES \$2.00 DOZEN \$24.00 GROSS
EACH TIE IN A XMAS BOX.
Resistant Construction, Guaranteed Waterproof. Both ends silk lined. Made from finest domestic silks. 50¢ each. Rush your order now!
25¢ deposit, balance C. O. D. Money refunded.
A. Harber, 444 E. 172d St., Dept. E, N. Y. C.

new law became effective in September. What's the matter with a pipe from the well-known Floyd and Margie Johnstone. How are Paul and Pearl Hauk? Come on down, the weather is fine. Expect to see Dad and Ma Jacobs in Texas. Are fried chicken, corn bread, grits, etc., are sho nuf great down yar. Don't forget to read up on the new law here that takes in all forms of med. Let's see a pipe from Johnnie Gray."

"NOTE IN RECENT . . . issues where several have requested pipes from me," says Doc Schneider, from Sussex, N. J. "I quit the med game three years ago when things began getting tough and went into radio, on the Mexican border, with a cowboy band. Have been very successful with the venture and now am a weekly feature over the NBC chain from Radio City. I never fail to read Pipes and keep in touch with my old friends."

DOC COLBY . . . veteran med pitchman, is not dead, answering a rumor to that effect. He is in his 60s and very much alive, according to a communication just received from Doc Hubert Potter.

C. L. MANION AND . . . Harry Havenel opened the pitchman's headquarters again in Louisville. They would like to see communication to the column from Jeff Farmer, Helms Schneider, Guy Warner, Segal and Jones, sheetwriters; Blackie, gummy, also known as Jack Miller.

"JUST FINISHED WORKING the winter fair here," tells Frank Libby from Toronto. "It is certainly on a par with anything of its kind in the States. The fair is 15 years old and right up to date. They tell me that my cousin Al, who has developed into a pretty fair glass-cutter worker, and I are the only pitchmen to put it over here in eight years. The fair includes a horse show, dog show, stock and flower show, to give you some idea of its scope. It is all held under one roof in a beautiful big coliseum. It's a first-class tip to you pitchmen for next year. I go from here to Guelph, Ont., for another winter fair, but on a smaller scale."

THOMAS J. KLINE PIPES . . . from Roxbury, Mass.: "I broke into show business with the old Wyoming Hill show as a candy butcher and was later with Downie's Wild Animal Show, 101



BEFORE GOING SOUTH for the winter, Jack Scharding, well-known astrology worker, is operating an open-front pitch store in Hot Springs, Ark. Here we see Jack standing beside a part of the fish he uses to stop 'em as they walk along the street in front of his store. Jack says the health books are going better this year than for several seasons past.

Ranch, Hagenbeck-Wallace (left the outfit two nights before the big wreck, thanks to Charles (Butch) Coban) and tramped with the Ringling show in 1921-'23. My attention has recently called to an incident that has since stood out in my mind. It concerns a break the novelty boys got at the Thanksgiving Day parade in Boston. I saw the Governor of our State personally call a lieutenant of police over when he saw what a hard time the boys were having trying to hault their wares in the back-grounds, where the police were keeping them, and ask that they be permitted to work in front of the crowd. One of the boys, whom I later discovered to be John Looney, from time to time gave away some few novelties to children who couldn't afford to pay for them. Out of a clear sky His Excellency (very observing) called him over and John was rewarded in a more substantial way for his kindness and humanity. I write this merely to show what a kind and thoughtful friend all showfolks have in the governor of Massachusetts."

DEWITT SHANKS PIPING . . . from Selmer, Tenn.: "Been some time since I have piped in but I always read and enjoy every issue of The Billboard. Spent the summer and fall in West Virginia, Virginia and Kentucky. Have just come here from the tobacco markets. Things look good, as the farmers all have an exceptionally good crop this year and prices are tops. This State is now closed to a r., but wide open to your o. m. There are only a couple of us med workers around Nashville. And our faces are about worn out to the natives. A new face here usually gets the dough. There are lots of spots for the boys coming south for the winter. Clarksville has a small reader and several lots near warehouses. Springfield, on your o. m. has a lot right on Main street. Hartsville, o. m., work near warehouses, no lot rent. Carthage, o. m., no lot rent, with work a square or nearer the warehouses. Gallatin, o. m., with work near sales. Franklin, one block off the square. Mt. Pleasant, work near the warehouse. Columbia has been closed to a r. and on streets, but can possibly work private property by taking out a three-month med reader. Sparta, o. m., square is open and near warehouses. First Mondays are as follows, out of Nashville: LaPayette, Woodbury, Manchester, Lebanon, Springfield, all good towns. Saturday towns include Murphysboro, Shelbyville, Springfield, Gallatin, Lebanon, Lawrenceburg, Pulaski, Dickson, Clarksville, Manchester, Cookeville and Sparta. Tobacco sales are every day except Saturday, and they last thru February. Would like to read pipes from Backner, Atlas, Johnstone, Miles, Benson, Warner, Howard, Medbury, Graham and others who jaunt thru these parts occasionally. Kentucky is closed to med, as is Alabama. Good, clean workers will find dough in the above spots in the next few months. Mary Ragan was seen in these parts recently, with a new outfit and going great."

"AM WORKING TENN. with soap and find business fair," cards Warren Bond, from Union City. "Ran into our friend Sam Childers a few times lately and saw him work. Tho he is new to the game I think he is a great pitchman. He goes about it in a different way from anyone I ever saw and really makes a hit. Good luck, Sam; keep up the good work."

"IT'S THANKSGIVING NIGHT . . . and will pass the time shooting a pipe," writes Bob Noell, Jarratt, Va. "Remember when Jack Roach and Hopalong Joe' drove the stage coach with Pete and Balty, about 1918 or '19. When Jack Roach and Fred Van left Jacksonville for Baltimore, 1924. When I made the 'dollar in a hat' game in '31. When Whitey Johnson's gila escaped in Georgia and the event made the headlines. Morris Kahntroff and I made a long jump, Minnesota to Texas. When Jack Roach had the four San Blas Indians in Pennsylvania. When the DeCarlos trucks 'covered' New York City. When Carleton V. LaMonte and I had a free med show in Virginia. When Doc Raggett and I worked together in Arkansas. When I had the two monks and they had the whole outfit laughing with their playing. We recently traded our Ford in on a new 1936 model and it sure is a honey. If the weather is agreeable biz in this territory should be good thru the holiday season. Everyone seems to have a little money now, and they are fair

OAK RUBBER BALLOONS
SANTA CLAUS NEW YEAR AND MICKEY MOUSE BALLOONS
Big Saltery for the Holidays. Ask your jobber, or write to us for information.
The Oak Rubber Co.
SAVANNA, OHIO

YOU WANT THESE BIG WINNERS
"JINGLE BELLS," With Bellie Osener in Old Gopher or Nuts Fish. Noise Maker Novelty for \$7.50
"FROST OFF," Attractively Beaded Defrosting Cases for Autos or Windows. Mailed Prices, 50c. One, 50c; Two, 6.50
STONE NAZOR SLIDE MONES, 3.50
Eam in Box, Gross
Beautiful RAYON SCARVES, With Fringe, White, Grey or Marine, One. 3.00
GLASS CUTTER, Knife Sharpener, Razor Blade Sharpener Combination, Vast Pocket Size. Each on Directions Card. Dozen, 65c; Gross, 7.20
Prices F. O. B. New York.
Deposit Required on All C. O. D. Orders.
CHAS. UFERT Dependable Service Since 1913
19 E. 17th St., New York

RING WORKERS
Our New No. 88 is without a doubt the best selling White Brass ever brought out. Beautiful Finish, Three Ring, etc. Also gold ring.
COMPLETE BIG XMAS LINE NOW READY
Prices From \$3.00 Gross.
\$2.50 Sample Line With Spring Van 20 New Styles. Catalog FREE to Dealers. State Your Business.
HARRY PAKULA & CO. Chicago, Ill.
5 North Wabash Avenue.
"SERVICE"—That's Our Motto.

HEADQUARTERS FOR SPECTACLES AND GOGGLES
We carry a Complete Line of Georgia Field Glasses, Monoculars and Optical Merchandise. Our prices are the lowest anywhere.
NEW ERA OPTICAL CO. Write for Optical Specialties
17 N. Wabash Ave., Chicago, Ill.

E. Z. WAY AUTOMATIC STROPPER
W. M. MFG. COMPANY, Sandwich, Ill.

ELGIN—WALTHAM WRIST WATCHES
Brand-New Cases, Metal Bands. Sent for Catalog, Puggert Catalogue in U.S. Mail. Wholesale and Retail in the Country.
H. SPARBER & CO.
108 North 7th Street, St. Louis, Mo. **2.95**

ALWAYS AT THE HEAD OF THE PEN PARADE. Blinky Pen and Blinky Blade. Fountain, Fountain and Combination. My Pen Write. It's All in the Pen Point. Demonstrator, get in touch now for your Xmas Pitch Package.
JAS. KELLEY, The Fountain Pen Mfg.
487 6th Ave., N. Y. C. CHICAGO, 120 W. Adams St.

MEDICINE HEADQUARTERS
A Complete Medicine Store Line. Immediate Service. Wholesale Catalogue and General Products Laboratories, Mfg. Pharmacists, 127 E. Spring St., Columbus.
XMAS BOXES | ATTRACTIVE ASSORTMENT
21 cards at 20c. 25c, 30c & 40c. Send your order today! Let us know what you need—Quick delivery!
JAMES J. EMMETT
P. O. Box 82, Sta. A, Brooklyn, N. Y.

MONKEY MITT



Diagnose Larch's Product of the Age. Professor, Street Mon. Wild & W. WORKERS. Apply to young and old alike. New and latest Toy Spec. TACTY, RIMON, Irresistible demonstration. Also on and off like a glove—simple movement of the finger causes Monkey Mitt to imitate the Characteristic Action of a Live Monkey.

\$18.00 Gr.
Sample 25c Ea.
Terms: 50-5 with order.

NU-DELL MFG. CO., Inc.
501 W. Huron St., Chicago

Buy Direct From Manufacturers 3-SHIRT SETS

These beautiful Best quality Valentine Texture Shirts in a large variety of Print Patterns are now being sold in sets of three. Each shirt completely wrapped in cellophane and three shirts packed in attractive display box with cellophane window. Sizes 12 1/2 to 16 1/2. You'll clean-up all these "mammoth" low prices.

\$24.00 per dozen sets. (38 Shirts)
\$2.00 Per Set. (Three Shirts)

Rush Your Order Today, 1/3 Deposit, Balance C. O. D. or send \$2.25 for Sample Set.

"Domestic Goods." Illustrated catalog free on request.

DORROS MFG. CO.
225 West 35th Street, Dept. B3D,
NEW YORK, N. Y.

SOCK-O!

HERE IS A NATURAL-SOCK-O!
Cotton and get it so that you can cash in on the "Sock boom." Just what you have been waiting for. **SOCK-O!**—the sock appeal for old and young.

This item is being worked in Department and The Cost Sinks and is going over big. No workers, every bag is perfect. It is a bag that is held in the hand and pushed. A resistance is put in the bag before making to give a certain second effect. We are too late this week to distribute this item, but don't wait on that account, as now is the time to go.

SAMPLE 10c; 5 DOZ. \$2.25; GRO. \$4.25.
Price F. O. B. Cincinnati.

SOCK-O DISTRIBUTING CO.
509 Main Street, Cincinnati, O.

SOAP

PLAIN, PRIVATE LABEL OR STOCK.
Write for Prices.

NUTRO MEDICINE CO.
18 South Pierre Street, CHICAGO, ILL.

SNAPPY COMIC XMAS CARDS

As we bought a million at a very low price we are able to give you these Cards at a tremendous bargain. We have an assortment of 25 different designs. 25 Samples for 20c. 250 for \$1.00. 1,000 for \$3.00. 10,000 for \$20.00. Send 25c Deposit with C. O. D. Order.

ROSEDALE NOVELTY CO.
124 East 165th Street, Dept. 58, New York City.

LEATHER 4 in HAND TIES

Men and Boys, New Fall Patterns, Polished, Plain, Stripes, Lock like Silk, Clean easily. Will not wrinkle. Big profits; repeat orders. Send 50c or Stamp for Sample Via and Sales Kit. Complete Information.

LEADER LEATHER CO. Dept. 22, Capen, Mich.
AMERICA'S LEADING MANUFACTURER OF FELT RUGS

Lowest Prices. Sample \$1.35 Postage Prepaid.
EASTERN MILLS, EVERETT, MASS.

WILL ROGERS' LATEST JOKES, WILEY POST EULOGY, 4c. with 15c. Sample, 10c. Variety's John Deere, Magazine, Calendars, Program etc. Color good. **VETS. SERVICE MAG., 15¢** Leonard St., New York.

SELL HANDKERCHIEFS Sample Profitable. Write **HANDKERCHIEFS, Dept. B, 3 W. 23rd, New York City.**

Every \$1.00 Gets you \$5.00
Yes, sir, a real profit. Goodrich Home Workers always have dough, and when you tell your family, Home workers are made by the Goodrich Co., Est. 1884, they buy with confidence. Photographs, Window Washers, Deter, write for low price. Send \$1.00 now ahead. Sample, 10c.

GOODRICH,
1800 W. Madison, Dept. BQ-12,
Chicago.

spenders in these parts. The show we're with may go to the barn in a few weeks and we will be hunting a climate where the weather suits our clothes. Probably Georgia, Alabama or Mississippi, or somewhere around them that parts. The missus, Baby Bob and Trouper the dog are doing fine."

"AM DOWN IN THE HILLS . . .
of Alabama with my old pal, Billie Brooks, and missus," pipes Joe Clark. "Just finished reading the Christmas issue of *The Billboard*. It gives one the old-time spirit to know so many of the boys are still with and for it. That is the way to keep the business going. See quite a number of old familiar names in Pipes. Had thought of them quite often and had thought that perhaps many of them had quit the road. Glad to know they still have the spirit and are EYPSY enough to know that you can't hit a red one every day. If we stick and keep our minds on it we will make a living and keep the business going. Keep going, work clean and don't knock merchants or doctors. Joined Billie two weeks ago. He and the missus have a nice house trailer. He is still working flexible bones and sharpeners and sticking in an occasional jam and push sale. We haven't had any trouble working towns in Alabama. We manage to do a little business, work every day and count on Saturdays for the red ones. Billy is a good worker, either high or low. He and the missus were with a circus this summer and ended with a good season. Billy leaves no heat and deserves all he gets working merchandise. If every jam man would work the same the jam would be okeh. I am sorry to learn that Sid Sidenberg lost his dog Peggy. I knew Peggy well and would appreciate hearing from Sid. Would also like to see a pipe from Blacky Branholts."

"THIS PIPE IS . . .
being written the day before Thanksgiving, with all quiet on the Western front," tells Walt Ramsey, from Bingen, Wash. "D. I. Bowker and I have just finished a week of high pitching at Bon-neval Dam on the Columbia River. D. I. is working change and key-ring holders with fair success and I am working snif-fers. Everybody in good health out this way. The climate really is healthy, no trouble with colds, sinus, etc. Like they have back in the Middle West. Stopped for three days in Libby, Mont., on the way out here. Good success with the same layout. Worked in vacant store front. As a hally we demonstrated to the natives how to cut glass with a pair of scissors. We had some very large classes. We also stopped in Sand Point, Ida. No reader. Four or five local boys were working ties, novelties and sheet. Spokane can be worked, but on good spots the readers are sky high. We met C. W. Nichols and the missus doing the high pitch with ties. Nick is one of the best demonstrators we have met. They were working at Poulson, Mont. Spent an enjoyable evening with them. While in Portland D. I. Bowker bought 46 of the latest type penny arcade machines for his amusement shows, which are quartered at Glasgow, Mont. Our next stop will be Pendleton, Ore."

"JUST READ RAY FRANCIS'S . . .
pipe," says Ray Hummel, from Greensboro, N. C. "Cliff Page left here November 22, swinging west via Texas. Would like to read a pipe from him. Wonder if he has lost his pencil."

"I NOW HAVE CHARGE . . .
of the parking lot at the State House," cards Earle B. Wilson, Columbus, O. Will close up my printing business, as all my time is taken up at the new location. Will not be out with the polish for some time."

DANNY SULLIVAN . . .
has laid aside the tripe and keteter temporarily to assist in business arrangements for the Austin & Kunta Palace of Wonders show, now in its sixth week at Worcester, Mass.

FRENCHY THIBAUT SHOOTS . . .
one from New Orleans: "Arrived here from Atlanta a few days ago after a week of cold weather and fair business. Big here is just at par. Town is overrun with nickel blade workers and doorway sitters. Knights here include Al C. Rice, watches; Max Schiefelheit, tie forms; Carl Parker and missus, rad and X-rays; Joe Morris, tie forms, and I am working

Pitchmen I Have Met

By SID SIDENBERG

I have met many pitchmen in my day, but I still have the first one to run into that still works the same time he worked when he started in the business.

Take William (Bill) Meader, who took his preliminary course from Con Dooley on the cement. After working cement for years and being one of the most successful purveyors in that end of the game, Meader took a sudden notion and went in for the liniment, and if anyone is getting any money these days Bill is getting his end with the pain eliminator.

To begin with, Bill can't miss. He is strong on the bally and works "George Knobs" style by placing a piece of iron on a blow torch until the iron is sizzling white hot and then, saturating his hands with his liniment, rubs that piece of sizzling iron over the palms of his hand to prove that his med will stand the gaff. I have seen others pull the same stuff, and I mean it has a terrifying effect on the average on-looker, and when he goes in for his pasout the most skeptical are convinced that his liniment is the only thing that ever came from Mother Earth that will eliminate and help burns, aches and pains.

Bill is one of those pitchmen who talks to his tips in a convincing, confidential way. He doesn't yell at the top of his voice to see how loud he can get. He is cool, collected and quiet-spoken and talks to them like he has known them all their lives. The boys working office on a med show haven't got a thing on Bill. He is his own office and he is right on the spot. His attitude is inviting and his head does not swell, which further endears him to his tips. Thru his system of working he has built up a wonderful mail-order business and when things were tough with ordinary workers thru those dark, bleak, dreary months, Bill sat at home taking it easy, filling mail orders—the business he built up when the sun was hitting both sides of the street.

Bill is married and the missus travels with him. The Meaders have one child, Neida, who is eight years old and stays with her grandmother when the Meaders are on the road.

Meader is 48 years old, bought his home in Detroit and is a member of the Moose and Odd Fellows.

my old reliable flukum. Glad to see Art Cox and Bill Westfall are getting what it takes. Would like to see pipes from Frank Vall, Charlie Clark and Al Decker."

"JUST READ ROCKWELL'S . . .
pipe in the Christmas issue," shoots C. J. (Wing) Johnson, Louisville. "Glad to learn he is still clicking with blades. Am doing well here working out of pitchman's headquarters with med and oil. Notice where Alve Rice was working the Indiana corn-husking contest. Would like to read a pipe from him. He was going to meet me in Indianapolis but guess we missed connections. Saw Al Wallen there with sharpeners. Wonder how Sailor George is doing in Seattle. Charley Hamilton, an oldtimer, is working tattoo here."

TONY THE BLADE MAN . . .
pipes from San Francisco for the first time in five years: "The folks in these parts are getting the dough. Ed Gallard and missus are working Photoidea, jar wrenches and dot and dash systems and getting their share of the folding stuff. Frankel, of crystal fame, is getting his also, with his missus on the managing end. Harry Meida and Al Heller are working humatonas and getting the breaks. Weldermag, of snake soap fame, is doing his share. Sid Wolf is promoting spots with tabby cats, just getting started. Sid Shipman is here with radio controls, but not working at present. Has a good-sized b. r.

Jack Merrill, cards note, is not working but is dressed like the Duke of Wellington. Says he had a very good season. Folks really getting the money with radio controls are Carl Brown and missus. Says he came in C. O. D., too. Has himself a new LaSalle now. So it looks like a good winter for all the folks. The real indication for this condition of pseudo-prosperity is the fact that the boys are too busy to spend time knocking one another, which is always the case when things are tough and very little is cut up."

JEFF FARMER IS . . .
still working in Petersburg, Va., to fair results. "Will be here and in Norfolk until Christmas," he writes. "Will then go home for a couple months' rest. Glad to hear the Louisville boys have re-opened their headquarters. We sure did cut up the jackpots last winter and I hope to see the bunch next spring. Would like to read 'em from Bill Schuler, Doc Brummitt, Clarence Man- ton, etc. I like the merchandise feature of Billyboy and hope it becomes a permanent feature. I fully agree that prices should not be published. I often encounter men who not only tell me how much an item costs but the source of supply as well. Would like to see more of the fellows pipe in, especially the old-timers. Here's hoping Santa fills your sock."

AL FRANKS FIRES . . .
a pipe from New York: "Have just returned from the West Coast and notice that plenty has happened to the pitch business here. There are four radio joints working for a quarter, gaps galore for two bits. Plenty of new boys working the radio and intensifier business. Watched one fellow for half an hour before he made a sale. Doesn't look like they are averaging so hot. Would like to read a pipe from Sandy Stenson. Guess I'll return to the Coast soon, where you can get a buck for intensifiers, and at least the sun is shining. Here it is snowing. This is my first pipe in years."

MANY TROUPERS . . .
med showmen and pitchmen will be sorry to learn of the death of that well-known oldtimer, Doc Pat R. Coonan, at Scranton, Pa., December 1. Doc was known to thousands thru his long flowing hair and large black hat. Death was due to a heart attack.

MORRIS GOLDRING . . .
stopped in for a visit at the Cincy desk last Friday. He recently worked a four-week pen sale in Cleveland and is looking for a good location in the Queen City for the holidays. Morris would like to see a pipe from Ned House. He and Ned were partners on blade sales thru New York State several years ago. Having had considerable trouble lately with his throat, Morris finally went to a Cincinnati doctor for an examination and found he will have to have his tonsils out. Says he will go thru with a sale and then take things easy for a while, following the tonsillectomy (hope we've spelled that one right.)

"GUESS THE BOYS WILL . . .
be surprised to learn I am back in Gotham," scribes Doc Frank Curry from New York. "Had a wonderful season in South Carolina with my med. Saw Texas John Stenhouse in Greenville. He had a swell front and a fat b. r. Wonder if Doc L. R. Earnst ever opened in North Carolina. Let's have a pipe, Doc. Glad to hear of the marriage of Virginia Lockboy to Irving (Shorty) Dock. Would like to read one from Doc Bill Kerr, also Nick Kay and Doc Joe Wallace."

CHIC DENTON WRITES . . .
in from Amarillo, Tex., to let us know he liked the article, *Pitchmen Vs The Supply House*. Says it couldn't have been better and hopes every advertiser in *The Billboard* reads it. Thanks, Chic, for the kind words, but remember it couldn't have been possible without co-operation from pitchmen and the supply houses who were kind enough to devote some thought and time to their contributions.

MORRIS I. SOBEL WRITES . . .
from Beaumont to tell us conditions in South Texas are picking up steadily. Says Morris: "Haven't seen a pitchman, other than Joe Morris (with necktie so-

concoires), since last fall. Weather has been cold here. It is pretty hard for a street pitchman these days. Those that work the department stores fare much better. I am still managing a small jewelry store and have been off the road for a couple of years. Have been in this town a little over a year, but the b. r. is limited. But I'll say one thing, I live like a prince, next door to a former mayor, and have plenty of swanky clothes. If things work out right I'll catch up with some of my old pals, including Jimmy Raymond, Jack Britt, I. W. Hightower and others."

MARRY WOODRUFF maintain pen coupon worker, writes from Eldorado, Kan., that he has taken on Wilma (Billie) Case as assistant and that sales are going over in fair shape.

"JUST FINISHED READING the Christmas Special and want to say it surely is a humdinger," writes Doc George M. Reed, Columbus, O. "The article Pitchman Vs. Supply House is a masterpiece. If the pitchman and jobber will get together and exchange views a little oftener it will be a big help. After reading the Christmas Special I fail to see how any pitchwoman or pitchman gets along without reading Old Billyboy. Am taking things easy and hope to be out after them again by the first of the year. Met that clean-cut medicine showman, Walter Byers, at the General Products Laboratories today (3). Looking prosperous. Sorry to hear of Art Cox's wife being in the hospital. Mrs. Reed and I hope she has a speedy recovery."

"IN SPITE OF A dow auto show the bunch at Cleveland had a happy Thanksgiving," says Ira Weiss. "Mrs. W. G. Bernard Jr. was business to a dinner that included everything it takes to make a good old Thanksgiving feast. Among those present were Ben Lexel and misesa, my wife and I, Mr. and Mrs. Anthony, W. G. Bernard Sr. and Jr. and W. O. B. III, age two months; Louis Bernard, Jessie James, Clarence Zeigler and Gillette Johnston."

HOWARD HUTLOW drops a card to let the boys know he is still in the land of the living. Writing from New Bern, N. C.: "The sheet is very good in this section. While walking up the street the other day I met Doc J. A. Speagle, with both hands sparkling with diamonds. He recently purchased a lot and will build a winter home not far from here."

GREAT AMERICAN

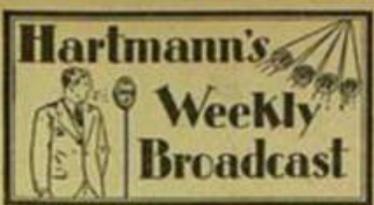
(Continued from page 53)
12th birthday and remain over the holidays, later going to Miami, where she will open her revue at the Club Madrid. Visits were exchanged with the J. J. Pate Shows, and Hugh Lowe was a daily visitor. Jack Sumner, who has been chief talker of Bobby Kork's Show all season, was married by Rev. J. R. Williams, of the Baptist Church in Charleston, to Annette Davis, of Rocky Mount, Va. Now residing in Rocky Mount, where Sumner is devoting his time to auto and trucking business, to return in the spring to the same show. A Night in the Orient, a new arrival, with Marie L. Vincent, Peggy Lyons, Toots Brown, Mildred Pantel, Fern Raub and Marie Sisco; H. J. Lynch on the front. "Idaho Red" Good joined with his Redheaded Goodwill Cowgirls, presenting a spectacular Wild West Show. The cowgirls making a beautiful flash, parading thru town with their 10-gallon hats and brilliant red hair.
BOBBY KOHL

Dexter Losing Eyesight

CINCINNATI, Dec. 7.—W. F. Dexter, known as Whity, Shorty, Rust and Little Samson, a novelty strong act performer, who has been with circuses, carnivals, dramatic shows, minstrels, burlesque companies, musical comedies, med shows and with the 101 Ranch Show, writes that he has almost lost his eyesight. He has a wife and two children. He would appreciate hearing from show-folk. Mail will reach him, General Delivery, Clinton, S. C.

LOUD SPEAKER SYSTEMS

Write for Information and Prices. **RADIO LABORATORIES**, 4 Fourth Ave. (Tr. B-3248), Brooklyn, N. Y.



THE various national outdoor amusement functions in Chicago last week—the conventions of the National Association of Amusement Parks, Fools and Beaches, the International Association of Fairs and Expositions, the American Recreational Equipment Association and the American Carnival Association, together with the elaborate banquet and ball of the Showmen's League of America—were successes from start to finish and go down in history as the best for several years. Not only the best from the standpoint of attendance, but quality of programs and display of enthusiasm and optimism as well.

Everybody seemed to be in a happy frame of mind, and there were no signs of a scarcity of money on the entertainment end. Furthermore, there were faces in evidence not seen at these annual gatherings for some time.

All of which fully indicated that that thing which has been "just around the corner" for quite a while is returning. Let's hope so anyway.

That method of advertising by airplane, with amplifying system, being adopted by Paul Lewis, of Lewis Bros. Circus, doesn't sound bad a fall.

SINCE reading *The Broadston* (Fla.) Herald's editorial (December 1 issue), in answer to the one we carried in our Christmas Number, we are all the more convinced that the writer's knowledge of carnivals is very small indeed. We might mention to him, too, that nine troupers who have been reading his paper have stopped their subscriptions because of his attitude towards carnivals.

Joe Gallier has been touring Europe and having the time of his life. "Accept my praise," he writes, "for the article in your October 28 issue regarding clean concessions. Just visited Piastany, a wonderful resort. Spent two days there. Will see you on my return to the U. S. A."

THE Pacific Coast Showmen's Association is in the strongest shape, financially, since the club was organized in 1922, our good friend S. L. Cronin tells me. "We have every expectation of seeing President Clark's ball this year eclipse any of the past endeavors—and he will have to go some to beat the one yours truly threw last year, with the aid of the late Brother William Denny," S. L. continues. "It would surprise you to see the splendid spirit of friendly co-operation displayed between the various carnival and circus people out here—not only the executives, but the entire personnel, and this is exemplified in the way the PCBA has been built up by the harmonious efforts of both branches of the outdoor business. A large majority of our members are actively engaged in actual show business."

Whitley Pratt, who is on the Anna Maria Island 39 miles south of Tampa, thinks all the bluebirds have gone north, as the cold wave has hit that section. The night of December 2 the thermometer showed 30.

WELL, Herbert S. Maddy is in again with a letter to Major J. Brass, manager Combustion Bros. Carnival. Herb writes: "Note that you think the price for my snow birds, fish worms and bollweevils and for Pog Horn Clancy's cockroach hurdle is a bit high. Not a bit of it, major. Recent additions to these wonderful acts make them worth double the price asked."

"Clancy and I have formed a com-

No "Open" This Week

No "Out in the Open" column appears in this issue because Leonard Traube, its conductor, had his time all taken up thru covering the park men's convention in Chicago.

ination and the acts will work as one. Innovations include a cootie as emcee and a lightning bug footlight arrangement for the small stage on which the act works. Pog Horn is training the cootie. He knows more about them than I; in fact, I understand he has lived with them for years and knows their habits, their vices, their frequent changes in temperament, etc.

"The other addition to the act is really a clever idea if I do say it myself. In the half circle usually used for electric lights on the stage, I have placed 35 small stools, the seat of each covered with a dab of sticky fly paper. On these stools I place the lightning bugs with their illuminated stomachs facing the stage. I have trained them to turn on full light when I command 'lights,' to dim when the 'dim' command is given and to shut off their body illumination when the order 'dark' is given.

"Now, major, if you don't act quick and send us a contract, we will place the act with Terta Bros. Circus. Remember, this is final."

Los Angeles Brevities

LOS ANGELES, Dec. 7.—Bob Hickey, who has been here doing publicity for Clyde Beatty, who is working cats in the *Dearest Africa* film being done by Mascot studios, left for Chicago. Manuel King, wild-animal trainer, has completed his shots in the film. Chubby and Harriet Guilfoyle have been with the act.

Louis Goebel, thru Louis Roth, has sold two tigers to the Cole-Beatty show. Are to be added to Clyde Beatty's group. Will be shipped with the animals rented by Eddie Fernandez that will soon arrive here.

CHICAGO COMMUNITY Chest, in its recent campaign, featured a trapeze performer with the assumed name of Frank

Reed and appealed for help. Article stated that the performer had been injured in the circus and required assistance for the correction of a spine injury.

ACTS AND ROUTES

Acts playing indoor shows, such as circuses, celebrations, bazaars, festivals and exhibitions, and not with organized units, are invited to send their routes to The Billboard for listing. This is one of our many free services to the profession and acts availing themselves of it will find it advantageous by letting their friends and others interested in their work know their whereabouts. Route information should reach our Cincinnati offices not later than Friday to insure publication in the following week's issue. Address Route Department, The Billboard, Cincinnati, O.

NEW LOW PRICES

- Original C. R. FOGGHI DOGS, Grs. \$21.00
- LADYBIRD BOY OR GIRL, Small, Grs. 5.00
- Just Received WICKY or MINNIE MOUSE ACOBATS in Picture Box, Grs. 24.00
- Colored Fur Jumping Dogs, Grs. 4.00
- KRIS KRINKLE SANTA CLAUSE, Grs. 4.00
- Giant SANTA CLAUSE WORKERS, Each 2.50
- Large Iron Box of IDEALS, Grs. 2.75
- Large Colored HOPPING BIRDS, Grs. 3.40
- Large DRUMMER BOY, Grs. 4.00
- 3-Piece TAP SETS, Grs. 4.00
- STRAP WRIST WATCHES, Bunch 4.00
- HINAT Colored FUR MONKEY, Grs. 4.00
- MARE TRICKY TAXI OR CYCLE, Grs. 24.00

SPECIALTY SALESMEN WANTED

Manufacturers, Sales, etc. Rings, Pins, Soap, Blinders, Candy, Flowers, etc. Tables or Trays, porcelains, Glass, Stone, Brass, Metal, Silver, Advertising Center, Union Detergent. Write or wire quick by Western Union. **ELITE NOVELTY SHOP**, Dillon, S. C.

LEADER TIES—SLYDE-ON-TIES

The Tie With the Ready-Made Knott,
HOLDS ITS SHAPE FOREVER. SILK LINED. LATEST PATTERNS. Fast 60 Seconds—No Sewing.
\$2.50 PER DOZIN.

Four Beautiful Remains Substituted, \$1.00. Prepaid.
Also Six-Line FOUR-IN-HAND TIES, \$14.50 Gross.
Money Refunded or Goods Exchanged Without Question.
M. LEVINE, INC., 11 North 13th Street, Philadelphia, Pa.

NEW DATE BOOKS

FOR 1936
NOW ON SALE

Arranged Especially for Your Needs



DATED FROM JAN. 1, 1936, TO JAN. 1, 1937.

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 1936-1937, U. S. and World Maps, 110 pages for daily memorandums, space for recording receipts and disbursements of money, census figures, and much other valuable information.

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.

Name in gold letters on covers, 15c extra for each line.

CASH WITH ORDER

ALL MAIL ORDERS SHOULD BE SENT TO CINCINNATI OFFICE
The Billboard Publishing Company
25 Opera Place, Cincinnati, O.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •

AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Bldg., Randolph and Dearborn Streets, Chicago.

Coin Machines Exhibited At Amusement Parks Show

Eleven firms show machines and supplies—high-grade amusement devices are featured—convention spirit indicates optimism in amusement parks field

CHICAGO, Dec. 7.—Coin-operated machines were conspicuous at the annual convention of the National Association of Amusement Parks, Pools and Beaches and affiliated organizations held at the Sherman Hotel December 2 to 6. A new spirit of optimism was evident among the organizations participating in the convention and business prospects in the various lines of amusement are considered favorable for 1936. Coin-operated amusement devices are being used in greater quantities than ever in amusement parks in similar places of amusement and relaxation. Eleven firms familiar to the coin-machine industry and either making coin machines or supplies were exhibitors at the convention and helped to swell the many attractive displays of products in the convention hall.

Ad-Lee Company, pioneer Chicago manufacturer of coin machines, displayed a variety of machines, including the new Duetite vending machine and the Ever-Ready vendor. A new counter roulette device, as yet unnamed, was shown, also two counter dice games. The well-known counter model digger, called X-Cavator, was on display and the Pop-Master machine which automatically pops corn and delivers it upon deposit of coin was exhibited.

Buckley Manufacturing Company, Chicago, displayed an impressive line of eight models of the Buckley diggers. These attractive machines are selling abroad as well as at home in ever increasing quantities. Two table games, Sure Shot and Sky Blue, were also seen. A counter dice game, Baby Shot, and the Cen-a-Pack reel machine were also shown.

H. V. Bright Turnstile Company, long known in this field, displayed its latest models. A coin-operated model turnstile is made by the firm.

Chicago Lock Company, long known as a manufacturer of locks for various types of coin machines, plungers and other accessories, exhibited the various types of locks made by them.

Exhibit Supply Company, Chicago, displayed a wide variety of machines. The back of the booth was lined with latest models of the Merchantman digger. The new automatic phonograph, selling for less than \$100 was displayed. The ticket model table game was shown, including five types of interchangeable playing boards which make it possible for the operator to change his games into new ones at intervals without a heavy investment. Two dice games were on display. Two new machines never exhibited before were also on display. These were a new type of target device, which uses the principle of the photo-electric eye, and a new merchandise prize device called the Pathfinder. These two new developments are high-grade machines and attracted a lot of attention.

International Microscope Reel Company, Inc., New York, exhibited the new Photomatic machine which delivers a framed photograph complete in less than one minute. The machine is semi-automatic and attracted wide attention for its possibilities in arcades, sportlands and amusement parks. Microscope also displayed its new pinball games, Checkers and Holiday Hits. Cranes were also shown and the newest developments, the Magic Finger and Shootomatic target machines. These two high-grade cabinet machines offer merchandise prize arrangements.

Johnson Fare Box Company, Chicago, displayed coin-counting and money-changing devices.

Kirsch-Trumbull Corporation, of Alden, N. Y., exhibited two neat and attractive machines.

(See MACHINE EXHIBITED next page)

Business Is Good

This year will close with more genuine confidence in the outlook for the coming year than there has been at any time since the depression started, the National City Bank declares in its December bulletin, published recently.

Reviewing the recent rises in business indices, the bank says the figures have fulfilled the optimistic expectations with which business men entered the fall.

"Employment is the highest since October, 1930, and pay rolls are the highest since March, 1931," the bank says. "The farmer has been buying as expected, and with government expenditures supplying purchasing power to those who have none of their own, trade on the whole has been good."

FEARS TRACED

This improvement in business, after only a nominal summer recession, naturally is influencing sentiment very favorably, the bank remarks in discussing the outlook for 1936. It points out that in 1932, the most trying year of the depression, business was oppressed by the fear that the economic system itself was breaking down beyond repair and that when this fear proved unfounded it was succeeded by the fear that governmental interference and experiments would block recovery. Conceding that handicaps are still present to limit confidence, the bank says:

"But after the 1935 experience of persistent improvement despite unfavorable conditions, and extension of the recovery movement to durable goods lines, business men are more disposed to believe that the natural recuperative power of the economic system is the important thing, and that it can to a considerable degree overcome the handicaps. This shift of emphasis from the difficulties to the natural power of recovery has been the great gain in the psychology of business during 1935."—New York Times.

Miss Pace Now Mrs. Hornisher

CHICAGO, Dec. 7.—In a simple but impressive ceremony attended only by relatives and a few intimate friends, Esther Otis Pace, only daughter of Edwin W. Pace, president of the Pace Manufacturing Company and Paces Races, Inc., became the bride of Charles U. Hornisher, of Chicago, Saturday afternoon, November 16. The bride, attired in a suit of black wool trimmed in Persian lamb, presented a lovely picture as she was given in marriage by her father, the Rev. Clarence N. Wright, of the Fourth Presbyterian Church, Chicago, officiating.

Mr. Pace's beautifully appointed apartment in the Congress Hotel provided a fitting background for the wedding and for the informal reception following it. Lucille Long, well known to radio audiences, a close friend of the bride, delighted the newlyweds and guests with songs appropriate to the occasion, and all joined in pledging numerous toasts to the health and happiness of the young couple. Mr. and Mrs. Hornisher left by train for New York immediately after the wedding and called for Europe on the Berengaria on November 20 for a round-the-world trip, given them as a wedding present by the bride's father.

Mr. Hornisher is a newcomer to the industry, having only recently associated himself with the Pace organization after several years with National Carbon Company and Chevrolet Motor Company, but his charming bride needs no introduction to hundreds of our readers. Upon their return to the United States, Mr. and Mrs. Hornisher will locate in New York, where Mr. Hornisher will open a branch office to supervise the distribution of Pace products in the Eastern territory.

Toronto Trade Is Organized

TORONTO, Dec. 7.—At a meeting of coin-machine operators held November 29 at the King Edward Hotel an association was formed and the following officers were elected: Samuel Schneider, of the Toronto Coin Machine Agencies, president; Clarence Lake, vice-president; Charles Sigal, of the K. & S. Coin Machine Exchange, treasurer, and William Hurley, Toronto, secretary.

The meeting was attended by more than 80 operators from all parts of Ontario and telegrams and long-distance calls were numerous, sending congratulations to the newly formed association and pledging their hearty support and cooperation. The aims and objects of the association are to look to the well-being of all its members.

William Hurley, 131 Dundas street West, Toronto, was appointed field organizer and is planning an organization trip thru the province. All coin-machine operators are urged to get in touch with Mr. Hurley with regard to joining this association, as another meeting will be announced in the near future.

Gay Program Is Promised

CHICAGO, Dec. 7.—The biggest and gayest vaudeville and entertainment program ever, was the word given out by Joe Huber, convention manager, this week. The program will be given at the annual banquet during the National Coin Machine Exposition, January 13, 14, 15 and 16. The entertainment will be provided by the Sadie Morris agency, who also provided the entertainment for the 1933 and 1934 conventions. Miss Morris says that her experience in providing former programs for the coin-machine fraternity will guide her in offering a program for the 1936 show that will exceed all previous records for quantity and quality.

Sherman Hotel officials report that previous records have been exceeded in room reservations for the convention period, an indication that interest in the show is greater than ever.

Mr. Huber reports that a new automobile will be given away in 1936 "to some lucky operator" as in 1935. Reports of special delegations and special trains from various trade centers indicate that coinmen all over the country are looking forward to the convention trip. Manufacturers are busy getting their latest ideas into shape for exhibition. The displays already promise the greatest exhibit in the history of the trade.

Coin Machines Get Credit Due

WASHINGTON, Dec. 7.—Treasury report on the mintage of small coins ascribed the increased demand to coin machines and sales taxes. This is the first time that news dispatches have credited the vast coin-machine industry with having anything to do in boosting the spectacular demand for small coins throughout the country.

Thru the first 11 months of 1935 the mints have turned out 472,167,047 pieces, as compared with 373,226,729 pieces in the corresponding period last year.

Of this amount 294,822,000 were pennies, while the nickels and dimes output each exceeded 60,000,000.

The department said the mint at Philadelphia has been on a tempo (See COIN MACHINES on next page)

Brunswick-Balke Earnings Improve

CHICAGO, Dec. 7.—According to The Chicago Journal of Commerce, Brunswick-Balke-Collender Company, now in the midst of what is normally the most profitable period of the year, is expected to close out 1935 with a net profit—something the company has been unable to do since 1928. This expectation is based on the assumption there will be no heavy year-end charges to profit and loss account.

The Brunswick-Balke-Collender firm manufactures a coin-operated bowling game and was also considering the manufacture of amusement games when the advent of repeal suddenly turned its attention to making bar equipment for taverns.

Based on earnings for the first nine months it appears quite certain that the earnings record for the current year should be better than any reported in the preceding six years.

Officials of the company profess to be unable to explain strength in the company's stock which since the middle of October has come close to doubling in price, starting from a level around \$6 a share. At various times in the interim reports were heard that plans were being entertained to take care of dividend arrearages on the 7 per cent preferred stock. No payments have been made on the issue since October, 1931.

DIVIDEND ACTION

It has been asserted officially that no action to clear up back preferred dividends was likely to be taken either at present or for some time to come. Arrearages as of September 30, 1935, amounted to \$890,176 or \$28 a share.

In view of the statement of an official that the company is "practically embarrassed" with too much cash and an excess of working capital for the volume of business currently being done, it is thought possible that a part of the arrearages might be paid out of surplus cash unless business shows positive signs of further expansion.

Earnings prospects of the company for the next year are described as brighter, dependent on the pace of improvement in business generally, but officers of the company decline to commit themselves definitely to a prediction of betterment.

REPEAL DISAPPOINTING

Officials, in the knowledge that the depression would have a marked effect on expenditures for amusement, banked strongly on the repeal of prohibition as a favoring counterbalance. They profess disappointment with results achieved, pointing to rigorous restrictions in the majority of States as practically outlawing the old-time saloon bar.

The company is now centering its self-

(See BRUNSWICK-BALKE next page)

Carries All Samples on Trip Thru Three States

NEW YORK, Dec. 7.—Eddie Ellis, of the Eastern Automatic Sales Company, distributor for Groetchen Tool Company, of Chicago, has a complete traveling display of the firm's machines which he is demonstrating throughout the States of New York, New Jersey and Connecticut.

All the counter games of the firm are included in this display. The Penny Smoke is proving the most popular, he reports. Next to this the Turf Flash and Tavern machines are the fastest selling counter games in these States, he says.

The offices of the firm on downtown Broadway are also displaying the machines, which have attracted a great deal of attention from operators. The Turf Flash is considered one of the best counter games built and the general opinion of operators is that the machine will continue to be one of the best in the industry for many years.

Ellis is enthused about the fine sales made to jobbers and operators and the fact that there have been many reorders for machines. He writes that he will be on the road for some weeks and will "make the most complete coverage of these States yet made by any representative."

Premium Firm Offering 10 Per Cent Trade Deal

NEW YORK, Dec. 7.—Morris Struhl, premium merchandise firm to the digger trade, announces a surprise for all digger operators. The company is offering what amounts to a no-profit sale, which is patterned after the success being enjoyed here by Hearn's department store.

On its de luxe \$25 merchandise assortment for digger machines the firm offers 10 per cent of the order free in cellophane combinations. This 10 per cent represents the profit on a sale. It is explained, and instead of taking it the firm is returning it to the customer in the new cellophane combinations recently arranged for the digger trade and which are proving such unusually fine items here.

The offer is instituted to bring the firm new digger customers and it believes that old customers should also share in the benefits of this offer. Therefore it makes it an open offer, the first it was to be offered to new customers only. The discount in merchandise will enable digger operators to increase their profits.

Manufacturers in N. Y.

NEW YORK, Dec. 7.—Myer Gensburg, of Graco, Inc., has been here for a week calling on the leading coin machine firms and many of the larger operators here who have been in communication with this firm.

Myer has spent some time surveying market conditions here and reports that he believes the market will continue to be one of the most important in the coin machine industry due to its progressiveness and also its quick adaptability.

J. Frank Meyer, of Exhibit Supply Company, was also a visitor here recently

and spent some time with his two distributors. He visited Modern Vending Company, distributor of Exhibit games, and Eric Wedemeyer, who handles the distribution of the Iron Claw and the Merchantman.

Mr. Meyer spent some time getting acquainted with Eastern conditions, and he is said to have seen many changes which he predicted long ago.

N. Y. Bally Building Nearing Completion

NEW YORK, Dec. 7.—Bally Building at 453 West 47th street, an innovation by John A. Fitzgibbons, local Bally distributor, is nearing completion and the architects estimate that within another four weeks it will be complete in every detail. The building will be six floors high, including a super-basement which is being entirely renovated and will be cemented with a new material to retain an even temperature so that machines in large quantity can be stored in perfect safety.

According to the architect's plans, the building will contain general offices and sales offices, large display room, lounges, reception halls and rooms, a modern bar, meeting rooms that can be used by operators, and publishing offices for the Fitzgibbons' magazine. The ground floor will be entirely devoted to repairs and parts.

Mr. Fitzgibbons reports that this will be the first Bally distributing building in the country. He hopes that it will become a headquarters for the coin-machine industry in the East and intends to have important visitors on occasions so that interest will be maintained in the new Bally Building at all times.

A huge celebration is planned right after the convention at Chicago to formally open the Bally Building, and all officers of the Bally Manufacturing Company, as well as Fitzgibbons Distributors, Inc., will be present to greet visitors.

The front of the building will be finished in modern design and will call attention to Fitzgibbons Distributors, Inc., and to Bally Manufacturing Company products. The plan is to use new metal strips which are so effective in the city's skyscrapers.

BRUNSWICK-BALKE

(Continued from preceding page) ing efforts on home amusement equipment. A new model pool and billiard table capable of conversion to either home or amusement uses has recently been introduced and Brunswick officials claim enthusiastic reception for it. They also state that patronage of commercial pool and bowling parlors has improved markedly with general business betterment.

Brunswick reported nine months' earnings of \$67,235, before federal taxes, as against \$48,181 in the like period of 1934. Indicated earnings for the three months ended September 30, 1935, amounted to \$222,704, before taxes, as against an indicated \$69,312 in the third quarter last year.

For the full year of 1934 the company reported consolidated net loss of \$346,009, indicating a net loss in the final quarter of \$294,241, including year-end adjustments.

This was the best showing for any year since 1928, the next best being a loss of

OPERATOR'S "SANTA CLAUS"

There's still time to order late 1-Ball Automatic Reconditioned Games for the heavy Holiday play. Get the best ones at "gift" prices from Electro-Ball, America's largest dealer in automatics. Our source of supply on used games is the best, for Dallas and Texas has always had automatics. Our big shops make them like new. A trial convinces.

—1-BALL, AUTOMATIC, RECONDITIONED—	
RAPID FIRE	\$17.50
PUT 'N' TAKE	19.50
PEARL HARBOR	29.50
—10-BALL, AUTOMATIC, RECONDITIONED—	
TRAFFIC A or B (5 Ball)	\$22.50
SPORTSMAN, Non-Visible	30.00
—1-BALL, AUTOMATIC, BRAND NEW—	
RAPID FIRE	\$32.50
EQUITY	35.00
GOLD RUSH	37.50
PLAY BALL EXHIBIT (10 Ball)	\$55.00
INDICATOR	\$25.00
SPORTSMAN, Visible	\$5.00
—1-BALL, AUTOMATIC, RECONDITIONED—	
A. E. T. 1-Ball	\$32.50
A. E. T. GRAND PRIZE	40.00
PEARL HARBOR	44.50
RANGER PISTOL PRACTICE, Fl. Sample	\$59.50

ELECTRO-BALL CO. Inc.
1200 CAMP DALLAS, TEXAS

BUY FOR CASH, AND YOU DON'T EAT HASH CHARGE, YOU DODGE AND RUN AT LARGE

Don't lose opportunities. We place them before your eyes—go to it. It's a good old world and what it is depends upon ourselves.

Write, wire, phone for prices on any Used or New Game.
FULL STOCK OF ALL THE LATEST—Trojan, Lucky Star, Tackle, Scrimmage, High Hand, 50-50, Jumbo, Mammoth, High Pockets, Electric Baffle Ball, Golden Harvest, Wing-Lite, Over and Under.

Complete line of Counter Machines and Salesboards. Prompt delivery.

Est. 1923 **SOUTHERN AUTOMATIC SALES CO.** Phone WAbash 5464
The House That Confidence Built
540-542 S. 2nd Street, Louisville, Ky.

SELLING OUT ALL PIN GAMES and SLOT MACHINES

Deep Kick \$ 5.00	Turf Flash \$18.50
Flicks .. 4.00	Nuden 1-Ball
Subways .. 7.00	Payoff .. 40.00
Good-Good .. 7.00	Miss J. P.
Robinsons .. 8.00	Miss St.
Sensations .. 6.00	Play .. 17.50
Cyclones .. 12.50	Miss J. P.
Dealers .. 12.50	Miss St.
Star-Lite .. 15.00	Play .. 23.50
Till for Take .. 17.00	Miss J. P.
Yield-Lite .. 18.00	Q. T. 15
Twenty .. 18.00	Play .. 29.50

OHIO SPECIALTY CO.
125 W. Central Parkway, CINCINNATI, O.

St. Louis Distributors for WING-LITE, \$39.50

The Machine With "Play Again" Appeal! Cover But Not The Trick.
All Year Players Will "Go For It."
BE THE FIRST IN YOUR TERRITORY WITH THIS STARTLING SENSATIONAL LIGHT-UP GAME.
WRITE FOR CIRCULARS.
Remember—We will accept your Used Equipment as part payment on this New Winner. Send us your List.

BESSER NOVELTY CO.
3020 Olive St., St. Louis, Mo.

GREAT BRITAIN.
Well-established London Horse races Sole Agent for Coin Machines, etc., for Europe. Write BOX D-17, Billboard, Cincinnati, O.

OPERATORS HEADQUARTERS
FOR INFORMATION ON GAMES AND SYSTEMS
WRITE FOR CATALOGUE AND LOWEST PRICES

REX NOVELTY COMPANY
1818 GEORGE ST., CHICAGO
ESTABLISHED 1918

Send your correspondence to advertisers by mentioning The Billboard.



FAMOUS SPORTLAND PATRON—Jack Dempsey is a regular patron of New York Sportlands. Here he is shown in the Madison Square Sportland, 818 Eighth avenue. The game is Holiday Hit.

COIN MACHINES

(Continued from preceding page) 24-hour basis and may continue so until the first of the year.
Domestic coinage, thus far has had a total value of \$31,254,843.50, as compared with \$18,925,696 in 1934.

MACHINES EXHIBITED

(Continued from preceding page) tractive vending machines, the Kiteo towel and soap vander and the Kiteo seat cover vander. These merchandising machines are very attractive in appearance.
National Race Ball Company, Coney Island, N. Y., had on display the well-known Skre-Roll device. The appeal of this amusement game was indicated by the crowds that were constantly playing the model on display. It is coin-operated.
Perey Manufacturing Company, New York City, exhibited its line of turnstiles, including those that operate upon the deposit of a coin.
Paces Races, Inc., Chicago, had on display three models of the Paces Races racing machines which has won national attention during the past year as an outstanding development in its field. It is a de luxe machine that offers many features of the race track in miniature.

AMERICAN SALES CORPORATION
CHICAGO, ILL.
936 WRIGHTWOOD AVE.
936 WRIGHTWOOD AVE.

The Operator who takes chances and buys any Pin Games that come along will soon find himself cutting out paper dolls in some "Nut House" . . . The day has passed for operators to gamble on which are the best machines . . . We select them for you and you can buy the best games on the market on our extended payment plan at REGULAR FACTORY PRICES.

ASK US FOR CREDIT!
Lee D. Jones

WRITE TODAY!
P. S.—Can use good Flute Player. Must be congenial.

SOUTHERN OPERATORS KNOW THAT AUTOMATIC MAKES FIRST DELIVERIES ALL NEW GAMES.

AUTOMATIC AMUSEMENT COMPANY
633 Linden Avenue, MEMPHIS, TENN.
1304 Throckmorton Street, FT. WORTH, TEX.

FREAKS AND ODDITIES AND RIPLEY SUBJECTS OF ALL KINDS.

For best traveling Museum on the road. State all in first letter, including photo. State lowest salary, including meals, as it is sure. Also want good Added Attraction and Mind-Reading Act. Can place Banner and Publicity Man with Car. All winter's work. Write or wire

F. W. MILLER, Senator Hotel, New Orleans, La.

JANETTE TERRILL WANTS

Ferris Wheel and Merry-Go-Round with transportation, Minstrel Show with good Band for Midway, Free Act. Salary. Also will lease, rent or buy Light Plant over 20 KW. Address Dublin, Ga., this week; Sandersville, next; then Douglas.

ATTRACTIONS

FOR JACKSONVILLE AND MIAMI, White and Colored Freaks and Acts. Most versatile given performance. Legged Girl writes. Novelty, Magic, Illusions, Combination Sawed Saw, Sawing Woman. Write particulars. Photos returned. CAN PLACE Lady or Gentleman Manager Lectures. Address

BAY STREET MUSEUM
325 W. Bay St., Jacksonville, Fla.

CIRQUE ACTS WANTED
Who can do two or more acts. All winter's work. Write at once by Western Union. No time to write. JOHN GECOMA, care Western Union, Cumberland, Md.

TRICK PONY ACT
Beautiful Spotted Pony. Give 15 Different Tricks. All liberty for Thomas. Indoor Circus, Exhibitions and events of all kinds. LAWRENCE S. WOLFORD, Fortoria, Kan.

Concessionaires NOVELTY SUPPLY FOR FAIRS, CARNIVALS, CIRCUSES, GRAND STORIES, WHISKEY, PEEKS, COGN GAMES, ETC.

Catalog with New Low Prices
THE TIPP NOVELTY COMPANY
TIPPLELAND, OHIO

MOTORIZED
Write for Our Finance Plan. CHAS. GOSS, Standard Chemical Co., East St. Louis, Ill.

Dallas Trade Notes

DALLAS, Dec. 7.—Ken C. Willis, manager of the Ken C. Willis Distributing Company, returned to his office Monday of this week after a two months' business trip that took in practically every State east of the Mississippi River. His stay here was brief. After taking care of urgent matters, Willis left for the Louisiana territory, where he will center his business activities for the next month.

Dallas Chapter of the Texas Coin-Operated Vending Machine Association will hold its next regular meeting December 16, at which time the entertainment committee will stage a pre-holiday party.

Marry Deolinger, of the D. & R. Music Company, Dallas, left early Wednesday for a business trip in and around Beaumont.

Jack Rose, sales representative of the Stewart & McGuire Company, New York,

to date from the territory indicate that Iowa operators and jobbers are highly optimistic about the prospects for the coming year. He states that he will have more complete reports about conditions over the State when he returns to Chicago.

Practically all cotmen he has contacted on the trip say they will be in Chicago for the National Coin Machine Exposition, January 13 to 15.

ROUTES
(Continued from page 32)

Nielsen's Show: Carnegie, Ok., 9-11; Houston 12-14.
Magiar, Magician: Galveston, Tex., 9-14; Austin 14-21.

REPERTOIRE

California Players: Delta, Pa., 12-14; Center-town, Md., 14-15.
Byrth Players: York Haven, Pa., 9-14.
Harvey Players: Dyersburg, Tenn., 9-14.
Princess Stock Co.: Rison, Ark., 9-14.
Sedler's Own Co.: Stamford, Tex., 9-14.

CARNIVAL COMPANIES
(Routes are for current week when no dates are given.)

Alamo Am. Co.: Oconee, Ga.
American Attr.: Mifflin, Pa.
Brewer, Ray: Boling, Tex.
Capital City: (Fair) Nashville, Ga.
Carolina Am. Co.: Ehrhardt, S. C.
Cody: Boling, Tex.
Great Conny Island: Gourdian, La.
Great Dixieland: Hackberry, La.
Georgia Attr.: Louisville, Ga.
Greatest United: McAllen, Tex.
Hepz Toyland Attr.: (Johnston's Store) Cairo, Ill., 9-24.
Hughes Bros.: Shulman, Ga.
Royal United: De Quinby, La.
Royal Am. Co.: (Fair) Shubuta, Miss.
Shogart, Doc: Abbeville, La.
Wise: Albany, Ga.
Zimmers Operator: Loreauville, La.; New Iberia 14-21.

Additional Routes
(Received too late for classification)

Burke & Gordon Show: Woodland, Ill., 9-15.
Claude-Claudette: Texarkana, Tex., 9-14.
Coward, Linden, Magician: Monroe, La., 9-14.
Corder & Paige Operators of Mirks: (Imperial) Saco, Va., 9-11; Albany 12-12.
Daniel, Magician: Woodland, Ill., 9-14.
Deil, Bert & Alice: York, Pa., 9-11.
Dressen & Purcell's Circus: Miami, Miss., 12-14; Peapack 14-17; Bogalusa, La., 14-15.
Earl's Fun Show: Swift Springs, Fla., 9-14.
FELTON, KING: Lagrange, Tex., 9-14.
FRAYER-JAMES Dance Group: Beatrice, Neb., 11-14.
Gilbert & Sutton Navar: Orangeburg, S. C., 9-14.
Green's, Doc: Minnetonka: Cameron, S. C., 9-11.
Harlan Med. Show: Chillicothe, O., 9-14.
Howard's, Harry, Everything Goes: York, Pa., 9-11.
Johnson, Judith: Troy, N. Y., 9-14.
King, George Oran & Willie M. H.: (Joyland, each act) Philadelphia 9-14.
McNally Show: Waldorf, Md., 9-14.
Miller, Al H., Show: Deadville, Ga., 9-14.
Rammon, King, Magician: Texarkana, Tex., 9-14.
Ripoff, Jack Splash: (Theater) Walnut, Ark., 9-14.
Scott's CONJURERS: Naper, Neb., 9-14.

VAUDEVILLE EQUAL
(Continued from page 3)

vaudeville project are due chiefly to the fact that touring units have been projected in this division in contrast to the stationary status of other New York projects. Mr. Eddie Dowling, national adviser for vaudeville, musical comedy and circus, has found it necessary to settle perplexing questions of travel, subsistence and housing peculiar to traveling companies, and he has thought it

Eddie Ginsburg in Iowa

CHICAGO, Dec. 7.—Eddie Ginsburg, of the Atlas Novelty Corporation, is in Iowa on a selling tour this week. His reports

not advisable to requisition performers until all basic difficulties have been solved. Meanwhile vaudeville and circus units have been set up wherever possible on a temporary basis awaiting Mr. Dowling's perfection of a unified program.

Denying that the New York vaudeville-minstrel-circus project was being held up because Dowling lacked authority, Mrs. Flanagan points out that Dowling "has a free-hand" under the necessary restrictions of the WPA applying to all theater projects. She repeats, "Mr. Dowling desires to work out all the major problems before undertaking an active program."

As for transportation in case vaude units are sent on the road, Mrs. Flanagan says: "Arrangements are being made by the WPA to cover cost of transporting actors and other workers in traveling companies and to pay actual subsistence for these workers up to 43 per day in addition to the security wage."

Mrs. Flanagan also states that the New York City vaude projects will be able to lease theaters when required just as the drama project has. As for the question "Why are all of the regional theater project directors prominent in the legitimate theater and none come from the vaudeville fields, and are these directors also expected to handle local projects for the jobless vaudevillians and are they expected to appoint vaudeville experts under them?" Mrs. Flanagan answers: "Regional directors were selected because of their special knowledge of their respective territories." She adds: "Vaudeville experts, appointed on Dowling's recommendation, will be employed to direct local projects whenever a sufficient number of vaudevillians are available."

Mrs. Flanagan closes her statement of policy with the declaration, "The entire staff of the federal theater project is as much concerned for the success of the vaudeville-musical comedy-circus units as for any others in the program."

IMPRESSIVE AIRING
(Continued from page 3)

half hours, starting at 10:30 EST. During that time stars in all sections of the country, as well as London, and executives of the broadcasting and motion picture industries performed and spoke.

M. H. Ayleworth, president of NBC; Richard Patterson Jr., vice-president of NBC, and Will Hays, president of the Motion Picture Producers and Distributors, spoke. Al Jolson served as master of ceremonies, alternating with Don Wilson, NBC announcer, in introducing the various acts.

Among those who performed were Paul Whiteman and his orchestra and Mielme Duranle, from Brooklyn; James Melton, from Baltimore; Harry Jackson-Meredith Wilson, who was in charge of the musical division of the program; Irene Rich, Ben Bernie, from New York; Gladys Swarthout, Marion Talley, Jack Benny, Mary Livingston, Jimmy Fidler, John Charles Thomas, from Chicago; Bing Crosby, Johnny Green, Rudy Vallee, from Pittsburgh; Roscoe Atlas and Cary Grant, from London, and Ruth Etting, from Hawaii.

EQUITY
(Continued from page 3)

and who are eligible should report at Chorus Equity headquarters immediately. If you are in doubt as to whether you are eligible or as to the proper procedure we will be glad to give you advice. So far the difficulty in completing the project has been that an insufficient number of eligible chorus people have applied.

Chorus Equity has an employment bureau which is free to its membership. All New York producers and many cabaret and vaudeville producers come to us for people. If you are out of work you should call at the office regularly. If you are not in good standing and unable to pay your dues you can get an extension, which gives you the same service from your organization as if given a member in good standing and saves you the delinquency fine of 25 cents a month.

A good time to pay up your dues is when you are working in a presentation. In an effort to get 100 per cent organization in the vaudeville and presentation houses the council has granted a concession to members who pay their dues while working in vaudeville or presentation. The member may place himself in good standing by paying current dues.

SECTION OF THE REPAIR DEPARTMENT of the Electro Ball Company, Inc., Dallas, nationally known distributor of coin machines. A complete repair service is offered.



Southern Automatic Throws Nifty Party

LOUISVILLE, Ky., Dec. 9.—More than 100 operators and their wives from this and surrounding States participated in the two-day "christening" celebration of the Southern Automatic Sales Company's new offices, salesroom and workshop at 540 and 542 South Second street here Saturday and Sunday. Bedecked with the flowers sent by the various manufacturers of coin-operated machines, the new quarters were packed with visitors from the opening gong early Saturday until the two-day session had its ending in the wee sma' hours of this morning.

The firm's officials—Joe, Leo and Sam Weinberg and H. L. Stiesbel—made the two-day party thoroughly enjoyable for those who participated. They put on their best bib and tucker and gave the visitors a good example of true Southern hospitality. With the chef and barkeepers working overtime and with a long string of entertainment and surprises, there was never a dull moment. Heading the entertainment program was the 5-year-old blues singer and dancer, Baby LaVerne.

Among the prominent out-of-towners present for the event were Jim Buckley, of the Bally Manufacturing Company; Earl Holland and Reed Crawford, of the Seeburg Corporation; Joe Frank, of the Southern Automatic's Nashville office, and Messrs. Schultz and Cohen, of the Decca Record firm. Robert B. Schuler and Bill Sachs, of The Billboard's Cincinnati office, were also on deck.

The building at 542 South Second street is given over to modern offices and a salesroom housing a complete stock of games from the leading manufacturers. To the rear of the showroom is a special music salesroom exhibiting the latest Seeburg music machines. Adjoining this is a complete record library. In the building adjoining is a modern and completely equipped workshop and auto drive-in.

The Southern Automatic Sales Company has been in the coin-machine business for the last 13 years.

Bill Rabkin Speaks on Future of Pinball Game

CHICAGO, Dec. 7.—Bill Rabkin, popular president of the International Mutoscope Reel Company, of New York, was honored with the opening address on the program of the American Recreational Equipment Association, which met here during the national conventions of the amusement parks association and affiliated organizations December 2 to 6.

Rabkin was assigned the subject of *After the Pin Games, What?* He stated that it was very difficult for anyone to predict what the modern pinball games would be even six months from now. That the popular table games would continue in some form, he was sure, but in a year from now they might have the pins but be minus the marbles, he said. The future of the games depended largely upon inventors and experimental laboratories to find new ideas and features that would keep the interest of the public alive in the games.

Los Angeles Notes

All jobbers and distributors report doing satisfactory business. It seems that the Christmas spirit has stepped up the buying of games and merchandise pertaining to the operating field.

George Schwartz, of the National Amusement Company, reports that a carload of the Rock-Ola Multi-Selector phonographs is en route. Clarence McClelland, manager of the San Francisco branch of National, was here for a two-day visit recently and reported satisfactory conditions in San Francisco.

George W. Pierson, prominent operator, has established headquarters here and in Fresno. . . . Pierson was looking over phonographs recently. . . . A. J. Fox, up from San Diego recently, is a large operator of pin games and is entering the music field in a big way. . . . Art Tanguay, former jobber, is back in the game as an operator in Southern California locations.

Fred J. Reilly, manager of the Western Exhibit Company (Eric Wedemeyer), is taking a short vacation at Palm Springs. . . . C. W. Sockett, president of the Sands Manufacturing Company, on a trip north reports that sales of Skill Katch and Skill Katch-a-Light are taxing the ability of the firm to turn out games fast enough. Roy Specht, still on a sales trip, is sending in a lot of orders.

Louis Wolcher, of Advance Automatic Sales Company, San Francisco, was here recently for a short visit with M. C. Sanders, manager of the local branch. . . . W. E. Bolen, Northwestern Corporation, Morris, Ill., reported en route here to confer with Will P. Casanan, who distributes Northwestern products in Southern California.

Operators noted here recently looking over the new games: Robinson and Hodson, operating and R. & H. Amusement Company; Lou Hambro, of Hambro Bros.; Newell H. Stearns, Charley Weber; W. W. Tanner, of Inglewood; Phil Brown, of Bakersfield; Steve Moore, A. W. Thorne, Burbank; O. B. DeLoog, E. W. Duncanson and W. B. Sewell, of the Sewell Operating Company. Last named is reported to be working out details for a new game.

Gerber and Glass Will Sell Photomatic in Ill.

CHICAGO, Dec. 7.—Gerber & Glass, big distributing firm, made its first step today in "flooding Illinois with the new Photomatic machines" by installing one in the Sherman Hotel lobby. The new machine immediately attracted a crowd and photographic likenesses were being delivered with lightning speed.

The new Photomatic machine was exhibited here at the convention of amusement parks by the International Mutoscope Reel Company, of New York. The Gerber & Glass firm made arrangements

to distribute the machine in Illinois and, in keeping with its reputation for speedy and aggressive work, it started on the job at once.

RUDY VALEE'S

(Continued from page 3)

and for night dancing. Vallee's debut to fairdom occurred at the Canadian National Exhibition, Toronto, this year, in which he pulled large grosses into the dance casino. He'll have guest stars along the route and broadcasting hookups will plug events played.

Hamid also announced fair appearances for Edwin Franko Goldman, of brass band fame, who has been sponsored by Guggenheim in public parks in New York, and has played the Eastern States Exposition, Springfield, Mass., several times. Plan is to bring Maestro Goldman to Eastern spots for one, two and three-dayers, plus sacred concerts on Sundays. There's a possibility that both Vallee and Goldman will also play amusement parks. Vallee is booked for George White's Scandals until next June, while Goldman will be made available after his summer concerts in Central Park, New York, which end in August.

The two-name band contract for outdoor time is the largest of its kind on record for a booking office.

COMPROMISE

(Continued from page 3)

the WPA calls for reduction of the musicians' services January 15 to five per week, no commercial broadcasts by WPA orchestras and an agreement to consult with the union whenever WPA concerts charge admission, for the purpose of paying full scale to musicians.

FERA BUYING OF

(Continued from page 3)

money into the treasures of foreign competing publishing firms. "We object strenuously to this edict and request that you look into the matter immediately and take whatever steps may be necessary to correct such an un-American order."

THEATER AUTHORITY

(Continued from page 3)

formance so that the percentage to the Authority could be bigger. Among benefits checked by the group are the Northshore Jewish Federation, December 17, Little Neck, L. I.; New York American Christmas Fund, December 13, Waldorf-Astoria Hotel; James J. Hines Christmas Basket Fund, December 15, Majestic Theater; Daughters of Jacob, December 15, Hotel Astor; Episcopal Actors' Guild, January 9; Actors' Fund, January 19; Actors' Temple, January 25, Majestic; Julia Delmar Benefit, February 9, Majestic Theater; National Customs Association, February 14, Hotel Commodore; Catholic Actors' Guild, February 16; Madison House, February 28, Waldorf-Astoria Hotel; Israel Orphan Asylum, March 21, Madison Square Garden, and the Irish Consumptive Relief, March 22, Hotel Astor.

WPA IN RED

(Continued from page 3)

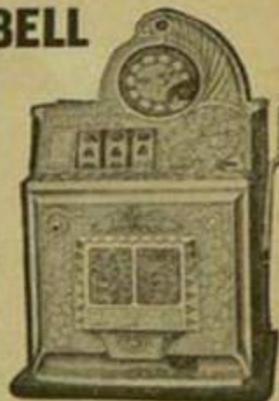
drama projects in New York every day in line with this permissive power, but we have no intention whatsoever of changing the policy we have hitherto followed there."

Paul Dullzell, for Equity, and Mrs. Dorothy Bryant, for Chorus Equity, said after their council meeting Tuesday that many performers had waited until the season was well under way before they gave up hope of landing a regular job. Three people are now asking drama project jobs but are not eligible under the November 1 rule. This is unfair, Dullzell and Mrs. Bryant claim.

"After more than two months from the date the project was announced to begin to function there is not yet even one company in rehearsal," says Dullzell, who said they were opening a campaign to "cut red tape." It is understood that the next council meeting will approve an appeal to President Roosevelt, urging special consideration for drama projects.

Altho the drama project is lagging, at least definite plans have been worked out already. New vaude, musical comedy and circus projects, on the other hand, seem to be getting nowhere. The plan for a national circuit submitted by Eddie Dowling, national adviser for these projects, has been turned down because it involves a prohibitive production cost. For this reason Dowling and his assistant, Ralph Whitehead, are now concentrating on increasing the number of vaude and circus units. Whitehead has

1936 MODEL BELL



The above machine is the first and only Bell type machine on the market with a coin top showing the last 9 coins, the best protection against slugs.

Built in 3 Models. Bell, Front Vender and Gold Award Built for 1c-5c-10c-25c Play Made Only By

WATLING MFG. CO.

4640-4660 W. FULTON ST. CHICAGO, ILL.

Est. 1888—Tel. COLumbus 2778. Cable address "WATLINGITE" Chicago

called the first mass audition for new vaude units Monday. Altho the national vaude circuit idea seems to be dead just now, Whitehead and Dowling are known to be working on a new circuit plan that would call for a minimum overhead cost and that could possibly be worked into the new plan for a national legit circuit now being drawn up by Mrs. Flanagan's staff.

Because of the dark outlook for a musical comedy project, Mrs. Bryant has asked Elmer Rice, regional theater director here, to have four or five Gilbert and Sullivan units staged in order to absorb the many elderly chorus singers now jobless. There is only one G&S company out now and it gives work to 32 chorus singers. If that is impossible, Mrs. Bryant suggests that perhaps small chorus groups can be spotted in the vaude units going into rehearsal soon.

There seem to be very few young dancers on relief, so that, even if musical shows are put on, there would be difficulty in organizing choruses. Practically all of the 500 members whom Chorus Equity sent to the WPA have been singers. The average WPA salary per performance, incidentally, meets the Chorus Equity minimum wage of \$3.75 and sometimes exceeds it.

Another development was the resignation of Phyllis Perlman as head of the publicity bureau under Rice.

WASHINGTON, D. C., Dec. 7.—The \$27,000,000 WPA appropriation for actors, musicians, writers and artists will not really reach a real activity until late next month. Bruce McClure, WPA Director of Professional and Service Projects, admitted that strict eligibility rules for white collar projects and the fact that State WPA directors had been concentrating on large construction projects had been responsible for the delay.

WHITE PLAINS, N. Y., Dec. 7.—T. J. McElhany, music-drama director for WPA here, says four drama projects have been checked. Eighty-eight actors and actresses have already applied for project jobs at \$94 a month. The appropriation covers six months.

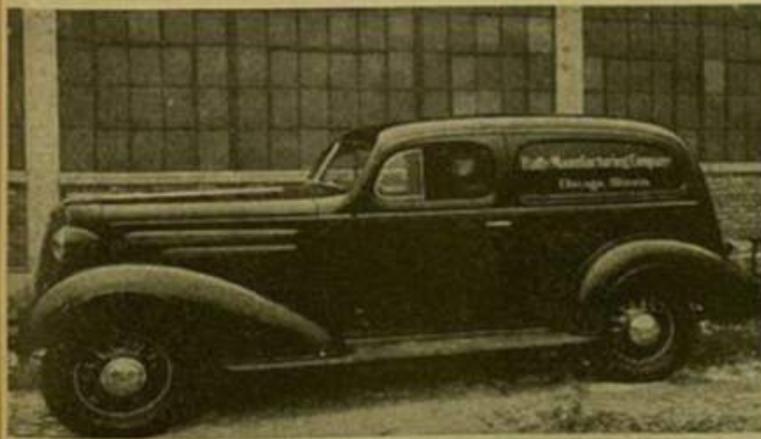
DIVORCES

(Continued from page 33)

Sloan, actress and singer, recently in Los Angeles from Jack Lilley.

Clifford Warren Smith from Claire Luce, actress, in Minden, Nev., December 3.

Walter A. Rogers, of Barnett Bros.' Circus, filed suit against Ruth Rogers, of Cleveland, in Mason, Ga.



COIN MACHINE SHOW ON WHEELS—In this class "boat," Art Gorsey, Bally field representative, cruises among the jobbers with the newest Bally games. It is part of the firm's campaign to aid the local jobber.



HOL-E-SMOKES
 The new PACE money-maker... precision built throughout with all the proven PACE features that insure trouble-free operation... Made for penny play, and it gets the play because the percentage is right; the player gets action and that is what keeps a machine ALIVE.

PRICE \$12.50

F. O. B. CHICAGO
 Money back guaranteed.

NOTE Do not buy any Cigarette, Beer, Card or Dandy Vendor counter machines until you have received our circular giving full information... **WRITE TODAY.**

PACE MANUFACTURING CO., INC. 2911 Indiana Ave. Chicago

Record Order Reported On Penny Pack Devices

NEWARK, N. J., Dec. 7.—Dave Stern, of Royal Distributors, Inc., recently placed a record order in this territory for the sensational Penny Pack counter cigaret reel machine, Nat Cohn, of Modern Vending Company, reports.

Stern ordered 500 Penny Packs for immediate delivery after testing the games for some time throughout the State of New Jersey. He is also placing his personal guarantee back of Penny Pack. This is the first machine, he claims, that he will back personally in addition to the manufacturer's own guarantee.

Stern has sent out one of the most attractive fliers seen in this territory on this game. The card calls attention to the five superior features of the Penny Pack machines. The main point stressed is the silence of the machine in actual operation. He also tells of tests which he made personally and of how the machine brought remarkable returns and the fact that there were no mechanical troubles.

Stern is placing all his energies back of the Penny Pack, he claims, and believes that within a few weeks this machine will be seen in most locations in the State. It is believed here, Stern reports, that since the introduction of the Penny Pack there has been a general revival of counter games, but for many weeks operators have been purchasing them in small quantities to test the locations.

He's Dean of Operators

DETROIT, Dec. 7.—Julius Peariman, generally known as the dean of operators here, is known as "Pop" Peariman to his friends in the business. He is rather new in the field, coming in about a year ago when his son-in-law, Edward Baker, became an operator and provided the profits in the industry.

Peariman is now in partnership with Baker and Forest Siegel at 3834 Eimburnt avenue, taking the name of the Eagle Amusement Machine Company. They are operating a considerable route of pin games, but plan to devote more attention to the vending machine field, probably in the nut and candy lines.

"Pop" Peariman declines to disclose his exact age, but he is believed to be the oldest active operator in the city. He goes around the route and does the buying of machines and supplies as ably as his younger associates.

Monday night has become coin-machine night at Arena Gardens Rink, operated by the veteran showman Fred B. Martin. Wrestling rather than skating is on the card for Monday nights and a dozen or more operators attend regularly, usually sitting in the main section. In fact, B. J. Marshall, local jobber, was able to complete details for the sale of eight machines at the matches this past Monday night, proving that operators like to mix pleasure and business.

JOBBER-OPERATORS-NOW READY... EAST RIVER \$39.50

The Sensational New Pat Pin Game with Electric Light-Up Backboard. A WINNER! Rush Your Order Today! Scores 1/3 Speed, Balance C. O. D. Tickets for Jumbo and all Ticket Machines, 40c per 1,000—RUSH!

UPREME VENDING COMPANY INC.
 557 Rogers Ave. 1416 Webster Ave. 922-8th Avenue.
 Brooklyn, N. Y. Bronx, New York. New York, N. Y.

New Philadelphia Jobber

PHILADELPHIA, Dec. 7.—Chippy Malta, well-known New York coinman, has opened jobbing offices in this city under the name of the Penn Distributing Company, on North Eighth street.

He features a complete line of games and has connections for used machines which are in great demand in this city. He has also installed a complete repair department and his men are experienced in the repair of the very latest machines. Slots are a specialty with Chippy.

He has also installed a complete parts department to supply parts for every type of coin-operated device. He claims that he has patterned his parts department after some of the largest in New York and that it is just as complete as those of the largest distributors in the country.

Incorporate Music Biz

NEW YORK, Dec. 7.—The Babe Kaufman Music Corporation has been incorporated here, with Babe Kaufman as president, it was announced this week. The purpose of the new firm is the operation of automatic music machines.

With the arrival of 60 Wurlitzer phonographs this week, Babe has in operation at this time over 200 music machines. These machines were placed within the last 60 days.

Babe also reports that the Wurlitzer firm has orders from her for additional machines which will be delivered at regular intervals. She expects her organization to take the leading place among phonograph operating organizations at an early date.

Birmingham Firm Plans Clearance on Old Games

BIRMINGHAM, Dec. 7.—Max Hurvich, of Birmingham Vending Company, reports that the firm has decided to launch its first liquidation sale. This sale will last until December 31 and will include the entire stock of the firm. All machines which the firm has on hand will be placed on sale and Mr. Hurvich believes that operators will find some of the greatest bargains in history. The idea came about previous to the taking of inventory of the firm's stock.

Another reason for the liquidation of all the machines on hand at this time, Hurvich said, is to make way for the many new numbers which the firm will soon receive from the manufacturers they represent, and also for the games which will be shown at the coming annual convention.

At the present time the firm is doing a remarkable business with the Rock-Ola Multi-selector phonograph and to have room for music machines they wish to have many of the machines on hand cleared away.

Max says: "These are not just ordinary used games. Every game is reconditioned by our expert repair department and every game bears our personal guarantee to be in perfect working condition. Those operators who have purchased reconditioned machines know what we mean when we say 'perfect working condition' and we further guarantee our old customers that these machines, even at liquidation prices, will be found to be as perfect mechanically as any formerly purchased."

Production Increased On Bally Derby Game

CHICAGO, Dec. 7.—Stating that the first announcement of Bally Derby last week had literally swamped the factory with orders, Ray Moloney, president of Bally Manufacturing Company, promised speedy deliveries of the game. "We have already rushed thru plans to increase our original production schedule and long before this goes to press Bally Derby games will be rolling off the line in a steady stream."

"The response to our first announcement was the heartiest we have had in many months. This, of course, was to be expected. Operators and jobbers already know what changing odds are doing to boost collections and now that they can get changing odds in a Bally-built game they are losing no time to

'get in on' this winner. Jumbo's wonderful success has given added weight to the slogan 'engineered and built by Bally' and smart operators have come to realize that it pays to be first in town with the newest Bally game."

Billiard Action Wins

CHICAGO, Dec. 7.—"Billiard action," said to be the most revolutionary idea since the Airway ball-trap, is the outstanding feature of Smackem, recently announced by Bally Manufacturing Company.

The first ball bounces off the rebound spring and, guided by curved rails, doubles back on its original path. By carefully timing his next shot player causes the two balls to collide while in motion and the first ball is "smacked" up into the high score area. Frequently both balls will get into the high score area, but there is no way to get into the high score holes except by this "billiard action" of two balls.

The "billiard-action" idea is said to add new appeal in that player must time every shot. It is even more exciting than billiards, because both balls are in motion when they meet. Smackem is played with 10 balls, but due to the fact that every shot must be followed up in close succession, the game is greatly speeded up and requires very little more time than a five-ball game.



MUSIC IN OLE VIRGINNY—Donay Amusement Machine Company force lines up to receive a carload shipment of Wurlitzer phonographs, Richmond, Va.

Network Song Census

Selections listed below represent The Billboard's accurate check on three networks, via WJZ, WEAF and WABC. Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is from Friday, November 29, to Thursday, December 5, both dates inclusive.

Red Sails in the Sunset	32
I'm Sittin' High on a Hilltop	27
Little Bit Independent	27
Why Shouldn't I?	25
On Treasure Island	24
I've Got a Feelin' You've Got	23
Sony Money Money Me	22
You Are My Lucky Star	22
Whoo Am I?	21
I Found a Dream	21
No Other One	20
Thanks a Million	20
You Let Me Down	20
Trunkin'	19
I Picked a Flower	17
Here's to Romance	16
With All My Heart	16
Boots and Saddle	15
At a Little Church in the Fair	13
Please Believe Me	13
One Night in Monte Carlo	11

Sheet-Music Leaders

(Week Ending December 7)
 Based on reports from leading jobbers and retail music outlets from Coast to Coast, the songs listed below are a consensus of music actually moving off the shelves from week to week. The "barometer" is accurate, with necessary allowance for day-to-day fluctuations.

Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to Meyer Music Corporation, Music Sales Corporation and Ashley Music Supply Company, of New York; Lyon & Healy; Carl Fischer, Inc.; Gambie Hinged Music Company and Western Book Company, of Chicago.

1. Red Sails in the Sunset
2. Treasure Island
3. Little Bit Independent
4. Boots and Saddle
5. Don't Give Up the Ship
6. Roll Along, Prairie Moon
7. Twenty-Four Hours a Day
8. Thanks a Million
9. No Other One
10. You Are My Lucky Star.

PHONOGRAPH RECORD best sellers will be found on page 73.

Weekly MUSIC Notes

Music Ops To Meet Dec. 14

CHICAGO, Dec. 7.—Illinois-Indiana Music Machine Operators' Association will hold a call meeting December 14 at the Bismarck Hotel, Chicago, opening at 2:30 p.m. Organization was formed at a meeting at the Country Club Hotel here November 16.

At that time it was decided to hold the next meeting in a downtown hotel for the convenience of all. The Bismarck Hotel is located at 171 West Randolph street and notice of the meeting will be posted on the hotel bulletin board.

Bob Blockman presided at the former meeting and has been very active in promoting work of organization. More than 50 operators attended the first meeting.

New Orleans Branch Has Good Trade on Phonos

NEW ORLEANS, Dec. 7.—New branch office of the Electro Ball Company, opened here several days ago, reports that business has started off very good, being especially active in phonographs. The second cartload of Beeburg phonographs has been received and soon sold out. According to Ed Stern, factory representative of the Beeburg Corpora-

tion, the initial car shipped to Electro Ball was the first solid cartload of coin-operated phonographs to be shipped into New Orleans.

J. Fred Barber, formerly of Dallas, is the manager of the New Orleans office and has been with the Electro Ball organization since its beginning. The local office handles a complete line of products distributed by the Electro Ball firm. Business in the local office is confined to wholesale selling only, no operating being done from this office. Other branches of the firm are located in Oklahoma City, Waco, San Antonio and Wichita Falls, Tex. Home office is in Dallas.

Seiden Firm To Handle Mills Phonos in State

ALBANY, N. Y., Dec. 7.—Henry W. Seiden, president of Henry W. Seiden & Company, Inc., announced here this week that his firm will distribute Mills automatic phonographs. The machines will be on display at all four offices of the firm in New York State and will be offered to operators on the same purchase plans as if buying direct from the factory. They may be bought on time or for cash. Seiden said the demand for automatic phonographs was showing steady increase.

Babe Kaufman Finds Biz Good in Winter Resorts

LAKEWOOD, N. J., Dec. 7.—Babe Kaufman, who is operating Wurlitzer phonographs in winter-resort cities throughout this territory, opened an office about a week ago at the Hotel Arthur here and since then has received 15 calls for phones from leading winter-resort hotels in this territory.

Babe reports that she will have Wurlitzers placed in all leading hotels. Such outstanding hotels as Laurel-in-the-Pines, Grossingers and many others at this resort want the phones for their bars and dance floors.

The Hotel Arthur placed the Wurlitzer in its new barroom, and the attraction which it created brought owners from other hotels to the spot. The bar reports that the machine has proved to be a great business stimulator.

Babe says that the resort is running full swing at this time and that this continues thruout the holiday season and up to the Easter holidays. This resort is strictly a winter resort, and the many patrons of the hotels are fans for good music. She also states that the "hottest and bluest" music records are the ones appreciated here. There will also be a division of her service organization located at Atlantic Highlands, N. J., which will take care of all the spots in the town.

N. Y. Firm Reports Biz Good on Rock-Ola Phono

NEW YORK, Dec. 7.—Capital Automatic Music Company, Inc., in charge of Sam Kressburg and Bill Goetz, now distributes the Rock-Ola Multi-Selector coin-operated phone in the Atlantic Seaboard States. The firm has been identified with the music-machine industry for a quarter century and is considered among the largest operators of music machines in the country.

Mr. Kressburg states that the new

See Radio Department

Operators of automatic phonographs will find the boxed items "Network Song Census" and "Sheet-Music Leaders" valuable for information on the most popular tunes over the air and in the sheet-music field. These items appear each week in the Radio Section of The Billboard and can be found by referring to the index on page 3 of any issue. It will be a good habit for phono operators to refer to the Radio-Orchestra section each week.

Rock-Ola Multi-Selector is one of the best phones which his firm has operated. He also states that the firm's many friends in high praise of the machine. The company has already lined up some of the greatest business in its career on the machine.

HERE'S HOW IS NOW 3 Machines in 1 With Interchangeable Reels for "Beer," "Trade" and "Smokes."



Five Reeler, All Aluminum, \$12.50 15" x 11" x 18" 18 Pounds. 1/2 O. S. Chicago.

This world's most popular game is now equipped with 8 sets of interchangeable reel strips, attached in a jiffy from one game to another, enabling you to attract, draw numbers and every kind of a location for this marvellous money maker. Three games for the price of one.

The object of the game is to spell the word "BEER," "SMOKES" or "TRADE." First one tells words. Next—guess—plenty of surprises—plenty of play—big fat winnings. Thousands of operators waiting for this winner. Change of reel strips gives you another game.

PIERCE TOOL & MFG. CO. NEW BRANFORD, CONNECTICUT

10 Best Records for the Week Dec. 7

	RCA-VICTOR	BRUNSWICK	COLUMBIA
1.	25141—"I'm Painting the Town Red"; "Just One of Those Things." Richard Himber and orchestra.	7562—"I Got Plenty O'Nuttin'"; "It Ain't Necessarily So." Lee Reisman and orchestra.	3096-D—"Where Am I?"; "Stars Over Broadway." Little Jack Little and orchestra.
2.	25174—"If You Were Mine"; "I'm a Gambler." Garber and orchestra.	7559—"One Night in Monte Carlo"; "A Little Bit Independent." Freddy Martin and orchestra.	3095-D—"On Treasure Island"; "No Other One." Little Jack Little and orchestra.
3.	25158—"You Are My Lucky Star"; "I've Got a Feeling You're Fooling." Eleanor Powell, Tommy Dorsey and orchestra.	7554—"If You Were Mine"; Easy Money Minny Mae." Teddy Wilson and orchestra.	3091-D—"Thanks a Million"; "I'm Sittin' High on a Hill Top." Paul Pendervis and orchestra.
4.	25154—"Here's to Romance"; "Midnight in Paris." Eric Madrigaux and orchestra.	7550—"Twenty-Four Hours a Day"; "Yankee Doodle Never Went to Town." Teddy Wilson and orchestra.	3090-D—"I Live for Love"; Jacques Renard and orchestra. "The Oregon Trail"; Henry Hall and orchestra.
5.	25151—"Thanks a Million"; "I'm Sittin' High on a Hill Top." Paul Whiteman and orchestra.	7545—"Take Me Back to My Boots and Saddle"; "On Treasure Island." Joe Moss and orchestra.	3087-D—"Ride, Red, Ride"; "Congo Caravan." Mills Blue Rhythm Band.
6.	25152—"Red Sails in the Sunset"; "Twin Your Face to the Sun." Jack Jackson and orchestra.	7537—"Now You've Got Me Doing It"; "In the Dark." Freddy Martin and orchestra.	3086-D—"I'd Rather Listen to Your Eyes"; "I'd Love to Take Orders From You." Renard and orchestra.
7.	25153—"I'd Love to Take Orders From You"; "I'd Rather Listen to Your Eyes." Eric Madrigaux and orchestra.	7536—"Here's to Romance"; "Midnight in Paris." Lud Charkin and orchestra.	3078-D—"Cotton"; "Truckin'." Mills Blue Rhythm Band.
8.	25144—"Take Me Back to My Boots and Saddle"; "On Treasure Island." Tommy Dorsey and orchestra.	7514—"Aren't on Youth"; "Truckin'." Duke Ellington and orchestra.	3077-D—"Check to Check"; "Top Hat, White Tie and Tails." Phil Ohman and orchestra.
9.	25143—"I'm on a See-Saw"; "Dancing With a Ghost." Jack Jackson and orchestra.	7486—"Check to Check"; "No Strings." Fred Astaire, Lee Reisman and orchestra.	3076-D—"Isn't This a Lovely Day?"; "No Strings." Phil Ohman and orchestra.
10.	25185—"A Picture of Me Without You"; "Me and Marie." Paul Whiteman and orchestra.	7487—"Isn't This a Lovely Day?"; "Top Hat." Fred Astaire, Lee Reisman and orchestra.	3069-D—"I'm in the Mood for Love"; "Speaking Confidentially." Little Jack Little and orchestra.

ATTENTION! MILLS TICKETTE OPERATORS

New Type Tickets for Mills Tickette Machines. Priced to pay out about 42% and guaranteed to work better than any tickets made for this machine to date. In lots of 5,000, \$1,500, 10,000, 25,000, 50,000, 100,000, 250,000, 500,000, 1,000,000. Balance C. O. D. Be sure and send for Our Big Bonus List. Bargain section. Free Games from \$1.50 up.

MILLS TICKETTE MACHINES. New \$8.00. WANTED—500 BABY BELLS AT \$2.50 Ea. SPECIALS IN USED MACHINES. Projectors . . . \$50.00 Pul & Take . . . \$50.00 Gas Reels . . . \$50.00 Red Arrow . . . \$50.00 Carbons . . . 35.00 Beamites . . . 15.00 Stencils . . . 50.00 Pop Golf . . . 32.00 Rapid Fire . . . 35.00 Color Green-A . . . 17.00 De or Don't . . . 40.00 King . . . 20.00

GREAT STATES MFG. CO. 1805-07-09 E. 29th, Kansas City, Mo.

SACRIFICE SALE

Pin Games, Dippers, Pop 'n' Take, Match Play, Chessmen, Ball's Balls, \$25.00 each. Baskets, Quick Shot, Back, 125¢ each. 50¢. Pinometers, Jigsaws, Kiosks, Candy sets; Mills Dial, Street Flash, Tractors, \$10.00. Horseshoe, Turf Flash, Dippers, \$100.00 up. Write for bargains in good Light-Up and Ticket Games. BUTLER, SHAWMUT, N. J.

ATTENTION, MINNESOTA! Famous Parlor, W. J. Kennedy's Steamship, Electric Baffle Ball, ready for delivery. DRIVE IN! Used Bargains. Minnesota License forces sale of 250 good Games. Reelites, \$12.50. LEARY, MANDIGON & JENSEN COMPANY, 58 East Hennepin Ave., Minneapolis, Minn.

HEY LOOK! Chicago \$29.—Beamites, Cleveland, \$7.95. 1/3 Depots, Balance C. O. D. W. J. C. VENDING CO., Inc., 239 Canal St., 424 Cuney Island Ave., NEW YORK CITY, BROOKLYN, N. Y.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.



Vender Profits Are Discussed

MORRIS, Ill., Dec. 7.—The Northwestern Corporation in its November business bulletin reports that "considerable interest was shown in our recent article concerning the correct profit from merchandising machines. A number of the trade publications reprinted it and many operators have asked for further in-

formation along these lines.

"One operator states, 'I took your advice and reset my machines to average what you said and I find that my sales are just as great and I am making more money.'

"It is all right to give generous portions but when doing so one must watch that the net earnings are not reduced so as to endanger profitable operation. Every line of business has its accepted standards for basing selling costs to provide a profit and when the cost of raw materials or merchandise fluctuates the selling price is based accordingly. And so it must be in the bulk vending business. One cannot expect to give the same portion of peanuts when they cost 12 cents per pound as you would when they were selling for 6 cents per pound. Many operators have not taken this into consideration and are losing a portion of profit that is rightfully theirs.

"Now there are some products used in these machines that cannot be figured at the 20 per cent basis. For instance, pistachio nuts, which are an expensive nut. The schedule that most operators are using when vending this item runs five to six nuts per portion. The average count of pistachios is 550 to the pound, thereby bringing a gross profit of \$1 per pound. After deducting 20 per cent commission there is a balance of 80 cents left, less the cost of the nuts, which is approximately 33 cents per pound, leaves a net of 47 cents per pound.

"Pecans are also another expensive nut, also they can be vended profitably. The small-size pecan averages 750 nuts to the pound and by giving between six and seven to the portion you will take in about \$1.10 per pound, less 20 per cent commission leaves 88 cents. After deducting about 40 cents a pound for the nuts there is a balance of 48 cents net per pound of pecans.

"But jumbo peanuts, blanched splits, or unblanched wholes, vending machine confections, cashews pieces, and many other popular sellers are all figured along the lines of 20 per cent merchandise cost, 20 per cent commission, and the remaining 60 per cent for overhead and net profit.

"For the benefit of those who do not have the information, the method of figuring the size of portions runs something like this: Using Spanish peanuts for example you find they cost 12 cents per pound. Then by weighing out a few ounces you learn that there are approximately 1,350 nuts to the pound. If you are working on a 20 per cent basis the cost of your merchandise will be one-fifth of the cost at which they will be sold. In this case 60 cents. This amount is then divided into the pieces per portion, giving you the number of nuts per portion. When this is determined take the merchandise representing one portion, which in this case is 22 peanuts, and place them in one compartment of the merchandise wheel, regulating the adjustment so that the peanuts will come flush with the top of the wheel and clearing the resilient measuring device. The machine will then dispense an average of 22 nuts per portion."

Rowe Offering Insurance Policy on Merchandisers

NEW YORK, Dec. 7. — Robert Z. Greene, general manager of Rowe Manufacturing Company, Inc., reports that his firm now offers free, for the first time in merchandising machine history, fire and theft insurance policies with each Imperial cigaret machine purchased.

This policy has been placed into effect at one of the services offered to operators and applies to the new Imperial cigaret machine of the firm. The beautiful and modern machine, which has captured the attention of the merchandising machine industry, will be offered with one of these policies, issued by one of the largest insurance companies in the world.

On machines purchased on a time-payment basis the policy will be in effect as long as payments are made. In cash payments, a policy covering fire and theft will be issued with each ma-

chine for the period of one year. The policy is said to be the first of its kind ever offered free by a merchandising machine manufacturer. Mr. Greene informed the industry that this was another example of the service which the firm gives its operators.

New Cigaret Vender To Be Announced at Show

NEW YORK, Dec. 7.—Seiden National Sales Company, distributor of cigaret-vending machines made by the National Vendors, Inc., of St. Louis, announces that a new and revolutionary cigaret-vending machine will be exhibited at the National Coin Machine Exposition in Chicago January 13 to 16. Details of the machine will probably be withheld until that time.

Officials of the Seiden firm state that operators of cigaret-vending machines have shared in the remarkable increases in cigaret sales during 1935. Authorities predicted that cigaret sales would also show a 20 per cent increase in 1936. It was stated, Representatives of the Seiden firm will be present at the National Vendors' booth during the Chicago exposition.

Payment Plan Offered To Vending Operators

DETROIT, Dec. 7. — Business in the peanut and gum machine field and candy machines in some locations has been good. B. J. Marshall, of B. J. Marshall, Inc., reported this week. Detroit operators are turning toward the vending and service type of machine with more interest than most have displayed in recent seasons.

In accord with this new trend, Marshall has arranged terms with a Detroit bank to accept commercial paper on automatic scales, a new service to operators which it is believed has not been available anywhere before.

The bank accepts the operator's note for the machines, with a down payment of only 25 per cent. Interest of 5 per cent is charged and the loan is consummated at regular commercial rates in this manner. Terms of six months for completion of the payments are arranged. The offer is available in blocks of 10 machines only, in order to encourage adequate size of routes and minimize bookkeeping on too small loans.

Marshall has already sold 50 machines this week on this new plan, and reports that some of the operators who bought their first block of machines are ready for a second.

VAUDEVILLE NOTES

(Continued from page 15)

ability of five more weeks to follow. . . . Steve Trilling and Harry Kalchelm, respective bookers for Warner and Paramount, continue to make week-end trips of unit inspections. . . . Corinne and Maebelle, dance team, left Sunday for Miami to open at the Biltmore Hotel. . . . After five or six weeks there they will move over to the swanky Roney Plaza Hotel. . . . They recently returned from engagements at the Victoria Palace and Black Kat Cafe in London.

SAMMY COHEN got a call Thursday from the Fox Studio on the Coast and he left Friday by plane from New York. . . . Had to postpone his Erie, Philadelphia, date, and his wife, Doris Roche, stayed on in New York. . . . Buddy Doyle left for the Coast Friday also. Fred Simon having set him for the Eddie Cantor role in MGM's filming of *The Great Ziegfeld*. . . . He rejoins his wife, Peggy Hoover, out there.

Alex Hyde, between his other activities, is busy working on a couple of tunes, writing the music for the lyrics of two associates. . . . Tom Kearns has been put on the Jackie Coogan-Betty Grable unit, *Hollywood Secrets*, by P. & M. . . . He's the advance man.

VAUDEVILLE REVIEWS

(Continued from page 17)

permission to bring his wife, Mary Livingstone, out to meet Mr. Martin. He consents and the two embrace upon meeting and go thru a series of love pats and caresses while the surprised Mr. Benny panics the audience with his astonished antics.

Three unblinded girls were next brought on who had applied for a chance on Benny's *Jello* program. Dressed in blue gowns with pink sashes and hair ribbons, the gals look fresh from Padunk-

ville. Introducing them as the Three Chicken Sisters to do a little crowing, Benny cracks wise with each one and milks from them some exceptionally good comedy. Girls finish doing a rube version of *Did You Ever See a Dream Walking?*

Next Benny tries his hand at directing the orchestra and Dione Romandi obliges by moving his pit aggregation to the stage. After several futile efforts to get the lads in line he gives up and brings on Miss Livingstone for a song number, at the conclusion of which Benny reappears and, taking the center of the stage, starts his violin solo of *Love is Bloom*. A few measures under way, the movie screen in lowered and the feature picture starts, with Benny sensing that his portion of the program is over and leaving the stage without any bow.

Finish is unique for Fanchon & Marco, who generally insist on a big production number, using their line of 24 girls for a finale. Girls have only the opening number on this week's outlay.

Feature this week is *Paramount Millions in the Air*. House was four-fifths filled at first show on opening day. PAUL BLACKFORD.

Paris Programs

(Week of November 23)

The Alhambra maintaining a high standard of entertainment with an excellent bill featuring an elaborate comedy skit starring the French screen favorite, Albert Prejean, in which screen tests are made of would-be flicker vamps from the audience. Funny as an old-time amateur tryout.

American acts on the Alhambra bill are outstanding with such numbers as the Ganjou Brothers and Juanita, in their tastefully presented adagio flash; Al Benard's Four Trojans, in their peppy tumbling routine; Roth and Shay, with their burlesqued acrobatics, and Berenice Stone in her novel dance routine.

Big hit also registered by those easy unicyclists, George and Jack Dornow, who are playing a return date, and the Naitto Troupe of tight-wire artists, a girl flash performing sensational tricks. Newcomer with plenty of talent is Tommy Dale, a young boy who plays the xylophone excellently and goes thru a peppy routine of hoofing and tumbling.

Madame Ritter-Champi clicks solidly with finely rendered operatic selections and the Vagabonds Parisiens seem to please the galleries with their repertoire of decidedly blue songs.

The show-stopping Ghezzi Brothers head the bill at the Bobino Music Hall. Featured acts on the program are Jeanne Aubert, the Buxtons, Chris Richards and the Young-Kee Trio.

Maurice Rostand, the poet, heads the bill at the Money Music Hall. Novelty numbers on the program are the Three Marcellos, equilibristas; Four Ariels, perch act, and Chelzel, juggler.

Anderson and Allen, American acrobatic number; Glenn Pope and Ann, illusionists, and the Two Clerans, aerial act, are at the Gaumont Palace. Next stage show has the Four Rivers Sisters, aerial; Two Horwina, equilibristas, and George Link and Vilma Sury, tap dancers. Francis Mangan production, with Doris Niles, Saint Helier Sisters and the Mangan Girls, at the Olympia. Myra and Desha, and the Blue Bell Girls act at the Paramount.

CHI OPERATORS

(Continued from page 5)

Karg on the executive board. Trustees are Edward Schultz, chairman; Louis S. Barbro and John Piotrowski. Samuel Klugman is sergeant at arms. Terms expire March, 1937.

George Browne, president, and Harold Holmden, vice-president, of the IA, presided at the meeting.

KANSAS CITY, Dec. 7.—Harland Holmden, who has been reorganizing Local 170 here, met with a theater owners' committee this week in an effort to re-establish contractual relations. The local has not had a contract with subsequent-run houses the past three years.

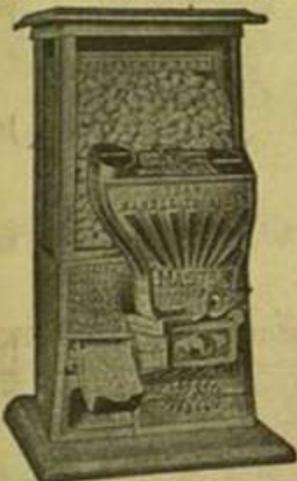
CHECKROOMERS

(Continued from page 5)

promise that the law would not be enforced until the State Legislature meets again and can consider a bill clearing up the situation. The Legislature meets next month.

The union, meanwhile, is negotiating with concessioners for closed-shop contracts and there is a possibility of a strike if the employers don't sign up.

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THE greatest merchandiser of all times. Makes **EASY MONEY** on thousands of locations. In operation ON THE SAME MACHINE. REJECTS more non-sold nuts than any other coin device. A single day for only 1 month sells you a new month's worth of business. **SAVE MONEY**—operates the MASTER No. 77. And that's why MASTER No. 77 is so loved by operators EVERYWHERE. Embrace 1/2 Certified Deposit, Balance 1/2. Shipped C. O. D. Let LAZAR tell you how to EARN BIG PROFITS with MASTER No. 77. FREE—Circulars and newly required information that will bring you bigger profits. **WRITE LAZAR TODAY!**

\$12.75 Each

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FREE! MARBLE GAME FREE!

GIVEN AWAY TO OPERATORS as a "Get-Acquainted" present one of the following machines, in 2-3 working order, which are guaranteed to sell at REASON. **GOLDEN GATE TRAFFIC**, \$15
ACTION, JR. MAJOR LEAGUE, \$12.50
L. O. U. SENSATION, BLUE HISSON, \$10
GARCON FIRE, ROCKELITE IMPACT, LIGHTNING, CASTLE LITE, \$10
Write and ask how you may get it. Limited prices on *Tavern*, \$12.50; *Penny Sweets*, \$12.75; *Island*, \$10; *Hot*, \$10; *Excursion*, \$42.50; *Geon's Lucky Star*, \$44.50; *Oliver Leader*, \$44.50.
HOODLER NOVELTY CO.
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Operators' Bargain House.

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10 KING & JN. DICE GAMES, Each, \$12.50
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3 SPARK PLUS, Automatic, Each, 10.00
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1 MILLS Automatic 10-Ball Pay Table, 15.00
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OPERATE THESE MACHINES FOR STEADY PROFITS

 <p>RECONDITIONED ROWE 6 COLUMN CIGARETTE VENDORS Capacity 120 Packs, 15¢ Coin Chute, Original Cost \$75 each, \$1—\$24.50, 5 for more, \$22.50 each.</p>	 <p>EMPIRE 14 PEANUT VENDOR Capacity 8 lbs. Salted Peanuts, Vends all Size Nuts or Candies. BEAUTIFUL CHROMIUM FINISH. Rebuilds Slip, SAMPLE \$6.00.</p>	 <p>PENNY STICK GUM VENDOR 2 columns for Spearmint & Peppermint Gum, Capacity, 250 sticks, Beautiful Chromium Finish, SAMPLE \$2.50, including 200 sticks of gum.</p>
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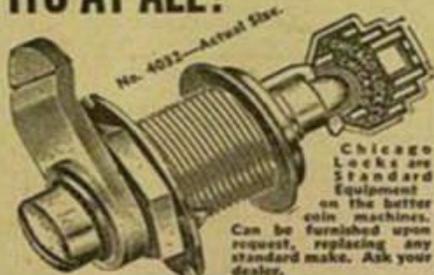
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... If you're going to risk them with faulty locks? The ACE LOCKS keep your profits secure and earn your full confidence by their dependable service. The leading coin machine operators and builders have accepted the ACE LOCKS without qualification.

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New Orleans Area

A new partnership for operation of coin-controlled machines was announced last week at Lake Charles, La. Firm of Davis & Gamage is composed of A. D. Davis and son, L. O. Davis, who operate a distributing firm at San Angelo, Tex., and E. O. Gamage. According to the elder Mr. Davis, the entire State will be covered in distribution of marble tables and coin-controlled phonographs.

New Orleans Coin Vendors' Association is making great strides under the leadership of President Julius Pace, one of the oldest distributors and operators in this section of the country. When Julius went into office a year ago the organization was a puny group of 10 members. Now there are more than 60 good, live members who pay dues, cooperate in upholding trade practices and rules and keep their respective committees functioning 100 per cent. The annual election meeting will be held early in January, and it is expected that members will then make final plans for a good representation at the Chi convention. Other officers of the association are George Blush Jr., vice-president, and Jules H. Peres, secretary.

Louis Boasberg, head of the New Orleans Novelty Company, announces that his father, Mark Boasberg, nationally known race-track figure for nearly a half-century under name of Jack Sheehan, has joined the firm in charge of placing of certain types of machines. There is hardly another man in the coin-machine field with the background covered by the elder Boasberg, who has filled many columns of newspapers throughout the country with sensational plunges on the turf and in the commodity and stock markets.

Vendors here report a decided trend to the one-ball machine and report increasing collections. The few complain that nearness of Christmas has cut in on business a bit. However, the influx of winter visitors to the South and especially New Orleans, should help to improve this condition even before the holidays are past. All are looking forward to a great year in 1936.

Get ready, Broadway, for an up-and-coming dramatic star in the person of a New Orleans coin-machine operator. He is Hank Friedberg, popular owner of the Crescent Novelty Company, who, besides being in the front rank of distributors in the Deep South, sure speaks a wicked line of character parts in the civic group theater's latest play, *Squaring the Circle*. Truly, Hank is colossal.

Frank Allied, New Orleans op, is not only a good fishing talker but actually delivers the goods. Ask the boys who attend the regular Monday night suppers of the New Orleans Novelty Company about the big fish they partake of, thanks to the generosity of Frank, who wields a mean steel rod.

The
ALL STAR PERFORMER ON ALL LOCATIONS!

TACKLE



\$44.50 F.O.B. Aurora, Ill.
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IMMEDIATE DELIVERY

STONER CORPORATION
328 GALE STREET, AURORA, ILL.

SALESBOARD OPERATORS Takes in \$24.00 Costs You \$2.90

2,400 in sales taken in \$24.00, nets \$19.50 after cigarette payout. You can sell outright to dealer for \$7.75. On 50% commission you collect \$9.50. We carry a large line of Penny and Nickel Boards, complete with Merchandise. We manufacture Blank Boards, a complete line of Cut-Out Boards—in fact, any kind of Board you want, at the right price.

WRITE FOR SAMPLES AND PRICES.
General Sales Company
121 4th Avenue, South, NASHVILLE, TENN.

A HERCULES SENSATIONAL SPECIAL SALE!

CHAMPIONS, GLOBE TROTTERS, CROSS COUNTRY, BASE HIT, QUICK SILVER. \$15.00 Ea.

CHICAGO EXPRESS, ACTION, SR, FLYING TRAPEZE, SR, MILLS CANNON FIRE. \$8.00 Ea.

1/3 Certified Deposit, Balance C. O. D., F. O. B. Newark.
HERCULES SALES ORG., 1175 Broad St., Newark, N. J.

NEW MODEL PACES RACES ONLY \$290.00 EACH

These Machines All Late Model Black Cabinets, High Serials, Perfect Working Condition.

AUTOMATIC GAMES AT CLOSE-OUT PRICES

Am Traffic (Model A)	\$22.50	Red Arrow	\$20.00	Prospector	\$40.00
Pinz	15.00	Mysterious 229	25.00	Mills Q. T.	\$25.00
Hot Sush	10.00	Gold Rush	27.50	Spurs	12.00
Put 'N' Take	27.50	Target (Counter Pin Game)	7.50	Auto. Race Horse	12.50
Match Play	27.50	Spurtruman	25.00	Champion	15.00

SEND ORDER AND ONE THIRD DEPOSIT TODAY.

IDEAL NOVELTY CO., 3003 Lemp Ave., St. Louis, Mo.

Exclusive Distributors for Pan's EAST RIVER, \$25.00

Flying Oaters	\$19.00	Man 'n the Moon	\$18.00	Baseball	\$12.00
Pinz	15.00	Manhattan	15.00	Split Pin	19.00
Hot Sush	10.00	Par Golf	15.00	3-in-Line	14.00
Kings of the Turf	19.00	Gold Gulch	22.00		

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AMERICAN VENDING COMPANY

48 Elizabeth Ave., Newark, N. J. 202 4th Ave., Brooklyn, N. Y. 208 Essex Street, Hackensack, N. J.

Several New York Firms Planning Anniversaries

NEW YORK, Dec. 7.—Some of the best known distributing organizations in the trade are planning anniversary celebrations here in the near future. All of them are recalling the "days way back when" and some big parties will be on schedule.

The International Microscope Reel Company, Inc., will celebrate its 41st anniversary in the coin-machine business.

Dave Robbins, of D. Robbins & Company, celebrates his 20th anniversary on the first day of January. This will be a happy New Year to Dave in more ways than one. He started in business with a horse and buggy at the age of 16 in 1916 and his 20 years of progress are well known in coin machine annals.

Then the "Little Napoleon" of the coin-machine business, Willie Blatt, and the Supreme Vending Company, Inc., will celebrate a 10th anniversary at all offices of the firm January 1. Blatt is one of the best known and best liked men in the coin-machine business and is preparing an elaborate affair.

Babe Kaufman will also celebrate her fifth anniversary shortly after the first of the year. Babe has made great progress in the coin-machine field and is known nationally as "the only woman distributor in the coin-machine business." Her organization is one of the most aggressive in the industry.

SUPER-SWIFT SALESBOARD SENSATION

A TESTED AND PROVED, fast check-up for every operator who gets this new exclusive salesboard deal on counters now. At the year season, a tremendous profit in sales—\$4.15. Holds record of 10 to 12 repeats in single location.

Be FIRST with this new, different Salesboard Deal. Don't wait it someone. ACT QUICK. WRITE TODAY.

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SEEBURG'S COIN OPERATED Phonographs

(Model "E")

Guaranteed A-1 mechanical condition and good appearance.

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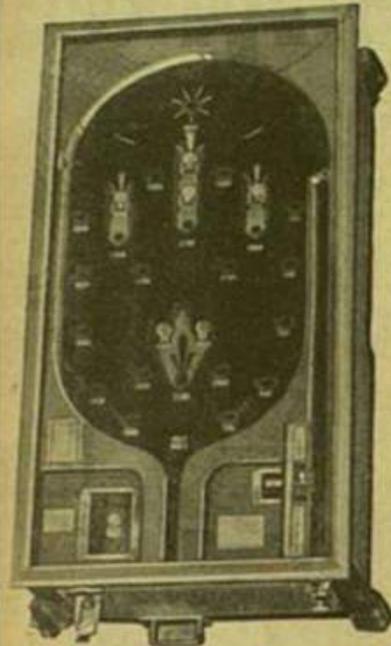
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EXCLUSIVE TO OPERATORS-DISTRIBUTORS!

New Rotary Coin Making History. Want to see latest coin-making machine? Write G. C. N. O. V. N.F.S., CO., 4321 Responder Ave., Chicago.

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PROCLAIM IT A SENSATIONAL FAVORITE WITH PLAYERS



IT'S EXHIBIT'S
"STANDARD"
TICKET TABLE
with a NEW
5 BALL
PLAY FEATURE

Five balls for 5 cents. That's the new attraction that makes it a fast—popular game. When the 5th ball is played, a ticket with the exact score is automatically issued—or if desired—you can have the "STANDARD" with Exhibit's new improved Automatic Coin or Check Payout Unit. TOP is interchangeable to all EXHIBIT TICKET TABLES.

SEE YOUR JOBBER

EXHIBIT SUPPLY CO.

4222-30 W. LAKE ST.

CHICAGO

Seiden Firm Opens New Branch in Rochester, N. Y.

ROCHESTER, N. Y., Dec. 7.—Branch office of Henry W. Seiden & Company, Inc., was recently opened here, with Henry W. Seiden, president, present to greet visitors. Seiden organization now has four offices in New York State and practically covers every trade center in the State. Other offices are planned which will place a branch in every trade center. A subsidiary is also located in New York City which specializes in merchandising machines.

Mr. Seiden said that his organization was expanding along a very definite plan to have a branch in every market center in the state. Plans are also being made for a big revival in Canadian trade should the tariff on games be reduced. Seiden said that the "sign of integrity," registered trade-mark of the organization, was now appearing on thousands of machines and that the reputation of the firm was being carefully guarded. Men to manage the branch offices are carefully trained and are considered an important part of the organization.

Hoosier Novelty Company Opens Indianapolis Branch

INDIANAPOLIS, Dec. 7.—Hoosier Novelty Company, formerly known as the Wabash Novelty Company, has just opened a new branch at 1431 East Washington street here. The firm, which has its headquarters at Terre Haute, Ind., also operates branches in Paris, Ill.; Champaign, Ill., and Bloomington, Ind. It was one of the first companies to operate pin games in this State.

At the new office and salesroom here the Hoosier Novelty Company will handle new machines as factory representative of the leading manufacturers. The branch will also carry a large stock of used games, parts and supplies for all coin-operated marble games. Local Hoosier salesroom will also handle automatic phonographs, specializing in the Wurlitzer and Mills lines.

ton, Boris Marshalov, Robert Benjamin, Larry Johns, Edward Oldfield, Emily Gilbert, Neville Heber-Percy, Robert Simmons, Charles Wellesley, Robert Lefebvre.

Because a London newspaper has alleged that Sir Mark Loddon, shell-shocked war veteran, is not himself but a Canadian adventurer of remarkable resemblance, who killed the real Sir Mark in an escape from a German prison camp and took over his title, estate and family, Sir Mark enters suit for libel. His testimony in his own behalf is handicapped by the fact that he cannot remember pre-war incidents because of his injuries. The newspaper offers damaging testimony from another war buddy and from a prostitute who said she had married the Canadian, identifying Sir Mark as the man. Even Sir Mark's wife turns against him during the trial, and it takes a sudden shock to memory to end the case, with the paper paying.

Excellent company of actors and good production, but the climax doesn't hold up the pace of the first two acts. Play starts slowly and builds to an exciting second act curtain—all thru court testimony—but the denouement is a definite letdown. Wilfred Lawson, English actor, who plays the newspaper's attorney, is bound to come in for some high praise. He tops the cast. *Murdock.*

"Ladies by Request"

(Hollywood)

Play by Tom Karvin. Produced at the Hollywood Theater by James A. Timony. Directed by Johnson White. Sets by Rita Glover.

Cast: Judith Vossell, Charlotte Treadway, George Hall, Claudell Kays, Tom Ricketts, Hunt Atkinson, Jerre, Charles Walden, Ronald Steele, Alphonse de Cruz, Joseph De Stefani, Sam Burton, Dorothy Short and Dave O'Brien.

Jim Timony's first winter production is long on filth. It will take a good bath to clean it up before it will hold much interest for most legitimate patrons. Play is heavy on double entendres dialog, which is occasionally single.

Story is one which has been used, minus the bedroom stuff, in motion pictures for the past 15 years. Two husbands find that their wives are frolicking about with other men and decide to cure them of the habit by prancing around with girls. Lacking the nerve, the two men take on a pair of female impersonators and take them home. Wives smell a rat in the affair and get back at their husbands by demanding that the "girls" remain all night and sleep with them. The bedroom scenes in the last act, wherein the wives endeavor to undress the impersonators, are the "comedy" highlights of the production.

At times it appears that a shrewd treatment of the idea prevents the play from being offensive, but within a few minutes Director White has lost his grip and the dialog reverts back to the risqué. Judith Vossell, the female lead, and Charlotte Treadway and George Hall stand out as the best players. Balance of cast is so-so. *Blackford.*

OUT-OF-TOWN

(Continued from page 14)

pants. The hit tunes are delivered in excellent fashion by Gracie Barrie, Edwards and Harold Willard.

Hontigberg.

"Libel!"

(Philadelphia)

Author, Edward Wolf. Produced by Gilbert Miller. Directed by Otto Ludwig Premlinger. Settings by Raymond Sovey. At the Chestnut Street Opera House for two weeks, beginning December 2.

Cast: Colin Clive, Lewis Dayton, Charles Francis, Ernest Lawford, Frederick Leister, Wilfred Lawson, Joan Marion, Helen Goss, Colin Hunter, Arthur Vin-

BIG PROFIT FOR YOU WITH THESE FAST SELLERS ELECTRIC XMAS WREATHS

No. 822—Made of red rope, 8" in diameter, decorated with silver beads, evergreen and fiber ribbon. Complete with candle unit, cord and plug, one 15-watt 110-volt red bulb. Packed each in a box. **\$2.00**
No. 502—Same as above, but 5" in diameter. Packed each in a box. **\$2.50**
No. 1202—Same as above, but 12" in diameter. Packed each in a box. **\$3.50**
SPECIAL OFFER WITH THIS AD—3 SAMPLES SENT FOR \$1.00.



Waxed Flowers Make Big Money in Winter Months

GEORGINES — Large Size, No. 120, \$22.50 per 1,000. Do not confuse this Big Flower with the smaller size being offered elsewhere. The big size Georgines are the best sellers and are used by all the successful agents. Come in assorted colors. **SAMPLE BOX OF 100, \$2.50.**

CALIFORNIA DAHLIAS — \$27.50 per 1,000. Best in the U. S. **SAMPLE BOX OF 100, \$3.00.**

LAUREL — Fresh stock always on hand. \$7.50 for a 50-Pound Carton. **SEND FOR CATALOG AND ILLUSTRATED XMAS LIST WITH NEW YEAR'S NOVELTIES.**

Immediate shipment. 25% Cash Required on O. O. D. Orders.

OSCAR LEISTNER, INC., 313 W. RANDOLPH ST., CHICAGO, ILL.
Exporters and Manufacturers for 28 Years.

DEAL WITH CARL—ALWAYS A SQUARE DEAL

I Say, Give Your Locations a Break and Use

GOLDEN HARVEST BALLY DERBY

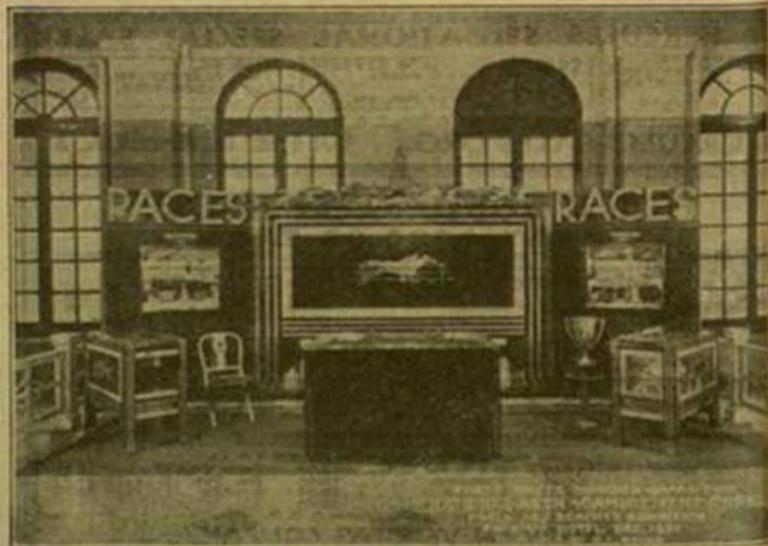
Both a Natural, for Immediate Delivery. Also JUMBO, PROSPECTOR, BATTLE, SCRIMMAGE, HIGH HAND, MATCH THE DIAL.

UNITED AMUSEMENT CO., 3411-15 Main St., Kansas City, Mo.

MONARCH'S RECONDITIONED GAMES MEAN PERFECT GAMES

Beantle	\$ 6.00	Golden Gate	\$ 5.00	Scrap-A-Like	\$ 9.50
Big Game	15.00	Glitter Trotter	15.00	Snake Circle	13.50
Builder Game	15.00	Jacky Club	22.50	Treasure Hunt	15.00
Cross Cross Like	10.00	Kings	15.00	Traffic Model C	10.00
Flies & Ten	17.50	Par Golf	22.50	Carolina (Payout)	27.50
Flying Colors	20.00	Pyramid	22.50	Gold Rush (Payout)	22.50
Frisby	25.00	Rebound	8.00	Milk Equity (Payout)	27.50
Flying Toppers	15.00	21 Rock-Dis	18.00	Rapid Fire (Payout)	22.50
Game Baseball	15.00	Signal, Jr	7.00	Rocket (Payout)	16.00

TERMS: 1/3 Deposit, Balance O. O. D. COMPLETE LINE OF NEW MACHINES. Be Smart! Get on Our Mailing List. Sample List Every Month. **MONARCH COIN MACHINE CO., 2308-08 Armitage Ave. (near New Home), CHICAGO, ILL.**



PRIZE-WINNING BOOTH of Paces Races, which was awarded the cup for the most attractive display at the exhibition of the National Association of Amusement Parks, Pools and Beaches at the Hotel Sherman, Chicago, last week.

THE SPORTLANDS

AMUSEMENT CENTER GIFT SHOPS

Amusement Men's Association

Dedicated to the Interests of Sportlands

By MURRAY GOLDSTEIN, Secretary and Manager, 1607 Broadway, N. Y. C.

At the meeting of the board of directors of the AMA, held at its headquarters, December 3, some matters of policy were resolutely considered for the coming year. It was voted to give a more rigid and scrupulous application of benefits to members of the organization.

Within the next 10 days the entertainment committee headed by Murray Goldstein, chairman, will visit various merchants, jobbers and distributors for their support of the annual steak dinner and dance to be held at one of the leading night clubs in New York. The affair will take place February 25.

Attorneys for the organization report that by the end of this week sportland owners will know whether cranes will be allowed to operate in sportlands in conjunction with pin games.

Berba & Silberting, who operate a chain of sportlands in New York, recently announced the sale of their large amusement center on Broadway in Brooklyn.

Dan Cristafano, who operates a chain of sportlands and who has an interest in other business, announces that his sportland at East 125th street will be managed by Eddy McKean, who has been connected with Mr. Cristafano for a number of years.

A prominent delegation of sportland owners will be present at the national convention to be held in Chicago in January.

A new sportland will be opened by Tony Oddo at West Brighton, Staten Is-

land. Mr. Oddo has been in the sportland and penny arcade business for a number of years and has been operating a successful sportland at South Beach, Staten Island.

New Sportland In Good Start

ROCHESTER, N. Y., Dec. 7.—A new Sportland was recently opened here with appropriate ceremonies. It is located on one of the busiest streets in the very heart of the city. Business men say a more advantageous location could not have been found. Rental is on a commission basis and the owner's share of the receipts for the first month were reported to be amazing. The Sportland is owned and managed by the partnership of Granitstein & Walenitz. About 40 table games have been placed in the game room.

On the opening day real showmanship was displayed by using clowns on the streets to hand out courtesy cards to attract attention to the new amusement place.

The Henry W. Seiden Company, distributor of coin machines, co-operated in supplying equipment for the sportland. Henry W. Seiden, president, said that his firm would offer a special advisory service to an operator or firm planning the opening of a sportland. "Three months ago," he said, "I did not feel that sportlands had much of a future. But now I am convinced that sportlands offer a real amusement field when properly managed. It is a management job and calls for real showmanship."

Response on 50-50 Is Gratifying to Makers

CHICAGO, Dec. 7.—The G-M Laboratories are exceptionally gratified with the enthusiastic response to their new game 50-50. Besides sending in substantial orders for the game, the large jobbers and distributors sent along congratulatory letters telling how they felt about the game.

All jobbers and distributors say that operators are more than pleased when they find that 50-50 with the Veeber counter, with the automatic shuffle board, Duo-Lock and other important features made as very little.

Another reason why 50-50 is reported to have enthused the operators is the skill play. The player has only five balls to start the game. However, with the use of the clever automatic shuffle board the player, by carefully shooting his balls, may shoot these same balls over and over again. Because the player can develop his skill by constant play, 50-50 enjoys an exceptionally large repeat play wherever placed on location.

A. G. Bardt, of the G-M Laboratories, reports that 50-50 is on display at practically every jobber and distributor in the entire country. Shipments to the British Isles are being handled by the Weston Novelty Company, of London.

Offers Salesboard Line

PITTSBURGH, Dec. 7.—Coin-o-Matic Sales Organization reports having been appointed distrib for Superior Products Inc. of Chicago, manufacturer of salesboards.

Morris Gasser, manager of the firm, claims that it will have the most complete line of salesboards in the industry. They are preparing an entire section of the present offices to accommodate the large assortment of salesboards. The firm will also develop special boards that appear most suitable to the territory.

Mr. Gasser will soon introduce the new boards of the firm and will also have a special offer ready for the operators.

IA-COMPANY

(Continued from page 4)

not known as yet, altho Browns talked to President John Otterson of Paramount and other company officials in Chicago last week-end. Pat Casey, the producers' "labor man," was present at the Brown-Paramount confab.

Executives of major companies discussed the situation in the Hays office Monday. Another meeting Wednesday was devoted to the legal angles involved in a union jurisdictional fight. The producers are taking the attitude that this is a jurisdictional fight and they are innocent bystanders. The IA insists the studio situation was maneuvered to pit the IBEW against it and thus let the unions knock each other out. The IBEW has not issued any statement as yet.

The IA is reported having a war chest of \$2,000,000 in case of a strike. Its bold strike move, however, is said by many to have been encouraged by the backing of the industrial union bloc within the American Federation of Labor led by John Lewis. It is understood that the Lewis group is backing the IA's efforts to become an even larger industrial union. The IBEW has long been close to the craft union bloc, on the other hand.

HOLLYWOOD, Dec. 7.—Local circuit theaters have been asked by the IA to replace all IBEW men with IA men. Local 150 has begun picketing the Crown City Amusement Company, which operates five local houses.

The studios are jittery about possibility of trouble, but officials are sitting tight and insisting "no trouble is expected." Seventy-five hundred studio jobs are involved.

DETROIT, Dec. 7.—David Ideal, manager of the Fox Theater here, has discharged five IBEW maintenance men in face of a strike threat from the IA.

PARIS FLOOD

(Continued from page 4)

version by Charles Méré of a tale of George Sand. Old-fashioned melodrama, well produced, but rather outmoded.

L'Inconnu d'Arras (The Unknown of

Arras), by Armand Galescrou, at the Comedie des Champs Elysees, is drama or tragedy of deep dye, mostly devoted to the post-mortem monolog of a betrayed lover who, in spite of supposedly having committed suicide, talks on and on—quite interestingly 'tis true—until he has revealed most of the events of his past life.

Les Fontaines Lumineuses (The Illuminated Fountains), by Georges Berr and Louis Verneuil, at the Varietes, is a psychological analysis of the influence which the various men a woman becomes attached to have on her character and habits. Three love affairs serve as demonstrations of the theories of the authors. Interesting but not temperature-raising.

The Palais Royal, home of rollicking blue farce, shows signs of repenting, as the latest offering, Zisippe, by Charles Méré, is quite respectable, altho in burlesque vein. The Bouffes Parisiens, home of blue operettas has also toned down the blue tints and is offering a mildly amusing musical comedy, Trente et Quarante (Thirty and Forty), relating the woes of a bride whose groom deserts her on the wedding night to try his luck at the gambling tables of Monte Carlo. Catchy music by Heymann.

BOOTH MERGER

(Continued from page 4)

able to closing the merger deal, which has been pending this past half year.

Local 805, meanwhile, is faced with an election of its own. The administration is coming up for re-election December 18, the full term being two years. All but two current officers are being opposed by independent candidates. The president, Joseph D. Basson, is being opposed by Alex Polin and Ben Norton. Basson's re-election is considered sure.

The union is now trying to wind up its prolonged negotiations with the indie exhibitors. With Skouras and Handforce circuits finally signed up, Basson is trying to line up the Independent Theater Owners' Association houses thru Harry Brand, ITOA president. Any deal worked

Tops 'Em All
ELECTRIC
BAFFLE-BALL

ONE BALL
Automatic Payout with
MYSTERY JACKPOT
and **SIGNAL LIGHT**

Yes, Sir, it tops 'em all in beauty
in appeal in playing
action and in profits. No wonder
Chicago operators are clamoring
for more Electric Baffle-Balls. This
giant game has the greatest of all
play attractions. **MYSTERY**
JACKPOT with **SIGNAL LIGHT!**
23 by 40 inches... crammed
full of tantalizing action and
surprises. Waiting the added ed-
ucation when the Signal Light
flashes on. It means any pay-
out. **Ball** filled returns the
Mystery Jack-Pot. Also pays
out extra Silver Awards on
TWO Pockets. See for your-
self. Get Electric Baffle-
Ball today.

GIANT SIZE
\$89.50

Tax Paid, F. O. B.
Chicago.
MINT VENDOR &
ONE-CENT SEPARA-
TOR, \$10.00 Extra

IMMEDIATE DELIVERY

YOUR JOBBER OR
D. GOTTlieb & CO.
2736-42 N. PAULINA ST.
CHICAGO, ILLINOIS

STILL GOING STRONG PENNYPACK



The New Beautiful Modernistic Cigarette Machine With Gum Vendor
Here's the machine that's getting all those
"Yes pennies." Players can get from 1 to
10 packages of cigarettes for a cent
and how they're going for it! Positive
shop seals cannot be changed by
shaking. Mechanism unconditionally guar-
anteed for 2 years.

\$17.50 WITH REGISTER
\$2.00 EXTRA
EXCLUSIVE DISTRIBUTORS
16 MIDWEST STATES
WRITE FOR YOUR SAMPLE TODAY!
Immediate Delivery, 1/3 Dep. With Order.

GERBER & GLASS
914 Diversey Blvd., Chicago, Ill.

out with the ITOA would be included in the merger agreement involving Local 306, Allied and Empire State unions, Basson indicates.

WE FOUND OUT WHAT THE OPERATORS WANTED

and GAVE IT TO THEM in
WING-LITE

SO GOOD YOU'LL SAY IT'S ONE OF THE BEST GAMES WE'VE EVER MADE!

Yousah! A game wot is a game! Big profits for you—real fun and thrills for the players. WING-LITE is the new sensation—see it!

PROFIT FOR YOU FEATURES!

- LIGHTS ON THE FIELD
- DE LUXE MADE CABINET
- SLIDEOUT BATTERIES
- 100% BUGLESS

SUPREME VENDING CO.,
Brooklyn, N. Y.,
Dist. N. Y.

WESTON NOVELTY CO.,
London, Eng.
European Distributor.

CHICAGO COIN Corporation

1725 W. DIVERIEY PARKWAY CHICAGO

\$39.50

40" x 20"
RUSH YOUR ORDER

FLASHI FLASHI FLASHI
FIVE BALLY'S RANGER
\$50.00 EACH

One-Third Deposit With Order.

GUARANTEED READY TO PLACE ON LOCATION.

BIRMINGHAM VENDING COMPANY
2117-3rd AVENUE NORTH • BIRMINGHAM, ALABAMA • PHONE - 3-2327

3 GAMES THAT ARE MONEY-MAKERS EVERYWHERE

JIMMY VALENTINE
A really different, big money-maker. A Real Buy!
\$39.50

TANCO
Complete with Electros and light-up Ball-board.
\$39.50

TACKLE
Finest Foot-ball Game on the market.
\$44.50

RUSH YOUR ORDER TODAY! Enclose 1/3 Deposit, Balance C. O. D.

COIN-O-MATIC SALES ORG. 2041 Fifth Avenue, PITTSBURGH, PA.

BALLY'S LATEST SUCCESSES IN STOCK

DERBY Prevul. \$115.00; Ticket, \$125.00
GOLDEN HARVEST Prevul. \$87.50; Ticket, \$95.00
JUMBO Prevul. \$89.00; Ticket, \$97.50
HIGH HAND \$44.50

PROSPECTOR \$70.00
SCRIMMAGE \$44.50
BATTLE \$47.50
666 \$46.50

MARKOPP Co. 3902-4-6-8 CARNEGIE AVE., CLEVELAND, O.
1910-11 CENTRAL PARKWAY CHICAGO, ILL.

NOW READY FOR MAILING—NEW 30 PAGE

FREE PREMIUM CATALOG

Specialty printed so that operators can show it to their locations. All prices are Retail List! To get Confidential Price Discount Sheet—state 1239 machines you operate!

JERSEY TRADING CO., 11-15 EAST RUNYON ST., NEWARK, N. J.

OPERATORS AND JOBBERS!

WHAT DO YOU WANT?

HOW MUCH DO YOU OFFER?

UNITED OPERATORS SERVICE CORP.

2330 N. WESTERN AVE.

CHICAGO, ILL.

HAPPY HOLIDAYS--- thanks to PENNY SMOKE



Penny Smoke Operators are all smiles. New Cars and Radios are being bought—a thousand and one desirable luxuries are now possible—thanks to the steady profits from their

PENNY SMOKE VENDERS

If you are not operating Penny Smokes, by all means send for a sample. \$13.75 brings you a machine, complete with 1,000 Balls of Gum, ready to operate. In your own neighborhood there are still dozens of locations waiting for Penny Smoke—your income will average \$4.00 to \$7.00 per week per machine—within a short time you should have a string of these Penny Smokes and enjoy financial independence.

Large Colorful Cigarette Symbols, awarding players from 1 to 5 Packages of Cigarettes, Ball Gum Venders—for legal operation everywhere.

Don't delay—write your nearest jobber, or send your order with \$3.00 deposit to

GROETCHEN TOOL COMPANY

121 N. UNION STREET

CHICAGO, ILLINOIS

New Wing-Lite Clicks;
Distribri Use 5 Carloads

CHICAGO, Dec. 7.—According to officials of the Chicago Coin Corporation, Wing-Lite is one of the fastest selling games the firm has introduced. In fact, Sam Wolberg claims that orders are being received from territories from which they have not heard from for several months or more.

The Weston Novelty Company, London, and the Supreme Vending Company of Brooklyn have taken over five carloads of Wing-Lite games between them. Both of these firms report that Wing-Lite will be exceptionally popular in their respective territories.

In producing Wing-Lite the Chicago Coin Corporation took the basic time-proven idea of lights on the playing field and developed an interesting new game. They feature the playing simplicity of the game by claiming that the player steps up to the game and immediately understands the playing idea. All one has to do is to light the Key-Lite and any three lights of the same color or the Key-Lite and a row of lights going from top to bottom.

Many operators have complimented the Chicago Coin Corporation for the smartness of the cabinet of Wing-Lite. The natural finished woods are vividly trimmed with a bright red striping. The legs are red with a natural wood striping effect. All hardware has been chrome-plated for brightness and longer wear.

Install P. A. System

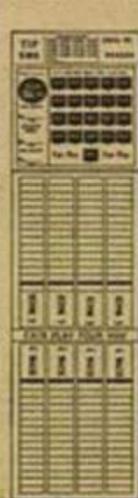
CHICAGO, Dec. 7.—The Chicago Coin Corporation recently added to the facilities of its plant by installing a public address system. The girl at the information desk in the front office merely snaps on the button, talks into a microphone and can address anybody in the factory.

The installation of this device has added greatly to the efficiency of the staff of the firm. With a minimized loss of time, the office staff can immediately locate any workman or official.



J. FRED BARBER, manager of new Electro Ball Company branch in New Orleans.

FAIR PLAY—FOUR WAY



JACKPOT TIP BOOK

Biggest Sales Stimulator Ever Made.

21 JACK POT SEALS

Containing 3 Accumulating Pots to Build up the Play and 5 Trade Pots to Give Dealer an Extra Profit and Give Player an Extra Play. Also Tip and Congratulations.

ANOTHER GAM ORIGINAL IDEA—Look for Registered Trade Mark.

\$ 2.00 Per Dozen
\$20.00 Per Gross
Sample Book 25c

This Deal made in 120-135-153 Combinations. Above prices for 120 Combination only

Descriptive Circular upon Request

GAM SALES COMPANY

1321 S. Adams St., Peoria, Ill.

BIG PROFITS for Salesboard Operators

Handling Our New

CANDY BOARDS

Complete Deal of 21 Boxes Costs Only **\$5.75**

Brings the Dealer **\$15.00**

Here's a Wonderful Opportunity for Salesboard Operators to Cash in on Some Extra Good Profits. Every item in the deal is well known and a prime favorite. Order right now and get the business. Deal consists of the following:

- 12 Half-Pound Basset Schell's Chocolates.
 - 6 Full-Pound Basset Schell's Chocolates.
 - 3 Three-Pound Basset Mrs. McLean's Fanny Chocolates.
 - 1 Three-Hundred-Note Salesboard.
 - 21 Winning Numbers.
- Your Cost Complete Only \$5.75.
Deposit of \$3.00 is Required on C. O. D. Order.

Send for complete list of Turkey Duffs and New Salesboards. Xmas edition of the Number Catalog is now ready. When requesting our attention, please list of business.

LEVIN BROTHERS Terre Haute Indiana

PREMIUM JOBBERS

Write for our Special Sales Catalog and Seasonal Premium-Forer Offers in Ready-to-Wear.

DORROS MFG. CO.,

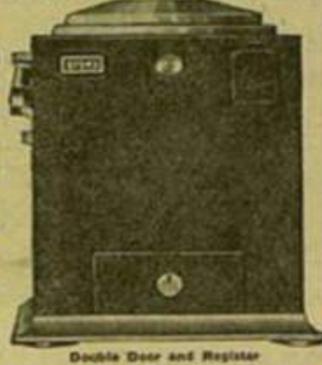
Dept. CM, 225 West 35th St., N. Y. C.

"CENT-A-PACK" GUM WITH VENDER

Hundreds of locations waiting for this new, profitable 20 stop Reel Cigarette Machine. CENT-A-PACK location tested and guaranteed for life of machine against mechanical defects. Average payout 48%.
Double Door and Register are made for the purpose of allowing the operator to leave key with location for lower door. Register keeps track of all plays. Register shows through special window. Operator retains key for upper door. No one can tamper with register.



Plain Model, \$12.00
With Register and Double Door, \$1.50 Extra
BALL GUM 15¢ a box (100 pieces)
CASE LOTS, 100 Boxes, \$12.00.
1/3 Deposit With Order.



SICKING MFG. CO., Inc. 1922 Freeman Ave., Cincinnati, O.

BEAUTIFULLY COLORED PILLOWS
On High Luster Satin, Dozen \$6.00 | On Quality Satin, Dozen \$3.75 (Size 20x20, Including FRINGE.)
FREE CATALOG—LARGE VARIETY DESIGNS—NOTES—COMICS—PATRIOTIC—"ROOSEVELT" etc. 25¢ Money Order Deposit Required.
For Quick Action, Wire Money With Order.
WESTERN ART LEATHER CO.
1646 Arapahoe St. (Manufacturers), DENVER, COOL.

GET THE TURKEY EAT AND SMOKE
1,200 Holes.
Sells 85 Pounds of Poultry and 20 Packs of Cigarettes. Takes in \$50.00, Pays Out \$28.00.
GLOBE PRINTING CO.
10-15 WEST 22ND STREET, NEW YORK, N.Y.
Price \$1.65 Plus 10% Tax.
A FULL LINE OF TURKEY CARDS

CATALOG GLOBE 124 PAGE NEW CATALOG IS READY NOW AND IS YOURS FOR THE ASKING

BARGAIN SPOT CYCLONE \$15.00

BEST BUYS ON USED GAMES

TICKET GAMES	PIN GAMES
Play Ball... \$43.00	King... \$10.00
Booze... 35.00	Bridge-Lite... 13.00
Whirlpool... 35.00	Three-in-Line... 11.00
1-BALL PAYOUT	Signal, Sr... 10.00
Prospector... \$45.00	Backstage... 10.00
Gold Rush... 35.00	Scour-a-Like... 9.00
Booze... 35.00	Basson... 8.00
Traffic "O"... 27.00	Beam Lite... 10.00
Plus A Minute... 25.00	Kelly Feed... 5.00
	Lightning... 0.00
	Drop Kick... 6.00
	Rebound... 8.00
	Push-Over... 8.00

1/3 Deposit, Balance C. O. D., F. O. R. Chicago
FIRST WITH LATEST NEW GAMES. GET YOUR NAME ON OUR MAILING LIST.
NATIONAL COIN MACHINE EXCHANGE, 1407 Diversen, CHICAGO, ILL.

BUY YOUR NEW AND USED MACHINES FROM KENTUCKY'S OLDEST DISTRIBUTOR, EST. 1915

A. S. T. Automobile... \$12.50	Signal, Jr... \$ 7.50	Jack Rabbit... \$ 5.00
Auto Lite... 11.00	A. S. T. Winner... 0.00	Forward Pass (Cattle... 5.00
Bacon... 0.00	Stranger... 0.00	Maze... 0.00
	Flying Color, Lite New... \$22.50	

WRITE FOR OUR NEW PRICE LIST, JUST OFF THE PRESS.
KENTUCKY SPRINGSCALE CO., Inc.
314-518-518 South 2nd Street, P. O. Box 938, LOUISVILLE, KY.

BARGAIN BUYS ON USED MACHINES

BEACON... \$ 8.00	FLYING TRAPEZE... \$ 6.50	REBOUND... \$ 7.50
BANKS... 15.00	FRISKY... 17.50	SELECT 'EM... 4.00
CROSS ROAD... 15.00	I. O. U... 6.00	SIGNAL JR... 6.00
CROSS COUNTRY... 17.00	MAN IN MOON... 23.50	WORLD SERIES... 3.00
DEALER... 12.50	QUICK SILVER... 12.50	FLYING COLORS... 24.00

Write for our list of locations, prices on Floor Samples. 1/3 deposit with order, balance C. O. D.
AMERICAN COIN MACHINE COMPANY
523 Clinton Avenue, N., ROCHESTER, N. Y. BRANCH OFFICE: 509 Main St., BUFFALO, N. Y.

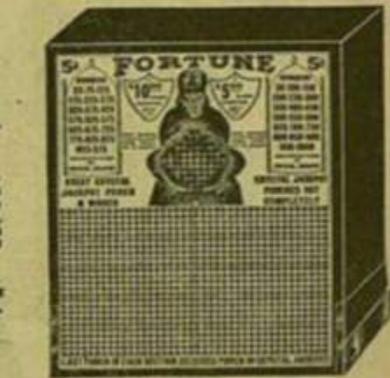
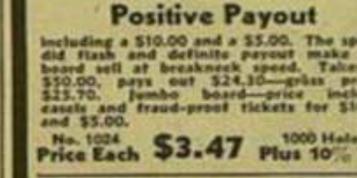
EASTERN DISTRIBUTORS TICKETTE

JACK POT BELLS, O. T. BELLS, JACK POT VENDERS, BALANCE, BLACK JACK.
PEARL HARBOR, DIAL, TEN GRAND, MYSTERIOUS EYE, HOLD AND DRAW.
KEYSTONE NOV. & MFG. CO. 24th and Huntington Sts., PHILADELPHIA, PA.

HARLICH SALESBOARDS
The World's Finest Line
FIRST CHOICE EVERYWHERE!



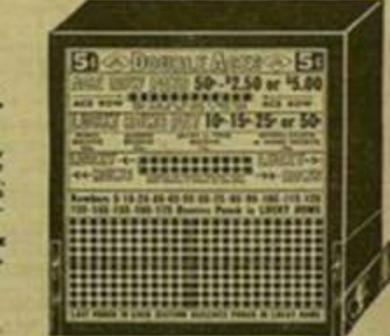
\$50 To Shoot For!
The possible \$50.00 winner makes this board tremendously popular. It's a big beauty, printed in 2 brilliant colors on a metallic front. Takes in \$100.00, average payout \$41.00—average gross profit, \$59.00. Jumbo board, extra thick, with large tickets—comes equipped with easels, and fraud-proof tickets for large winners.
No. 2006 Price Each \$6.08 Plus 10% Tax
2000 Holes



Positive Payout
Including a \$10.00 and a \$5.00. The splendid flash and definite payout make this board sell at breakneck speed. Takes in \$50.00, pays out \$24.30—gross profit, \$25.70. Jumbo board—price includes easels and fraud-proof tickets for \$10.00 and \$5.00.
No. 1024 Price Each \$3.47 Plus 10% Tax
1000 Holes



Two \$5.00 Winners
Another attractive jackpot board with positive payout. Takes in \$30.00, pays out \$15.50—gross profit, \$14.50. Jumbo board, with easels.
No. 630 Price Each \$2.10 Plus 10% Tax
600 Holes



NEW LARGE HOLE 1c CIGARETTE BOARD
The most beautiful cigarette board you have ever seen—flash and color that will catch the eye of every patron in your dealer's store. A big board with large holes—overall size 8 1/2" x 9 1/2". 1,000 holes—takes in \$10.00; can be had in 10 or 20 sections, to pay out 30, 34, 36, 38, 40, 44, 46, 48, or 50 packs. Specify payout when ordering, and mention "Girl Cigarette Board."
Price Each 96c Plus 10% Tax

SEND FOR OUR NEW CATALOG OF PROFIT MAKERS
Write, Stating Your Line or Business to
HARLICH MFG. CO. 1417 W. JACKSON BLVD., CHICAGO, ILLINOIS

2 GREAT GENCO GAMES

LUCKY STARS

\$44.50

So GOOD WE CALLED IT

GOLD MEDAL

Ready next week!

GENCO Inc.
2625 N. ASHLAND AVE.
CHICAGO, ILL.

Modern Official Offers C. of C. Plan for Trade

NEW YORK, Dec. 7.—Meyer C. Parkoff, business manager of Modern Vending Company, proposes that there be formed in the coin-machine industry a "coin-machine chamber of commerce."

Mr. Parkoff is a graduate of New York University and holds the degree. His coming to the Modern Vending Company two years ago was quite an event. He has since shown that he has a profound knowledge of coin-machine affairs and his proposal is believed to meet the approval of many in the coin-machine business.

Nat Cohn and Irving C. Sommer, of the firm and well known to the industry, report they will place their energies back of Mr. Parkoff to effect a chamber of commerce for the industry.

Mr. Parkoff stated: "I advocate the formation of a 'coin-machine chamber of commerce' to bring home to the public the salient features of coin-operated devices and thereby to help stabilize the industry. The thousands of people connected with this industry should have some definite security for the millions invested in it. The statistics which such a 'chamber of commerce' could gather and issue to the attention of the public and business in general as well as to public officials would demonstrate the importance of the coin-machine industry in relation to general economic business conditions as well as the welfare of many thousands of persons employed by this industry directly and indirectly."

He also suggests that this body be made national in every respect. He feels that the expense would be small and would be kept up by subscriptions from the manufacturers. Statistics would be gathered from the various manufacturers in the industry as well as from distributors, jobbers and operators. He believes that those connected with the industry would be happy to furnish them so that they could be made public.

He suggests that the country be divided into sections and that a branch be placed into each important center to contact newspapers, business periodicals and general media. He feels that in this manner much antagonism would be overcome, for the members of this chamber of commerce would be in a position to answer questions which are of importance to their section of the country.

He says that one example would be the establishment of an important branch in New York. He proposes that headquarters be in Chicago. The New York branch would immediately be able to relieve much tension at various times by openly reporting facts to the public either thru paid advertisements or thru the use of direct publicity to the public and to public officials, as well as to newspapers and other periodicals.

Nat Cohn and Irving C. Sommer endorse the movement and plans are going ahead at a rapid pace at the Modern Vending Company offices. Membership requirements for the coin-machine chamber of commerce would be like those of similar organizations in the business world.

National Council Meets

CHICAGO, Dec. 7.—Board of directors of the National Council of Coin-Machine Operators' Associations met in Chicago this week to formulate plans for the future activities of the organization. National Council of operators' organizations was formed at a meeting in St. Louis last August and is representative of the State and local organizations of the country. Ralph T. Young, chairman, presided at the Chicago meeting and reported his observations in contacting various State and city organizations. Officials of a number of State organizations were present.

Koren Keeps on the Go

CHICAGO, Dec. 7.—Lou Koren, of the Chicago Coin Corporation, made a flying trip to New York last week to consummate a large deal involving the purchase of several carloads of Chicago Coin games.

Because of the exceptional activity at the Chicago Coin Corporation, Koren, as well as Sam Wolberg and Sam Gensberg, has been constantly on the go.

Koren said that the East is highly enthusiastic about Chicago Coin's new Wing-Lite game. The Supreme Vending Company is his firm's New York distributor.

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60	\$11.45	\$9.47	\$23.94	\$44.01
75	13.95	9.44	20.99	44.14
100	15.20	8.71	17.01	35.29
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50 IN. BY 24 IN.

PAYOUT
\$115⁰⁰
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