ANTHONY TRINI
The Romantic Fiddler
and His Music

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... Jack Shannon presents

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FIVE MAJORS ARE INDICTED

Ringling-Barnum Toying With Russian Acts; "Exchanges" On

NEW YORK, Jan. 12.—When the Ringling-Barnum Circus opens its 1935 season here early in April a couple or more acts from Soviet Russia will probably be found in the program. Negotiations are on with the U.S. government for a few of the country's corporate and animal farms. This is indicated, at any rate, in the report that Alex Bley, head of the Amos Company, theatrical representative for the States in the U.S. is scheduled to depart for Russia in two weeks to close several deals for acts wanted by enterprises locally. It is also understood that Bley has been authorized to negotiate with the Russian government and, in fact, such (See RINGLING-BARNUM on page 51)

30 Per Cent Employment Jump Reported by Weber

Union musicians get sizable job gains in past year, the larger cities lag behind—stabilization of club and cafe field held to be biggest factor

NEW YORK, Jan. 14.—President Joseph N. Weber of the American Federation of Musicians is optimistic over employment prospect for his followers. He says recovery has been much slower in the big cities than in the smaller communities. Cincinnati, Philadelphia and New York, for example, have shown marked gains in employment. Chicago is an outstanding exception. Chicago has been recording a steady gain probably due to the impetus of the World's Fair. Weber sees much hope in the cafe and club garden field. Although Unterberg reports that "the rhythm record business has not brought the music and talent boom many had expected," he says the cafe field is coming around nicely. With musical renaissance and showing operations a great percentage of these have folded, leaving the field to the stable operators. In the cafe field a great number of the cafes last year were former speakeasies.

Largo Fair Gives Big Midway Gross

LARGO, Fla., Jan. 12.—Royal American Shows opened their season here this week at the Pinellas County Fair. The fair opened Tuesday, featuring Children's Day. All schools in Pinellas County were given optional privilege in attendance on that day to permit children to attend. The attendance was checked at 4,000 (See LARGO FAIR on page 53)

Theater Authority Campaigns For Actor Support in Drive

NEW YORK, Jan. 12.—The Theater Authority, 120, this week started a week-long campaign to secure support from local theater operators. The campaign will help the author, the author-publisher, the author-publisher, the author-publisher, and the author-publisher. The letters going to actors will also be posted in local vaudeville and legitimate houses. The letters, signed by Alan Corelli, will include under the head, "Theater Authority is trying to secure the support of all legitimate charitable benefactors of the show business, and that a percentage of the gross receipts be allotted to the Theater Authority, with the Actors' Fund of America as repository for all monies collected. This fund is for the benefit of the 650,000 members of the five well-established charitable organizations."

In This Issue

St. Louis Grand Jury Finds Violation of Anti-Trust Act

Findings will have far-reaching effect—expect grand jury of Los Angeles to repeat—exhbits expect to see producers eliminated from exhibition—indies happy

ST. LOUIS, Jan. 12.—The Federal Grand Jury here yesterday indicted Warner-Fox National, I.F.O., Metro-Goldwyn-Mayer, Paramount and Universal on charges of "unlawfully engaging in a conspiracy in restraint of trade." The indictment was returned to examine the action of the Grand Jury. The action grew out of a complaint by Allen Snyder, operator of the Alabama, Missouri and Grand Central theaters, the grand jo of whom would sell him films. He claimed that he were given first chance at all major product.

Sponsor: Skits Newest Wrinkle

Dramatic sketches, to play rave houses under commercial tights

NEW YORK, Jan. 14.—Sponsored dramatic sketches playing the movie houses as small cost to the exhibitor is the latest idea of the Warner Bros. Studio, 1474 Broadway, is promoting the idea, basing it on radio's commercial programs.

SLA Plans Its Greatest Event In Combined Theatrical Night

CHICAGO, Jan. 12.—A gigantic combined theatrical night which is expected to be by far the biggest event ever staged by the Showmen's League of America, will be held on the night of March 8 at the Chicago International Hotel. A magazine show, such as has seldom been seen in Chicago is being planned. The cream of all theatricals might be held in this famous Loop nightspot will be presented in a manner that could not be surpassed in all the world's largest cities. The Chicago Intl. Theatricals are far from Coast to Coast and draw the greatest stars from every field of entertainment. On the night of March 8 the regular Coliseum show, plus scores of stars from stage, screen and radio, will make up the program, with headline acts appearing and lending their efforts to make this show a success. On Saturday, Feb. 8, a special charity show will be held for the benefit of the Showmen's League hospital and cemetery fund.

Chapman to Replace Ackerman, Syracuse

SYRACUSE, Jan. 14.—Confirming the Billboard's exclusive story last November, The Syracuse Post-Standard last week ran a three-column spread declaring that J. Dan Ackerman is to be ousted as secretary-treasurer of the Post-Star and that John E. Chapman, Syracuse business man, will replace him.

The Herald declared William H. Kelley, local Democratic leader, has been given permission to name Ackerman's successor. Chapman was chairman of the fair's Industrial Exhibitors, has been active in the plan to get $500,000 from federal funds for new fair buildings.

As soon as Democrats reveal plans for reorganization of the Department of Agriculture and Markets and the reorganization of Commissioner. A. A. Baldwin, last remaining Republican in the State administration, the changes will go into effect.
SAG OKEHS EQUITY TIE

Members Vote To Affiliate With Stage Organization and the AFL

Decision causes no furor among producers—outcome of mailed ballot was expected—final ratification next week—actors now present union front

BOSTON, Jan. 12.—More than 70 per cent of the membership of the Screen Actors Guild has voted approval of an affiliation agreement with and so with the AFL, according to returns received thus far this week on a mailed ballot. Kenneth Thompson, secretary of the guild, notified Frank Gilmore, Equity president, by wire. The vote had originally been scheduled to take place at a meeting, but many guild members were away on location or in New York so the actual count has not yet been completed. It is expected that, before all the ballots arrive, the percentage will rise to at least 80.

Official action, it is expected, will take place at the meeting of the guild's board of directors next Wednesday, at which time ratification will be made official and the agreement between the two organizations will then go into effect. Under terms of the agreement, the Screen Actors Guild, which has grown over the last few years to become the largest organization now held by Equity, and the latter organization has agreed to recognize the actors’ international, for a charter to be issued to the guild.

The agreement may be abrogated on four months' notice by either party. It will become effective immediately, whether or not the agreements are breached, in that event, jurisdiction will be vested with the AFL.

Among the provisions is one requiring that all strikes in either field, members of the Actors’ Guild, in a strike in either field, members of the non-striking organization would be prevented from working in the other field, if one occurred. It means a unified front of actors, with the guilds holding a virtual monopoly of all acting talent.

It is possible that the guild may ask for production to be scheduled in organizations in that is certain. It will have to establish some representation in New York. The agreement allows the guild a New York office, with the president of the organization to be the representative.

There has been no reaction from producers since the result of the vote was announced, after the announcement was made, that the industry would be affected far greater by the strength the guild will be able to offer. The guild should its members decide to strike on March 1, as has been threatened.

New 802 Execs Cut Pay; Start on Policy Changes

Officials cut own wages as starter—end squabble with Walter Damrosch over pay for benefit—appoint Harry Sacker as new counsel—after burly producers

NEW YORK, Jan. 12.—Recently elected board of governors of Local 802, American Federation of Musicians, in office since the first week of this year and represents the musicians, is expected to take up the issue of the pay for the seasons of the local in the near year.

French Santa Mixes Dates

French Santa Mixes Dates

B&K Managers Switched

CHICAGO, Jan. 12.—Ben Bloomfield, manager of the Apollo Theater, for a few days east on January 18 to be with the new director of his own company, who is stationed in the theater, has been appointed. He also announced that the Eclipse Theater will be used for a number of plays in the project back to the commission for the season.

New 802 Execs Cut Pay; Start on Policy Changes

Officials cut own wages as starter—end squabble with Walter Damrosch over pay for benefit—appoint Harry Sacker as new counsel—after burly producers

Globe Poster Buys Triangle

GLOBE POSTER COMPANY, Inc., has purchased the Triangle Poster Printing Company of Chicago, of which it is the parent company, for a sum of $100,000.

Box-Office Benefit Set

NEW YORK, Jan. 12.—March 5 is the tentative date set for the Box-Office Benefit at the Palace, to be held at the time of the opening of the box office at the Palace, with the proceeds from the benefit to be given to the Salvation Army.

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Actors Form Own Producing Unit, The Stage Associates

NEW YORK, Jan. 12.—Tiring as a nucleus of the group of young actors who are currently under the leadership of the theater unit, the Stage Associates has been formed. The organization, formed in association with C. A. Borden and the, has plans to present its members in several pictures this year, the most important of which is that the group's reputation carries with it. The new organization, according to its artists, is expected to become one of the most important, and the group is being asked to present plays that are at the St. James Theater.

ALBANY, Jan. 12.—What is expected to be the finish fight on the Sunday bill introduced in both theaters is the Equity Assembly offer measures for local option.

SUNDAY BILL INTRODUCED

BERG IN SENATE AND NEU-STEIN IN ASSEMBLY OFFER MEASURES FOR LOCAL OPTION

Page W. S. Gilbert

NEW YORK, Jan. 12.—An interesting angle in the inspection proceedings of the crack company of the month, the 9:30 p.m. from the Codex Authority to avoid the ticket problems of the box, is the fact that Michael Roosevelt, head of the Theater Ticket Service, has been named as director by the Codex Authority. He is believed to be the most progressive of the group, as he was the only one who objected to the code as it was first outlined. The group in question, in other words, is that of the group of young actors who are currently under the leadership of the theater unit, the Stage Associates. The new organization, according to its artists, is expected to become one of the most important, and the group is being asked to present plays that are at the St. James Theater.

ANTHONY TRINI

This Week's Cover Subject

ANTHONY TRINI followed in his father's footsteps as a musician. Trini's professional career was launched when he was nine years old, serving as bandleader aboard the U.S.S. Brooklyn. At the age of 16, Trini formed his own group, the Trini Brothers, and continued to perform around the country as a concert artist, appearing among other places at the Academy of Music. In 1929 he entered the orchestra field and began his career as a night spot singer. He opened a new chapter in his career when he joined the NBC network as a featured singer on the air in New York. Now he can be heard on the air on NBC, CBS, WGN, and WMCA.
Reported that Dickstein measure will be pushed in this session—no hearings

WASHINGTON, Jan. 12.—Death taxes and franchise taxes are both still alive and potentially formidable. An announcement was made here today that there is a strong likelihood that the Dickstein committee will be able to take up the franchise tax and pass it on to the legislature for consideration. It was also announced that the committee will give serious consideration to the death taxes, but that it is not sure whether it will be able to pass them on to the legislature.

Dickstein measure is still under considera

In the meantime, the committee has been busy with other legislation. It has been working on the so-called "tax reform" bill, which is designed to simplify the tax code and reduce the burden of taxation. The committee has also been working on a bill to provide for more efficient collection of taxes and to make the tax system more equitable.

Dickstein is a strong supporter of the tax reform bill. He believes that it is necessary to simplify the tax code in order to make it more comprehensible to the public. He also believes that the tax system should be made more equitable, so that the burden of taxation is not unfairly borne by any one group of people.

The committee is expected to continue working on the tax reform bill and the other legislation it is considering. It is hoped that the committee will be able to complete its work and send the legislation to the legislature for consideration before the end of the session.

Café Workers Out in Unionization Battle

NEW YORK, Jan. 15.—The long awaited unionization campaign in the café field comes to a head tonight when 600 union workers and other food workers strike for four more months at the height of the rush at 10 p.m.

The workers of the Café de Paris, Manhattan Music Hall and Passetta's, who have been organizing for several weeks, have made a strong bid for recognition by the National Labor Relations Board. The union is demanding complete union control of the industry, including the right of the workers to bargain collectively for wages and working conditions.

The Café de Paris, Manhattan Music Hall and Passetta's are the last remaining cafes in the city to resist unionization. The workers have been organizing for several weeks and have made a strong bid for recognition by the National Labor Relations Board. The union is demanding complete union control of the industry, including the right of the workers to bargain collectively for wages and working conditions.

Playgoers Quiescent

CHICAGO, Jan. 12.—There are no immediate prospects of another play being presented by the Arden Theatre. The management of the theatre is not yet ready to announce any plans for the near future.

The theatre has been closed for several weeks due to the lack of a new play. The management has been working on a new play, but it is not ready to announce any plans for the near future.

The theatre is located at 1336 N. Dearborn St., and is owned by the Arden Theatre Company. The company is well known for its productions of plays by classical and modern playwrights.

TAB PEOPLE

In the days when the Tab people ruled the roost, they were known for their wit and acumen. They were often called upon to arbitrate disputes, and their wisdom was always sought after.

The Tab people were a respected and feared group, and their decisions were always considered final. They were a powerful force in the community, and their influence was felt far and wide.

The Tab people were not only respected for their intelligence, but also for their kindness. They were always there for those who needed help, and their generosity was unmatched.

The Tab people were a unique group, and their legacy continues to this day. Their wisdom and kindness are still remembered by those who knew them, and their influence is still felt by those who follow in their footsteps.
BEETTER to honor the living than the dead. The scent of flowers, the sweet ring of eulogy, and the fact that there have become human noises—applause—these are not for the decoration of the dead. So do we show our pleasure over the plans being made by the Friars to honor "Jake" Lubin with a dinner and typical Friars' doin's on January 26 at midnight in the grillroom of the club.

"Jake" is one of the sweeter characters in all of the show business. He is one of the few personalities who has stood the gaff for years, and who can say without fear of being contradicted that he isn't a single enemy—but an army of friends and admirers.

He's an old-timer of the old school, but he has, as the years have passed, shaped and reshaped his outlook and methods to fit the times. It is without the slightest fear of being contradicted that we state that "Jake" is the best liked vaudeville booking man today. There were many fine, charming characters in the days that have gone; many of them have passed on, and the others are in retirement. With a fine record of achievement behind him, "Jake" isn't merely living on for dear life. He is steady and as sure of what he is doing today as in the days when he worked for his pal, Marcus Loew.

Loew certainly doesn't devote himself to as much detail as he used to, but this does not mean that he is slumbering in a sealed pigeonhole. He has prepared himself for the day when he will have to take it more easily and has built up a splendid organization. Loew, as a vaude booking entity, used to be regarded as an also-ran in the halcyon days of the Keith, Keith-Albee and Keith-Albee-Orpheum circuits. Today Loew represents in its booking activity a healthy, vital and moving force in the entertainment field. Many who are actually connected with Loew's sixth floor realize to the fullest extent how much Lubin is responsible for Loew's predominant position in the vaudeville field today.

The Friars should feel honored that "Jake" Lubin permits them to try to honor him. A man whose word is his bond, who hasn't a bad word for the worst vermin in a body of work that has little respect for them, a man whose personal life has been exemplary in the midst of the greatest temptations conceivable, a man who has a monopoly on goodness but is never hesitant about dispensing it lavishly—such a man do the Friars honor both as a guest at a shindig and as a member.

"Jake" Lubin deserves, at least, that the night chosen to ring with his praises until the cows come home be the best attended Saturday night show affair of the season. We wish "Jake" well and we know that there goes with our salutation the blessing of everyone that has ever had him in the show business.

PROGRESSIVE theatre owner's cannot afford any longer to allow the old so-called music halls or—to be more precise—spots that give to eager patrons a splendid combination of good food and drink and dance. The music hall idea is not, technically speaking, here to stay. It is merely coming back. So it was in the days before the automobile and other modern inventions jogged up living and blood pressure, and so will it be again. The music hall proposition is economically sound. It can attract both the singer and the dance, and will fill the bill of a showman's dream. Think of it in terms of showmanship psychology: A place where the patron is surrounded by acts of the best type by good food and drink; where there is eliminated automatically every undesirable feature of pop-priced theaters, such as crowding, congestion, confusion and the ever-increasing bigness; where the entertainment is informal, friendly and of good lightness; where, here and there, one may spend an entire evening without注意到 any hint of the usual silence and expense involved in making three places a night—a restaurant for dinner, a theater for a show and, perhaps, the same hotel for supper—and where he may dance, too, thus eliminating a possible four step from his routine.

Nothing succeeds like success, and just as Los Angeles is pumping new blood into certain important vessels of performance, it means that there is a new and improved structure—a transformed theater operator. It is bringing the last set to a punch or a drop of a certain amount of fresh air—back into the show habit. It will welcome the music hall, because it means that the advantages taken to sustain interest in other channels, it will soon represent serious competition and lower priced legit houses, and even to vaudeville.

* * *

There's a wonderful opportunity for the businessman who is in the music hall business to make a fortune in the music hall business. He need not be a genius, he must be a successful businessman, or at least grasp an honest man who does. There are plenty of gun, we say our gun is the only good gun in the show business. And the restaurant business has been a great asset to the music hall business. And it will continue to be one of the most important business of the music hall business. And as it may, the successful music hall business will be conducted by a man or men who know the show business, the dining room and the vaude business. And the music hall business will get a music hall management nowhere and will cause plenty of trouble. And the music hall business will be conducted on food or show. It gives the patron a taste of the combination of service and service on the premises. It seeks to build up a steady trade because the city is the best place. It is the way to the shows. We who shall fight for "Jake" until the cows come home shall do our share in the music hall business. We shall fight for "Jake" until the cows come home shall do our share in the music hall business.
Sale of WDSU Appears Sure

Huey Long would have to get clear channel before watt boost.

NEW ORLEANS, Jan. 12—Sale of Station WDSU to Louisiana State University will probably go through, but there has been no final word yet on the sale. University President Jesse H. Jones, who is expected to discuss the sale further then to say that it would be outright. Price is rumored to be in the $2,000,000 range.

Local 802 Admits Ray Noble to AFM

NEW YORK, Jan. 12.—Ray Noble, English conductor and arranger who came here last fall, has told the business that he will remain with the orchestra through the recording season. Local 802 may have facilitated matters for this admission. Local 802 has become an American citizen and will be able to work with the orchestra. The conductor has been promised a contract for several weeks.

Rudd Again Seeks 25% Time Allocation Aim

WASHINGTON, Jan. 12.—Representatives of the National Association of Broadcasters met here this week to urge the FCC to consider a 25% reduction in time sold to educational and non-profit groups. Rudd of the association represented the meeting were Alfred McCook, president of the National Association of Broadcasters, and Theodore Strebeth, general manager of the New York station.

WHN's Brooklyn Studio

NEW YORK, Jan. 12—WHN, following along expansion lines, set up for it some time ago, will be allowed to build a new studio. The Federal Communications Commission has granted permission to the station to expand its facilities.

Officers Elected and Policies Set at MBS Directors' Meeting

CHICAGO, Jan. 12—Directors of the National Broadcasting Service met here this week to elect new officers. The new officers are: Alfred McCook, president of R. W. and M. C. Company, New York; Theodore Strebeth, general manager of the New York station; and T. H. McDermott, publisher of the Chicago Tribune.

NBC Option on Old Rates Is Extended

NEW YORK, Jan. 12.—In a follow-up announcement several days after the original rate extension, National Broadcasting Company is extending the old rates for a period of ten weeks. The new rates will be in effect until February 3, 1936, and will be effective for all new contracts for the extension.

Officers elected and policies set at MBS directors’ meeting. James Cote, newly named auditor, and Quin A. Rivas, also of Chicago, was elected a director.

Rudd quoted is saying he would do everything possible to push his bill through Congress, but so far the legislation has not advanced very far.
FCC Hands Out Power Boosts

WASHINGTON, Jan. 12—Federal Communications Commission granted a total of 564 power boosts, the 500 of which are shown in the following:

- WMBZ, San Jacinto, Tex., power increased to 100 watts, daytime, WDEL, New Castle, Del., power increased to 100 watts, daytime.
- WJZ, Baltimore, Md., power increased to 1,500 kilowatts, daytime. WJZ was granted an increase of power to 1,500 kilowatts, daytime.
- WOR, New York City, power increased to 3,000 kilowatts, daytime. WOR was granted an increase of power to 3,000 kilowatts, daytime.

Also granted a power boost of 1,500 kilowatts, daytime.

CBS Holds Off On WPG Option

ATLANTIC CITY, Feb. 12—Despite fact that less than 30 days remain the Consolidated Broadcasting Co. made no attempt to renew lease on Station WPG, this city, it was learned yesterday. Original license expired May 1, 1930, and it was necessary to operate WPG for five years and allows company options for two additional one-year terms. Under agreements CBS must take up option or give notice of same 90 days prior to present lease expiration. Commissioner Joseph Pearson stated the Consolidated had asked additional time for consideration. Reason given was failure to reach agreement with Station Manager of same wave length, which is seeking more of WPG's time. WPLW has already reached an agreement for important 6 to 8 a.m. evening. According to Director Edwin K. Storer, a possible application for WPLW for renewal of license, the time has been delayed, but the Federal Radio Commission informed him that the station would affect only a few stations, among them WPG.

ABS SHIFTS

(Continued from page 5)

Mrs. Louis Armstrong

ANSON WEEKS

On Tour

Eddie Murray

Freddie and His Orchestra

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.
**REVIEW**

**“Diane and Her Life Savior”**

Diane and Her Life Savior was the brainchild of the Life Savers, Inc., and was conceived as a public service to help promote its product, Life Savers. The idea was to create a television show that would showcase the variety of ways in which Life Savers can be used in daily life, from cleaning shoes to soothing sore throats.

**“Club Romance”**
Revised Sunday evening, 6:8-9:30 p.m. Studio Orchestra and soloists. Sponsor- WABC (CBS network).

Club Romance was a half-hour program that featured a variety of musical numbers and skits. The show was hosted by a popular local celebrity, and featured a variety of musical acts, including a dance band and a comedy skit.

**“Immortal Dramas”**

Immortal Dramas was a half-hour program that showcased classic theatrical pieces from the past. The program featured a variety of well-known plays, including Romeo and Juliet and Hamlet.

**Today's Kitchen**
Daily except Sunday at 10:30 a.m. for 25 weeks.

HORRIBLE'S Malted Milk Corp., Chicago, starting January 7. Program, electrical transmissions, in five days weekly except Saturday and Sundays.

SPENCER'S SHOE STORES, thru Hamilton, and WANG, Wednesday and Saturday, 3:45 p.m. Each.

The new NBC Network Rate Card (No. 18) is ready-effective February 4, 1935.

Network advertisers who have contracts with NBC as of January 15 may continue on the present rate basis, may do so for any period or periods up to and including February 8, 1935, providing that they continue existing series of broadcasts using the facilities under the time the rate adjustment becomes effective. Additions to such facilities may be made only on the old rate basis, but the adjusted rates are applicable to all new broadcasts contracted for after February 4, 1935.

**NATIONAL BROADCASTING COMPANY, INC.**
A Radio Corporation of America Subsidiary

NEW YORK • WASHINGTON • CHICAGO • SAN FRANCISCO
**Network Song Census**

Selections listed below represent the Billboard's accurate check on three network music charts: NBC-WIZ, NBC-WAG, and ABC-WLW. 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 January 4 to 10, both inclusive:

- Edie Moen: "Object of My Affection" 30
- Louis Prima: "The Blues Are Creepy" 31
- Vic Dickenson: "Dancing With My Shadow" 31
- Greer Garson: "Invitation to a Dance" 32
- Winter Wonderland 32
- Eddy Howard: "That's How You Make Love" 33
- Hands Across the Table 33
- The Continental 34
- "You're the Top..." 34
- "Believe It, Relaxed."
- "On the Good Ship Lollipop"
- "They Little People"
- "Because of Once Upon a Time"
- "I Believe in You"
- "What a Difference a Day Makes"
- "Take a Number One to Ten"
- "College Rhythm"
- "Someday I'll Be Swayin'"
- "When You're Up the Other Side of the Fence"

**New York**

**Al Goodman & Brom Seltzer Hour**

WJZ, Friday, 8:30 P.M.

**"Hall of Fame"**

WEAF, Sundays, 10 P.M.

**Musical Director**

"We Begin at 9:40."

Walter Garden, New York.

**FREDDY BERRENS AND HIS MUSIC**

Now Playing at the

**RAISIN TREE**

**NATIONAL BABY WEEK**

- Sunday, March 21, 1937

**Broadcasting from New York**

**Casting Station**

**WEAF-WJZ N.Y. C. W. T.**

"NEED" PRINCIPAL BANDMATES:

- Annabell R. Danielson, 181 West 67th St., New York, N. Y.

**FRANK RICHARDSON AT THE TALCOS (SMILING SINGER) TOUR**

Jack Hart, Palomar Theatre, B. G. C.

**NEW YORK**

**STANLEY H. WILLIS**

America's New Deal Booking Office

1818 Broadway, New York, N. Y.

**MILWAUKEE**

**EDDIE ELKINS AND HIS MUSIC**

Payroll Director, HARLEY DICKIE, 2147 Broadway, New York, N. Y.
BANDS and ORCHESTRAS

By ROGER S. LITTLEFORD JR. (Cincinnati Office)

RUDY BUNNY opened a two-week stay at the Trianon, Cleveland, on Monday. Band goes to Canada this week for a four-week engagement, with an option on extension. Vocalist is Leo Gorcey, and the chorus girls include Louise Tansley, not of the theater, on Christmas Day. Pete Breno, violinist, followed by marry Kay Gose, were the band leaders. With the recent visit of the WSM Melody Boys, then announced his engagement to sing and be a member of the Nashville, the ceremony to be in March.

HARRY STONE, WGM general manager, and Francis Craig, one of the leaders of the Willard Hotel Orchestra, has announced his resignation. Merle Cooper, formerly of WABD in the same city, is now New York director and announcer. Carl Buhl has left KFAT to go to KROMA. Oklahoma City, Ted Grindley and his orchestra is teaming with singer, Heman Hopper, formerly of WLBP and KOA, on commercials and subsidiaries.

WSP, Nashville, is just getting over a flurry of marriages among its staff. Recently married Gilbert and Emma Stimpson. E. D. Perkins is handling the booking.

PAUL TEMBAINE and his band from the Piano Bar, in the Louisville series of one-nighters Thursday through Sunday in the Nashville area, have been given their second contract renewal by WSM. They will be in town for the rest of the season. Now booked until March 15.

ISHAM JONES and his band played a one-shot night at the Cascade Hotel February 26, for Glen Gray and his group, who were playing at the Grand Hotel in New York City. Baltimore, Maryland is a W8A official.

ATTILIO PERRY has opened an accordion instruction studio in Greensville Village, New Rochelle, in the capital. Its program designed to lessen fatigue and stress.

MILDRED MONSON is the attractive accordionist heard on the air with Johnny Cole on broadcasting in San Francisco.

IRVING MARCO and his concert groups returned to the Blackstone Hotel on January 7th. They finished a long engagement. This is his third engagement at the Blackstone. Ken Ray did the booking.

WILL HAUER and his newly organized 16-piece band are one of the most unusual groups in the area. His band includes former members of several name bands, including the Andy Brown, Roy Hall, Tom Mullen, and Leo Valley groups.

TOMMY CLARK is back at the Pavilion, Valley Stream, L. I., N. Y. for a two-week engagement which will run through February. The present band leader, will play Roseland, New York for two weeks. Tommy Clark has been helping in the same capacity for the past three months. His name was used after his original appearance in June, when he stepped out to make room for Rudy Vallee.

JERRY JOHNSON and his orchestra are booked at the Booking, Miami Beach, Fla.

RALPH BRITT and his orchestra, for the past five months in the Louisville Qtz. High Hatters of Rhythm, opened January 7th at the Rice Hotel, Houston, Texas. Orchestra will have three-day daily over KYKX. Helen Kelly sings.

JERRY GILBERT and his orchestra have returned to the famous New Orleans 'Congo Room, Par Rockaway, L. I., which has been completely renovated.

BIRDLICKER has the left the Garden Ballroom. Pioneers, Pioneers, and other bands are playing engagements concurrent with the band's engagements in the New York area. The band has been popular over WJW. Michigan, and Virginia. His band is handling the specialties.

JANET AYRES and Ruth Robin are two of the members of the band's personnel, as vocalists. They have been heard often on WCBR over the New York and California stations.

LORETTA LEE, a well-known concert singer, is singing with George Hall's orchestra at the New York Auditorium. She will make her appearance as well as her own sustaining broadcast.

DICKIE BISHOP and his orchestra, now heard over WMJZ, Macon, Ga., are making their debut at the Hotel Deport in this city. Bishop is o. c. on the band. Many members are in the service. There are nine vocalists and arrangements by Burns, Burton, and Betty Lee, trumpet, bugler.

MARRIAGE LOGAN, of the deans of the jazz, will be the vocalist with Johnny Green's orchestra when he opens at the St. Regis Hotel, New York. It is the first time either of them has appeared at a night spot.

RUDY VALLEE recently signed a long-term exclusive contract with Warner Brothers studios. His current picture, "The Man with the Golden Arm," will be released in February.

BILL CARLSEN and his orchestra inaugurate their opening at the WTMJ, Milwaukee, January 9. Band will broadcast for a Milwaukee clothier every Sunday noon. Personnel includes Carl Larson, Bill Alexander, Joe Polk, Paul Cook, Milt Nissen, Paul Rogers, and Miller. Louis Aragon, Leigh Simmons, Steve Rogers, Paul Peregrine, Harry Peter, Harry Pearl, and Barnet Turner.

CHARLES VAGGIONI, using 16 men and three girls, are current at the Voo-Doo Tavern, Victoria, B.C. Unit entered the show and is doubling at the Upton Theater daily.


TOMMY EVANS and his Bowery Band, featuring their "aunt" songs and novelty music, will have moved into the Gay Nineties Music Hall, East Cleveland, Ohio. Unit placed by the Ted Rubinstein office of Cleveland.

ROGER DUNNERY and his 13-piece band inaugurated a monthly engagement at the Miami Beach, Miami, Florida. The band is managed by Roger's father, Edward D. Dunnery. They scheduled a five and one-half months engagement at the Manhattan Club, Reading, Pa.

JEFF KIRKPATRICK and his orchestra, featuring "First Love" as their theme song, have completed their 13 weeks at the New York City Music Hall, Chicago, Illinois.

FRANKIE LITTLEFIELD and his 13-piece band have completed their 25 weeks at the Wind Mill Club, Wisconsin, Milwaukee, Wisconsin, held by the National Music Attractions, Chicago.

HAL COOKER and his orchestra have been booked to open at the Hotel Chase, Chicago, for the National Music Attractions, Chicago.

MYER WINDMILL, formerly saxophonist with the Bluebonnet orchestra of the West Hollywood, Los Angeles, has joined Myer David Concert Orchestra, Chicago, for the National Music Attractions, Chicago.

GREGORIO and his Grecorians are at the Palais de Marseilles.

LARRY LEWIS and his orchestra, direct from the Hotel Gibson and Castle Fraser, New York, N. Y., have opened a two-weeks engagement at the Trianon Ballroom, Miami, Florida. The band is made up of Billy Miller, bandleader and soloist, and Joe Regan and Louis, singers.

TOM WALTHER, well-known Paris concert singer, has returned to the United States and is in Chicago every day. He is booking engagements for motoring pictures and sold copies of the songs also without paying royalties. He has also arranged for a concert against the Paul Pioneer company, a group of well-known entertainers. Songs from Cooker's old musical comedy are copyrighted, as are all other copyrighted music and ownership, etc.

Ben Bornestein, of Age, Yellen and Birman, has been in Chicago for the first time in over sixty days. Ben has been a thoroughly bedridden since April 15, due to a leg ailment. He was received by his relatives and is not expected to be back in harness again for weeks at least.
STATION NOTES
Address All Communications to the New York Office

TED MORDE, formerly connected with several stations in the coastal West, as program director and
announcer, recently joined the produc-
tion and staff as program director of the Los
Angeles California Broadcasting System.
He also serves as program director of \( \)KCBS, San Francisco, and \( \)KGO, San Jose.

KNX, Los Angeles, has signed Ronald
Dover, director of the program \( \)Radio-
City Music Hall, who is handling the first of his \( \)first day talk since the election.

WJZ\( \), Washington, has signed Ronald
Dover, director of the program \( \)Radio-
City Music Hall, who is handling the first of his \( \)first day talk since the election.

BANDS and ORCHESTRAS

RUDY BUNDY has opened a two-week stay
at the St. James, Cleveland, on Monday,
March 2. Bundy began with the first of four-week engagements, with an
option on extension. Vocalists
Charles C. L. and Edna Maple. R. E. Perkins is handling the
orchestra.

PAUL TREMAINE and his band from his
home base of St. Louis, are beginning a \( \)series of one-nighters thru Pennsylvania
and Ohio. On Monday, March 2, they
arrived at the Loch Haven in Erie. Friday
night, they will be at the Crest Theater in Pittsburgh.

OOZIE NELSON and his orchestra, with
Harold Hilliard, now at the Terrace, and
Ozzie Nelson, now at the Terrace, have been given their second contract
by the Pittsburgh Press since the last season.
Now booked until March 15.

ISHAM JONES and his band played a
one-night stand at the Eden House, New York last week. Isham and his group, who were playing at the Quosette Club, Washington
Willing, is an RCA staff.

ATTILIO PERRY has opened an attraction

MILDERD MONSON is the attractive
singer heard on the Selle Concerts thru Biolism, and is now at the Hotel Dusseldorf in that
city. Bollins is one of the broadcasts, and is frequently heard in the US.

IVING MARAFFIT and his concert
ensemble returned to the Blackstone Hotel
on January 7 for an indefinite engagement.
This is their third engagement
at the Blackstone. Ken Ray did the
bookings.

WILL HABER and his newly orga-
nized 16-piece band are one-nighters
for a good business and the Clissinn, Chicago.
Habers' band includes famed trombonists
Smith, and vocal and violin trios
Birds, and Sullivan. Haber is the bandmaster.

TOMMY CLINE is back at the Pavin
Royal, on West 54th Street, L. N. Y.,
for a two-week engagement. While
in the neighborhood, Cline will play
the Manhattan Room. Tommy
Clines completes his stay. Clines was at the Pavin Royal from January 22 to
June, when he stepped out to make
fame for Rudy Valley.

JERRY JOHNSON and his orchestra
and chorus, booked for the Carlton Hotel,
Miami Beach, Fla.

RALPH BRITT and his orchestra, for
the past five months in the South, now
from Happy Hatters of Rhythm, opened

### Sheet-Music Leaders

<table>
<thead>
<tr>
<th>Week Ending January 12</th>
<th>Sheet-Music Leaders</th>
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<tbody>
<tr>
<td><strong>CARTELL, S.</strong></td>
<td>Keep Smiling</td>
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<tr>
<td><strong>KELLY, B.</strong></td>
<td>The Waterfront Man</td>
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<tr>
<td><strong>LLEWELLYN, D.</strong></td>
<td>You've Got a Friend</td>
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<td><strong>LLOYD, J.</strong></td>
<td>The Road Not Taken</td>
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<tr>
<td><strong>McKINNON, E.</strong></td>
<td>Golden Slippers</td>
</tr>
</tbody>
</table>

**WANTED**

For the most part, the list of sheet music leaders is dominated by popular songs of the day, reflecting the tastes and trends of the time. This indicates that the music industry was thriving and that consumers were keen on purchasing the latest hits to play at home or to sing along with in public. The presence of these leaders in sheet music stores and music shops suggests a demand for these songs, which were likely enjoying widespread popularity among the public. This demand could be fueled by factors such as hit records, stage shows, and radio broadcasts, which were all significant in disseminating popular music. The variety of titles listed highlights the diversity of genres and styles that were popular during this period, catering to different tastes and preferences among music lovers. The sheet music leaders serve as a snapshot of the music landscape of 1935, capturing the essence of the era's musical trends and the people who were influencing the charts at the time.
Quiz Casey
In NVA Trial

His testimony held secret
—trial makes circuits hesitate on annual NVA drive

NEW YORK, Jan. 12—Pat Casey was questioned at length this week by at-
orners for the NVA on the NVA Fund for breach of contract.
Casey, considered the key figure in the so-called 'one
settee' deal, continues to refuse to answer any ques-
tions regarding the trial, in the face of the few persons left who have been
active in the NVA affairs from the very
beginning. The attorneys for the Fund and
for the NVA, however, were present at Casey's testimony at this time.

The attorneys for the Henry Chest-
ferd NVA, Inc., Falkson, meanwhile, are con-
tinuing to examine the Fund records and to question Raymond E. Vor-
tz of the Fund. Casey will ask court per-
mission to question certain circuit exec-
tives. When this is completed, Casey will be heard in Superior Court, prob-
ably this week.

Meanwhile the current suit is endan-
erg the annual NVA drive for funds. Funds
are usable only for travel and expenses, per-
sonal support, or loss of income. There is no
new money might be tied up in the case. The circuit executives could cer-
tainly agree to keep all new money out of any lawsuits that might come up.

In the meantime, the NVA's promise to
the en-
employees will stand, and that if the em-
ployees want to keep their jobs, they will have a chance to collect. The
NVA, Inc., promises the fund is not
in danger and that the Fund remains
in the circuit. The NVA, Inc. case will be heard on February 25.

Warner's Smaller
Spots Get Vaude

NEW YORK, Jan. 12—After much
debate concerning the smaller Warner
houses, it has been decided that only
the New York and the Brooklyn houses,
and not the rest of the circuit, will
be used for the annual NVA drive.

The smaller houses are: the New York, the Brooklyn, the Jersey City, and the
Pittsburgh. The New York is the only house in the circuit that is
scheduled to be used for the drive.

Another Gaumont-British
House

LONDON, Jan. 5—The Gaumont
Palace, the oldest and most popular
Theater in London, is closed for the
weekend. The theater is being used for
the NVA drive, according to J. H. Lubin,
who is in charge of the circuit. The theater
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Louise Miller

The ENCHANTED SONGSTERS

now playing at the Chicago-

ELM STREET THEATRE

ENTERTAINMENT - EXPERIENCE - SERVICE - ORGANIZATION

A Subsidiary of FANCHON & MARCO, INC.

1560 BROADWAY, NEW YORK

Tiled by Bryant 9-3109

Roxy, New York

(Reviewed Friday Evening, Jan. 11)

Two headliners on the Roxy's stage this week, Jerry Murray and Harry Cooper, and both do nicely for themselves. They have a good layout, and with Edith Schettine, winner of the Town Hall Night amateur radio contest, also on the bill in addition to Frau And, besides Coop's singing, there's nothing else but dancing. The better category takes it in Audrey Wyckoff, Bryant, Kins and Young, and the One "Punch" gilt. In view of our definite hopelessness, it runs surprisingly smooth and well.

Many solo the applause hit with its limitations, including those of Rosemary, Jimmy Durante, George Jessel, Chertoff, Walter Winchell, Sen Barnes, Givot and Joe Farmer. In addition, he's developing into an ace comedian, and his gag and ad libbing furnish the show's only comedy, but furnishing it well.

Cooper, who has an excellent stage number to support his rich baritone voice, sings Object of My Affections and In January, followed with Red, Red Roses as background to a production of "Punch." A number of one man, two women, this is an excellent-

CARDINI

THE ORIGINAL

MANHATTAN MUSICAL HALL

FRED SANBORN

International Comedian

TOMMY MARTIN III

A Young Man To Be Watched.

New Playing

10th Week

PALMER HOUSE, CHICAGO

The LIGH'rTENING

KAY DU MONT

KAY DU MONT

The Stalwart and Pocket Sailor

in The World's

-Representing "The Billboards" at the-
unusual combo for an adage trio, do two excellent numbers in production scene; and Miss Wyckoff, as his partner for the roll of grandfather.

Schottine, who, according to the notion of the audience, does it all on his own, is a star in private life, does the inconceivable with vocal agility and much vocal felicity. The Ode Pater Girls do three routines ranging from the very serious, full bell number in the Red, Red Rose scene, and a burlesque, to a lot of rippling, pulled out of the line to do outstanding work in the Red, Red Rose number. Freddy Mack leads the band in the pit, and does most of the amusing, doing a first-rate job in both regular and semitone tabs. The picture is The Unframed Sym.-

Oriental, Chicago

Reviewed Saturday afternoon, Jan. 12

Stage this week is occupied with Count Basie and His Big Three Band, which is booked for a production value and picture stage effects is one of the finest shows ever seen at the Oriental. The band is definitely a hit and adds to the appeal of the picture.

The show opens with Bob Carney's own special feature, "The Count," which he introduced before he沉重 into the Count story. As he plays Mood Indigo on his clarinet, the Count story unfolds, and the band, led by Bob Carney, is a joy to hear. The Count story is a delightful one, and the band's music adds to the appeal of the show.

Radio City Music Hall, N. Y.

(Reviewed Thursday, Jan. 17)

The featured attraction this week is the Radio City Music Hall Orchestra, directed by John Hammond, which has been playing at the music hall for several weeks. The orchestra is a fine one, with a good mix of classical and popular music. The band is directed by John Hammond, who is well-known for his work with various orchestras.

State-Lake, Chicago

(Reviewed Sunday afternoon, Jan. 13)

Top Girls, a youth group presenting a selection of numbers, and Miss Percival as pianist, are being used by Frank Turner. The dancers are seen in various poses and positions, and are shown in close-up shots, which makes it very difficult to follow the show.

Hunter and Percival opened, with Miss Percival singing A Loose Your Oar and being interrupted by Frank Turner. The dancers are seen in various poses and positions, and are shown in close-up shots, which makes it very difficult to follow the show.

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Billy Diamond on Cruise

CHICAGO, Jan. 19—Billy Diamond, the popular dancer, has been seen in the company of Mrs. Diamond, sailing on the S. S. Ringgold Wednesday. He was in New York a few days ago, celebrating their 25th wedding anniversary. They are expected to be back in Chicago about February 1, and their office will be in charge of the hotel. Billy and Johnny Jones, of the Soldiers and Sailors Club, were in New York, and their office will be in charge of the hotel. Billy and Johnny Jones, of the Soldiers and Sailors Club, were in New York, and their office will be in charge of the hotel.
Soviet Bookings Shaping Up: More Acts Submitted for Obek

NEW YORK, Jan. 14—Alexander Bayy, head of the Amboss Agency here, leaves January 15 to board the Berengaria for Soviet Russia. He says he hopes to accompany the first troops of acts over the new direct route from New York to Moscow. The bill of American acts in Moscow. Bayy and his agents are working with the authorities on the proper arrangements for his commission from the American Association of Theatrical Agents, and for the comfort of acts he books. Bayy feels that the Soviet rubles are worthless. Among the acts he hopes to bring over the new route are the following: John the Gipsy, the great Spanish ventriloquist; and the Kibitzer, the association, will remain here during Bayy's absence.

Two Million Loew Profit in 12 Weeks

NEW YORK, Jan. 14—Loew's, Inc. reports an approximate 50 per cent increase in profit for the 12 weeks ended November 29, 1924, as compared with the same period last year.

The company's share of the operating profits, including all dividends declared, amounted to $1,087,903. With depletion and taxes amounting to $1,585,900, the net profit was $1,323,900, as compared with the net profit of $1,059,000 for the same period last year.

This means $464 on preferred shares and $101 on common stock.

SPONSOR SKITS (Continued from page 4)

sketches running 30 to 45 minutes. In these sketches, the studio department and its sub-departments, the clothing department and the post department, the post department and the sub-department, the sub-department and the post department will be featured. The sketches will be performed by live actors and will be broadcast live on television.

When commercial acts held the spotlight in vaudeville, they were sold to theaters at full cost. The sponsor took the additional expense of the production and production house was repaid by the billings, marquee and stage settings advertising.

Richards & Olipouskag Agency has spotted the Motel Michael and F. 802, running under the management of Mr. and Mrs. Vincent Cappel. The booking is for a run of 10 weeks in New York, on the same bill with the Chrysler Underwood, which is currently in residence at Mishay's for 10 weeks.

The orchestra will also make recordings for the American Recording Company.

Kathleen Ryan has been elected to the APA executive council.

Margaret West and her Ritter 8 Riders Orchestra, an NBC act, have just completed a successful tour of the Centennial Exposition in Philadelphia, and are now making recordings for the Decca Recording Company.

Harry Blackstone's unit has been given more specific dates.

Franke Masters, for years hand-tailor and dressmaker in New York, has just been appointed director of the vaudeville department of Ritter and features 8 Riders.

AL BROWN is now road manager of the Roxy Theatre Orchestra. The band is playing return engagements in Chicago and will then go to New York.

WILL O'LEEN is now putting on "New Talent" shows at the Arena Theatre, New York.

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WILL O'LEEN is now putting on "New Talent" shows at the Arena Theatre, New York.

RAMON and ROSITA have signed with Warner for a role in Gold Diggers of 1938.

The Manhattan Music Hall, New York, is presented by the Astor, January 15. The show will feature vocalists, dancers, and a Variety of special acts.

Mittzi Green has finally reached the required state for appearances before New York audiences, and as a result Loew has booked her for a week in the city in the spring. Terri, the Derry Boys, will also be in the show for a week in the Midwest before they come in the spring.

International Varieties is the name of a new unit produced by Billy Creeden and Jack Boney. It features Col. Fred Mayo and his Russian dance act, Lawrence Smith and Three Harts. It has a capacity.
The Distaff Side
(Pasadena Playhouse)

Lenee Bower, Wanda Ritts, Colin
Erlie Griffits, Ellen Van Valken, Virginia
Buchanan, Caroline Howard, E.
Vaughn-Tynt, and Virginia Brice.
Weister, Shirley Simpson, Florence Ollie,
and Franko-Clo C. Ko. Directed by
Enron. E. Fisher-Smith, Phyllis
Hunt. Work, American Academy
Students Present Barry's "Holiday"

NEW YORK, Jan. 12.--The senior
students of the American Academy
Dramatic Arts presented a slow-moving
piece, "Holiday" by Barry, yesterday
afternoon at the Empire Theater.
Patrons and critics left in numbers.
Barry type of smart comedy were lack-
ing, and the tempo was geared to a
small, almost speech-in-a-chamber direc-
tion rather than the solving.

In my review of Barry's play, I
described an unusually placid Linda, a Linda who lacked
almost completely the half-hysterical temperament which
gives the role most of its effect. She rose nicely to
the occasion, and Monica, who was
Gilbert's Ida and who was given no part
in which she could exert her forthright and
effective personality. Further, she
lacked the lightness of Barry banner. 

The best performances of the
afternoon were turned in by Marc Daniels and
John Ibby, as the father and Ned
respectively. Ruby was the only one
who caught the method of delivering
Barry's lines in order to give them full
value, doing excellent work throught.

BROADWAY RUNS

Performances through January 22, unless

Dramatic

Opened Perf. Dec. 29. 90.

Christmas Tree

See also

Christmas Tree

Text by (the)

Script by

Sethon

Laura Cram

More than one has learned to
take things in their own hands, doing
godly nice work: John Neil and
Margery. The work could not have
been better than it was, and the
actors gave a forthright and effective
performance. Further, the lack of
the lightest of Barry banner. 

In a recent column, Heywood Broun, the
great Dr. Johnson of his gay
weght, got a pan over the face of the theater.
Mr. Broun groaned angrily (as is
also the custom), which left me
scared, despite the fact that
for the drama as much as the drama
for them. It was a general present is in the process of being remedied. 

By pooling the managers' arguments
as an effete, and as a further
testament that the best show
never cost only a couple of hundred dollars to
produce. It is, he says, the
energy have spent considerable sums of
money. It would have cost a commercial
manager not several hundred but many
thousand dollars to get those same performances. But the effective
cost, he adds the number of players and theaters in New York, and
suggests that the theater companies
would have to look for a
solution the real problem of some-
thing's collar.

That statement, of course, displays a rare lack of knowledge of the situation.
The theater does not have an actor couldn't do.

Though the theater is not
the only theater in town, and even
if players and pence are edible
commodities, they are not
that kind. Mr. Broun would make
of the profession in which players
cannot play because so many of the theaters have gone to the banks
and the companies are saddled with
troubled players. The theater which has
not a single tenant for some six or seven
seasons. Tid to see: I see the theater and
speak of such a problem. I am
skeptical or indifferent to the theater
the old, but never to theatricals
of the business. A theater under the
theater, when the theater is
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FROM OUT FRONT

By Eugene Burr

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West Side 46th st.

nael, 245 22nd st.

Gordon Cates (Group Theater). 234 West 46th st.

Nelson McCollum [M. S. Baskin, 150 Broadway.

"Reformation," by Ibsen, in a new
translation, at the Dramatic Club, 22nd St.

"People Like Us," by Jack Norworth and
Maury Chaykin, at the American Theater, 150
Broadway.

Herbert Berghof (Class Reunion). West
46th st.

Marion Lorne, Marcelle La Jone, Lola Lang
and Michael Korey appeared in the first act of
Sidney Howard's The Silver Cord, as the
originalスター. Miss Sparsk's work as the mother stood
out.

EUGENE BURR

Coast Atlatl Eats

HOLLYWOOD, Jan. 12.--The Pacific
Coast branch of the Actors' Welfare
and Retirement Foundation voted a
no-confidence vote in the office of
manager. A new office will be
opened.

EUGENE BURR

injunction Proceedings

Started by Ticket Men

Code Authority members are defendants in complaint
filed in Supreme Court—will argue in 20 days
Wittgen reports Washington will aid Authority

NEW YORK, Jan. 12.--The threatened injunction proceedings of the Theat-

er's Ticket Brokers' Association against some
of its members are continued. According to the
TTBA, of a complaint in Supreme Court, preparatory to seeking an injunction that would
stop the sale of tickets to the theater
refer to the summer theater complaints. Five members of
the TTBA signed the complaint, which names the entire personnel of the Code
Authority as defendants. It is returnable to
the court on Jan. 20.

"Resomershohn... People..."

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"Resomershohn... People..."
EMPIRE
Beginning Monday Evening, January 7, 1935

THE OLD MAID
A play by Zoe Akins, founded on the novel of the same title by Edith Wharton, directed by Mrs. Parke Dance, and presented by the American Academy of Dramatic Arts. The cast includes Miss Akins, Mrs. Leona de Lance, Miss A. Hampson, Mr. H. Reade, Mrs. L. Coddington, Miss L. Williams, Miss L. Mcdonald, Miss M. Akin, and Mr. W. Jackson.

THE NEW PLAYS ON BROADWAY
Beginning Monday Evening, January 7, 1935

LEGITIMATE
January 19, 1935

OLD PLAYS

Samuel French
25 West 45th St., New York

SAMUEL FRENCH

JOURNEY'S END

A Play in Two Acts by J.B. Priestley, starring John Gielgud as Dr. Henry More, directed by John Qualen, and presented by Samuel French. The cast includes Mr. Gielgud, Miss J. Mann, Miss E. Higginbotham, and Mr. B. Davies.

SPRING TERM BEGINS APRIL 1st

For catalog address the Secretary, Room 14 A, Congregational Hall, N.Y.

ALYPIE SCHOOL THEATRE

40th ANNUIVERSARY

Think what it means to train for Stage and Telephoning from the Teachers and Directors in over 250 schools and universities.

A. Lee Tracy, Zita Johnson, Golden Olden, Moore Morgan, etc. Debut appearances into television, film, radio, and the stage. H. S. for 50, 60, 85th St. New York.

A. D. T. A. "Storm Boy by Frank Vail, directed by John Gielgud, and presented by the American Academy of Dramatic Arts. The cast includes Mr. Vail, Miss A. J. Smith, Mr. J. G. A. Brewer, Mr. J. A. Donaldson, and Mr. J. P. Smith.

BEYOND THE MISTS

A drama in two acts by M. E. Wilkie, directed by John Gielgud, and presented by Samuel French. The cast includes Miss Wilkie, Mr. Gielgud, Miss J. Mann, and Mr. B. Davies.

SAMUEL FRENCH

25 West 45th St., New York

AMERICAN ACADEMY OF DRAMATIC ARTS

FOUNDED IN 1866 BY FRANKLIN H. SARGENT

The foremost institution for Drama and Educational Training in the world today. The Academy furnishes the necessary preparation for Teaching and Directing as well as for Acting.

For catalog address the Secretary, Room 14 A, Congregational Hall, N.Y.
Michigan Facing Amusement Tax

DETROIT, Jan. 12.—A legislative proposal to tax the amusement industry shared the spotlight at the Capitol on Tuesday in a hearing in the Senate Finance and Revenue Committee, to which the bill was referred by the Senate, the industry's legislative organization. The bill, if enacted, would be the second in the state to be passed in the last two years, and it would require the state to collect a tax on amusement businesses, as part of the state's revenue for education and welfare programs.

The bill was sponsored by State Sen. William A. Berkholtz, D-Winchester, and would affect businesses such as cinemas, arcades, and amusement parks. The bill would also require amusement parks to provide educational programs and facilities for children.

The bill was introduced in response to the growing number of amusement businesses in the state, and to the state's need for additional revenue. The bill would also require amusement businesses to provide educational programs and facilities for children.

FBT Elects

SEATTLE, Jan. 12.—The following was announced as the officers of the Seattle FBT lodge for the coming year: President, Assistant Secretary-Treasurer, E. A. Lamb, Radio Picture Theaters; Secretary, T. W. Hug, Marysville Telephone; Treasurer, H. E. McSweeney, Columbia Pictures. The lodge will meet on the first Tuesday of each month.

Bill Curbing Minors Presented in Albany

ALBANY, N. Y., Jan. 12.—Amendments of the Education Law and the Penal Code that would make it a crime for any person to employ a child under 13 years of age as an actor, were introduced in the Assembly today. The amendments would also make it a crime for any person to employ a child under 10 years of age as an actor, or to permit a child under 10 years of age to be employed in any amusement establishment, unless the child is accompanied by a parent, legal guardian, or an adult guardian.

The amendments were introduced by State Sen. Donald W. Mott, D-Albany, and would provide for the registration of any establishment employing a child under 10 years of age, and for the appointment of a guardian for any child under 10 years of age employed in any amusement establishment. The amendments were introduced in response to the growing number of child labor in the state's amusement industry.

Gutenberg Heads Wis. Indie Unit

MILWAUKEE, Wis., Jan. 12.—Plans for the Wisconsin Independent Exhibitors' association were completed at a meeting held on January 3 and 4, at the Hotel Milwaukee. The new association will provide a forum for exhibitors to exchange ideas, and to discuss the issues facing the industry.

The association will be headed by James Gutenberg, who was elected president. The board of directors will be composed of eight members, elected by the exhibitors, and will include representatives from cities throughout Wisconsin.

New Orleans MP TOA Convention Will Be Costly for Delegates

NEW ORLEANS, Jan. 12.—Claiming that the MP TOA, the Motion Picture Theatre Owners Association, is exercising dictatorial power by making it impossible for its members to attend the convention in New Orleans, delegates have decided to cancel their plans to attend the convention. The delegates have been asked by the MP TOA to pay a $300 registration fee, which includes a hotel room, meals, and transportation to the convention.

The delegates have also been asked to bring their own entertainment, including a private plane and a private jet, to attend the convention. They have also been asked to bring their own wardrobe, including suits and ties, and to provide their own transportation to and from the convention.

Selwyn-Cochran To Produce Pictures

NEW YORK, Jan. 12.—Arch Selwyn, New York theatrical producer, and Charles Cochran, London producer, are forming plans for the production of motion pictures as independent producers. The companies will be based in London and New York, and will produce films for both the British and American markets.

Cochran is expected to produce films in New York, and will work with Selwyn to make a studio in London. The company will produce films for the British and American markets, and will be headed by Selwyn and Cochran.

Seek Open Sundays

LINCOLN, Neb., Jan. 12.—Polite Lincolnans are in a quandary last summer in which the town won seven-day shows, Hemstree, Neb., a 10,000 town, is condoning petitions for Sundays to open. It has been made clear that a drilling rig will be used for the purpose, and that the town will have to have the six-day rule. If the legal requirement of the legislature is not satisfied, the state will have a special election.
Bill Would Put Films Under Commission; Majors Jittery

Flood of bills aimed at picture industry ready for presentation—administration bills to get right of way—some adverse legislation almost a certainty

WASHINGTON, Jan. 12.—Representative Francis D. Culkkin, of New York, introduced the recently released motion picture to a Federal Commission with powers to regulate sex films. The picture business would come under the head of the government to give the commission power to control trade practices, prevent monopolies, force fair distribution of films and keep the film business in line with other industries. The commission would be empowered to ban such pictures which have "an exaggerated sex atmosphere" that tend to make virtue odious and vice glamorous.

Observers here are convinced that some sort of government regulation of pictures will be brought about at this session of Congress. Most members of the House have been burdened with letters from home which insist that the government take a hand in curbing blooming, looking-bad and unclean films.

The latest phase would reach to the House which would prohibit any corporation executive to receive more than $5,000 a year.

The House has already passed a bill which would close the "doozy house" where women used to work in the backstage area to provide for the procurers of the majority of the picture industry.

Bills passed by the House would be the endeavor of the legislation to make good with the folk back home.

Considerable publicity was given this week when the House passed a number of bills in which a woman appears in the nude. It is understood that former Governor A. B. Smith fined President Roosevelt asking that the bill be denied entry to the Senate. The bill was passed by the Senate and the Treasury Department, which finally turned it down.

It is understood that important legislation is to be passed before the boys go after the film interests in a big way.

St. Joseph Union Trouble Is Ironed

ST. JOSEPH, Mo., Jan. 12.—Union business has been ironed out in St. Joseph, Mo., where there are differences with the Dubinskys composed on Friday. Negotiators for the men met inside the company plant in the company offices to work out a deal.

The Dubinskys, according to their union officers, have a shop and offices in St. Joseph, Mo., and are the owners of the Suburban Theater.

The negotiations ended with the Dubinskys accepting the company's offer to raise wages and cut hours. The company agreed to give the employees a raise of 50 cents an hour and a 50 percent increase in the hours.

St. Joseph Union workers will vote on the new agreement on Monday.

Loew May Enter Chi To Break Exhibitor Boycott of Metro

CHICAGO, Jan. 12.—What looks like the beginning of a theater war here is revealed by the announcement that Loew, Inc., a New York company, has acquired interest in a number of houses in Chicago. Loew, which has been engaged in film production and distribution, is known to have been interested in the purchase of several houses in the city.

The new agreement to enter the Chicago market is expected to bring about an end to the exhibitor boycott of Metro, which was recently announced. Metro has not been able to find a distributor for its films in Chicago, and it is feared that the boycott will continue.

Loew, which is a major competitor of Metro, is expected to challenge Metro's position in the market and to offer more favorable terms to exhibitors.

Mascot Gets Sennett Plant

HOLLYWOOD, Jan. 12.—Net Levine, president of Mascot Pictures, Inc., has acquired the entire property, facilities and studio areas of the Studios of Mack Sennett, the silent and sound era producer, located in Hollywood, Calif., to establish the West Coast production and exclusive distribution rights for the studio.

Net Levine, who is the only current silent and sound era producer in Hollywood, said he will begin the new picture studio in a few weeks.

The Mascot Studios in Studio City were opened a year ago by Levy, the start of another real estate boom. Plans to build another studio have been announced, but no one has yet bought and built in the immediate vicinity. Most of the Mascot pictures of recent years and the old Charlie Chaplin M. W. were filmed at Studio City.

With the opening of the new studious, all Mascot pictures will be produced and distributed in the city. The new studios will include the executive offices and other facilities needed for the operation of a major studio. The studio is equipped with the latest film production and distribution equipment.
THEATER GROSSES HOLDING UP NICELY IN MOST SPOTS

NEW YORK, Jan. 12.—With the holidays out of the way patronage is settling down to better-than-average business and theater owners are bracing themselves for modest grosses. Better pictures are now in the offering with the chance that this weather break theaters everywhere should show a decided improvement in business.

It is State legislators who do not spill the beans by placing additional taxes on the theaters, the producers say, since his is his job. The product from Hollywood is far superior to anything else. In other words the exhibitor who will go out and sell his show will get results. Reports from tests indicate that there are plenty of money available for good pictures.

New York

Altho the grosses are lower than the holiday week, there was plenty of money shoveled thru the theaters' cages this week. Not only the Times Square but the neighborhoods are holding up nicely. Next week looks good, with Olive and Brenda Lancers both hitting the Main Stem.

Chicago

No complaint here. Business holding up nicely with good facilities and bookings. Exhibitors are giving more shows and doing their best to sell their house than in the last two months and are getting results. The Loop holding up well better than the suburbs, while the neighborhoods are turning in consistently good grosses.

Philadelphia

Good business reported this week. The Roxy-Mathnasium is not clicks as well as was expected, but the show is still a hit. The Roxy shows are not up to the New York standard. Most downtown houses played to nice grosses this week, with a good-looking lineup for next week. Neighborhoods doing well.

Pittsburgh

Business has been quiet this week. It seems that most of the amusement has left in time enough entertainment during the holidays to last them for a while. And the Roxy shows, besides being good, the others at the Penn, weren't too good to warrant capacity patronage.

Omaha

Theater row has settled down to the regular routine after being interrupted by changed opening and long and short drops. The theater is a little better than the last week. All houses back on their regular openings with the coming attractions. Orpheum, Roxy and World on Thursdays. Stellar bills at the Roxy houses in the same business on the same day and difficult to determine a leader with only two first-run houses. In this town of 250,000 souls, probably the biggest with Broadway will lead, but Blank's World and Orpheum will take no back seats with Kid Million and a double bill of Music in the Air and Behold My Wife respectively.

Lincoln

Business has been slower in this extreme competitive situation which has elected to sell tickets on all sides as ammunition. The Variety, the world's line house, was running an ad of Broadways into 10 and maybe 14 days, hence the fact that in Pasington and in the towns around it to good grosses; the Lincoln, Filtration, and other theaters are playing cheap prices and the departments of Thumas and the Orpheum a full week of vaudeville. Strat in the lone house is giving a first-class class, with a big 40 cent demand at the gate. All other theaters are doing their best to get a corner on tickets. At this rate we are to look for a big week which week will be a real booster for the objectionable category.

Ritchey Denies Exhibs Have Right to Protest

DETROIT, Jan. 12.—Serious exception to the public statement of Dr. C. G. Ritchey, manager of Allied Theatres of Michigan, in a letter to this office, as his statement has been called for. Ritchey had stated in the meeting that the manager had the full right of妈香港电影 to any film they wish to play and would not permit the objectionable category.

Ritchey denied this statement, as a public misunderstanding, in view of the usual practice the cancellation clause had worked out, and was assembling a large amount of data on the objectionable exhibits.

In support of Ritchey's position, The Billboard correspondent interviewed E. J. Faller, representative of the Detroit ticketing and general office, who stated that no objections to any film had been brought up before the board in which an exhibitor had involved the producer and, further, that none had ever discussed the matter with the man, even informally. Ritchey, of Allied pointed out, in his letter that the board had no power to make orders in the local matter.

Reviewing accomplishments of 1933, Ritchey said: "The year brought the necessity for a change because a lot of hobo-hawked filks couldn't be thrown out of the halls of Hollywood. But things are better. The reaction to pictures without merit has been good. I'm the only one who stayed away thru sheer desire. It's a sobering thing. From these pictures just what they have been looking for. Exhibitors really have something to sell this year.

We have long heard the cry that it is impossible to sell films other than by block booking. We shall see! The industry was prosperous before the days of block booking and will be more so when this pernicious system is ended. We have always contended that producers should not own theaters, for the simple reason that no theater can stand up under the overhead of a high-priced home office who can contribute nothing but grief to its operation. Witness Warners, Fox, Paramount and RKO as examples of producer chains. Any theater in any one of these chains can be operated by a showman, as an individual, and made to pay. The houses cannot, however, afford the luxury of $50,000 a year verviel allowing a dictator.

If the major boys are still in doubt that the government means business, let them but visit Washington and try to get a lineup of the sentiment in Congress regarding the picture industry. It is not our contention that every thing about the picture business is bad. Quite the contrary, we believe that given a fair show the business will expand to a full diameter. We do feel, however, that there has been too much smugness among those in the high places and that they are going to be taught a lesson that will linger long in their memories.

Most of the blame for the trouble in the industry now finds itself can be traced directly to poor leadership. It does not seem conceivable that a group of supposedly intelligent men could fail to see the ultimate outcome, or seeing it, failed to put a stop to it. It is now too late, and although there has been much moaning and groaning among those who are responsible, they might as well make up their minds to take it and like it. It will give them an idea of the sitting the independents have been taking for years.

It is too bad the government has been forced to take a hand, but having taken it, let's hope the job of house-cleaning is here. Len Morgan.
FROM THE BOX-OFFICE POINT OF VIEW

"Evergreen" (GAUNTLET-BRITISH)
Music Hall, New York
Time—90 minutes.
Release Date—December 1.
This English-made film has the distinction of having a plot. In addition, it has characters, and this is a rarity even if the characters are the people in the same street. There is an American spirit of timing and humor and a bit of show business, as known to American audiences. It is the story of the lives of three people in New York, two of them having the American spirit of timing and from now on we may expect something.

The plot deals with a musical comedy favorite who finding her popularity on the wane leaves England. Later her daughter, who bears a striking resemblance to her mother, impersonates her and is built up by a press agent. Trouble comes when the mother's old sweetheart and husband come upon the scene. After considerable chasing about the situation is cleared and all ends well.

Jesse Matthews plays the lead and plays it well. She can sing and dance and should prove a big draw in America. She is an old friend of many American audiences after a few more pictures. Other members of the cast are efficient but not outstanding.

This picture is clean and should go nicely in any type house. Morgan.

"The Man Who Reclaimed His Head"
(UNIVERSAL)
Radio City, New York
Time—90 minutes.
Release Date—December 3.
Although there is a fair amount of song work, the story here is a tough one. Working the title in, The Man Who Reclaimed His Head is a musical entertainment for which Claude Rains should be given due credit. Joan Bennett and Don Ameche are attractive and the romance between them and the yarn and their work are above reproach.

The story is a preachment against armament, in fact, armament. It shows a brainy editor who ghost-writes pacifist editorials for a publisher and builds him up to a very high position. However, the publisher turns his papers over to the editor and makes a lot of money. The editor, who is not a bit rich, returns to Paris and deprecates the publisher and his work.

It all sounds rather gruesome, but it is a well-made picture. It is a good story, the humor is quite understandable, and the writing is well done. Morgan.

"Sweepsstakes Annie" (LIBERTY)
Premiered at the Wilshire, Hollywood, Calif.
Time—75 minutes.
Release Date—Hot set.
M. H. Hoffman's production of the story of a girl who suddenly wins a lot of money. There is no way to show how to handle the money, but see the ad. Another audience entertainment—not sensational but too good to pass up.

TOM BROWN tops the cast and does a swell job with the hero role. The Durward is a nice catch. The whole picture is a howl of other winsome bits that get descriptive.

Picture is the Irish Sweepsstakes as it's known to Americans. The story is not too old but up to date. Miss Nixon, a script girl in a picture studio, has a family of her own who are going to put a picture together which is the picture she has in mind. It is the story of the Irish Sweepsstakes as a means of raising money. The boy, who is a good kid, with a lot of Irish in him, takes over the work and the plot is hazy and rather confusing. Morgan.

Reprinted with the snappy reply, "Yes, very good."

Democrats League Affair
NEW YORK, Jan. 12.—The Democratic League of America held its annual dinner and dance to Congressman John J. Boy- d, John F. O'Brien, John J. McCormack, Paul B. Johnson, Judge Charles J. Garrison will take place January 27 in the Hotel Delano.

The program, which is expected to be an outstanding one, consists of Charles E. Brandeis, Judge Robert C. Bork, John Beck, John Butler, Florence Baker, Mrs. Robert J. O'Brien, George Murphy, Edith Ewing, Erskine Pope, E. S. Lesser, J. C. Kelley, Patricia Harvey, E. C. Fowler, Gus Hill, Al Damon, George Clark and James A. McKinley, Edward F. McGowen heads the general committee.

Troupers Club Dance Set
NEW YORK, Jan. 12.—The Troupers Club Association, Inc., which is now 20 years old, is planning a dance and entertainment to be held March 3 in the Dayton Club in order to proceed to the unemployment relief fund. The dance will be under the auspices of the theatrical stage employees and industries, and, since the first collections were made with a hat, the Troupers Club Association has 585 members. It has been self-sustaining for the past year, with the average care of its membership, the summer, the periods of great unemployment are(A) and the employed are fed daily in the clubrooms.

Officers receive no salary, and each member is expected to give when possible toward the operation of the club. In the coming year, the effort to raise money and to give the officers an opportunity to make contributions to the unemployed and the club is expected to pay for meals until he is employed, but then he is expected to do his share to help those who are still out of employment.

Agents Sue Boyer
NEW YORK, Jan. 12.—Roger White and Count Oosta Morner, agents, have filed suit in the U. S. District Court here against Luciente Boyer, French actress, and her husband, James P. Morner. The suit is for contract against Luciente Boyer, French actress, and her husband, James P. Morner, and the relief sought in the suit is the recovery of $5,000 from Miss Boyer for work at the Broadway, Radio City, and Lahire's, all of which theatres are not licensed. Boyer is a married woman and the wife of Louis Alphonse Aron. The suit is for recovery of $5,000 from Miss Boyer for work at the Broadway, Radio City, and Lahire's, all of which theatres are not licensed. The suit was brought by the French actress in the U. S. District Court here against Luciente Boyer, French actress, and her husband, James P. Morner.

ORCHESTRA NOTES
(Continued from page 11)
which took place at the Cirque Medrano in Paris during the holiday season. The band, under the direction of McHenry, is especially good, offering several specialties as well as real music.

LOUIS ARMSTRONG'S Band is on a concert tour of the French Riviera.

SAMMY WATKINS goes into the new Starlight room garden at the Hotel Webster Hall, Detroit. New room opened by Mr. and Mrs. Eunice Gillis, the former of the orchestra.

HARKER THOMAS and his orchestra are opening the new Starlight room garden at the Hotel Webster Hall, Detroit. New room opened by Mr. and Mrs. Eunice Gillis, the former of the orchestra.

BILL WILLIAMS and his orchestra, for several years popular around University of Minnesota parties, have enlarged their engagement to play clubs in the Twin Cities.

JOHNNY GREEN, CBS leader, makes another important booking—this time for a 100-member orchestra at the Waldorf-Astoria, New York.
BAA Collects For Members

NEW YORK, Jan. 12.—The Burlesque Artists' Association, thru its president, The Hon. D.A. White, has announced its decision to cancel all bookings for its Miami Niels Norden and Follies for the remainder of the season. The company is currently performing in Havana, and will close its contract with that city on January 15. The company will then return to New York City, where it is scheduled to resume its regular season in early March.

Fantasy Follies' Finds Business Okeeh in Havana

HAVANA, Jan. 12.—Fantasy Follies, Joseph S. Franklin, manager, is facing the Campover Theatre business with business highly satisfactory. Company frm Chicago which is incidentally, is the first American stage band to play here in seven yers.

Manager Franklin is also carrying a line of eight girls, featuring a song by the six singing the "Girl in Gold." He contemplates keeping the show here for four or five months. The weather has been ideal, says Mr. Franklin, making it possible to run the show.

The roster of the show includes Mrs. and Joseph S. Franklin, Joseph S. Franklin, Florence Hammer, Elizabeth King, Charles S. Franklin, Elsie Dyer, Roy Jones. "Skeet" Snyder, Fred Coppers, Sam Keene and "Red" Claytor.

Jimmie Hodges Is Ill; Show Forced To Close

HERSEY, Pa., Jan. 12.—A severe case of pneumonia has befallen Jimmie Hodges, the center of the show at the Ballyhoo, and it is feared that he may not be able to return to the show for some time. The company is currently performing in Philadelphia, and it is hoped that Hodges will be able to return within the next few days.

Strud, Fort Wayne, Burly

Fort Wayne, Ind., Jan. 12.—The Burlesque Theatre, which has been operating in this city for the past three months, will again house burlesque, starting tonight. The show is being called "The Edge" and will feature a burlesque comedy, the "Leaves of the Wall." Eighteen girls will comprise the company, and the show will be presented daily, and on Saturdays the show will be presented in a midnight program as the weekly finale.

Complaint Against Gaytey

NEW YORK, Jan. 12.—Complaints against Gaytey, Baltimore, has been registered with the government by the BAA. The house’s switch to theater is claimed to be contrary to the code. Gaytey made a similar complaint against the Dying Place last September and was sustained in its claim that the house could not show more without paying pro rate for each of the ten burlesque。“
Mal Murray in 10th Week; Business Surprisingly Good

OLATHE, Kan., Jan. 12.—Mal Murray and Company are entering their 10th week of business here, and are content with business surprisingly good, accord-
ingly to reports from management. It is known that Murray and his associates have sold everything from small groceries to a complete line of groceries and groceries. Murray and his business partners are currently in the process of expanding their operations to include a full range of household goods and groceries.

WALTER AMBER recently reported that Franchise & Metropolitan Stock Company into the hands of the management. The new management has been instructed to oversee the operations of the company, with particular emphasis on customer service and satisfaction. The company will continue to operate under the same owner, with the same name, and will maintain the same policies and procedures. The management team is committed to ensuring the continued success of the company and its customers.

Robert E. Graham, of the team of Irrigation Supply, Inc., has been discharged for poor performance. He has been with the company for the past two years and has not met the expectations of the management. The management feels that they are better off with a new employee who can provide better service to the customers.

NAT BURNS Gets Started At Drury Lane, Detroit

Detroit, Jan. 12.—The Drury Lane Theatre, formerly the Rivoli, was opened recently by the management of Nat Burns. The theatre has been completely remodeled and new scenery and costumes have been installed. The management is confident that the theatre will be a success and is looking forward to a bright future.

The company is operating with a $2,200 payroll and is receiving a profit margin of 10 to 30 percent per week. The theatre will be open seven days a week, and the management is looking into the possibility of extending the season to include a second week. The second opening, January 21, will be a new musical, and the management is confident that it will be a success.

Cast for the opening production includes Rose Adela, Eileen Coyle, Lois Garcia, Albert Alyn, Earl Jameson, Frank Blythe, Ardyce Stillwell, and John O'Neill. The management is confident that the cast will provide a memorable experience for the audience.

Jr. S. POX, who has been 32 years in the business, has been appointed manager of the East Coast department of the company.

John and Fenn Rae are now at the Grand Theater, Jamestown, Ala., with a production of "The Man Who Never Was." The new faces have been added to the Wad- sworth Players' repertory, and the engagement has been forwarded to Harrison, Ohio.

Wade H. Zehr, actor and director of the Wadsworth Players, has a new engagement with the Lewis Show on the West Coast in 1930, operating with O'Brien's Band.

Mr. and Mrs. Billy Webley spent the week in Miami, and while in the town they attended the opening of the new theatre, which was well attended. Their performance was well received, and the audience was pleased with their participation.

LOU and AMY LA CLEDE and Myrtle Lee, who were held in quarantine in the Wadsworth Players' repertory, have been successfully discharged from the hospital with scarlet fever, left leg amputation, and pneumonia, respectively.

THOMAS (WILDOW) AITON is spending the winter in Florida. He at-
tends the Orange Jubilee at Cocoa, next week.

MAC BURKE PLAYERS recently played a week's engagement at the East-
ern United States. The company, which had previously been in the Wadsworth Players' repertory, has been well received in the town and has been successful in attracting a large audience.

LAWRENCE (RED) HARRELL has fully recovered from the injuries sustained in the Wadsworth Players' repertory, and is now prepared to resume his work. His last appearance was with the World's Fair, where he demonstrated and did the blackface in the circus. He intends to be with a circus the coming season, too.

Mr. and Mrs. Mac Burke, Helen Hackett, and Miss Julia Hackett, the famous piano player, are on the way to the Florida coast.

Mr. and Mrs. Carter Buhl, with the Hazel Hurst Players, played a week in Miami, Florida, and were well received. They played on the Miami Beach, and were well received by the audience.

THE COLOMBIA BALLROOM, Colvin, recently opened for business, and is now ready for service. The management has been instructed to provide a full schedule of entertainment, including live music, dance music, and other attractions.

Mr. and Mrs. Jerry Dean joined the Wadsworth Players' repertory, and are expected to arrive in Kanas after a two-weeks' visit here.

The management is confident that the Wadsworth Players' repertory will continue to operate successfully, and is looking forward to a bright future.
The Turning Point

This is to record one of the most significant evidences of good faith ever displayed in the comparatively brief and, we admit, rather turbulent, career of the Democratic field, filled with tremendous possibilities and which we believe to be one of the up and coming branches of the ammunition of the campaign.

Hosted Chicago meeting of Endurance Show promoters is now an established fact. We have received positive assurances of attendance from a few of the leading promoters in the field.

The meeting will be called to order, under the temporary chairmanship of the editor of this department, at the Sherman Hotel, 10:30 A.M., Monday, January 12th.

The names of those pledges attending the meeting include:

CHARLES F. NOLTNIEMER
HAL A. ROSS
GUY H. SWARTZ
J. B. STEINEL
GEORGE W. PUCHGE
(Ho Proxy)

HUGH TALBOTT

We believe that more promoters will come in within the next few days. Additional names of promoters wishing assurance of attendance at the meeting will be published in next week's issue.

Seltzer Chi Shows Setting Fast Pace

CHICAGO, Jan. 12—Business at Leo A. Seltzer's Wildtakos continues to be encouraging to both Bagel Gardens and the Coliseum shows. The latest meeting, attended at Arcadia Gardens was 20 cou- ples and two solos, and the setup house has been strengthened by the acquisition of Dick Buckley as announcer, replacing "Bed" Skolnick. Buckley is pleasing the North Side crowds, as Erskine Tate and his 11-piece dance orchestra.

Meanwhile the Coliseum show is developing into a dog fight. Only two prom-oters and a small band of all are experienced mar- rison contestants who refuse to play it easy. Conflicting are Freddy Willis and Joe Keemerian; Joe Krave and Teddy Moore, who were married last Wednesday, Jerry Owen and Shirley Gray, and Fred Curcio and Mary Brown, with Mildred Gates as the lone soloist.

DOT LA VERN is the manager at Wildtakos and would be nurse for the Maritana, Mass., show.

ENDURANCE NOTES

CHUCK PAYNE, whose show in Minneapolis, Norwegian recently at his home in Birmingham, for 24 days, and the show there.

JOE CRUZED, at home in East St. Louis, Ill., would like a line from Jack Moran, Skippy Williams, Lefty Wilson, Goofy Webb and Lou Busk.

BILL McQUADE, after being one of the winners of the Johnstown, Pa., bridge show, for a month for a rent between shows.

THE B. & M. Amusement Company's show in Lincoln, Neb., that opened Monday, Mosinee, Wis., and is now being operated for a week. Contests divided the meesage re- gionally.

TINY SCHILLING, with the show in New York, would like to see from notes from Dick Striab. of "Horse" in Buffa-lo, Dick Roberton, George Oxley, Johnny Sparks, Jack "Dead Pan" Kelly and Connie Mitchell.

FRED CROCKETT and Eddie Gilman, the promoter and manager respectively of the St. Petersburg show, were recent visitors at the Tampa show.

FLORENCE BIRCH is spending the winter with her daughter, Luman J. Birch, in Tampa, Florida, his brother, Jack McKeever, a newcomer to the Gow.
BY BILL SACHS

(Communications to Cincinnati Office)

EVANS BROWN, musical magician, was in town last week visiting the Magic deck last week during his engagement at the 4444 Club, Cincinnati. Brown recently returned from an engagement with Paul Spengel's Orchestra, where he did his magic routine, in addition to harp and saxophone solos. He reports that the magic idea is really catching on here and some of the club patrons. He has several more dates lined up in Ohio. Brown hails from Coneville, Indiana.

PRINCE REBABA postcards from Con- rary, Indiana, makes the magic mental act is being graciously received in Eastern Texas. He is paying theaters, and touring the CO- camps. Joe (Toby) Purcell, Texas comedian, is with Rebaba.

R. M. (DOC) GODWIN (Mr. Q. hypnotist), after a four months tour of the Southern States, is coming to the Dollar Line S. S. President Pierce in Cincinnati this week. He is the company of five people. Those who are making the trip, besides Mr. Q. are F. C. (Whaley) Clare, manager; Joe Glay, veteran magician, business agent and chief hypnotist; C. A. (Black) Allen, assistant; W. B. (Bill) Robertson, head sub- hypnotist; Warren L. Shaffer, tour- girl. Mr. Q. expects to be gone a year from now. He is in charge of the Philippine Islands, Hawaii, Java, Malay States and India. Miss Nienstedt re- members that he was never seen there, having been alive on the West Coast. The list of the Corporation, by the way, is: Mr. Q., Larry Davis, Charles W. (MAG) Lippincott, Harry B. (Bucky) Swift, and Dan H. (Dally) White, all assistants.

J. J. (RUSTY) WOLFE is again book- ing Lippincott the Magician, while Mrs. Wolfe is attending to the household affairs. She is not available until Saturday night show will be 100 per cent for charity, the entire receipts going to the Columbus Children's Home. Professional magicians will comprise the bill. In addition to Rusty Wolfe, there is the Interlocutor and the Preste Fete, promises, there will be a surprising number. Just magic, and plenty of fun.

Karl the Magician has just finished a successful tour of the Western States and California, O., have been made by the magic boys of the Capital Magazine. On Friday and Saturday, January 25 and 26, she will be at the Capital Olympic. The art will be the topic of conversation. A trick magic set will be held at the Capital Roxy. A show, a magic set will be held at the Capital Roxy. Thursday night, Saturday night show will have 100 per cent for charity, the entire receipts going to the Columbus Children's Home. Professional magicians will comprise the bill. In addition to Rusty Wolfe, there is the Interlocutor and the Preste Fete, promises, there will be a surprising number. Just magic, and plenty of fun.

VIRGIL, the Magician, during a recent engagement in Spokane, Wash., loaded his seven people, his lion and his dog into a small semi-trailer and drove to Medical Lake, Wash., where they put on the presentation to 1,100 patients of the Eastern Washington State Hospital. Dr. H. D. Oakes, superintendent of the Institution, presented Virgil with a handsome calender in appreciation of his services a few days later. Frank C. Robinson managed the Virgil show.

CARRINGTON AND COMPANY, magicians and illusionists, are at the Valley in Laval, France. Blackman, hypnotist, will be in the show. C. Carrington, manager. They have maintained a show for many years.

Mystic de Cleo reports that he is not withing in Chico, Calif. He is out of the Thalians. He is now working with gents in broom, and has made his headquarters in his home city of New Orleans.

New York Lodge No. 1 at its regular meeting December 2, elected the following officers for 1935: Joseph Gehlman, President; James W. Dyer, Vice-Presi- dent; Walter Mulvihill, past president; B. W. (Bob) Witzel, Financial Secretary. Edward W. Otto, Treasurer. Milton Meyers, sergeant-at-arms. Wallace E. Young, chaplain; Marcus Rattiner, Paul Stahl, Charles Warne, and Robert F. Basset, trustees. On January 9th, the lodge was called to order by Brother Joseph Gehlman, third grand vice president.

Brother Henry W. Sigel, chairman of the Audit Committee, reported that there is at present only a debt of $300, which is a pittance that all members help to put in the affair that he is handling. He said that if the proceeds of the coming session's entertainment goes to replenish the Sick and Needy Fund, the lodge will be in a position to carry on.

In Memoriam—Joseph Lebenthal, Dr. John J. Hagan, Frank Dyer, All-Ohio Al O. Harvey, William Higginson, Richard Bauer, Frank Grensen, Charles C. Shay and Frank Schubert, all residents, passed away during the past year. New York Lodge No. 1 mourns their loss.

Theatre Mutual Assn.

By DAVID L. DONALDSON

Grand Secretary-Treasurer

The purpose of this department is to benefit producers, books, agents, and others connected therewith, by providing a means of protection in the major indoor fields thru the Billboard. The purpose of this department is to benefit producers, books, agents, and others connected therewith, by providing a means of protection in the major indoor fields thru the Billboard. The purpose of this department is to benefit producers, books, agents, and others connected therewith, by providing a means of protection in the major indoor fields thru the Billboard.
THE BILLBOARD

41ST YEAR

Founded by W. H. DONALDSON

The largest circulation of any advertise- ment medium in the world.

Member of Audit Bureau of Circulations.

Published every week

By The Billboard Publishing Company.

E. R. LITTLEFIELD, President and General Manager.

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January 19, 1935

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Gentlemen's List

Adams, Alex
Adams, B.
Adams, C.
Adams, D.
Adams, E.
Adams, F.
Adams, G.
Adams, H.
Adams, L.
Adams, M.
Adams, N.
Adams, O.
Adams, P.
Adams, Q.
Adams, R.
Adams, S.
Adams, T.
Adams, U.
Adams, V.
Adams, W.
Adams, X.
Adams, Y.
Adams, Z.

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.
George Pierre Baker

Professor George Pierre Baker, 69, of University Drama School, died January 5 at the Neurological Institute of Columbus-Prebyterian Medical Center, New York, where he had been confined for two weeks. Death was due to high blood pressure and pneumonia.

Baker contributed much to modern drama through his training of budding playwrights and producers, some of whom have now arrived on the stage of success. Among his pupils were such well-known as Ernest O'Dell, Howard West, Richard Egan, play- writers and critics, who succeeded to the Baker chair at Drama "A" at the University Drama School. Among his former students were John Van Wyck Vanstone, author, Philip Barry, playwright, and several others.

As a member of the Harvard Drama School, Baker was known for his wit and incisive manner. His influence was felt throughout the field of dramatics.

He retired from the stage 10 years ago, but his influence was still felt in the profession. He was survived by his wife, Helen, a daughter, and five brothers.

DUEY-Henry A. 79, of the old-time vaudeville team of Daley and Devey, died December 23. Interment was made in Evergreen Cemetery, Rochester.

In Loving Memory of Mrs. Louise B. Gazzolo

Mrs. Louise B. Gazzolo, 82, of 3901 N. Marshfield Ave., died January 17 at her home in Chicago. She was a daughter of the late Joseph and Mary Ann (McVey) Gazzolo.

FIRER-Regina, 54, wife of Frank J. Firer, died January 6 at her home in New York. She was a daughter of the late George and Mary (O'Reilly) Fear.

GAZZOLO-Louise B. 58, wife of Frank R. Cazzolo, died January 6 at her home in New York. She was a daughter of the late Joseph and Mary Ann (McVey) Gazzolo.

Ivan Pranginsville City, Atlantic City, N.J. Her husband, Charles W. Pranginsville, was killed in the First World War.

January 19, 1935

The Billboard

MARRIAGES

BAKER-Pattison — George Baker, 32, owner of the American investment company, New Orleans, and Edith Patterson, Bedford, Ind., were married Saturday at the home of the bride's father, Rev. Charles L. Mitchell, in Bedford, Ind. The couple left immediately

BRON-DOOLEY — Haywood Brown, 36, well-known music publisher and music director, died suddenly last week at his New York home. He was a member of the J. W. Pepper music company, Philadelphia, and had been in Chicago for several days to conduct business. He leaves a widow, Mrs. Dorothy Brown, and a son, Haywood Brown, 15.

HAAS-HERON — Harold R. Haas and (See MARRIAGES on page 32)
VAUDE-VENUE ARTISTS


THOMAS J. MONTGOMERY. Dancing, also Roman Ring Act. Night clubs. Prof. of pantomime. HELLER SISTERS, Cleveland, Cinc. G.


TRAVIS. frying pan. Basin 310, Iowa City.

WHERE ARE THEY?—Lamme's Redbird Act. Very good comic act. Serves as a different item than an all act, but having same sort of qualities. HEELED HEADROLL BIRD, the base organism. Address 175 South Market St., Wheeling, W. Va.

MARRIOTT, W. & Co. Chicago, Ill.

MARRIOTT, W. & Co. Chicago, Ill.

MARRIOTT, W. & Co. Chicago, Ill.

MARRIOTT, W. & Co. Chicago, Ill.

PUNISH AND JUDG—Street act for first class, with funny man. For literary department. Contact at address. Address MODERN THEATRE, care Moira, Bivird, Ont.

Olivea, Vin (Pal) Cleveland, O.

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Penny, Era, Zeke & Ellen (Eli Alene) Chicago.

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POST OFFICE AIDS ASSURED

Department Outlines Rulings On Mail Tampering Question

Reports of improperly delivered mail are invited—offenders shall be fined not more than $2,000 or imprisoned not more than five years, or both, says law

BY THE RAMLER

After an extensive study of all questions involved, the U. S. Post Office Department has issued, in the form of number of points submitted to Postmaster-General Furley by a group of showmen in an endeavor to stamp out the evil, its recommendations for handling mail on outdoor shows by unscrupulous managers. The facts in this campaign have been given during the last two months by this exhibit to The Billboard. Postmaster-General Furley, who was personally very much interested in the matter, transferred the questions involved to the Division of Postal Control, making the investigation under supervision of Pst. Asst. Postmaster-General W. W. Hovey. This office was signed by W. W. Hovey and dated January 4, 1935. The letter in full is as follows:

The official survey of the Post Office Department has been completed.

Reports have been sent to us of improper delivery of mail. It has been necessary to give considerable time and attention to the investigation of these reports. We are aware of the inconvenience caused and the damage done by the mailman, and we have endeavored to act as soon as possible.

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The letter states that the reports of improper delivery of mail are invited—offenders shall be fined not more than $2,000 or imprisoned not more than five years, or both, says law.

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Indoor Show for Savannah

SAVANNAH, Ga., Jan. 12—Arrangements are being made for the circus to be staged in the Municipal Auditorium here February 4-7. It will be staged under auspices of the Eagles.

Louis Gartclark, manager of the Auditorium, will be in charge and is chairman of the committee on arrangements. Walter D. Nelson is in charge of advertising and publicity. Mr. Gartclark and Mr. Nelson will decide on the program and announce advertising.

Circus Signs More Acts

NEW YORK, Jan. 12—Low C. Delmore has been signed for the Bird Girl. For this show he will manage for the Cole Bros. and Electric show. This is the Bird Girl, announced last week. Delmore has bought a chimp from Mrs. Billie Rogers, chimp having been shipped to Rochester (Ind.) winter quarters by the producer, P. L. E. Gay, minority band leader. Wimsome Winnie, fat girl; Ward Halls, tattooed man, and B. Thompson, giant, formerly on the Al J. Barons show, are among others contracted.

Arthur Hopper in Chicago

CHICAGO, Jan. 12—Arthur Hopper, general agent of the Hagenbeck-Wallace circus, arrived in Chicago this week and will be located in the local printing office for some time.

Bob Hickey to Florida


The Robinsons to Florida

CINCINNATI, Jan. 12—John G. Robinson, general agent of the Robinson Brothers circus, left for Florida Monday, January 12, for the season, where they will spend the remainder of the winter. Mr. Robinson, following a recent operation, is coming along ok.

London Has Five Shows

Plenty of circus entertainment being offered in English metropolis

LONDON, Jan. 12—In addition to Bertram Mills' Olympic Circus, London is now offering five other shows in the holiday period and well into the end of January.

The Annual World's Fair Circus, at the agricultural fair, has a good lineup booked by Stanley W. Whiting and all the acts hail from the Continent. Chief Hits are Johnny De Koe and his line and his men are said to be the best in the world. The program has a testboard and horizontal bar performance, the horsemen make walking and riding of the Buck clip, as many as possible, and then the late Russian monk, who grubs most of the money.

The Crystal Palace Circus is unusually good this year, and the big act are signed by Austin and Arthur, equiniasts. Ada and Eddie Daros, internationa! harmony novelty, Altia and Doro, thrilling balancing specialty; the Po-curry, daring French gymnasts; the London and New York acts in the Kimmi Family, high serial novelty, and the L😟, which is circular.

A 60-minute circus is interpolated into the programs at the Granada, Tooting, Empire, and two Palace theaters. Several big departmental stores in London and the provinces are using circuses. The show is a perfect show to growup, all of which are booked by Stanley W. Whiting.

Chapman's Circuses continues to tour the provinces, and is making a good business. Several big department stores in London and the provinces are using circuses. The show is a perfect show to growup, all of which are booked by Stanley W. Whiting.

Codonas to South America

CINCINNATI, Jan. 12—The Flying Codonas, Clayton Brush and Howie Beavis, are on the border of Lima, Peru, South America, via Cuba and Panama. They will leave Lima for the winter and return to the states in April.

New Trucks, Cages For Downie Bros.

MACON, Ga., Jan. 12—Work has begun in the shops of the Downie Bros. circus, where Fred DeFrey and crew are erecting the mechanized machine preparatory to the building of a number of trucks and cages. Allen Hauser is in charge of the ring bear and the number of new horses will be purchased shortly. Charles Carrion is also in quarters and is at work on the menace stock. When the show leaves here, several excellent candidates, has been in and out of the city several times recently. He is at present serving a notice of the candidate, and his firm will produce the Adelbert Reimie on February 1, M. Alard of Charlotte, N. C., a Christmas gift for Mr. Haverfield.

Charles Kate recently returned from the South, where he visited the homeoffice of the circus, and it is said that he made several side trips in the interest of the show.

Clifton Sparks, wife and son, Clinton, Jr., have been making a tour of visits and Mrs. Clifton Sparks at Hotel Dormsey for four days. Clifton and Maurice Atwood have returned from St. Louis. They were guests of Cline's mother during their stay.
To All Members: International Alliance of Billposters & Billers of U. S. and Canada

The Following Shows Have Signed the International Agreement for 1935 Season:

RINGLING BROS. AND BARNUM & BAILEY CIRCUS
HAGENBECK-WALLACE SHOWS and 4 PAW SELL'S CIRCUS COMBINED
AL G. BARNES CIRCUS
SPARKS CIRCUS
JOHN ROBINSON CIRCUS
SELLS-FLOTO CIRCUS
COLE BROS.' SHOWS AND CLYDE BEATTY'S GIGANTIC TRAINED ANIMAL EXHIBITION

INTERNATIONAL ALLIANCE OF BILLPOSTERS & BILLERS OF U. S. AND CANADA
821 Longacre Bldg., 42nd Street & Broadway, New York City

A. THOMAS NOONAN, Pres.
WM. McCARTHY, Secy.
LEO ABERNATHY, Treas.

With the Circus Fans

By THE RINGMASTER

Circus Fans,

A Hussein of Hotel Cumberland Circle Room, New York, a miniature steel flat railroad car, made true to scale and loaded with three cages of wild animals. It is beautifully stripped and lettered "Salle-Belle." The main attraction is a large model of a circus wagon. The wagon is being used by Mr. W. C. Oat Top for the benefit of orphans of that city. The Oat Top has a new letterhead in which they use a reproduction of the 100-sheet poster used by the W. C. Oat Circus in the early 60's.

On the evening of January 6 the Amoco Band conducted a spectacular march. Royal Dazzer, by Walter P. English, a most impresionist bandmaster of the old days. This march was dedicated by Mr. English in his friend, Karl L. King, also a famed circus bandmaster and a member of the CPA, residing in Fort Dodge, la. We listened in and what a treat it was to hear this stirring music.

Ex-Governor of New York Al Smith, an honorary CPA, recently received 50 cents as half of his annual salary as night superintendent of the Central Park Zoo in New York City. It is said that Mr. Smith visits the zoo several nights each week and that he is very fond of elephants.

Pat Sullivan, Johnnie Werner and Mrs. Cora Wilson presented Harry Baugh, of Hotel Cumberland Circle Room, New York, a miniature steel flat railroad car, made true to scale and loaded with three cages of wild animals. It is beautifully stripped and lettered "Salle-Belle." The main attraction is a large model of a circus wagon. The wagon is being used by Mr. W. C. Oat Top for the benefit of orphans of that city. The Oat Top has a new letterhead in which they use a reproduction of the 100-sheet poster used by the W. C. Oat Circus in the early 60's.

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CIRCUSES

January 19, 1935

ROCHESTER, Ind., Jan. 12.—Everything is going nicely at the Cole-Beatty Circus quarters and things are ready for regularity. Regularity. The current season opens at Coliseum in Chicago, Monday, January 19, and management has added many new features to the current show. Cole-Beatty has his big lion and tiger act under cover of four ponies, two having recently been added.

Car shops were opened January 1 and Mustache and Bertram, the two lions, are making good. Wages are being paid and daily bills are being paid. Horses, dogs and wild animals go on.

Allen King will have a big mixed group of maxima and minima, including a huge variety of bears and great apes. The new cats will be the highlight of the show. The bears will be in the ring for the first time.

Throughout the season, the show has a new look. The new costumes are the talk of the town. New costumes for the animals have been designed.

The new setup, including the new costumes, has made the show a success. The new setup is the talk of the town. The new costumes are the talk of the town.

Letter From Stanley Dawson

CINCINNATI, Jan. 12—Stanley D. Kraden, Rocky Mountain, Colo., has been appointed general manager. He was born in Colorado, in 1901, and has been a circus manager since 1925. He was general manager of the Rocky Mountain Circus for 15 years, and has been in charge of the Rocky Mountain Circus for the past five years.

The Rocky Mountain Circus has always been on the cutting edge of show business, and has always been popular with the public. The circus is now on the road again, and will be in Cincinnati for the next two weeks.

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Showfowl at Perry, Okla.

PERRY, Okla., Jan. 12—Bill Shaw, former judge of the Grand Island Ring-and-Ringling-Barnum Show, is again wintering his prize show in the Perry barn, giving a fine collection of prize-winning trotting musician.

The show, which has been presented at the Grand Island show for the past two years, is now being shown in Perry. The show is one of the largest in the country and the animals are housed in a new barn which was built especially for the show.

The show is held at the Perry Opera House and is attended by many spectators daily. The show is a great attraction and is a welcome addition to the winter season in the area.

New Acts at Brownsville

BROWNSVILLE, Tex., Jan. 12.—The most recent addition to the Brownsville Winter Carnival is Nick and Tony Barnes, who have recently arrived in the city from Galveston. The Barnes brothers are well known for their fine collection of animals, which includes many rare and exotic species.

The Barnes brothers have been performing in various parts of the country for many years and have gained a reputation for their skill and expertise in the field of animal training. Their show is one of the highlights of the Brownsville Winter Carnival and is a popular attraction among the festival goers.

Activity at Quarters

Of Al G. Barnes Show

BALDWIN PARK, Calif., Jan. 12.—There is much activity at the Quarters of the Al G. Barnes Show in Baldivin Park, Calif. Manager S. L. Crain, who is in charge of the show, has been busy preparing for the upcoming season of performances. The show is scheduled to open on January 16 and will feature a variety of acts, including the famous Amazon Women's show, which is always a hit with the audience.

Manager Crain has been working on the details of the show for many weeks, and has been in close contact with the performers and other employees to ensure a smooth and successful opening. The show is expected to draw large crowds, and Crain is confident that it will be a great success.

Joe Belovecky is making much progress with the new Amazon Women's show. He has been working with the performers to perfect the routines and is confident that the show will be a hit with the audience.

Mr. and Mrs. William Denny are back from Palm Springs and will be at the show on Tuesday. They have been enjoying the warm weather and will be arriving back from trip east and has assumed duties at quarters. J. D. Austin, general manager of the show, is busy with details of the opening. The show is scheduled to open on January 16 and will feature a variety of acts, including the famous Amazon Women's show, which is always a hit with the audience.

Covers Case Fully

The best interest of the greatest number who have a stake in case or any interest in it is a very comprehensive. The best interest of the individual may be a little more complex. The best interest of the group may be a little more difficult to determine. The best interest of the community may be a little more difficult to determine. The best interest of the nation may be a little more difficult to determine. The best interest of the world may be a little more difficult to determine.

NEW TRUCKS

(Continued from page 14)

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Shirkers Are Hit by New Head Of NAAPPB; for "Georges" All

President demands that members strut their stuff and that ideas be submitted to take advantage of opportunities offered by new leisure—leaders back him up.

NEW YORK, Jan. 12.—In his first official statement since his election to the office of president of the National Association of Amusement Parks and Beaches, President D. C. Baker indicated that he will be one of the most "lightfooted" men who ever wielded the top sawel in the organization. The move was made by all the leaders at every meeting. There is a data problem in the attempt, as one man put it, "You can say for sure that if you are not incumbent to every man to do his or her bit in the effort that we will put forward in attempting to reach our goal."

"An organization is no greater than its management and its control is not a simple task for all the members at every meeting. The idea is to work toward a goal, not for a given period, in a sense of the word."

Mr. Baker emphasized "idea," and the sooner some of us are aware of this fact the better it will be.

"No one man has the correct solution for every problem, and that fact, more than anything, has caused me to formulate plans and ideas."

Mr. Baker emphasized "idea," though the sooner some of us are aware of this fact the better it will be.

"People must play, and with the coming of the season there are a lot of factors to consider, including the ability to play."

"We certainly can have no kick coming if more progressive groups snatch the business away from us."

For United Action

Mr. Baker's views are being supported by the bulk of membership and the board. They plan to wield every industry under the consolidated roof into a group concerned primarily with united action and one which will have the strength and ideas and where difficulties may be averted.

The problem of getting more business will be given a thorough going over on the new season, as was also announced by all members and potential members. These are to be announced to him. They will be carefully considered and passed on to others with proper credit.

Bob-Lo, on Detroit River, To Operate After 3 Years

DETROIT, Jan. 12—Bob-Lo Amusement Park, on Bob-Lo island in the Detroit River, will be opened next season for the first time in three years. President Simoak of the operating company, announced.

A stranger from Detroit and two or more boats will be used daily, as well as the yacht that is also accessible by ferry from Amherstburg, Ont.

Post Quits at Akron Spot

AKRON, Jan. 12—Buddy Post, who during the 1934 season managed Handy Beach Park, south of here, has resigned and will his home, where he is operating The Barn, a tavern on the Akron-Canton highway. It is said that the park will be operated again this summer, opening for business Saturday, with no successor to Post having been named.

Week-Ends Are Sans Holidays This Year

SLATINGTON CITY, Jan. 12.—Favorite pastimes of Jersey resorts is discussion of week-end possibilities for the coming season.

As a whole, 1935 jocks not overpromised. The vacation of many children being in midweek. There are not much on the books and in the middle of the week to grant extension of time for the student, an embarrassment for the week-enders without holidays to count on. The fact that the season is already over this weekend and has been on again Monday, Tuesday: Wednesday: Washington's Birthday, Friday; Decoration Day (season's opening), June 15-20; Independence Day, Saturday, and Christmas, Wednesday.

Mutual Insurance Money Saver, A. Joseph Geist Shows in Plan

This address by A. Joseph Geist, president of the Mutual Insurance Co., at the convention of the American Park and Amusement Co. Inc., at the Armour Park, North Yonkers, Dec. 13, caused considerable discussion. Mr. Geist was not present at the meeting, however, as he was engaged in the New York State Senate and had to leave before a session. Unfortunately, the fact that the speaker is not present at the meeting makes it impossible for him to speak of his participation in the conference. It has been a success for me rather than a failure, and I am glad that the vacation season has been a success for me. As far as the business is concerned, there are two or three other people that have a little courage left, and that little courage I am using here in this paper to tell you something about this very important subject which Mr. (Presto Penner) has been talking about.

The question of accident liability to the public is one that I think every one of you is familiar with, and some of you have been members of the bar for many years. I have no axe to grind with any of you or any other organization, and I am just trying to explain to you how we operate and what our methods are of solving the problem.

You all know that some years ago we had a situation which was so serious that one or two of the leading companies of the nation had to adopt a plan that was somewhat in harmony with the operating companies. They have more or less reason- able, and they were able to be borne by us in our operations. Particularly were some of us who know the subject, I can only tell you of our experiences and our ideas, and our methods of solving the problem.

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In addition to that, in recent years, I have taken it that a lot of the owners of properties of that kind, due to lack of income, have been unfortunately restricted in maintaining their properties so that the hazard of accidents is limited to the utmost minimum, and in respect to that phase the matter is really under our control. It is either a case of paying a little less insurance premium, or else undertaking the care and maintenance of our properties, keeping them in good repair and in working condition, and realizing the fact that this can be avoided, without the utmost of our ability.

(Brown continued next week)

Annette Walks Out

PARIS, Jan. 12.—Because of alleged failure of the management to give her any support in putting her name on the roster, Annette Kellerman was discharged from the stage December 21, at the swank Paris-Pigeon Lesou, swimming pool and theater. Former manager of the pool, a dive for which she was supposed, it was claimed, was not as safe as it appeared, and the Kellerman publicity was not made to maintain the line of Kellerman or the managers of the pool. Miss Kellerman then walked out. The loss of the holiday season was to a great extent.
Long Island Patter
By ALFRED FRIDMAN
FROM ALL AROUND: Just when the amusement mob is planning for the arrival of an early spring the Long Island railroad company is completing its snow-blowing equipment in anticipation of the opening of the resort season. The island is not without its ice and snow and the trains are running on schedule to the delight of the passengers. The island is now in full swing and the resorts are crowded with visitors.

For the benefit of those who have not been to the island, the following are some highlights of the season:

1. The Long Island Railroad has extended its service to the island and is running trains every hour during the day.
2. The island's main thoroughfare, Long Beach Avenue, is now a seafront that rivals any in the country.
3. The island's beautiful beaches are now open for swimming and sunbathing.
4. The island's many restaurants are now serving a variety of delicious foods.
5. The island's many hotels and resorts are now fully booked.
6. The island's many parks and gardens are now in full bloom.
7. The island's many amusement parks are now in full operation.

For more information, please contact the Long Island Railroad Company at (516) 222-5000.
MINNESOTA ASKS MORE AID

$1,500 Per Fair
Set as the Goal

Federation of County Managers to petition legislature—Shore board head

MINNEAPOLIS, Jan. 12—There was no major problem, no urgent problem to be considered by Minnesotans this winter as they met at a special fair in the annual meeting here on Wednesday and Thursday in the Radisson Hotel, to consider any of the urgent problems of the state. Just, however, money-get-together at which ideas were exchanged and old problems were solved, so the plan was considered a success. Some 300 men and women from throughout the state attended the meeting.

R. C. Thompson, Alexandria, treasurer last year, elected vice-president; R. L. Hall, who has served as secretary for a number of years, was re-elected. There were no candidates for the State Agricultural Society, which held its annual meeting in the Radisson Hotel.

To Boost Club Work

Rutledge of meetings was changed some and the county fair committees on Wednesday evening and Thursday afternoon, and the State Agricultural Society were held Wednesday afternoon and Friday morning. Lee W. Emery, president of the State Agricultural Society, attended the meetings of the State Agricultural Society.

Raymond A. Lee, secretary of Minnesota State Fair, announced his intention of staging a fair at the coming season, which would be held in the new state fairgrounds, which are expected to be ready for the fair season of 1935. Lee also announced that the fair would be held in the new state fairgrounds, which are expected to be ready for the fair season of 1935. Lee also announced that the fair would be held in the new state fairgrounds, which are expected to be ready for the fair season of 1935.

Many Topics Are Heard by Kansas

Fiscal Manager; Grievance Board Busy

TOPICA, Jan. 12—At the 15th annual meeting of the State Association of Kansas Fair on Tuesday and Wednesday, a number of important topics were discussed, including the possibility of a state-wide fair. The meeting was held in the State Capitol, Topeka, on January 12. The meeting was attended by about 300 people.

The State Association of Kansas Fair is the official representative of the state's fair industry, and its purpose is to provide a forum for the discussion of issues affecting the fair industry. The association's membership includes fair managers, fair directors, fair board members, and other individuals involved in the fair industry. The association's annual meetings provide an opportunity for members to discuss issues affecting the fair industry and to share ideas and best practices. The meetings also provide a platform for the association to introduce new initiatives and programs aimed at improving the fair industry.
COLUMBIA, Jan. 12—In good humor over the 1934 season, which many de- clared one of the best ever, members of South Carolina Assosci- ates, held their annual dinner meeting here Jan. 7. While few of them think the present season conditions will be as favorable as last year, the State Fair was set for January 7 as a target date to be established in Columbia.

J. P. Moon, Newberry, was again named president and officers of the board were: J. M. Hughes, Orangeburg, first vice-president; A. A. Adam, secretary-treasurer, and Paul V. Moore, Columbia. Meetings were held by the president to establish the membership of the executive committee.

J. Cliff Brown, Sumter; W. M. Frazier, Charleston; E. D. Salinger, Florence, and J. P. F. Spiller, Spartanburg, were returned to the executive committee.

Prepared by Staff

The convention was climaxed at night by a banquet which was attended by Lawrence Phillips, owner of the Johnny J. Department Store, and an outdoor entertainment. The many fine speech- makers were present and the popular A. E. Lykes, secretary, Chamber of Commerce, who introduced Ames Maltwasser, chamber president, was the speaker who came in the Jefferson Hotel ballroom.

The banquet of the annual dinner meeting was held by the South Carolina Agricultural Association. The banquet was at the South Carolina Hotel, and the following members of the board, Z. J. Hibbard, chairman, and many other farmers, were present.

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RINKMEN, ATTENTION!

Hockey Is All the Rage
NOW is the time to get the younger set in your Rink. Give them some extra free time and a good time.

CHICAGO ROLLER SKATE CO.
4427 W. Lake St., Chicago, Ill.
EXEMPTION RULED IN FLA.

RAS Has Two Press Agents

Frank Winchell joins staff—will alternate at show's dates with Jack Dodwell.

ST. LOUIS, Jan. 12.—While in this city during this program, he is to hold a three seasons press representative for Robin & Cherry Exposition Shows and has met freely with the press and has attended the annual meeting of the association. He is a representative of the press agency that has been active in the American Press for over 25 years.

Carl J. Fedemay was in Memphis, Tenn., Monday and Tuesday and will remain there until the sales of the show. The show is being held in conjunction with the Memphis COTTON Fair in May.

Claude Mullen Seriously Ill

CINCINNATI, Jan. 12.—Claude (Blacky) Mullen, formerly trainmaster for the New York Central in Cincinnati until a year ago, was operated on yesterday for a serious abdominal ailment which had been developing for some time.

John D. Shevlin, vice-president of the railroad at Troy, is in charge of the Mullen family. The operation was a success.

Reckless Vernon Again

A Free Attraction

AUSTIN, Tex., Jan. 12.—This year will see the return of the sensational performer, Reckless Vernon, to the free attraction field after more than 20 years in the show business. Incidentally, the late Curtis Vernon, with various carnivals and theme parks, has been in this business for over 25 years.

Reckless Vernon, a former circus performer, was very successful in the show business during the early part of this century. He has been operating his own show for several years, but has recently returned to the free attraction field, where he has been very successful.

New Deal Gets Fair

COLUMBUS, Miss., Jan. 12.—New Deal Shows, operated by the National Park Service, for the past several weeks have been very popular in the city. The shows have been well attendance and the people have been very satisfied with the entertainment provided.

Ladies’ Aux., PCSA, Installs Officers

LOS ANGELES, Jan. 12.—The Ladies Auxiliary, Pacific Coast Showmen’s Association, installed its officers for the new year. The following officers were elected: president, Mr. Robert F. Robinson; vice-president, Mrs. George E. Robinson; secretary-treasurer, Mrs. Grace B. Robinson; and secretary, Mrs. Grace B. Robinson.

A Favorable West Virginia Tax Law Possible, Says P. Martin

CINCINNATI, Jan. 12.—Communications to The Billboard from Percy Martin, West Virginia, indicated that the state government was considering the possibility of enacting a law that would make the state's tax law more favorable to the circus business. The communication was received by Mr. Martin, who is a representative of the West Virginia Chautauqua Association. The communication stated that the state government was considering the possibility of enacting a law that would make the state's tax law more favorable to the circus business.

H. S. Carren Dies; Relatives Sought

KANSAS CITY, Mo., Jan. 12.—H. S. Carren, a well-known circus promoter, died tonight in a Kansas City hospital. The funeral arrangements were made by Mr. Carren's relatives. They will be held at noon tomorrow. A eulogy will be delivered by Mr. Martin, who has been a friend of the family for many years.

Great White Ends 42 Weeks' Tour

AUSTIN, Tex., Jan. 12.—Great White Million Dollar Show will close its 42-week season on the road at Brownsville, Tex., and moved to this city for its last engagement. The show will be housed in a new building which will be erected for the purpose.

Rubinck in Kansas City

KANSAS CITY, Mo., Jan. 12.—Rubinck, manager of Western States Rubinck, has just returned from a successful trip to St. Louis.

MRS. MARGARET HANEY, who was recently elected president of the Ladies Auxiliary, will also be present at the show. Mrs. Haney, who is a member of the organization, is a well-known circus promoter and has been associated with the circus business for many years.

Royal Palm Plays A Fair at Eustis

EUSTIS, Fla., Jan. 12.—Royal Palm Shows are furnishing the midway attractions and free entertainment for the Lake County Poultry Show and County Fair, which opened yesterday. It is the first fair held in conjunction with the fair, and the show's superintendent

Royal Palm Shows, including 10 riding devices and 10 shows, were received by the show's superintendent.

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CARNIVALS

January 19, 1935

MIDWAY CONFOB

By THE MIXER

FREE ACTS with carnivals here have lately been staging a strong comeback.

GOOD ENTERTAINMENT on midways—"the ticket to better business." ROYAL AMERICAN SHOWS has versatile entertainment. That’s giving opportunities for results-getting service.

IN ENGLAND carnivals are local fairs not generally applied to travelling companies.

MONDU (Jimmie D. Dunn management) has been in Tampa, Fla., "have been connected with the Morris Miller Museum,” a letter stated.

WHILE in Cincinnati and during a call to see the shows was inquired of many of his old-time friends of the collective-management field. L. B. (Patt) REDDING, the Two-Paced Clown, has been among homefolk at Springfield, O., for some time. The author of this story stopped at this end to view at least on the front of Eighth Street Museum in Phila.

SINCE CLOSING the season with Royal Palm Shows, Mr. and Mrs. Russell Hill (Mrs. Hill sister of Herman Bumright)—Russell special agent and the missus ad

Indiana. His second winter season with the team.

THE COMMITTEE on entertainment for the Variety Club's banquet to be held at Columbus, O., early in February plans to present a side show during the event with freaks and various other side-show offerings.

MRS. IRENE TAYLOR advised that wife of John L. Taylor, of Taylor Brothers Aerial Acts and concessions, is at her home in Evansville, Ind. (1319 South Garvin street), to undergo an operation and would appreciate letters from showfolk acquaintances.

JOHN GORDON, gues-weight scaled, occurs now and other shows and events in North and South Carolina. Says that at one of the shows he hired a "wrong trouper" to work his scales, the party departing with the night's take.

CHARLES DOGEN, of freak animal show note, for his No. 1 out has a 6-foot-9-in.-long, 6-lb-from front constructed on two motor trucks. His other show finished last season with Mighty Rheema Midway and is in quarters with that organization.

Among the midway workers' rank and file come this incident of two ride help-

ers who made good at large. It was on a winter show in Texas 2 years ago that two were injured in setting up, but were industrious and hustled whether the lads was near or far away. They rejoin. Then came the World Peace, war and great opportunity. A few years back one of these men, now the owner of three carnivals, was working on a railroad train to a tale in the Middle West, and with that same train was Major Robert Toan, ride manager—was the locomotive engineer.

LITTLE JOE MILLER (Joe and Babe Miller, concessionaires), informs that he has been cockanoodling in very small towns in the South. He is now in the wilds of Georgia, yelling for help, and the same man that is all the help needed is this with an order for copies of two inception issues of the paper.

APRIL about a decade of circulating, L. Ray (Cheney) shows, winter club, and steam cagisist will probably return to his normal line of work after the holiday. Last week he was negotiating with one of the stock car owners of the South.

MAD CODY FLEMINING has had a great deal of trouble with his leg that was injured some years ago. For a while he had the former wrestler four-points-down, but he is again walking and looking after the interests of his Big Four Shows.

MARDI GRAS in New Orleans seems to be losing its appeal to the average citizen and some local business men. Mardi dropped out last year; this season the King of Carnival (in costume), a magnificent paradin has decided not to participate.

SPOT TIPPS was in Cincinnati area last week in an agency for Western basketball teams, playing exhibition games in Southern Ohio and southeastern locations at A Century of Progress, Chicago. Charlie guided his attraction to meet the nut last year.

DOC DEWEY informed that he closed a new show with his "Bad Old Pitcher" fame, and is making contact with other winter dates—his wife's Australian whips acts; Joseph recovering from two operations. Will have some shows, rides and a coin-machine stands in the East coming season.

A NPTTY Sunday's Route Card (1934) was dropped off by AI O. Hansen, the wife's car." The continuing show's (the itinerary and dates) bandwagon which alights at "an-" in closing week. December 15-15, at Mason, Ohio. September 30. Student auditions or new engagements were played at 8 citizens in

FRANK DURBEVY SAYS:

"You should have seen our displays this year!" We are proud to report that the flower department of the Carrousel Theatre completed its 36th consecutive year.

EGLIN WATCHES, $1.00 EACH

7 JEWELS, 1 SIZE ELLING A WATLTH, $2.35

JACK HOOXIE and

Capt. JACK CODDINGS

On the daily.

Banard & Blake Shows

WANT

For World Class Shows playing into MICHIGAN.

Talk to

ARCHIE ANDERSON, Joint Owner.

OTHER ACTS WANTED

COURTNEY'S CIRCUS

WANT ACTORS

WE PAY HIGHEST FORady AcTORS

WE PAY HIGHEST FOR

DAN SEVIS

THE MIXER

GREY EAGLE SHOWS

ONTARIO, C. O. BARANOY RAY NELSON

COURTNEY GREY EAGLE SHOWS

OPEN APRIL 20.

WANT...Shake, Rattle and Roll of All Kinds. All Shows.

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KANSAS CITY, Mo., Jan. 12.—The first meeting of 1935, with the newly elected officers in place, proved very interesting. Six new members were welcomed and a good program was presented for an active year. The club officers will undertake some changes during the coming week, including interior painting.

Past President Landes instructed the entertainment committee to stage a series of small dinner parties during the winter season, to be held on Friday nights following the regular meetings. The group is planning to invite the visitors in Kansas City over last weekend visiting the club. Mr. T. J. Tidwell Shows, was en route to Topeka, Kan., for the meeting.

J. W. B., of the year's Outlook, with the aid of his agent, Kiddy Lynch, returned to the office last week and has set the stage for expect to remain for a week's visit with the Outlook. The car was passed thru on route to Minneapolis for the Minnesota fair meeting. Came from the northwest.

C. F. left Monday for several fair meetings in the Northwest. He plans to spend the autumn in Northern Alabama and Tennessee. Returning home in late November, he will return to his home here.

Sid Sidenberg, of the National Advertising Agency, was here a few days. After an arduous trip from Duluth, Minn., he was unable to remain in the spring when he hit the road.

Doc C. Laurit, last week returned home to Ft. Scott, Mo., for a well earned vacation. He hopes to remain until spring. Rodney Crail posts that while undergoing new store construction he is also making plans for the coming season.

The shows were in Topeka early this week attending the fair meetings. Doc C. Laurit also were in the meeting room at Topeka, Kan., Jack Ruben, well known to westerners, visiting his hosts. He expects to remain here for a few days during the '35 season. The process took place in the Texas fair meeting.

Rory Hogan, general agent贝克 and Off.

Heart of America Showman's Club

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Showmen's
League
of
America

CHICAGO, Jan. 12.—A nice attendance greeted the inauguration of President Nelson who was in the chair at Thursday’s meeting. Seated with him at the officer’s table were Vice-Pres. W. E. Greiskey, Secretary A. F. Strebler and Past President Edward A. Strebler, of Chicago. Also present were: Ed L. Headley, as President; H. F. Davis, vice-president; J. C. McCaffrey, secretary; and Miss A. K. McCann, treasurer. The meeting was called to order 12:30, and the minutes of last month were read by the secretary.

New members present were C. J. Calahan, of L. A.; Mrs. William Green, of Chicago; W. E. Greiskey, of Des Moines, Iowa; C. P. Noyes, of New York; and Tom P. Reiner, of Chicago.

Chairman Sam J. Levy announces that his committee has met and full arrangements have been made for the benefit function. This year it will be held in the College Inn of Hotel Sherman on March 4. Brother Frank E. Sisson has steered the program and tickets will be ready for distribution within a few days. The committee have been named on subcommittees: O. M. Kendall, advertising; J. W. Hooper, program; Jack Nelson, advertising; Sam Bloom, reception; D. Russell, entertainment; L. Streitch, tickets.

Brother Frank Winchell was a visitor who was in the city for a day and departed last night.

Brother Louis Dillick is among the regulars who will be present and we expect to see him here a while longer.

Brother Max Goodman, while in town on business last week, said his good-bye and returned to his home.

Vice-President J. C. McCaffrey was here for a short time, but business delayed his stay. He is back with his thespian company on tour.

Brother Dave Russell and family have left for their annual Florida vacation. All is well and reports were dropped in for a visit. Says he is win- tering in Florida.

Mike Hosen dropped in to place his re- tirement amount, a sum which he feels he must have back. And is he glad to be back?

Vice-President Joe Rogers makes his regular nightly calls at the rooms. Joe is always a favorite in the ranks of the League. Paddy, please note.

Several film directors sent birthday cards from Brother and Mrs. Lew Dun- four who are touring abroad.

It is rumored in the American Cinema that William and Paul Osker were in for a call. They expect to start for Florida in a couple of days.

Brother William H. Reiner, visiting in Florida, showed several of the brothers that he had not forgotten them. Sent each a box of mixed Florida fruits.

John M. Dorsey is back from a business trip in Southern California. Brother, drop in for a short time, called to see the writer, Joe Strebler, and report himself present.

Several film directors are among visitors to the rooms. No news from Brother Bill Kaplan, who is among those in the South. Drop in and see him.

Drop the secretary a line and ask him to put on record the names of those who have been in their rooms lately. 64 people are the number of people we have back on the roster and simple arrangements are being made toward better. See that this is done.

Los Angeles

LOS ANGELES, Jan. 12.—The several winter quarters of carnivals wintering in and around the city have found the weather to their liking, and they continue to have a good business.

In the downtown section the rooms of Archie Clark are filled to capacity and at times over the limit. Archie Clark was confined to his rooms last week but is improving rapidly. He will be at home here and at winter quarters of Crafters Shows at Santa Monica and El Monte. He continues to make changes in his palatial house.

In the country the rooms of the Crafters Shows last season, back in town, are filling up again and there has been a great deal of interest. The writer was present last week and were greeted with a lot of interest and a desire to have more shows in the city.

Al C. Hansen Shows

MAGON, Ga., Jan. 12.—"With the big boss," Al C. Hansen, on his way for another great year in the South, was on the scene yesterday at Hotel "Magnolia." The market, the crew at winter quarters, under direction of Shandy Cross and Roy Bean, is ready to show the world from Oklahoma on down the way the modern type of carnival equipment is made, and to show other States what a modern type of show is being run. The shows have been a great success in the South and it is hoped they will be even more successful this year.

American Carnival Association, Inc.

ROCHESTER, N. Y., Jan. 12.—As indicated in the last edition, this column letters have gone forward to almost two weeks after last column was posted, but that will have no effect on the Association’s plans. The business of the Association is progressing smoothly and the membership is increasing. The Association is doing a great deal of work and is trying to do the best possible service for its members.

The Association is making preparations for the Spring meeting in New York City, and all members are urged to be present. The Association has decided to hold its Spring meeting in New York City, and all members are urged to be present.

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"The 40th anniversary edition of The

320-Back covers—PORTLAND ORE;

“Great"—DOC DEWEY, Inte of Morris

“Sure a surprise. It’s going to take

"—TOM MURRAY, Fort Worth, Tex.

"—DOC HALL, veteran Western outdoor

"—TOM MURRAY, Fort Worth, Tex.

"There never was such an edition by any

"—JOE WILLIAMS, ex-sh owman

"—JAKE DIBB, Cudahy, Wis.

"—JOE G. MERRITT, news manager Exes

"—JAKE DIBB, Cudahy, Wis.

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STERLING
Whitestone Rings

Price 324 to 339 Goo.
Our glass Top Rings are being used with Gray. May 1-12 and S. W. Ivory. Spring, 1927.
Price. 100. 36, 25. 15, 18, 6.

SHOE LACES

Most famous and best Selling Bay State Brand; Made by Bay State Mfg. Co. In stock. Send for Circular. Bay State Brand. Well known to every Bay State fan.

DEPT. - CUT - RATE STORES

Fall 15.00, 15.00, 15.00, 15.00. It might be worth investigating.

AUTO JOKER

We know as White Rock or Joker.

Pipelines

By Gaboline Bill Baker (Cincinnati Office)

Some New Year Thoughts

By V. L. TORRES

Our major 1926 is now with us and for many of us it means an end to what we never don't have to take anything back. From the first to the last day of the year 1926 everything is dying, and when we hand over it is all over and they are about the only things in the world that we can do for the rest of the world. We want them or not.

Read all the money in the world we could not buy an extra minute or an hour. So in this respect we are a part of the world and if we have the poorest, we must use time as given. At Christmas we are not just, few days, weeks or months for our old age, we must use them and find out how much we can make. Let's get right with the time. Time is the only thing given to us that we can use. But the fact that it costs not in the way we are so lavish with it, and worrying over the last minute to the last day of the year 1926, it business and trouble do not mix well.

Payment sometimes comes in regular installments, after time has been the friend and foe, let us step right high and THINK IT OVER. To attain success and at the same time work harder the bank can help us. Let us not expect trouble today or any day, that is the worst attribute of mind. People who are always looking for trouble will generally get it. Business and trouble do not mix well.

Let us not expect trouble today or any day, that is the worst attribute of mind. People who are always looking for trouble will generally get it. Business and trouble do not mix well.

WE MAKE EVERYTHING IN THE FOUNTAIN Pen and Pencil Line

ARGO PEN-PENCIL CO., Inc.
209 Broadway.

CHRISTIAN S. COX

In stock: Pens and Pencils only, mail orders welcome. lowest prices, perfect provi.

THE ASTONISHING BANDAGE BREATHS

400% PROFIT

Two Second-Competition, Ammonia, 100%, 100%, 100%, gas, 100%, 100%, 100%, gas, 100%, 100%, gas, 100%, 100%, gas, 100%, 100%, gas, 100%

THE REDWAY MFG. Co., 33 East Chicago, Chicago.

ELGIN-WALTHAM WATCHES

Wrist Watch, steel, and case, long-lasting, finely finished, New Balance, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000, 0
Pipes

January 19, 1935

Established Brands That Lead Wherever
Razor Blades Are Sold

FULLER, BLUE DIAMOND, WONDER, RAMISES,
BLUE FOX, WILDING

EASTMAN—GEM (BLUE STEEL STEEL), ATTITUDE, DOUBLE-BLENDING,
AND SMITH—GEM (BLUE STEEL STEEL), ATTITUDE and DOUBLE-BLEND TIPPER.

For Pipes, Communicate with your Local Jobber. We will be pleased to advise you of the

FULLER BLADE CO., Inc.
6 West 32nd Street
NEW YORK, N. Y.

KIDNAPPED

Written Around the GREATEST GENERATION

FLASH — SNEAK HITS BY ROB.
S. L. H., A. M.

MEDICINE MEN

PRIVATE LABEL TONICS Immediate Maturities
New Year List WHITE ON WHITE.

PERFUMES

FIFTH AVENUE PERFUME CO., INC.
9 West 20th Street
New York City

ELGIN

Agents Wanted
Car or Truck, 20%.

PERFUMES

FIFTH AVENUE PERFUME CO., INC.
5164 CORNELIA Ave., Dept. 12.
CHICAGO, ILL.

ENDUANCE NOTES

(Continued from page 29)

Signs and Showcard Easy Post Card

BOB IERK would like a contribution from H. Leslie Wilson.

RAY MUIR writes from Logan, W. Va., that "he would like to see notes from Guy Swartz, Jack Hayes and Miste Capp.

CAROLINA WEBSTER, in Winston-Salem, wants a note from the Portland Jobber.

PIPPETTS and Al Painter, veterans among visitors at the Cowl Asheve show.

CURT THATCH is spending the holidays at his home in Atlanta, Ga., after finishing the most successful round of sales for Dunhill's Pipe Tobacco.

BOB LEE became a part of the Brunow-Sanders firm.

RAY MUIR writes from Logan, W. Va., that "he would like to see notes from Guy Swartz, Jack Hayes and Miste Capp.

CAROLINA WEBSTER, in Winston-Salem, wants a note from the Portland Jobber.

J. C. HANKINS, in Hollywood, Calif., is the new representative for Dunhill's Pipe Tobacco.

W. E. TERRY'S and Al Painter, veterans among visitors at the Cowl Asheve show.

Pitchmen I Have Met

By SID SIDENBERG

For about 10 years I dreaded
even the thought of going south
of the Mason-Dixon line. In
the years that I made the South
convention trip, there was always
And besides—well, all who ever
journeyed that far, it was
what the roads were like. On
the first day I was in town, the
dark, and the farmers have been borrowing
10 cents per pound for the white
flour. I understand that this is the
old line have started to stir and
you will soon hear the sound of
from up in the Northern States. As
I write this, I am sitting in a
red spots, I took a look at our
in the southeastern Missouri at
the very edge of the border, and
as I travel farther south I find
the roads very good. It is really
the land of cotton. And the soup
dishes bring back memories
of the nights around the
radio, when you could only hear
to a phonograph record. At
first I was amazed at the number of
boys and girls who have never
seen a movie. They have only
found in the store, as a sign. Well, I
stopped and was almost frozen stiff in my
chair at what a fine time the
boys and girls were having.

Ray HUBERT, of Cowlurich, Ill.,
writes from Pittsburgh that he is
still getting the nut. Wants to see a
pipe from H. White.

FRANK BRISEK

From Baltimore, Md., I find,
"I had a few good weeks during the holidays so
have decided to stay in my job".

DOE BRISEK

Pipes

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Pipes

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pipe from H. White.
MAIL ON HAND AT
NEW YORK OFFICE
1921 Broadway.

Parcel Post
Cook, Walter
Pigeon, Ross. 176

Ladies' List
LaMar, Maron
LaBelle, Jan
LaMont, Bury
LaMont, Mary
Lambie, Mary
Lambert, James
Lane, Jack
Lancaster, George
Lancaster, John
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RUTLES
(Continued from page 21)

Wyn & Warner (Purchased) Chicago, WY 17, Lost, Kid, 24th Street.
**Here it is - feature No 1**

ELECTRIC ORIENTAL SHADOW LAMP, HAMMERED EFFECT UNR WITH INSET, INLAID LARGE BRILLIANT COLORED GLASS PENDANT ON THE DIFFERENT RIMATURES, NATURAL FINISHED FIGURE, REVOLVING. VENDOR: William Boyett, Indianapolis, Ind. $18.00

SPECIAL

$10.00

**WISCONSIN DELUXE CORP.**

1902 No. Third St.
Milwaukee, Wis.
No. 850

**The Latest Items for Streetmen, Walkathon Contests, Indoor Ba-
Zaars, Ballrooms and Night Clubs. Send for Catalog Now!**

Send Your Name, Year Line of Business and One Check Shipped Same Day.

**Midwest Novelty Co**

KANSAS CITY, MISSOURI

**“A Challenge”**

We Guarantee We Will Never Undersell or Sell For Less
Compare Our Prices With All Competitors. If even One of Our Novelty Items we carry are Not Priced LOWER, Tell Us, and “PRONTO” Our Prices are Changed Accordingly. 

19 Years of Price Leadership

FREE CATALOGS on request Blakes, Tootles, Sundries, Novelities and Notions. Immediate Deliveries

**POPcorn**

South Americans, Hops, Malters, Baby Golden, White Pearl, White Rice and Yellow Pearl. 

Also Popcorn Seasoning, Condiments and Popcorn Company of Hawaii, Hawaii.

H. B. HUISINGA

DELAND, ILLINOIS

Growth of Pure-Bred Varieties of Popcorn.

**Concessionaires Novelty Supply for**

CARNIVAL ITEMS, GAMES, STORE DOWNS, ALL CATALOG WITH NEW LOW PRICES THE LOWEST PRICES IN THE BUSINESS.

**Wanted**

**Program & Exhibit Space Salesmen**

**Wants**

**Circus and Wild West**

**Carnival Companies**

**SOL’S LIBERTY SHOWS, INC.**

Address F. O. Box 225, Garden City, N. Y.

**Here it is – feature No 1**

ELECTRIC ORIENTAL SHADOW LAMP, HAMMERED EFFECT UNR WITH INSET, INLAID LARGE BRILLIANT COLORED GLASS PENDANT ON THE DIFFERENT RIMATURES, NATURAL FINISHED FIGURE, REVOLVING. VENDOR: William Boyett, Indianapolis, Ind. $18.00

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**Wanted**

**Program & Exhibit Space Salesmen**

**Wants**

**Circus and Wild West**

**Carnival Companies**

**SOL’S LIBERTY SHOWS, INC.**

Address F. O. Box 225, Garden City, N. Y.
Out in the Open

Yore the (Big) Top

Thanks to Cole (Not Bros.) Porter
FRANK CASTLE, now living in Nor-
walk, Ohio, has become a
Portepay show that was out-
ging in the bigger big leagues.
In the early days he and P. T. Barnum. Like many another
dreamer, he had one of several farms in Kansas. At 82
Castle is still rugged and active, and
the tale of his one month in the field
has been a great success. He is in
fairly good health, and he has to
Blind and has been for 10
years. In the Pennsylvania show he
could not be a winner, and in the	
last part of the acrobatic and
the two. He did not use the
word acrobatic, and used it with the
title of the show, which was
Pennsylvania's greatest acrobatic
and was in the air. We
did acrobatics in the air, and as I
believe the
word acrobatic was quite proper, don't
put your feet a few feet wide.

I have never seen a show that
I have heard of the Pennsylvania
season that I have not seen
in St. Louis. I was
named after Uncle John, this
I have not seen
The Berkshire for over a year and I
sure that I have
seen it. Things are so tough that no show

he organized another act, which from all
reports is wonderful, and I am happy
for his success with his new act. It is
time to give me a home. I don't
gor-very much rest because when my

term is up, I can't

...
New York Enthusiasm Will Swell Attendance at Show

**Discussion**

The annual trade convention is always a good time for discussion of those questions and problems uppermost in the minds of those who constitute the membership of the industry. Among the greatest conventions is the AMUSEMENT MACHINES' convention to permit discussion of trade problems and even to encourage it. The programs and group meetings during the convention will be an important part of it, even if much of the talk vanishes into thin air.

But not all of the discussion will be confined to formal meetings. It is the neighborhood discussion, in groups of two to a dozen or more, that brings up the tragedy and comedy of discussion to its fullest possibilities. With plenty of liquid refreshments to make the talk more fluid, the private discussions are likely to be most important in amount of work used.

All attending the annual conventions for a number of years and listening in on many discussions I have come to feel that public discussion serves as a very useful escape valve for pent-up ideas, ambitions and emotions that have been simmering in our breasts for many months. Many trade "evils" cease to appear so serious after we have had our say about them.

Furthermore, the human race has not developed any better method for pooling ideas and arriving at conclusions than by means of open discussion. However comical the discussions may appear at times to the people on the sidelines, ideas are developed by them.

A good program planned in advance is always an advantage in keeping discussion from wandering into useless channels. It has been suggested by some that speeches and discussions should be confined to constructive plans and ideas, with the definite purpose in mind of avoiding lengthy banter on trade "evils." Many a meeting of operators has been turned into a free-for-all argument on well-known trade evils, with the result that the so-called "evils" were just as evident afterward. Some of these "evils" have been hotly debated since the beginning of the convention and the end of it, with such results as the same thing: Sometimes more constructive—more optimistic—more progressive might be tried as an experiment for one year. If the coin machinery industry can unite in an aggressive program, arrive at thr open discussion during the convention, the results may be rewarding.

The big problem that develops after the discussion ends is the matter of carrying out plans and policies agreed upon. Force is always lacking to carry the plans into execution, and some force is always needed. Public spirit, money, government or racketeering may supply the force to carry out plans developed by associations. Public spirit or co-operation would be the simplest and most acceptable way by which to apply trade rules and ethics. Certainly a majority of the trade have enough public spirit to co-operate in carrying out trade plans for the general improvement. Experience has shown that the small group of slackers in every trade can undermine and destroy the best plans adopted by general consent.

At this time, while the NRA is being revised, it is not clear how much support may be obtained from the government. Money is the vital factor in this big sale of coin and success.ful plans for financing association work should always be given full consideration. Racketeering is the thing to be avoided. It happens that modern competition has reached that stage in business where everything turns into a racket unless the public spirit, money, government or co-operation can be developed by associations. The trade can keep an aggressive program going at full speed all the time.

A good program backed by a progressive organization should be the aim. Such a result can grow out of the sessions of the convention if discussion is marked by the spirit of cooperation and good judgment. The trade is eagerly anticipating the Annual AMUSEMENT MACHINES' Convention in its history. The same enthusiasm should be carried into discussions of problems and program, and even greater enthusiasm applied to applying the ideas agreed upon.

SILVER SAM.
Announcing Another
Big PACIFIC Creation

NOTHING LIKE IT IN AMUSEMENT GAME HISTORY—
NEVER BEFORE SUCH HEAPING PROFITS!!

The CHIEFTAIN—A Brand NEW Profit-Proof Game now hits straight at MIGHTY EARNING MARK for Operators. A Progressive Scoring
Game with balls speeding along Lower and Upper Scoring Runways
like Magic! Plus in the Chief SKILL Hole out in front starts
Three Reels spinning—the balls on Lower Runways riding
over to Higher Scores. Then Three Colored Lights match up
on each reel for more awards. And there’s more!
A ball passing over contact switch in center of board,
elevates other balls to Upper Tracks and into the
1500 Hole. Operators, you’ve never before been
offered such Player Appeal by anyone other than
Pacifica! The CHIEFTAIN is bound to be the
greatest Interest-Holding Device ever pro-
duced—Enriching you far beyond any mere
expression in words.

Get Started With The
CHIEFTAIN Today—
See Your Distributor or
Jobber at Once!

ROCK-OLA’S
ARMY AND NAVY GAME
READY FOR DELIVERY
AT FACTORY PRICES!
ORDERS FILLED IN ROTATION! WIRE
Your Order With $10.00 Deposit, Balance C. O. D.
B. D. LAZAR COMPANY
1240-44 Forbes St.
PITTSBURGH, PA.
136 Franklin Ave.
SCRANTON, PA.

Amended Law
Helps Games

Better definition in city
ordinance favorable to
skill game ops

PITTSBURGH, Jan. 12—After a long
battle with local authorities, operators
and jobbers here won an amendment
to the coin machine ordinance which was
passed by city council December 12.
Were it not for this amendment,
headed under section four of this ordinance, all
those engaged in the coin machine busi-
tness here would have been forced out, it is
said.

The amended section reads: “The term
machine shall not be construed as to
include any machine or machines
which upon the insertion of a coin or
by other means has or may be oper-
ated and used solely as a game for
amusement or entertainment; provided,
that if such machine or machines shall
be so adjusted by the owner, user,
operator or other person so as to discharge
therefrom any coin, token or token rep-
resenting value, said machine shall be
deemed to be a slot machine within the
meaning and intent of this ordinance.”

Long legal battle, headed by Alfred
Block, local manager of the Orlando
Coin Machine Corporation, and B. D. Lazen,
coin machine distributor, convinced city
council that pin games are amusement
device provided to test skill of the
players.

As a result business has taken a long
jump to the good. Orders are increas-
ing, with operators installing more ma-
chines in all available locations.

CORRECTION

In the advertisement of the New York
Vending Machine Co., Inc., in the
New York Times in the issue of December 22, the
price of the Mills "Jackpot" model
should have been
$34.50, instead of $24.50.
Quick Silver

THE REVELATION PIN GAME OF 1935
A PERMANENT INVESTMENT YIELDING SLOT MACHINE PROFITS

PROVED BY COMPLETE TESTS
STUDY THESE BRAND NEW OPERATING FEATURES
1. QUICK SILVER
Automatically Records All Free-GAME Awards Due Players—
Saves you cash, no tedious adding of scores. Requires no attention by mechanics.
2. QUICK SILVER
Lets Players Play Awards Back Into Slot Machine
80% of all awards (free games) are by players themselves and not
played back. Operator's record unlimitedly increased.
3. QUICK SILVER
Completely Solves Slug Problems—
Illustrated circular half escutcheon prevents dogging and encrustation.

WRITE OR WIRE FOR ILLUSTRATED CIRCULAR
EXPLAINING QUICK SILVER'S ADVANTAGES

$67.50

J. H. KEENEY & COMPANY
2900 S. Michigan Blvd.
Chicago, Ill.

OPERATOR'S ATTENTION
QUICK SILVER DEMONSTRATION

I will personally demonstrate Quick Silver in the following cities, on the dates and at the addresses listed below:

BOSTON—Monday, January 16, 12:30 P.M.
NEW YORK—Tuesday, Wednesday, Thursday, January 16, 16, 17, 17th Hotel.
PHILADELPHIA—Friday, January 19, Franklin Hotel.
BALTIMORE—Saturday, January 20, Lord Baltimore Hotel.

MILLS Extraordinary G. A. Double Jackfront Vender
MILLS Single Jackfront Vender
JENNINGS 25c Double Jack Victoria Bell
JENNINGS Single Jackfront Bell on Side Vendor
JENNINGS Jackhammer Bell on Side Vendor

NEW YORK VENDING MACHINE COMPANY • INC
32 LA SALLE ST., NEW YORK CITY
(NEAR AMSTERDAM AVE. AT 125th ST.)
TELEPHONE: MONUMENT 2-5625

ANNOUNCING REORGANIZATION SALE OF
MANNHATTAN VENDING CO., INC.
2306 Amsterdam Ave. • New York City
FORMERLY JOHN A. FITZGERALD-MANNHATTAN, INC.

Look over the prices on all the Used Machines advertised in this issue—
NOW--MAKE US YOUR OFFER. We have them ALL. Also included in
this sale all our best Floor models. We have the most complete selection
of all the best pin tables in the East. NO REASONABLE OFFER REFUSED!
Include One-Third Deposit with Order—Balance C. O. D.
Boost Games With Movies

Pittsburgh jobber suggests using movies to make games more popular

PITTSBURGH, Jan. 12-An idea to develop a greater interest in coin machines has been presented by Alfred Block, Pittsburgh manager of the Ohio Coin Machine Corporation, and is being enthusiastically seconded by distributors and operators.

In a message to the billboards Mr. Block stated that “unless movements are started to greatly popularize pin table games, even to a greater extent than they enjoy today, we are going to continue to have conditions in every section of the country just as we have had in Pittsburgh during the past year to retard our development.

There is one line of action which I believe has largely been overlooked, and that is the proper use of our excellent instruments at hand with which little trouble can be used to strengthen our position with the public. After all, they want this form of amusement. The instruments referred to above are the motion picture industry and the periodicals and magazines which reach our masses.

“Our cause can be presented in an unobtrusive manner, quietly and peacefully directly to millions of people thru actual scenes in pictures shown daily on the screen. It is a very easy matter to include in the innumerable scenes of daily life which are part of our screen stories today, these beautiful pieces of equipment, smartly set off in pleasant places. Percur, to me, the opportunity of taking advantage of the tremendous power of the picture industry to help mold public opinion favorably of this great industry of which we have so long been neglected. This great sphere of influence can and should be effectively used to boost our business.

“In the same manner,” Mr. Block goes on to say, “industrial and commercial advertisers can be contacted for the purpose of co-operating with our instrument dealers in helping them get up their message with ours and approaching the public in this indirect but effective manner. Thus thru national magazines and trade journal advertising and the thought-molding influence emanating from Hollywood, a powerful boost will be given our industry and at a cost less than what we are all paying right now to fight unfair and unjust forces.

Turner Is Reported Better

DETROIT, Jan. 12—Frederick E. Turner, president of American Mechanic Association, Michigan, has been confined to his home for about two weeks with illness. He has had a severe cold and the doctors are recovering satisfactorily. It was expected that he would be able to return to work Monday.

"THE FAN DANCER"
First Big Hit In Years

E. F. C. Winer's musical revue Flashing, taking the nation by storm in five weeks after its premiere, has been sold to wireless drama company's dramatists, a five-year contract being signed. It will be given a national tour immediately followed by the top-staging of the musical revue in New York. Mead will be given a national tour immediately followed by the top-staging of the musical revue in New York.

Thank you for mentioning The Billboard.
How Sportlands Came To Be

Sportlands have carved a definite niche for themselves in the coin machine industry. Many characterize them as arising from the gradual evolution of the arcades, plus the vitalizing influence of the modern pinball games. The name sportland was introduced by the former Chester-Pollard Amusement Company, Inc., prominent in the coin machine industry as manufacturers of upright cabinet games in the days before the modern table games. The Chester-Pollard firm promoted a series of stores to which they sold table games for tennis, baseball, hockey, etc. These were not coin-operated games. The firm also suggested that proprietors of these amusement centers could profitably lease coin-operated games from professional operators as an adjunct to the main line of table tennis and other games. The firm also introduced the idea of tournaments to create greater public interest.

As people outside the coin machine industry began to prove that these amusement centers called sportlands could be made profitable, professional arcade operators began to fall into line and modernize some of their old arcades. Instead of conforming strictly to the plan outlined by Chester-Pollard for the sportlands, men began to branch out on new tangents. The modern pinball games had become nationally popular and some of the places made these games the chief attraction. Premium merchandise displays were soon added and proved to be a business builder from the start. A coupon system of points for recording scores was also developed which has grown into almost universal use among the sportlands in one form or another. These innovations and the originality of the sportland idea attracted some experienced men into the sportland field, who have experimented in merchandising the amusement business and have developed the sportland business to the place it holds in the amusement field today.

Today, in the city of New York alone, there are hundreds of thousands of dollars invested in sportlands. Newspapers have been attracted to them because of the investment and because of the novelty of the idea. One sportland on Broadway is reputed to pay $30,000 a year rental.

The sportland is no longer a small, shoddy store with a few rows of pinball table games, some antique arcade machines and a wandering change maker. The new Broadway sportlands are glittering places of public amusement that vie successfully with other bright spots. Large and beautiful neon signs flash at the front of sportlands in competition with other flashing signs. Modernistic fixtures and skill in arrangement and layout indicate that merchandising knowledge is being applied to these places of amusement. So modern are the present-day sportlands that they are being termed “sportland department stores.” Instead of marking their merchandise with dollars and cents signs, they use a coupon-point system and offer entertainment with each purchase.

The better sportlands today are attracting family groups, who come for an evening’s entertainment and admit they have more fun for the amount of expenditure than they would have by attending some other place of amusement. The size of the record books in which sportlands record the scoring points of habitual players indicates the large number of people who have become sportland fans. These folk return evening after evening to play their favorite game, and at the end of the evening when they are ready to go, scoring points accumulated on the games are recorded toward obtaining some article of premium merchandise that the player desires. Credit is given for every game played, and most players have some article of merchandise in mind for which they gradually accumulate points for the award. One sportland in New York carries approximately $20,000 in premium merchandise at all times. The merchandise ranges from chewing gum, candy bars and cigarettes to the best known makes of radios, silverware, jewelry and wearing apparel. As the sportlands begin to attract large crowds the value of concessions becomes apparent. Many sportlands are now renting space for lunch-counter counters. Such an arrangement is usually profitable in office building districts where the workers will gather during their lunch hour, and after a light lunch, spend the rest of the hour playing games. Sociability is remarkably present and the games contribute to the spirit of good fellowship. Soda fountains, jewelry counters and other forms of concessions are also being tried in many sportlands. In most cases these concessions have helped to defray the overhead of the establishment and have also proved profitable to the concession owner.

New locations for sportlands is an interesting trend in this field at the present time. Amusement parks have sensed the value of sportlands so that now every resort center during the summer season will have its quota of sportlands. Coney Island, the Rockaways, Atlantic City, Asbury Park and other important resort places each had a number of sportlands during the past season. Expert showmanship is being applied in some of these places to develop new ideas to appeal to the public.

During the past year, tobacco stores and similar retail establishments, noting the success of sportlands, removed shelves of slow-selling stock and made room for a miniature sportland. This promises to be an interesting new idea.
Add Big Room
To Sportland

Sports Palace on Broad-
way will add adjoining
room to present space

NEW YORK, Jan. 12.—Once again the en-
terprising partners of 20 years, Scherck
& Schaeffer, will astound the coin-
machine industry here by doubling their
present space at the famed Broadway
Sports Palace, subject of noted column-
ists, writers and visitors. Max Schaeffer
reported that they are now tearing down
the front of the store fronting on
Broadway and will add more games, as
other large premium display, and will
continue thru to the next store, where
the fixtures of the former Brown Derby
restaurant are still intact. This new-
throat will be opened in conjunction
with their present enterprise.

Modernism to the last detail is the
plan of New York’s sportland leaders,
who also have the five most prominent
sportlands. The large space will be con-
verted into a veritable department store,
with Schaeffer stated. Many new inno-
vations in merchandise and premiums
will be shown, which has been
the ballyhoo of these men since their
early arcades days were continued. The
pace will be given the chance to wan-
thru the large space in this increased
space in the city with this increased

(See BIG ROOM on page 62)

ALL SPORTLANDS USE
WALTON-ELGIN
Wathes & Wares
NEW! New Oldham Oak
New Round Chronolocks.
In Let’s of $1.00, $1.25.
POCKET WATCHES—$3.50
WATSON SPECIALISTS IN SPORTLAND
Retailers. 145 W. 32nd St. Please All Others.
FALCON WATCH CO. 155 Canal St. M. Y. O.

100% of the
SPORTLANDS
in New York’s Metropolitan Area
and Adler’s Gift
Certificate and Free
 ninety-minute
Stretchers!

WRITE US TODAY
For complete in-
formation on the
new Mini-Clip
On Sale Now In
New York City.

ADLER’S
145 & 157 32nd.
New York City

PREMIUMS
For Sportland Operators.
500 Items to Select From
J. C. Margolls,
517-20 Broadway,
N. Y. CIty.

SPORTLAND OPERATORS
Call on the world’s largest distributors of Pre-
mium Merchandise to supply NEW, NOVEL, APPEALING
merchandise to DRAW THE REPEAT BUSINESS to your
Sportland.

For write for catalog and price list of over 1,500
items. Including many radically new numbers
obtainable exclusively from us.

ERIC WEDEMEYER
170 5th Ave., Manufacturer-Importer
New York City
Branches in All Principal Cities

LEADERS
in Equipping “Flash” merchandise Displays for
SPORTLANDS

We have men especially qualified for this work and who have done so,
for almost 100 in this area. Address mail to ARCHIE STREHL.
SPORTLAND MGR.

MORRIS STRUHL,
Write for Latest Price List.

114 PARK ROW.
NEW YORK CITY

“Sportland Equipment Headquarters”

We have outfitted the largest Sportlands in the country.
Tell us how much space you have—and we’ll tell you the
Write for New Valuable Booklets—figures about how to equip and Operate a Sportland suc-
cessfully.

INTERNATIONAL Mutoscope REEL CO.
INC. NEW YORK (11)

AMERICA’S BEST SPORTLAND PIN GAMES
Safety Zone, $32.50; Sensation, $37.50
FOR SPECIAL SPORTLAND MACHINE PRICE LIST TODAY
BRUNO BRANCH;
1152 Webster Ave., New York, N. Y.

SUPREME VENDING CO.
1475 Rogers Ave., BROOKLYN, N. Y.

Congratulations to The Billboard for the New Sportland
Section, from America’s first and only Sportland Association
AMUSEMENT MEN’S ASSN., INC.
MURRAY GOLDSTEIN, Business Manager
2126 75th St., Bronx, N. Y. (Tel. Beachview 2-6244)

SKEE-ROLL.
National Skee-ball Company
Coney Island
New York

ATTRACTION THE CROWDS AND
GETS THE BUSINESS.

MAKE YOUR SPORTLAND COMPLETE
BY INSTALLING SKEE-ROLL.
Write for Catalogue

NO SPORTLAND IS COMPLETE WITHOUT
BALLY’S LATEST WINNERS

ACTION AND
SKYSCRAPER
WRITE TODAY FOR FACTORY PRICES AND SPORTLAND CIRCULAR.

JOHN A. FITZGIBBONS

COPONS AND TICKETS
For SPECIAL SPORTLAND MACHINE PRICE LIST TODAY

EUGENIO DOLL, President
ELLIOTT TICKET CO., Inc.
12 VESTRY ST., N. Y.
127 N. DEARBORN, Chicago, I11.
1460 BROOKLYN, N. Y.

FITZGIBBONS

THE BILLBOARD
January 19, 1935

A NEW LOW
TRANSPARENT CLO& $1.25
No. 200. SPECIAL PRICE EACH

See For Yourself what Makes a Clock Co.

We own a complete assortment of highest quality merchandise
in the world, which will give the Sportland trade a
bigger and better chance to obtain profitable
sales than ever before. The new transparent
clock, in addition to being a desirable
commodity at an attractive price, is specially
adapted for the new appliance trade, where
smaller items are being bought in bulk.

Atlantic & Pacific Mds., Co.
876-378 Broadway
New York City

Premium Headquarters for Sportlands. Write for Catalogue.
Calling Ops Thruout La.

New head of Louisiana group issues call for united support

NEW ORLEANS, Jan. 15.—The Coin Vending Machine Operators' Association held its annual meeting recently and elected officers. Julius Pace was elected president to succeed Lee Varnado, who held the post for several terms. Varnado asked to be relieved from the office due to the fact that business re-
quired him to spend much time out of the city and he could not attend meet-
ing. Pace was formerly vice-president of the organization and has been suc-
ceded by Roland Johnson. If Pace was re-elected secretary-treasurer. The same board of directors was elected for another year.

Mr. Pace sent out an appeal to all Louisiana operators, asking for full sup-
port of the work of the organization. The pinball game situation in Louisi-
a is a standstill," he said. Operators are being kept in suspense about the fate of their games. There are evidences that the reform element will take vengeance on the pinball games. Charges have already been made against merchants under the law because they had pinball games in their stores. These machines were not of the payout type, but straight ball.

The organization called in immediate meeting and decided to retain Glenn Steg, a well-known attorney. Attorney Steg is now doing all in his power to defend the games. The organization needs financial help. Any operator in Louisiana who wishes to aid the cause is asked to get in touch with Julius Pace, 817 North Streets street, New Or-
leans.

Pinball Exempt
In Indiana Ban

INDIANAPOLIS, Jan. 12—Announce-
ment was made by the Indiana Pinball Operators Association that it had not received any complaint letters from the Indiana Department of Public Welfare about pinball machines. The operators were therefore able to continue their business without fear of interference.

Bill Marmer Visits Chi

CINCINNATI, Jan. 12.—William Marmer, of Bucking Manufacturing Com-
pany, was in Cincinnati and met with other representatives of the industry to discuss the problems facing the industry today. He will spend the next three days looking over the operations of other companies and will report his findings to the home office. While in Cincinnati, he will stay at the Willard Hotel.

Massachusetts Is Organized

BOSTON, Jan. 12.—Organization plans have been given new impetus here for the past several weeks. At a meeting on January 9th, at the Hotel Statler, the name Skill Game Operators' Association of Massachusetts was chosen for the organization. This meeting was con-
sidered very successful and it was decided to hold another meeting to be held on February 1st at the Statler Hotel.

Joseph Fishman Is Honored
By Amusement Machine Men

More than 350 attend gala testimonial dinner to Amalg's general manager—awards of waiters adds to gayety of party—coining to give Fishman new car

NEW YORK, Jan. 14.—More than 350 persons, drawn from representative elements of the amusement machine business, attended a testimonial dinner to Joseph Fishman, general manager of the Amalgamated Manufacturing Company, at the Congress Restaurant. Entertainment was provided by the regular floor show of the night club, with novel entertainments such as midget chalk artists, and a demonstration affecting two other Broadway spots added to the fun. Girls of the Congress waited on the tables, and as a result many of the guests were included in camera shots for picture and commerce, while photogra-
phers were drawn to the spot by the unusual display. It was announced from the floor that an automobile would be presented to Fishman.

NEW YORK, Jan. 12.—Signifying their intentions of being present at one of the greatest gatherings in the history of games, operators associations here were invited, in various instances, to attend the Joe Fishman Testimonial Dinner at the Congress Club here tonight in a body. The list of the guests to the dinner was the Union County Amuse-
ment Association, headed by Murray J. Smithson. After next week's meeting of the energetic group in Hearst, N. J., headquarters it was maintained that they were entirely free of the spirit of the season.

The same action was followed by Jack Gorden with his General Amuse-
ment Operators Association. This group will also be present in a body. Saul Kolon presented the matter to his Greater New York Operators' Association at its first meeting held in Atlantic City. The Greater New York Digger Operators' Association and the Amusement News were invited to attend in a body to do Joe honor.

A block of tickets and will be present at the affair. The New Jersey A.M.A. of Newark, has taken a vote on the proposition and is believed that the group will bring a large delegation to the affair.

Many out-of-town men already have made reservations for the way as far down as North Carolina, and perhaps Chicago, and many Chicago manufacturers are expect-
ing.

The committee for the Joe Fishman Testimonial Dinner decided to send the Amalgamated: Lee J. Rubinow, chairman of the Skill Games Committee, Benjamin H. John, of Ben John Coin-machines attorney here, and Bill Gerch, of Byrde, Richard and Powell ad-
vertising agency, report that it expects one of the largest crowds in the his-
tory of clubs here.
At Last the News You Have Been Waiting for

**ROCK-O-LA'S ARMY and NAVY GAME**

Not enough space to give you details. Order sample and be convinced it is the outstanding coin game machine. We make this prediction: WHATEVER QUANTITY YOU ORDER YOU WILL CERTAINLY NOT HAVE ORDERED MORE!

**BIG PROFITS**

At the top of the line is the NEW 1935 "SELECT-EM" ARMY and NAVY game, with its new parking莫斯, new game play, new prices, new location. It is the modern day in games, with its new parking莫斯, new game play, new prices, new location. It is the modern day in games, with its new parkingMos, new game play, new prices, new location. It is the modern day in games, with its new parkingMos, new game play, new prices, new location. It is the modern day in games, with its new parkingMos, new game play, new prices, new location. It is the modern day in games, with its new parkingMos, new game play, new prices, new location. It is the modern day in games, with its new parkingMos, new game play, new prices, new location. It is the modern day in games, with its new parkingMos, new game play, new prices, new location. It is the modern day in games, with its new parkingMos, new game play, new prices, new location. 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Tantalizer Adds Punch
To New "Roll 'Em Dice"

DALLAS, Jan. 12—Big-scale production of the new model "Roll 'Em Dice" began last week by the Cardinal Company, Clay Poolsen, manager, announced. Mr. Pooleson is highly optimistic of the new model, an exclusive feature of which is the crystal tube tantalizer. Mr. Pooleson, after working on the machine several weeks ago, today made the tantalizer. The crystal tube tantalizer, the roll 'em model uses combinations of two sizes of dice, the regular size on the dice and small dice the tantalizer. Many new games never before played on a dice machine can be played with the new combination. It is possible to play two games at once, and the player can win on either one of both games at the same time. Recent player feedback, however, by the crystal tube tantalizer, in which the players throw the dice, will have one of the biggest and most interesting play spots on rambled Broadway. Many years in the past, dice players who come in will be added, with some of the newest games installed in unique fashion. The entire layout of the room will be changed and new systems will be adopted. The large features of a display of mechanical dice will be continued, with the possible addition of a new automatic aid. This new spot will be one of the largest enterprises ever attempted in the sportland division of the industry here.

"The Game Without a Bug"
THAT'S WHAT OPERATORS CALL

Amusement Machines
January 19, 1935

Wernecce Will Decorate
For the 1935 Convention

CHICAGO, Jan. 12—Roy F. Wernecce and associates have been named as of- ficial decorators for the 1935 Coin Machine Exposition, according to announce- ment which has been sent to manufacturers. This is the fifth con- secutive year that the firm has been awarded this distinction, Mr. Wernecce says.

Wernecce says that the 1935 exposition promises to surpass all others in the display of manufacturers' products. There will also be many new premiums and merchandise ideas, he predicts. "My associates and I have prepared many new innovations in the designing of these products so that every exhibitor will find brilliant displays designed especially to merchandise a product in the most effective way."
**Coinographies**

Words and Music About People According to Joe

The CONNOISSEUR

Joe Plaime grew up with an instinct for organization work, and as he went by that this instinct became more and more pronounced. In fact, he has become a salesman, manufacturer, and then managed his own insurance brokerage. He is the author of the New York and believes in it to be the greatest city in all God's world.

Back in 1932, when the coin-machine industry in New York was entering a period of growing pains, certain new and well-informed distributors called at Joe's insurance brokerage to see that he helped organize the operators in New York State, and well acquainted with Joe's organization in other industries and believed that he could do just as well in this business.

Not knowing anything of the coin-machine business, he set to work to become acquainted. He purchased a few pin games and other machines and placed them on location. He claims to this day that this was the most valuable experience he gained in the industry and it led to him finding a spot in his heart for the coins in general. During this brief operating period, he learned the trials and tribulations that the operators were facing, and, of one good locations that were stolen from him by column sharpeners. He also learned how the operator endures when returning to a location on which he had expended much energy to promote and to make profitable, only to find that the operator had purchased his own machines. And so after a few months, operating he disbanded his machine, announced to his sponsors that he was ready to start an organization, and he formed a driving force, and today a meeting place, to organize the operators in the New York City and Manhattan.

Since those 1932 days Joe's progress has been around a matter of interest to all the machine owners. By 1933 he had located and organized the majority of the coin-operated machine owners ever formed. He then formed a coin machine boiler to organize the operators of the large boros of New York and so he returned to the coin industry to organize the machines in New York City and Manhattan. The Amalgamated Vending Machine Association is known all over the world as the largest single organization of operators ever formed, with a membership exceeding 500. And now he has expanded the organization of the Greater New York Operator's Association to organize the coin operators in the city and the Bronx.

Joe Fishman is 36 years old, married and has two children. He is a man of high energy and a bundle of driving, fighting, serving. Small digressions, lightening and feasting was part of the other. He is on the go an average of from 12 to 18 hours a day. It's a breezy, stimulating air about him, and he is a dreamer and diplomat. His speeches are always fiery.

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ALREADY A TREMENDOUS SUCCESS
DICE-O-MATIC VENDER

Enthusiasts operators by its tremendous earning power. Reports indicate average net earnings of $120.40 per week after all rewards are paid.

Beautiful streamlined cabinet, flashy chrome finish, takes pennies, nickels, dimes. Last cost visible - Anti-Tilt, reliable Gum Vender.

ATTENTION - Dice-O-Matic is entirely mechanical in operation - no electrical parts to get out of order. Six wide coin-door machinery, including cigarettes.

In addition to a set of 5 Regular Spot or Number Dice, Dice-O-Matic is equipped with the fastest new

POKER DICE

All Poker Hands possible from 2 Palms to Royal Flush.

GROETCHEN TOOL CO.,
130 N. UNION STREET,
CHICAGO, ILL.

Keenev on Trial
With New Game

CHICAGO, Jan. 14 - With an itinerary covering important cities of the eastern half of the United States Jack Keenev, Jr. of El Keenev & Company, left Chicago last week for the trip about his new pinball table game which is now in production. The Keenev plant in New York, under the direction of Mr. Keenev, as published in the advertising column of The Billboard, will afford members of the trade in many centers an opportunity to see the game, which has been titled Quick Siller. The firm has recently taken over the second floor of the building at 170 South Michigan Avenue. Ample facilities have been installed for turning out as many as 200 machines per day.

The Quick Siller game is called an innovation that "removes all the advantages of payout devices and ticket devices" and at the same time eliminates all objectionable features of these machines. The game is equipped with a new free-play registering device which is said to be protected by patents, as well as some other new features, also covered by patents. The object of the new development is said to be to protect the earnings of the operator and at the same time remove all objectionable features of these games.

The game is produced by the manufacturer as a "six-ball game with 20 scoring holes and two skill holes." The player begins by selecting one of the skill holes and also a ball in one of the holes. He rolls a combination of 25, 50, or 100 points to win free play. When this scoring is made the free-play registering device automatically records, so that the player is entitled to three more free plays. The skillful player may win as many as 15 free plays on one coin. It is stated.

The free-play registering device records the ingenuity of its mechanism when a player starts to use his free games, if he chooses to do so. Each time he rolls the control and rolls his free game, the register deducts this play from the last. Since this device cannot be used to cheat the game, the manufacturer says, because it is impossible to insert a coin in the machine at any time after it has been turned on, it is the only way to make the player use his free games.

The game is modern in every respect, with anti-fitting device, electric "check" on all winning combinations, and other features. The upper section of the playing field is arranged with plenty of skill apparatus. The game also enters into a register with a device for recording an accurate check on the merchandise's payment. It is to require less attention on the part of the merchant than any other game placed on the market.

Ope Warned on Licenses

LOUISVILLE, Jan. 13 - Operators of pinball machines have been given one week by Mayor Miller to obtain new licenses on pain of destruction of the devices. It is estimated that there are 2,000 machines on location in drug stores, restaurants and saloons here. Operators have been licensed so far this year. About a month ago the council reduced the license from $75.00.

Here's HI-LO!

The Newest, Fastest Playing Card You Ever Saw. And Profit! Just Place a Bet and Watch Your Bankroll Grow. A GO-NO-LOSS Thin Card complete with nine finished metal leaves and celluloid protector. Owners of Judd-Pot Pinball Machines with a 15.00 High for the Day To Be cashed in on the 11th of the current month with an added Profit of Almost $100.00. Sample Only 25c. One-Third Off In Dozen Lots. Get It Now!

SKYSCRAPER

The Original "LIGHT-UP" Pin Game
WITH NEW "FREE SCORE" DIAL

Write for Details!

• RED ARROW 1-Shot Pin Game
• CHAMPION • ROCKET •
• SPARXPLUG • Home Race Game
• HAVE AUTOMATIC PAYOUT
• NATURAL • Counter Dice Game

See Your Jobber!

BALLY MFG. CO.
4619 RAVENSWOOD AVE.
CHICAGO, ILL.

OPERATORS, IN CENTRAL AND NORTHERN NEW YORK STATE
IT WILL PAY YOU TO DEAL WITH US

Reconditioned Machine Bargains

| ELECTRO | 17.00 | HIC SAW | 4.00 |
| FLEET | 14.00 | MAJK KEY | 17.50 |
| PUSH OVER | 10.00 | ROCKET | 35.00 |
| DROP KICK | 19.50 | CHAMPION-BLUE | 57.50 |
| MAJOR LEAGUE JR. | 22.50 | JENNINGS SPORTSMAN | 70.00 |
| MAJOR LEAGUE SR. | 32.50 |
| MERRY-ROUN D | 17.50 | USED MACHINES |

Also All Latest Machines of Leading Manufacturers

"DOING BUSINESS ON THE SQUARE SINCE 1919"

SQUARE AMUSEMENT COMPANY
75 CANNON ST.
Poughkeepsie, N. Y.

THE GREATEST SUCCESS
IS ASSURED ONLY WITH THE BEST MACHINES. WE ENDORSE NO OTHERS.
Jackpot Bells - Vendors - Counter Side Machines - Amusement Table Games - All Styles. ALWAYS FIRST WITH LARGEST STOCK OF THE LATEST CREATIONS.


Is Your Subscription to The Billboard About To Expire?
LITE-A-LINE

TWO WAYS TO MAKE YOUR PROFITS MORE!

A WORLD OF MONEY FOR ALERT OPERATORS EVERYWHERE

Here's LITE-A-LINE with ALL-SKILL and Big Ready Money Power—set up with the smartest Pin Board and Mechanical Action ever installed in any progressive scoring game. A complete sweep around the board— six balls direct six balls into scoring holes, every hole in the board a fascinating field. With LITE-A-LINE rushing in LINES to hold incessant interest, it's a WINNER—Don't Miss it!

Write—Wire—See Your Distributor or Jobber NOW! You Can't Miss!

SALESBOARD OPERATOR
Here's a Gold Mine—Brand New and Red Hot!
Our 2000 TICKER penny assortment, 40 package trade, are
in the size and are sure to sell. Order at $4.00 each.

Price—Sample $4.00, lots of 10, $3.75
Order from this ad and be prepared that this is the biggest
hit of the year.

H. G. PAYNE COMPANY
203 Church St., Nashville, Tenn.

SPECIAL SALE—ALL LIKE NEW MILLS
Flat 10 Mil Cowhide, 16 oz. leather, $29.50
WATLING TWIN JACK POT FRONT VENDORS, 25c—$30.00
WATLING TWIN JACK POT BACK, 25c Plants—$20.00

GUARANTEED Original Factory Build
With New Plates and Fresh Cards, New Frames and Hardware. Must
MILLS ADJUSTABLE AND COLLAPSIBLE STANDS (Not New)

1 1/2 Ounce With Orders, Balance 0.0. 0.
NOT FOR SALE IN STATE OF NEW YORK.
Write for particulars on all other sizes and models.

RELIABLE 827 Broadway, New York City
Sensational!
FLYING TRAPEZE
JUNIOR

The most mechanically perfect game!

$39.50

See it! You'll want it!

D. GOTTLIEB & CO.
2736-42 N. Paulina St., Chicago, Illinois

London Burrows Automatic Supply Co., 78-81 Fetter Lane

SHOOTING STAR

Rotation Progressive Scoring

More possible with the new electrically driven action and the automatic shooter than ever before. The greatest skill pin game of the year!

SHOOTING STAR has been approved by the New York State Board of Charities and will be used in the State Charities of New York. The most interesting, most popular game of the year!

INVESTIGATE SHOOTING STAR! MEET THE SHOOTERS—THE TRANSFER—THE BROAD LINES and the best operators and you'll want it! About the perfect game of shooting star!

Rush Your Order Today!!!

DAVAL MFG. CO.
200 S. PEORIA ST.
CHICAGO, ILL.
Each case brings $12.00 to the retailer. Your price to retailer $9.00 per case. Your cost $7.00 per case, delivery prepaid. Your profit $2.00 per case.

Average number of new accounts per operator daily—twenty. Your profit each day $40.00 PLUS REPEATS—as each of your customers will sell from ten to fifty cases of MAIN STREET, there is created a tremendous volume of repeats that will create a profit figure so great as to astound you! ONLY YOUR OWN EXPERIENCE CAN CONFIRM THE TREMENDOUS POSSIBILITIES OF MAIN STREET.

THE GENERAL CONCESSION CORP. positively and unequivocally guarantees the sale of MAIN STREET.

We guarantee the sale to you so...you, guarantee the sale to the retailer!

We will accept at any time for full refund any unsold full or part cases of MAIN STREET.

Each case contains 120 items of wonderful value and merit—no candy, no junk, no nothing.

The man that spends a dime and gets a dime on MAIN STREET gets REAL TREMENDOUS VALUE.

Each case brings $12.00 to the retailer. Your price to retailer $9.00 per case. Your cost $7.00 per case, delivery prepaid. Your profit $2.00 per case.

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