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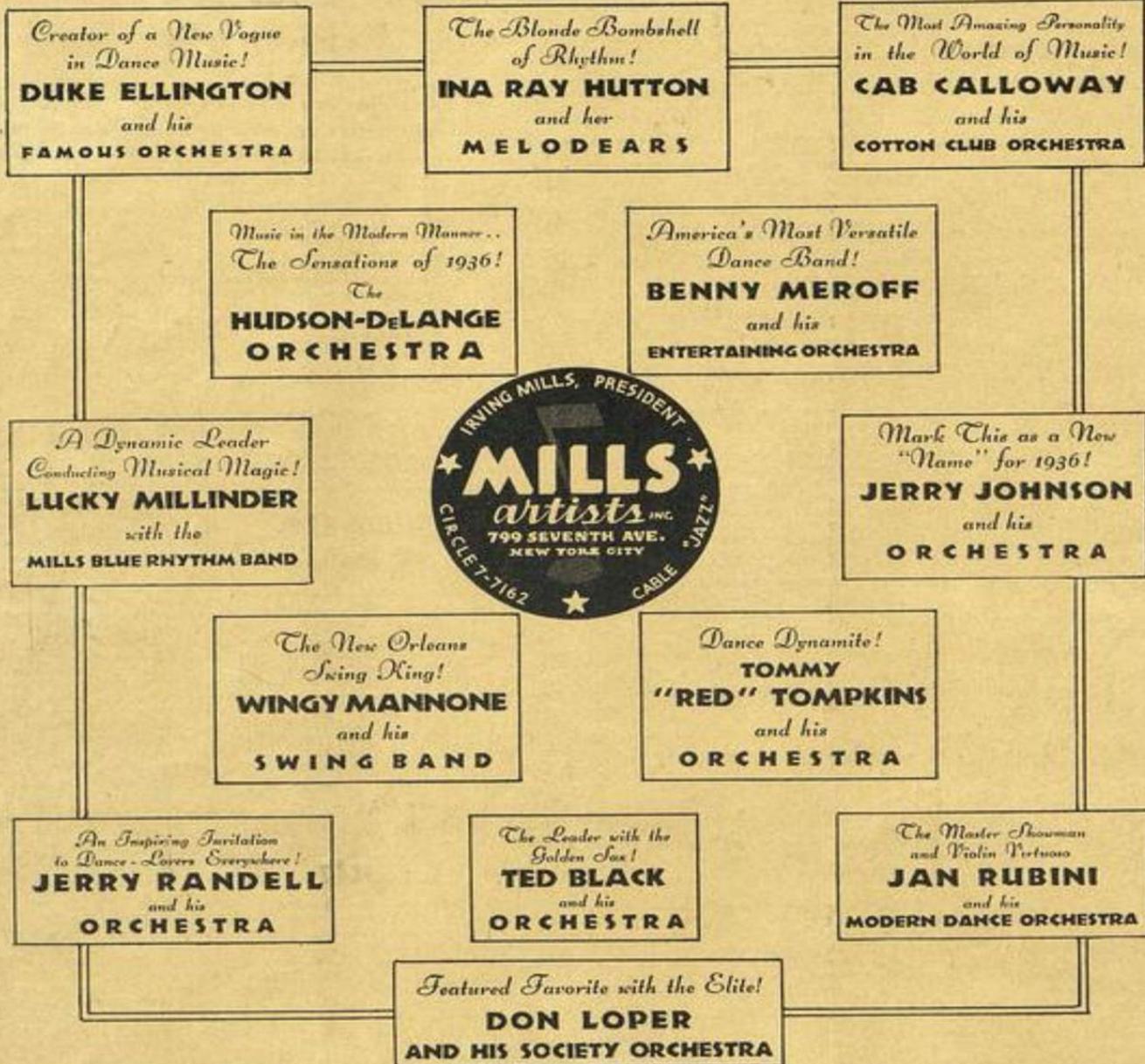
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The World's Foremost Amusement Weekly

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GOV'T FILM SUIT DISMISSED

One-Job Rule Is Defeated

Vermont Downs Admish Tax Bill

St. Louis Trial Collapses As Needed Evidence Is Ruled Out

802 quiets split rumor as administration is upheld in heavy vote

NEW YORK, Feb. 1.—The one-job-to-a-man resolution was defeated by musicians' Local 802 membership in a referendum vote Wednesday. The next membership meeting, February 10 midnight in the Hotel Delano, will receive the recommendation of the union's executive board that it be permitted to appoint a committee to hold open membership hearings on the problem of more equal distribution of jobs. The administration, which opposed the resolution, was upheld by a vote of 3,223 to 1,495. The local membership is 16,500, and there are about 9,000 unemployed. The vote brought out by the referendum was almost as heavy as the election vote.

Defeat of the resolution, which had been introduced by John Meratila, a former officer, January 13, quiets the rumors of a split. Some "name" band leaders, including Richard Humber, had declared in the press that the employed musicians would walk out of the union if the resolution passed. Circulars which accused the resolution sponsors of having "helped split old Local 310" were distributed during the polling.

The four-point resolution had demanded limiting members to one (See **ONE-JOB RULE** on page 77)

AFM Issues 660 Licenses; Expects To Go Over 1,000

New licenses are listed—licenses easily obtainable, but will be immediately revoked upon proof of infractions—agents complain against rival agents

NEW YORK, Feb. 1.—The American Federation of Musicians has already issued more than 660 licenses and expects the total to pass the 1,000 mark. Of the latest batch of applications oked, only one, the Orchestra Music Service of Cleveland, received a temporary license, which is for three months rather than the usual one year. This is the seventh temporary license issued. Bert Henderson, handling the license situation for the AFM, says his office is being flooded with complaints against band agencies, most of them coming in from rival agents. Federation policy, however, is to issue licenses in practically every instance and give all agents a chance to reform. Licenses will be revoked when agents are caught violating the license agreement, which (See **AFM ISSUES** on page 80)

Shows Competing for Davenport Centennial

CHICAGO, Feb. 1.—With preparations under way for the celebration of Davenport's centennial this coming summer, keen competition has developed among carnivals that want to play the city. Tentative plans for a celebration extending thru June, July and August have been made and among the attractions being considered is a huge historical pageant. Varied entertainment and amusement features will be presented at various times thru the three months. Representatives of most of the leading (See **SHOWS COMPETING** on page 77)

BURLINGTON, Vt., Feb. 1.—The proposed bill to levy a tax of 10 cents on all forms of admission for entertainments was defeated in the Senate of the Vermont Legislature today by a large majority. The bill had previously passed the House.

Combined efforts by leaders in the entertainment field were responsible for the action taken today, together with the fact that Chairman Charles Shields, of the ways and means committee, which introduced the bill, today left the Legislature to take a position on the State Superior Court bench.

WPA Band No Like Frostbite; Union and Officials in Clash

NEW YORK, Feb. 1.—The Works Progress Administration clashed with the musicians' union, Local 802, this week when it fired 40 musicians for refusing to play at a sports carnival in Central Park Sunday. The men allegedly refused to play because it was too cold, fearing they would be frostbitten. Phonograph music was played instead.

The Park Department then "fired" the musicians and, three days later, WPA Administrator Victor Ridder also "fired" them. Jacob Rosenberg, secretary of Local 802, protested, claiming the men were in the jurisdiction of Lee Pattison, local director for the federal music project. Ridder admitted Thursday he did not have the authority to oust the men, and the

Government, however, promises to continue, with suits against individuals as well as companies expected—defendants jubilant—next move may pop up anywhere

ST. LOUIS, Feb. 1.—The Federal Government's civil suit against Paramount, Warner and RKO was dismissed at 10:20 a.m. Thursday. Russell Hardy, government attorney, instituted the final action Wednesday after counsel for the defense early in the week succeeded in barring as evidence the conversations between Harry C. Arthur, Pancho & Marco associate, and Herman Starr, Gradwell Sears and Abel Cary Thomas, Warner executives. Talks with Nat Depinet, of RKO, and George J. Schaefer, of Para. were also ruled out. Hardy based his hope of proving conspiracy and restraint of trade on testimony to be furnished by Arthur, the government's star witness. With these hopes definitely dashed by Judge Molyneux' sustention of the objections of the defense, the court clearly marked as valid only the evidence relating to commitments of Warner, Paramount and RKO film. Hardy, acting on the right of the plaintiff to ask for a dismissal without prejudice, said that a clear exposition of the workings of the tri-cornered mammoth conspiracy was not possible without naming important individuals of the companies involved as co-defendants. The officials would, presumably, furnish first-hand the testimony barred in the conversations.

Scotching rumors that the prosecution is hastily retreating, the Department of Justice at Washington indicated that new proceedings would be taken against the defendants as soon as possible, in accordance with Hardy's plan for naming individuals. Both sides are satisfied with Molyneux' handling of the case, and if it is reopened in St. Louis he will probably preside. However, the local situation, according to Hardy, is only a minor manifestation of the gigantic combination crushing hundreds of small competitors, and the case may be reopened not only in St. Louis but anywhere that restraint of trade and music project then announced the men would be retained, altho losing \$4.70 for one day's pay.

The union is protesting the wage out. (See **WPA BAND** on page 77)

Police Show 13th Time to Belmont

ST. LOUIS, Feb. 1.—At a meeting of the board of directors of the St. Louis Police Relief Association Wednesday Sidney Belmont was again awarded the contract to book, produce and manage the Police Circus, which will be held at the Coliseum. The vote was unanimous, according to members of the board. Belmont has produced this circus every year since 1924. It is one of the biggest annual indoor events in America.

Belmont returned last week from a (See **POLICE SHOW** on page 77)

Showbiz Helps Plenty To Put Over Capital Birthday Balls

WASHINGTON, Feb. 1.—Featured by the presence of Guy Lombardo's Orchestra, stage, screen and radio stars galore and aided by the co-operation of Washington theater managers, celebration of the 54th anniversary of President Franklin D. Roosevelt's birthday at six charity

balls, held in as many Washington hotels, marked the most outstanding occasion of this character in the national capital and possibly in the country. Officials and others, actively assisting Commissioner George E. Allen, of the District of Columbia, is promoting the many and varied events, heard of heavy advance sales, with 18,000 tickets having been issued. The balls were on the order of the old progressive parties, artists moving from one hotel to another to give performances. The affairs followed a radio address by President Roosevelt over around 460 stations.

President Roosevelt observed his birthday at the White House surrounded by close friends of long standing, and Mrs. Roosevelt later left the White House in order to be introduced in turn at each of the parties here. Commissioner Allen is quoted as saying that a "\$25,000 show" had been promised and that it would be put on at a cost of around \$200. This latter, of course, was due to the co-operation of stars, theatrical managers and a host of others.

In addition to Lombardo's Orchestra in supplementing the music at each of the parties, plans were for visiting stars also to circulate among guests at these (See **SHOWBIZ HELPS** on page 80)

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WPA Pushes N. Y. Projects as Rice Protests Begin To Quiet

Negro Theater to open Tuesday—first of N. Y. drama units—Barber in Rice spot—Virginia launches project for amateurs—Arkansas project gives up

NEW YORK, Feb. 1.—The WPA theater project here is just about catching its breath after the rumpus over Emer Rice's resignation, and new productions are being pushed energetically. It appears that the first WPA drama to debut here will be the Negro Theater unit, which opens its production of Frank Wilson's *Walk Together* Tuesday evening at the Lafayette Theater. Seats ranging from 15 to 72 cents, including tax, are being sold now. Opening night is already sold out. The Living Newspaper Unit, whose rehearsal, which precipitated the Rice resignation, is now rehearsing a dramatization of the farm problem.

Philip W. Barber, acting head of the local theater project, and Mrs. Hallie Flanagan, national director of the project, denied this week that scripts must be approved in advance by Jacob Baker, assistant WPA administrator, who censured the Living Newspaper's dramatization of the Italo-Ethiopian War. The City Projects Council held two protest meetings against censorship and for Rice's reinstatement earlier this week. The Authors' League of America (See WPA PUSHES on page 10)

Amateur Mag Planned

NEW YORK, Feb. 1.—Cashing in on still another angle of exploiting the amateur craze, a mag titled *Major Bowes Amateur Magazine* will appear on the news stands this month. Will be published by the Butterick Company and edited by Henri Weiser and Samuel J. Warshawsky. Will feature amateur stuff but will also carry success stories of famous people.

Aldrich to Columbia; Pix Co. Into Legit

NEW YORK, Feb. 1.—Richard Aldrich, partnered with Alfred de Liagre Jr. in the production of such plays as *The Pure in Heart*, *Peppercorn Fener* and others, has recently joined the staff of Columbia Pictures. His appointment as play editor and producer indicates that Columbia will take an active interest in Broadway productions next season.

With Columbia's hat in the ring, almost every large film company is represented in the legit production field. These include Paramount, MGM and the individual interests of Irving Thalberg, Doris Warner, Marion Gering, Mervyn LeRoy and others. The recent branching out of Columbia's activities is an evidence of natural growth and includes, also, the appointment of William C. Lengel, former associate editor of *Liberity*, to the post of Eastern story editor, as well as an expansion program for the Hollywood studio.

The invasion of Broadway by major Coast movie organizations has the approval of the producers, but the playwrights see in the new trend a sharp lessening in picture royalty rights. The Dramatists' Guild is endeavoring to remedy the situation by placing new protective clauses in the basic contract.

Aldrich used to be associated with the American Laboratory Theater in a business capacity, and also with Joseph Vernon Reed. His connection with De Liagre began March, 1933.

Plenty Cuts In "Jumbo"

NEW YORK, Feb. 1.—The presentation schedule for *Jumbo* has been curtailed. Instead of daily matinees performances will be given on Wednesdays, Saturdays and Sundays, with the last not definitely decided owing to a drop in attendance. Simultaneously a salary (See PLENTY CUTS on page 10)

Soundproofing Kids

DETROIT, Feb. 1.—A sound-proof room for the use of babies who insist on crying during the show has been constructed in the newly opened Romeo Theater at Romeo, Mich. Howard E. Paul is owner. The new room is entirely sound-proof, shutting off the noise of the kids from the rest of the public, but with special sound equipment enabling the occupants of the room to hear the picture— if they can. Mothers with noisy youngsters can sit in the room and see the show clearly, screened off from the rest of the audience by glass.

Philly Move Against Majors Is Planned

PHILADELPHIA, Feb. 1.—Former Congressman Benjamin M. Golder, who represented the plaintiffs in their victorious suit against the majors on the double-features question, is launching a new crusade against the major distributing companies with the sanction of Federal Judge George A. Welch, before whom the double-feature case was first presented.

Welsh has appointed Golder as "amicus curiae" ("friend of the court") to discover whether there is enough evidence to prove that block booking and other trade practices constitute a violation of the Sherman Anti-Trust Law. If so, Judge Welch will order a grand jury investigation.

The situation was brought about by the plea of several independent exhibitors before Judge Welch in his chambers that they were being squeezed out by the majors. Welch stated that they didn't produce enough evidence to warrant a probe, but on their declaration that evidence of criminal conspiracy was obtainable he gave Golder the appointment.

Golder is to serve entirely unofficially and without pay. He will not have the power to subpoena witnesses. On the strength of his report Welch will decide whether or not a federal grand jury investigation is warranted.

Hearing on Fox-WC Bankruptcy Is Set

LOS ANGELES, Feb. 1.—Hearing in the T. L. Tally and Corbar Corporation petition to have the Fox West Coast bankruptcy adjudication set aside is scheduled to be heard here Monday before Federal Judge Alger Fee, of Portland, named to sit in place of U. S. District Judge Cosgrave, who disqualified himself. Answers to charges of conspiracy and fraud contained in the petition were supposed to have been filed in Federal Court today by Fox West Coast Theaters, Fox Films, National Theaters, Charles P. Skouras and Charles Irwin, as trustees of P-WC.

Issue comes to court to show cause why the bankruptcy should not be voided on Tally's accusation that creditors of the bankrupt had been damaged \$25,000,000 and that extrinsic fraud had been practiced on the courts.

Proposed answers by respondents will deny all charges by Tally and Corbar to the effect that P-WC bankruptcy was carried thru in conspiracy so that major stockholders of the interwoven corporations might relieve themselves of certain leases and other obligations without losing valuable assets.

Pittsburgh Labor Dept. and AFA Get After Bookers of Minors

PITTSBURGH, Feb. 1.—Cracking down at last on the long-abused child labor law in this State, a meeting of all local bookers was called by District Supervisor George B. McDonough Thursday in his office here and a final warning issued. Theaters, cafes, clubs and all other entertainment spots will be given until February 10 to clear their bills of any minors, who, when working, violate the State law. After that date Mrs. Mary B. Trainor, State supervisor of the Department of Labor and Industry, will be on hand to investigate every entertainment temple and prosecute violators. She will be assisted by McDonough and James Norton, assistant district super-

visor, and will have the full co-operation of the district attorney's office.

Both booker and owner of the club or theater will be held as violators of the child labor law when, upon investigation, unlawful conditions exist.

Over 20 leading bookers were on hand and, judging by their comments, will offer full co-operation in enforcing the law. William (Jeff) Jeffries, local representative of the American Federation of Actors, flayed the "illegitimate" bookers who disregard the interests of the acts they book. He urged return of booker's license and discontinuance of the so-called "postal card" permit which, upon (See PITTSBURGH LABOR on page 10)

Letup in Weather Helps To Up Stem Pix, Legit Grosses

NEW YORK, Feb. 1.—The slight letup in the weather during the week-end accounted for a noticeable turn for the better in the Times Square district, with night clubs and theaters chalking up fair, and in some cases very good, grosses. The State, with the combined draw of Burns and Allen and *Ab, Wilderness!*, zoomed to a new record during the week when the take hovered around \$43,000. Radio City Music Hall fared mildly with the second week of Eddie Cantor in *Strike Me Pink*; Paramount receipts were somewhat above normal with Hal Kemp and the Yacht Club Boys working in the show, and the Roxy managed as well as

could be expected with the flimsy *Calling of Dan Matthews*.

Rose Marie, the smash musical, augurs well for the Capitol; *The Ghost Goes West* is still dragging in the shakels at the Rivoli, and McLaughlin's *Professional Soldier* opened to fair business at the Center.

With bitter Boreas freezing up the main stem, legit did rather well for itself. Theater Guild has another solid hit in *Call It a Day*, the Dodie Smith comedy at the Morosco; Morris Gest's long-awaited novelty, *Lady Precious Streams*, is bowling over the poets and arty folk, but probably lacks the stamina necessary for an extended run, and the *Follies* seems firmly ensconced in the Winter Garden for the rest of the winter.

The comeback of the Opera is likely to be an all-season affair, what with news of an additional box office to be built emanating on Thursday from the moth-eaten precincts of the Muse. Wagner's Ring cycle has proved a great draw. *Tristan und Isolde* has been sold out for the last two weeks, and *Carman*, today's matinee, is practically assured a sellout.

Grips Fight College Spot

Syracuse stagehands claim university theater unfair—booking canceled

SYRACUSE, Feb. 1.—Union stagehands, battling against non-union operation of a Syracuse university-controlled theater in downtown section, gave college dramatic authorities a setback in their first clash when Columbia Opera Company canceled engagement at Civic Theater scheduled for last Thursday.

Stagehands have been resentful since university took lease on Civic a month ago and began producing student shows with all-student labor, thus closing potential source of employment to them. Then Prof. Sawyer Falk booked in Columbia Opera for performances of *Rigoletto* and *Carman*. Advertising was started and ticket sale went briskly.

William Cushing, agent for Local 9, at once petitioned Columbia orchestra and stagehands to refuse to work Civic date and cancellation notice followed.

Brisk warfare is expected to result, because Professor Falk says university (See GRIPS FIGHT on page 10)

Paris Theaters Get \$150,000

PARIS, Jan. 27.—The city council has voted a sum of more than 2,250,000 francs (\$150,000) in subsidies to the theaters of Paris and various musical organizations. An unusual feature of this year's subsidies is that one-fifth of the amount voted will be used in buying tickets at box-office prices, which will be given to worthy students. Naturally there will be a careful choice of theaters and students to benefit from this plum. Also tickets will only be purchased during the normally dull periods of the season and for the usually slack nights or matinees of the week.

The theaters receiving grants this year are the Opera, \$32,000; Opera Comique, \$21,333; Comedie Francaise, \$16,000; Odeon, \$10,666; Chatelet, \$7,666; Sarah Bernhardt, \$48,000; Gaite Lyrique, \$7,400; Ateliers, \$1,600; Arts, \$533, and Ceuvre, \$266.

Fifteen of the well-known concert orchestras and musical organizations receive subsidies ranging from \$30 to \$1,334 and totaling \$10,453.

MILTON BERLE (This Week's Cover Subject)

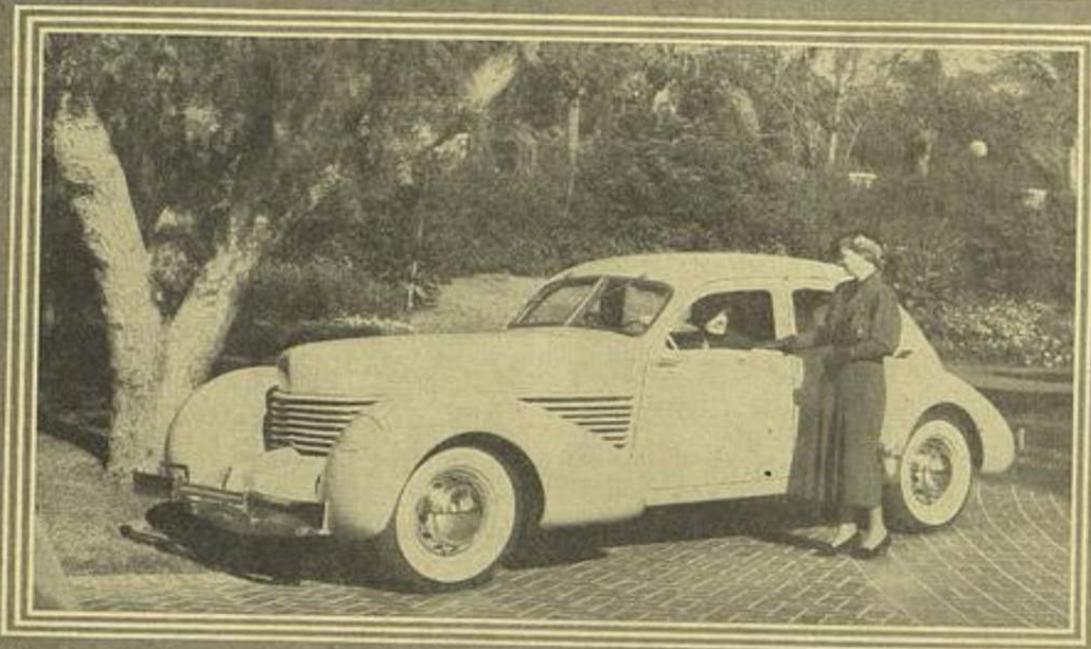
ALTHO he is among the youngest of America's successful comedians, Berle has been a professional entertainer for more than 15 years. Born in New York City, the master of repartee and Nemesia of hecklers started on the path toward big money and fame via the private affairs and theaters of his native Bronx, later blossoming out in a double-act and coming into his own when the emcee vogue began to spread from the late Mr. Albee's big time to the late Mr. Loew's family time.

When Berle found himself practically overnight in the big-money class his presence among the biggies was resented; for no other reason, perhaps, than the manifestation of his gift of doing better what most others called their own because the originators were buried too long to have any traceable descendants. Berle possesses a refreshing manner; the gift of selling a gag; the genius of making people laugh by hook or crook, which—after all—is the comedian's only necessary asset.

Berle has emceed shows with phenomenal success in the best theaters of the country and in every variety of night club. Next week—on February 10 to be exact—Berle opens at the Chez Paree, Chicago, for a six-week spree. He just finished a successful engagement at the Hollywood Country Club, Florida.

Any account of Berle's work must include his really charming mother, whom he pans to smithereens in his inimitably funny way, but who—to all appearances—has actually watched him work every show since he entered the profession. Berle, the most practical of practical comedians, utilizes his mother as well as any item his mind can grasp to get his comedy effects. There isn't an inconsistent a performer in America today, and this biographer holds that there isn't a funnier comedian.

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Salt Lake Stagehands Elect

SALT LAKE CITY, Feb. 1.—Stagehands' union, Local 99, here, has elected the following officers for the new year: E. A. McFarlin, president; William G. Tapsfeld, vice-president; C. Myers, financial secretary; George J. Carter, business agent; M. A. Francillon, recording secretary; Bert Whaley, M. D. Korver and Henry Smith, trustees, and Oscar Phirman, delegate to the IA convention.

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Late News Flashes

CHICAGO, Feb. 3.—Members of the board of the National Association of Broadcasters assembled here this morning for a two-day meeting for discussion of copyright problems, especially as they apply to the ASCAP and Warner Brothers situation. Both independent stations and affiliates of all chains are represented. Closed sessions will be held thruout.

Following conference of hotel owners and officials of musicians' union Sunday the threatened strike of musicians in Chicago hotels was indefinitely postponed by James C. Petrillo, head of union. Strike was to start early Sunday but Petrillo told musicians to return to work at prevailing scale of \$2 an hour. He still insists hotels must comply with demand for \$3 an hour and six-day week. Hotel men say it would add cost of more than \$250,000 a year and hotels cannot stand increase.

Shockley Heads Newport AFM

NEWPORT News, Feb. 1. — Roland Shockley was elected president of AFM, Local 169, at its annual banquet held at the Tidewater Hotel recently. Other officers of the local are: Robert Jones, vice-president; Shelley Harmon, secretary; A. V. Smidt, treasurer, and Glenn Halsey, sergeant at arms.

Whiteman Sponsors Unique Artist Plan

NEW YORK, Feb. 3.—The Paul Whiteman Sunday night program for Woodbury will do away with high-priced guest stars within the next two weeks and in their place give an opportunity to an out-of-town artist each show. Artist will be selected as the pick of various stations thruout the country, and every city and at least one station in it will have its local talent go net. (See WHITEMAN SPONSORS page 15)

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BIG INDIES GET CLOSER

Talking Over Mutual Problems And Various Items Are Hinted

Sound out E. C. Mills as copyright matters continue to harass—he is reported to have submitted a plan of procedure from impartial stand—networks not in on meet

WASHINGTON, Feb. 1.—Meeting held here last week by a group of owners, or their representatives of the high-powered indie owned clear channel outlets of the country gives rise to any number of plans that may be in the wind. Gathering was more or less a closed meeting and all business taken up was separate and apart from any angle concerning the National Association of Broadcasters. That the clear channel group such as WLW, WGN, KFI, WOR type and others who may or may not have network affiliations are determined to look out for themselves on the matter of mutual problems is absolutely certain. The powerful indies are beginning to feel that they are getting in the middle on kindred questions, such as may let out the station owned, operated or leased by either of the two big networks, or, the smaller indie or network affiliated outlet. Several less powerful but indie owners joined the higher-powered clear channel group. Among those here or directly represented were Powell Crosley Jr., of WLW; Dean Fitzner, of WDAF; John Shepard III, of WNAC; Earl C. Anthony, of KFI, Los Angeles, as well as representatives from WGN, WOR and other 50,000 watters.

One important angle that cropped up is the definite word that the group decided to ask E. C. Mills, general manager of the American Society of Composers, Authors and Publishers, whether he would be amenable to taking "the middle road." That is, take a hand in copyright and performing rights affairs but representing actually neither the copyright owners nor the broadcasters. It is unofficially reported that Mills informed attorneys representing the big waters and other indies that he would be willing to take a middle course and submitted a plan which he believed the broadcasters ought to take, regardless of who does the steering.

This plan, it is understood, was based on the proposition that additional music output should be encouraged rather than stifled, the more catalog available the better for the broadcaster. Also that new and continuous supply of fresh material of this type was essential. Also, that the cost of music should be passed along directly to the advertiser, instead of an indirect manner, as more or less prevails at present. Other course of action was included in the proposed plan.

According to this status of affairs, it is apparent that the meeting held here touched considerably upon the copyright question and how to set up a permanent structure for handling such matters. Possibly the group in question shows dissatisfaction to date with the way copyright matters have been going for the big broadcaster whose license fee is a tough nut annually when it comes to music.

Herb Butterfield With Lord & Thomas Agency

CHICAGO, Feb. 1.—Herbert Butterfield, managing director of the Fort Wayne (Ind.) Civic Theater and lecturer in speech at Indiana University, will join the radio department of Lord & Thomas on February 3. He will assist Basil Loughran, program director, in production work on the agency's programs.

Mr. Butterfield is a graduate of Brown University, the American Academy of Dramatic Arts and holds an M.A. degree from the University of Iowa. He has had extensive theatrical experience and at one time was associated with George Arliss and Edward Goodman in New York.

Goodman for Elgin Show

CHICAGO, Feb. 1.—The new Elgin air show, brief mention of which has already been made in these columns, probably will start early in March. Besides Eddie Dowling and Ray Dooley the show will have the music of Benny Goodman's Orchestra and the singing of Helen Ward, vocalist with Goodman. Richard Marvin will produce the show.

Crosleys Elected To Mutual Board

CHICAGO, Feb. 1.—At the annual meeting of the directors, officers and stockholders of the Mutual Broadcasting System held here Wednesday and Thursday three new directors were added to the board. They are Powell Crosley Jr., president of the Crosley Radio Corporation, operator of WLW, Cincinnati, and Louis M. Crosley and John L. Clark, also of the Crosley organization. The directors re-elected are W. E. Macfarlane, E. M. Antrim and Ed Wood Jr., of WGN; J. J. McCosker, Theodore C. Streibert and Jack I. Strauss, of WOR, and Fred Weber, of MBS.

Officers of MBS were re-elected with only these changes: Theodore C. Streibert was elected first vice-president and the office of treasurer was added to the duties of E. M. Antrim, who already holds the post of executive secretary of the network. Antrim succeeds Streibert as treasurer.

The network also announced the naming of Robert Schmid, of New York, formerly of the sales promotion department of the Columbia Broadcasting System and the Young & Rubicam Advertising Agency, sales promotion manager for Mutual, effective February 3. Schmid will maintain his sales promotion office for the network in New York.

WLS Drops Transradio

CHICAGO, Feb. 1.—Effective today Station WLS here will use United Press service exclusively for its four daily news broadcasts by Julian Bentley. Change from Transradio was a natural one, as *The Prairie Farmer* magazine, owner of WLS, has been using UP service for some time. Station officials felt that better service could be obtained also by concentrating on one source of news supply.

NBC's Continuity Acceptance Report Shows Good Progress

NEW YORK, Feb. 1.—National Broadcasting Company's progress in editing continuity and keeping objectionable advertising copy off its networks was discussed in detail Wednesday at the Advertising Club by Janet MacRorie, head of the NBC Continuity Acceptance Department. Discussion was coincidental with the first annual report submitted by Miss MacRorie. Those present at the luncheon included President Lenox R. Lohr, of NBC; Edgar Kobak, vice-president in charge of sales; Roy Witmer, also of sales; E. P. H. James, head of advertising and sales promotion, and others, as well as Luella Laidin, of the Women's National Radio Committee.

After briefly outlining her work, methods of procedure and the excellent operation now being received from the advertisers and their agencies, Miss MacRorie answered numerous questions put forth by those present. Several advertisers were mentioned and their gradual education toward a better type of copy, or at least that which is considered more acceptable to listeners and other critics.

How About Vocals, Doc?

MINNEAPOLIS, Feb. 1.—Dr. George Young, owner and general manager of Station WDCY, believes he has solved the performing rights angle insofar as getting even with the music interests is concerned. New policy adopted by the outlet eliminates any mention whatsoever of song titles, the announcer or conductor merely stating whether the number is a fox-trot or a waltz.

Statement by Dr. Young points out that sole idea of song pluggers for years was to get the title mentioned so that the public will know what to buy, and now that radio is being taxed to the limit, his outlet can at least eliminate the plug.

UP Holds Up Okeh On Some Neb. News

LINCOLN, Neb., Feb. 3.—Refusal of the United Press officials in New York to okeh the submitted contract for service of *The Star and Journal* radio stations, KFOP and KPAB, Lincoln, and KOIL, Omaha, has the radio and news men back dickering again.

International News Service, figured out, is back in the running. Need for an additional news service is due to the fact that Associated Press cannot be sold to ad sponsors. In the old newspaper-radio warring days the stations used Trans-Radio, but it's in the process of cancellation now. The newspapers would like to get UP to compete with WOW, Omaha, which is the State's largest competitive outlet and which is using UP.

WNEW-Journal Tieup

NEW YORK, Feb. 1.—WNEW has tied up with *The New York Evening Journal* for an indeterminate period. Effective Monday, February 3, the tieup arranges for a twice daily broadcast of sports and news items as supplied by the paper. Important spot news will similarly be flashed on occurrence. In exchange for the plugs, the station will be promoted by the Hearst daily thru mentions in appropriate news stories and in the paper's radio section.

The successful tieup between the same station and newspaper in the reporting of the Hauptmann trial is said to have strongly influenced the new co-operative venture.

Cities Service Renews

CHICAGO, Feb. 1.—The Cities Service Company has renewed the contracts of Jessica Dragonette, the Revelers, Rosario Bourdon and his orchestra for 52 weeks. The program is heard every Friday at 7 p.m. over an NBC-WEAF network. This is the show's 10th year.

Chicago NBC Adds Studios

Broadcasting facilities to be expanded—new pipe organ—more office space

CHICAGO, Feb. 1.—Broadcasting facilities at the NBC headquarters here will be largely expanded when the three new studios, now nearing completion, are placed in operation a few weeks hence. For some time additional studio space has been needed. Quite frequently it has been necessary to stage small programs in the larger studios because no others were available. When the new studios are completed these small shows will be produced in the small studios, leaving the larger ones available for shows requiring greater space.

Offices, too, have been congested, and the new setup will provide much additional space. The new studios and offices are located on the 19th floor in a part of the Merchandise Mart previously unused.

Two of the new studios, H and J, with control rooms, are expected to be ready for use by February 10, and Studio G will be in operation a few weeks later. Adjacent to Studio G is an organ chamber 30 by 12 feet, in which will be located a new Wurlitzer pipe organ especially constructed for radio. Some stops, impractical for radio broadcasts, have been eliminated and others have been added to give greater brilliancy to the music. Roy Shield, NBC central division musical director, and several well-known pipe organists were consultants in the construction of the organ.

Each of the new studios is 17 by 30 feet, of sound-proof floating construction and embodies the most recent developments in acoustical engineering.

Warners Not Selling, Says Herman Starr

NEW YORK, Feb. 3.—Despite rumors about Warner Brothers being about to sell out their music interests, Herman Starr is unofficially reported to have stated he could not see why anybody should want to buy the music houses, as they are on a losing basis. One report revived the Max Dreyfus purchases. He formerly owned Harms, Inc., and \$5,000,000 was mentioned.

Warners paid about \$11,000,000 for the various concerns. Networks were reported as offering \$2,000,000 or more but this is also denied on all sides. Warners' position is that they, like any other concern, will sell at a "price," but don't see why they should. Rumor appears to be on a par with that of E. C. Mills going with NBC.

Va. Network Debuts First Commercial

NEWPORT NEWS, Va., Feb. 1.—The Virginia Broadcasting System, a five-station hookup, made its debut last week broadcasting the Virginia-North Carolina University boxing bouts from Charlottesville under P. Lorillard Tobacco Company sponsorship. System holds contract with this company for all other boxing events at university this season.

Stations forming Virginia system include WGHV, Charlottesville; WLVA, Lynchburg; WPHR, Petersburg; WBEM, Danville, and WGH, Newport News. Hugh M. Curtler, of Charlottesville, is manager.

DeForest Tele Corp. in Calif.

SACRAMENTO, Feb. 1.—The DeForest Television Corporation, Ltd., of Los Angeles, has filed articles of incorporation with the secretary of state here. Listed as owning shares were Lee DeForest, Ralph D. LeMart and W. Clarence Rosch, all of Los Angeles.

Nonweb and Spot Accounts Gained

WASHINGTON, D. C., Feb. 1.—Radio's strides during 1935 confirm earlier predictions. Achieving a sales volume amounting to \$87,523,848, the year's broadcasting boasts a 20 per cent sales leap over the volume done last year. While national network gains show a healthy growth of 13 per cent, recently reported in these columns, the regional networks displayed an even more convincing acceleration. Gains for the latter are computed at 54.7 per cent. Constituting the grand sales total for the year are National networks' contribution of \$50,067,686 and regional networks' figure of \$1,110,739. National non-network business accounts for \$17,053,688, while local activity closed at \$19,281,735.

Tabulated non-network according to type of rendition, grand total for the year amounted to \$36,345,513. Constitutingly, live talent programs are figured for \$17,079,530 of this, while electrical transcriptions and announcements represent \$7,814,508 and \$10,202,404, respectively. Records, which contributed \$849,071, complete the statistical picture.

New Chicago Shows

CHICAGO, Feb. 1.—Several new shows originating in Chicago studios are scheduled to start during the coming week.

A new serial titled *A Tale of Today* starts on WENR-NBC Monday for Princess Pat, Ltd. In the cast are Joan Blaine, Harvey Hays, Laurette Pillbrandt, Willard Farnum, Robert Griffin, Harriet Widmer, Frank Pacelli, Isabel Randolph and Jane Adams. An augmented string ensemble will provide musical interludes. Show authored by Gordon St. Clair.

Also starting Monday is *For Women Only*, to be heard over WCFL. Don Norman will station himself in front of Old Heidelberg on Randolph street at 12:45 p.m. and will ask women shoppers questions submitted by radio listeners.

Irene Lee Taylor, expert in interior decorating and home furnishing, will present a new series of programs over WGN beginning February 4 to be heard Tuesdays and Thursdays at 11 a.m. Douglas Nevin, tenor, and Leonard Salvo, organist, will furnish a musical background.

Dudley Crafts Watson, traveler, artist and critic, will be featured on the new *Mardi Gras of Melody* series to be heard over WGN Wednesdays, 9:30-10 p.m. Watson will comment on interesting people and places. Harold Stokes and the studio dance orchestra; Bob Hannon, tenor; Sally Jo Nelson, balladeer, and a vocal ensemble will supply music.

A new series of Sunday afternoon piano recitals will be inaugurated at 4:30 p.m. February 2 when Moissaye Boguslawski, concert pianist, presents the first in a new schedule of programs over WJJD. This will mark his fourth year on the air.

Thank You, Struts, farce in serial form, will have its premiere February 3 over WMAQ under sponsorship of Al Seltzer. Program is written by Al Barker, of the NBC continuity staff, in collaboration with Oliver Capelle. Cast includes Bernardine Flynn, Cliff Soubier, Templeton Fox, Harold Peary, John Goldsworthy and Laurette Pillbrandt.

Gilman Tells Rotary Of Radio's Progress

SAN FRANCISCO, Feb. 1.—Radio has made the average American home a forum for the open discussion of political and social-economic influences which affect that home. Don E. Gilman, NBC Western division vice-president, told members of the San Francisco Rotary Club Tuesday when he was guest of honor at the organization's luncheon meeting.

"Radio is one of the few impartial mediums for political discussion," he said. "By presenting men qualified to be spokesmen for both sides of a public problem radio offers, without censorship, a clear picture of the problem."

Gilman told the Rotarians that radio's greatest development thus far took place in the last 12 months and point out that there is scarcely a program today which is not technically well done, no matter what its subject of content may be.

"Sponsors striving to present better and more interesting programs than their competitors help to keep American radio standards growing ever higher," Gilman said. "It is my belief that one reason why American broadcasting has progressed as it has is because of our competitive system. Without this spirit of trying to do things better than the other fellow no institution is going to progress."

Why Philly Passed Up The Birthday Pickups

PHILADELPHIA, Feb. 1.—For the first time, the Roosevelt Birthday Ball was without a radio pickup. Inability to clear tunes with the 20-odd bands playing put the stations on the run.

Local stations are not anxious to get mixed up in the Warner-ASCAP tussle and reluctantly passed up the show.

New Biz, Renewals

NEW YORK, Feb. 1.—National Broadcasting Company has one new contract in the following:

SCOTT & BOWNE CO. (Scott's Emulsion), thru Marshak & Pratt, Inc.; renewals, from February 9, Sundays, 5:45-6 p.m., EST, on NBC-WJZ network to the West. Gabriel Heatter, commentator in *Week-End News Review*.

CBS Accounts

LADY ESTHER CO. (cosmetics), thru Stack-Goble Advertising Agency, Chicago; renewals, from February 24, Mondays, 10:10-10:30 p.m., EST, on 36 outlets to the Coast. Wayne King's Orchestra, originating points en route.

HORN & HARDART CO. (automat), thru the Clements Co., Philadelphia; renewals, from February 23, Sundays, 11-12 noon, EST, on WABC only. Children's Hour.

SALES AFFILIATES, INC. (Zotos Machineless Permanent Wave), thru Grey Advertising Agency, Inc.; starts February 23 on 76-station hookup, Sundays, 6-6:30 p.m., EST. *Hour of Charm*, Phil Spitalny's All-Girl Band.

Chicago

Station WGN reports the following business:

THE PISO COMPANY, an MBS commercial featuring Ralph Kirberry, the Dream Singer. A renewal contract continuing Tuesday and Thursday from 11:15 to 11:30 a.m., beginning February 4 to and including February 27, 1936.

FORTY-SECOND ST. SALES, thru Beaumont & Hohman, a local commercial called *Behind the Camera Lens*. A renewal contract continuing Friday from 9:30 to 10 p.m., effective February 7 for an additional 13-week period.

FELS-NAPHTHA, thru Young & Rubicam Inc., New York; an MBS commercial, with Tom, Dick and Harry originating at WGN, taking 11:15 to 11:30 a.m. CST every Monday, Wednesday and Friday, beginning February 17 for 52 weeks.

PUBLIC SERVICE CO. OF NO. ILLINOIS, thru Lord & Thomas; a local commercial called *Mardi Gras of Melody*, featuring Dudley Crafts Watson, taking 9:30 to 10 p.m. Wednesday for 52 weeks, beginning February 5.

WGN reports the following new business:

CROWN OVERALL MFG. CO., thru H. Eastor & Sons, *The Crown Headlight* (See *NEW BIZ, RENEWALS* on page 8)

FCC's Amendment of Rule 176 Meets With Station Approval

WASHINGTON, Jan. 30.—Amendment of Rule 176, regarding announcements of mechanical reproductions, by Federal Communications Commission, is announced, effective January 28, 1936. As amended, this rule now reads as follows:

"Each broadcast program consisting of a mechanical reproduction, or a series of mechanical reproductions, shall be announced in the manner and to the extent set out below:

"1. A mechanical reproduction, or a series thereof, of longer duration than 15 minutes, shall be identified by appropriate announcement at the beginning of the program, at each 15-minute interval, and at the conclusion of the program; provided, however, that the identifying announcement at each 15-minute interval is waived in case of a mechanical reproduction consisting of a single, continuous, uninterrupted speech, play, symphony concert or operatic production of longer duration than 15 minutes.

"2. A mechanical reproduction, or a series thereof, of a longer duration than five minutes and not in excess of 15 minutes, shall be identified by an appropriate announcement at the beginning and end of the program.

"3. A single mechanical reproduction of

Canadian Stations Hopeful Of New Era by End of Week

Speech by Premier King on Thursday of this week will outline new policies to be adopted toward Dominion's radio—present CRC seems certain to be abolished

TORONTO, Feb. 1.—For the second time in Canadian broadcasting history, the industry stands at the crossroads and, evidently, not a single broadcaster among the Irdie owners in the entire Dominion has any idea of which road to take. All hope of "emancipation" is being placed in the forthcoming speech on February 6, to be delivered by Premier King at the opening of Parliament, when new policies for Canadian radio will be announced and undoubtedly the present Radio Commission will be abolished. Authentic reports have it that the plans

Gruen Watch Plans A New MBS Contest

NEW YORK, Feb. 3.—Gruen Watch Company, sponsor of the Washington Merry-Go-Round on the Mutual Broadcasting System, is contemplating another contest, with Gruen watches as prizes. Starting date has not yet been determined.

Tuesday night half-hour show using Pearson and Drew, Washington commentators and newswriters, received approximately 45,000 letters in four weeks on four MBS outlets last December. This contest pertained to whether the writer thought President Roosevelt should be re-elected.

Brooklyn Stations Have Until Feb. 6

WASHINGTON, Feb. 1.—Federal Communications Commission has extended until February 6, 1936, the time on which, under its recent decision, it would take Stations WARD, WJTH and WJFW, all of Brooklyn, off the air. Originally the commission fixed January 22 as the date for these stations to go out. At a session recently of the full membership of the commission the petition and supplemental petition of Station WJFW, for a rehearing of its applications for modification of license and license renewal, were denied. At the time Commissioner Stewart filed a dissenting opinion in the case.

These three decisions go off the air to make room for a new station operated by *The Brooklyn Daily Eagle*, which now gets one-half of 1,400 kilocycles. The other half goes to Station WJBC, which heretofore has had but one-fourth time on the air.

KFWB comes on the air 30 minutes earlier beginning next week. Paul Pierce is appointed to handle the shift.

Three Outlets Denied Power Boosts by FCC

PHILADELPHIA, Feb. 1.—WIP's application to increase its daytime power from 500 to 1,000 watts was recommended for refusal to the Federal Communications Commission by Examiner Melvin H. Dalberg. Station has been operating at 1,000 watts on a temporary basis.

Same request was denied WCAO, Baltimore, and WICC, Bridgeport, Conn. Dalberg stated that granting the increase would constitute a hostile act under the agreement between United States and Canada, since it would increase interference to CFCF, Montreal, and CBCW, Windsor, Ont.

Material Protection Bureau

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

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

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

"MIKE" DURSO

The Voice of the Golden Trombone
NOW ON TOUR.



FRED YANKEE AND HIS
NOW ON TOUR.
SOCIETY SWING ORCHESTRA
Permanent Address—350 West End Ave.,
New York, N. Y.

Now Playing at the
FAMOUS DOOR, New York
WINGY MANNONE
(The New Orleans Swing King and His Jam Band)
Exclusive Mgt. MILLS ARTISTS, INC.,
799 7th Avenue, New York City.

*** **ERNIE WARREN** ***
AND HIS ORCHESTRA.
Direction, MILLS ARTISTS, INC.
799 7th Avenue, New York, N. Y.

*** **LEITH STEVENS** ***
Conductor
exclusive management
COLUMBIA BROADCASTING CO.

VICTOR Shall Oil Program.
WITH
AL JOLSON
YOUNG

EDDIE LEONARD, JR.
Harry A. Romm, Representative,
RKO Bldg., Radio City, N. Y.

charles carlile
Now Playing De Luxe Loew Theatres.

Broadway's Sensation
PAUL MARTELL
AND HIS ORCHESTRA
109th Week Arcadia Ballroom, New York

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

FRANK ANITA JOE
ROSS • PIERRE • SCHUSTER
THE BIG BROADCAST OF 1935.
Now on Tour.
Direction: NAT KALCHEIM, Wm. Morris Office.
JACK KALCHEIM, Western Rep., Chicago.
ROGER MURRELL, RKO Rep.

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

JUDY CONRAD
AND HIS ORCHESTRA
95th Week on the Stage.
TOWER THEATRE, KANSAS CITY, MO.

STATION NOTES

Address All Communications to the New York Office

JOHN AND ADELAINE LOMBARDO, who have duetted in hillbilly songs over various radio stations, are now a regular feature over Station WICC, of Bridgeport, Conn., teamed up with brother Joe and the Mountain Rubes. Ethel Brown, of the Brown Sisters' Trio, and Caryl Kelly, "High Priestess of the Blues," are now regular features of the *Melody Limited*, twice-weekly feature on Station WICC.

MacDONALD Tobacco Co., one of Canada's largest manufacturers of cigarettes, is going heavy into transcriptions . . . made by Bridges Laboratories in the Royal York, Toronto—it's the *Hot Spot* program.

JACK MIMS, formerly with the Texas Quality network, Southwestern Broadcasting System and WSB, has joined the sales staff of WNOX, Knoxville, Tenn. Joe Towner, formerly of Iowa Broadcasting System, is now secretary to R. B. Westergaard, acting manager of WNOX. This station, incidentally, has increased its time from 16 hours a day to 19½ hours, a record for Tennessee stations.

HAM DALTON, Philadelphia's famous *Toten Orier*, returns to the local airwaves over WIP. Spotted in an a.m. stanza, since his airdights on current events in this series will be directed primarily at the women listeners.

JIMMY AGUE, of WHK, Cleveland, is now doing his series entitled *Your Favorite Song*, Tuesdays and Thursdays, 12:15 p.m. If there were a Nobel award for patience it ought to go to Jimmy, considering the fact that for 10 years he has been a champ sustaining artist, whose fan mail increased, but the sponsor would not come thru. Finally the Acme Pie Company did the trick. And

NEW BIZ, RENEWALS

(Continued from page 7)

Frolies (a hillbilly program), an MBS commercial, originating at WLW and also heard on WOR and WGN. Taking 6:45 to 7 p.m. CST, every Thursday, beginning February 13 for 13 weeks.

Station WLS reports the following new business and renewals:

THE ARMAND CO., thru H. W. Kastor & Sons, 156 one-minute daytime transcriptions.

HOUSEHOLD MAGAZINE, thru Presba, Fellers & Presba, six 15-minute daytime programs.

COOK COUNTY TREASURER, thru Milton Alexander Company, 12 one-minute daytime announcements.

JAMES MFG. CO., thru Wade Advertising Agency, 78 one-minute daytime announcements.

NORTHROP, KING & CO., thru Olmsted-Hewitt, Inc., 108 daytime temperature report sponsorships.

CORN BELT HATCHERIES, thru Campbell-Sanford Advertising Company, 78 one-minute daytime announcements.

HORSE & MULE ASSN. OF AMERICA, thru Rogers & Smith, 12 one-minute daytime announcements.

THE PINEX CO., thru Palmer & Company, 120 15-minute daytime programs.

OSHKOSH OVERALL CO., thru Batten, Barton, Durstine & Osborn, New York, 108 15-minute daytime programs.

JAPAN CRAB MEAT ASSN., thru Maxon, Inc., New York, six five-minute daytime talks.

STATE STREET COUNCIL, thru Dade B. Epstein, four 50-word daytime announcements.

McCONNOR & CO., thru the McCord Company, Inc., two-minute daytime announcements, ff.

GROVE LABORATORIES, INC., thru H. W. Kastor & Sons Advertising Company, 110 one-minute daytime transcriptions.

THE FIGARO CO., thru Rogers & Smith, 12 one-minute daytime announcements.

IRENE LEE TAYLOR, home decorating expert, thru Henri, Hurst & McDonald, an MBS commercial originating at WGN. Taking Tuesdays and Thursdays for 13 weeks beginning February 4 to and including April 30, 1936, from 11 to 11:15 a.m.

WGN reports the following new business:

HOUSEHOLD FINANCE CORP., thru Charles Daniel Frey Company, *Sherlock*

Ralph Worden sent out a tear-jerking release.

GEORGE STROUD, of the Palace Theater, Hamilton, Ontario, is putting on a series of amateur hours under the direction of Mildred Dixon (ex-actress) for Pennamint. CHML is the outlet.

WKRC, Cincinnati, has a novel contest tieup with a local sponsor whereby an amateur athlete who receives the most votes as Cincinnati's most popular and promising ballplayer will be given a chance to become a member of Cincinnati Reds. He will be sent south and given every opportunity to make good. In order to vote ballots must be obtained at one of the R-B Clothing stores.

BILL SHARPLES is back at KMT, Los Angeles, doing five afternoon shows a week. He is best known to a host of listeners as well as satisfied advertisers for his *Breakfast Club* idea which he originated locally. Subsequently this show moved to KNX, but Sharples is now back with KTM offering his *Opera House* program. He has been selling homely wit and philosophy to Southern California listeners for a decade.

WIP, Philadelphia, carries the University of Pennsylvania-Drexel Institute debate on the 7th.

TWO WFIL execs have been placed on Democratic Convention committees: Samuel Rosenbaum, station proxy, on publicity, and Don Withycomb, general manager, on special events.

JOHN FARRELL, formerly of CRGT, Toronto, has just been appointed program director of CKSO, Sudbury, by its owner, W. E. Mason, president of *The Sudbury Star*.

Holmes, an MBS commercial originating at WOR and fed to WGN and WLW, Saturdays, 9:30 to 10 p.m., CST, beginning February 1 for 52 weeks.

MBS Accounts

THE MURINE CO. (eye lotion), thru Nessler Meyerhoff, Inc., Chicago; renews, from February 27, Thursdays, 9:30-9:45 p.m., EST, on WOR, WGN, WLW, CKLW and WAAB. Listen to *This*, featuring Lew Diamond's Orchestra and Johnny and Doty.

THE PISO COMPANY (cough remedy), thru Aitken Kynett Company, Philadelphia; renews, from February 4, Tuesday and Thursday, 12:15-12:30 p.m., EST, on WOR, WGN, CKLW, WCAE and WGAR. Ralph Kirberry—*The Dream Singer*.

West Coast

WESSON OIL & SNOWDRIFT SALES CO., San Francisco (Wesson Oil and Snowdrift Shortening), thru Fitzgerald Advertising Agency, Inc., New Orleans, renewed January 27 for 13 weeks, Monday, 9:30-10 p.m. PST. Starting February 28, Friday, 7:30-8 p.m. PST. NBC-KPO, KFI, KGW, KOMO, KHQ, KDYL. Program, *Hasthorne House*, Gramatic serial. Talent, Pearl King Tanner, Olive West, Helen Troy, Frank Provo, Natalie Park and John Pickard.

WESTERN AUTO SUPPLY CO., Los Angeles (auto accessories), thru Dan B. Miner Co., Los Angeles, started February 1 for 13 weeks, Saturday, 7:30-8 p.m. PST. NBC-KPO, KFI, KGW, KOMO, KHQ, KDYL. Program, *Martha Meade*, talks to housewives. Talent, Martha Meade, home economist.

SPERRY FLOUR CO., San Francisco (subsidiary of General Mills, Inc., flour), thru Westco Advertising Agency, San Francisco, renewed February 4 for 52 weeks, Tuesday and Thursday, 10-10:15 a.m. PST. NBC-KPO, KFI, KGW, KOMO, KHQ, KDYL. Program, *Martha Meade*, talks to housewives. Talent, Martha Meade, home economist.

SPERRY FLOUR CO., San Francisco (subsidiary of General Mills, Inc., Wheat-hearts), thru Westco Advertising Agency, San Francisco, renewed February 5 for 52 weeks, Wednesday and Friday, 2:30-2:45 p.m. PST. NBC-KPO, KFI, KGW, KOMO, KHQ, KDYL. Program, *Sperry Special*, with Hazel Warner and Paul Carson. (See New Biz, Renewals opposite page)

TED WEEMS

AMERICA'S MOST VERSATILE ENTERTAINING ORCHESTRA

Now Playing

EMPIRE ROOM

OF THE PALMER HOUSE

CHICAGO,

★ **HENRY HALSTEAD**
AND HIS ORCHESTRA
COCONUT GROVE,
Hotel Park Central, New York City.
Management Columbia Broadcasting System,
New York, N. Y.
Broadcasting via C. B. S. and Mutual Networks.

PHIL HARRIS
AND HIS ORCHESTRA,
WITH LEAH RAY,
Roosevelt Hotel, New Orleans, La.,
January and February.

FRANK MORGAN
AND HIS
25th CENTURY ORCHESTRA

*** **DAVE HERMAN** ***
AND HIS MUSIC
NOW ON TOUR

"New King of Syncopation"
JIMMIE LUNCFORD
AND HIS ORCHESTRA
Now Playing College Dance Dates,
University of Michigan, February 14,
University of Indiana, February 15.
Direction,
HAROLD OXLEY,
17 E. 49th Street, New York, N. Y.

HUGH CROSS AND HIS
RADIO GANG
Courtesy GEORGIE PORGIE cereal
10 A.M.—WVVA—4 P.M.
ERNE BRODERICK, Personal Representative.

TED JENNINGS
AND HIS ORCHESTRA
The Crown Prince of Rhythm The Choice of the Southland.
FAST BECOMING A NATIONAL FAVORITE.
One of America's Most Entertaining Dance Bands.
N. Y. Rep.: HAROLD OXLEY, 17 E. 49th St.,
New York City.

FLETCHER HENDERSON AND HIS FAMOUS ORCHESTRA.
GRAND TERRACE, Chicago.
Management MOE GALE.
RKO Building, Radio City, N. Y.

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

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

PROGRAM REVIEWS

(EST Unless Otherwise Indicated)

"Wednesday Matinee"

Reviewed Wednesday, 3:30-4 p.m. Style—Musical revue. Sustaining on WIP (Philadelphia).

A delightful musical potpourri, and as such lives up to its billing. Produced by Harold Jones, of the staff, it stacks up with some of the best sustainers on local airwaves. Sticking to the hits from stage and screen faves, talent roster includes Alun Williams, Evelyn Russell, Iris Hawkins, Charlie Stark, house band led by Clarence Furhman, and Lynn Willis, who weaves the continuity.

Williams, a staff announcer, displays fairly promising bary tones. Not much range, but his style is bound to develop with experience. Turns in a good job with his two assignments. Warbling punch of the show is contributed by Evelyn Russell. Gal is reported to be a socialite. But that shouldn't be held against her. Without using the tricks employed by pop songstresses, she clicked handsomely with a smooth, ingratiating interpretation to a love ditty. Time allotted her most likely will prove much too short for the listeners' liking.

Charlie Stark, another talented staff announcer, and Iris Hawkins contribute a change in pace by doing a bit from Sheridan's School for Scandal. No fault with their rendition, but it is doubtful whether the housewife listener is in position to appreciate the subtle humor packed in Sheridan's lines.

Clarence Furhman turns in a swell job with his studio crew. Combo, reeds and strings, handles itself melodiously, with Morris Spector rating a nod for some fancy vibe work.

Whole layout strikes a nice balance and falls easily on the ears. ORO.

West Side Players

Reviewed Friday, 7:45-8 p.m. Style—Dramatic sketch. Sustaining on WNEU (Newark).

Players are recruited from the West Side YMCA and under the direction of Henrietta Harrison are doing a series of original sketches founded on historical facts, all of them having a New York angle. First program was timely and in connection with the birthday of Edgar Allan Poe. Mrs. Harrison does the writing and producing and is director of radio activities for the organization. Sort of word picture gave a cross section of Poe's life, or at least a goodly portion that revolved around his living in the city and his youthful wife. Since he wrote *The Raven* while a resident of the upper part of the city (one of the houses he lived in still stands) this particular subject came in for a major part of the dramatization. Not all of it is dramatized, however, but some of the continuity was left in the hands of the narrator.

All things considered, the cast did unusually well; the script was okeh and the show as a whole was a neat job that amply covered the "educational" program angle for the station. Seems as tho this type of show concerning old New York would be good fare for the public utility type of sponsored program which always seeks to use old New York and historical data as a background.

M. H. S.

"Whitey and Rye"

Reviewed Wednesday, 6:30-6:45 p.m. Style—Musical and comedy. Sponsor—Haller Baking Company, Station—WJAS (Pittsburgh).

This is as entertaining a quarter hour as any commercial produced locally in months. While the opening plug to patronize the sponsor comes a little too early, the others are planted ideally. George Heid is the producer and script writer and the material is both fresh and interesting. He himself takes the part of Rye and with Whitey (Dale Jackson) engages in comedy bits. The Haller Harmony Honeys (Jean Galbraith, Henrietta Rosenberg and Dorothy Rosenberg), formerly *Those Three Girls* of KDKA, moved over to this station to harmonize. At this hearing they pleased with living in a Great Big Way and *Everybody's Truckin'*. Girls built up a local following with their novel arrangements of pop tunes and entertaining delivery.

Heid, in good baritone voice, offered pale Moon and was ably assisted by the Harmony Honeys. Program is on Mondays, Wednesdays and Fridays and

initial contract calls for six months' activity. Theme song is *Highways Are Happy Ways*, with commercial lyrics substituting for the regular words. S. H.

William Davenport

Reviewed Tuesday, 4:30-4:45 p.m. Style—Poetry readings. Sustaining on WDAS (Philadelphia).

One of the numerous programs on WDAS as part of that station's campaign to bolster its live talent and grant the listener a respite from too many phonograph recordings.

William Davenport is an old Shakespearean actor who brings this weekly stanza his original poems. A bit hard to pass on this stage vet's radio effort due to the skimpy material he hands out. At least 12 minutes of the show is taken up by a lengthy dissertation on how he came to write the poem in question, *The Light of the Stars*, when caught. Tries to create a sense of fantasy while injecting his philosophical musings. Altho he shows a keen feel for dramatic nuances, it's strictly for the arm-chair warmers. ORO.

Don Johnson

Reviewed Thursday, 8-9 p.m. Style—Nature talk travesty. Sponsor—Standard Brands, Inc. Station—WEAF (NBC network).

Johnson reminds this reviewer of one Robert Wildhack, but then it seems that Rudy Vallee announced Don Johnson, so it must be so. Heard early on the Fleischmann yeast show, this guest proved himself possessed of a rare sense of comedy values, doing a slow talk on birds and imitating their various chirps and whistling in ludicrous manner to say the least. It is not so much the kind of comedy that could be exploited as a quarter-hour program on its own, but rather is better suited to a spot on a half or one-hour musical or variety.

As Vallee's guest, Johnson gathered plenty of laughs and if he has any sort of repertoire at all along the "nature talk" angle he is surely worthy of a regular run somewhere. Delivery is great and consistently so. M. H. S.

NEW BIZ, RENEWALS

(Continued from opposite page)

Carson. Talent, Hazel Warner, vocalist, and Paul Carson, organist.

SPERRY FLOUR CO., San Francisco (subsidiary of General Mills, Inc., flour), thru Westco Advertising Agency, San Francisco, renews February 9 for 52 weeks, Sunday, 1-1:30 p.m. PST. NBC-KPO, KFL, KGW, KOMO, KHQ, KDYL. Program, *Sperry Sunday Special*. Talent, Colonel Rod, Hazel Warner and dramatizations.

JOHN MORRELL CO. (Red Heart Dog Food), thru Henri Hurst & McDonald, Inc., Chicago, started February 3 for 13 weeks, Monday and Wednesday, five minutes between 1-1:30 p.m.; Friday, five minutes between 1:30-2 p.m. NBC-KGO, Program, confidentially speaking with Helen Webster, chats with the housewife. Talent, Helen Webster, home economist.

OLD AGE REVOLVING PENSION, Ltd., San Francisco (political), thru Frank E. Cox & Staff, Oakland, Calif., started January 26 for 13 weeks, Sunday, 4:15-4:30 p.m. PST. KPBC and seven Cali-

fornia Don Lee network stations. Program, *The Townsend Plan*. Talent, guest speakers.

PACIFIC QUANO & FERTILIZER CO., Berkeley, Calif. (fertilizer), thru Tommaschke-Elliott, Inc., Oakland, started February 2 for 13 weeks, Sunday, 9:30-9:45 a.m. PST. KPBC and seven California Don Lee network stations. Program, *Garden Guide*, garden talks.

CROWELL PUBLISHING CO. (Women's Home Companion), thru Geyer-Cornell & Newell Co., Inc., New York, started January 28 for 52 weeks, Tuesday, 10:15-10:30 a.m. KPBC. Program, *Jean Abbey*, travel talks.

FELS & CO., Philadelphia (Fels Naphtha Soap), thru Radio Sales, Inc., New York, starts February 18 for 39 weeks, Tuesday, 4:45-5 p.m. KPBC. Program, *Centerville Sketches*, electrical transcriptions.

THE EMPORIUM, San Francisco (department store), placed direct, started February 1 for 52 weeks, Monday to Saturday, 8:15-8:30 a.m. KJBS. Program, *Frank Cope Presents*. Talent, Frank Cope, records and announcements.

STEWART-WARNER RADIO & REFRIGERATION DIST., San Francisco (radios), thru M. E. Harlan Advertising Agency, San Francisco, started February 3, Monday to Saturday, 7:30-7:45 p.m. KGGC. Program, *Around the World With Stewart-Warner*. Talent, recordings and announcer as commentator.

ASSOCIATED OIL CO., San Francisco (motor fuel), thru Associated Oil Adv. Dept., San Francisco, started February 1, Saturday, 8-9:30 p.m. KIX, Oakland, Calif. Program, *Basketball*. Talent, Doug Montell, announcer.

OLD AGE REVOLVING PENSION, Ltd., San Francisco (political), thru Frank E. Cox & Staff, Oakland, Calif., started February 6 for 13 weeks, Thursday, 7:45-8 p.m. KQW, San Jose, Calif. Program, *The Townsend Plan*, electrical transcription talks.

Denver

LEEMAN AUTO CO., seven announcements daily for one year. KPFL-KVOD.

WORLD'S FAIR MUSEUM, thru the Connor Agency, three announcements daily for one month. KPFL-KVOD.

CENTRAL BUSINESS COLLEGE, three announcements daily for three months. KPFL-KVOD.

DENVER CHEVROLET DEALERS' ASSOCIATION, 13 announcements. KPFL-KVOD.

MOHANA'S LINEN AND INFANT SHOP, 24 announcements. KPFL-KVOD.

HOWRY-BERG, INC., three announcements daily for one year. KPFL-KVOD.

UNION PACIFIC STAGES, thru the Baumont, Hohman Agency of Omaha, three announcements daily for one year. KPFL-KVOD.

BIG CHIEF BOTTLING CO., thru the Connor Agency, three announcements daily for one year. KPFL-KVOD.

DENVER JEWELRY CO., eight announcements daily for one year. KPFL-KVOD.

CAPITOL CO-OPERATIVE BURIAL ASSOCIATION, thru the Broyle's Agency, three announcements daily for one month. KPFL-KVOD.

AMERICAN FURNITURE CO., three announcements. KOA.

OYSTER SHELL PRODUCTS CORP., thru Husband & Thomas, Inc., New York City, 26 one-minute announcements. KOA.

I RUDE TAILORS, thru the Raymond Keane Agency, 50 one-minute announcements. KOA.

SONOTONE HEARING AIDS DISTRIBUTORS, thru the Galen E. Broyle's Agency, 13 one-minute announcements. KOA.

RCA MANUFACTURING CO., Radio-

iron division, thru the Lord & Thomas Agency, New York City, two announcements weekly for one year. KOA.

CONTINENTAL OIL CO., thru Tracy, Lock, Dawson, Inc., New York City, 13 half-hour transcriptions. KOA.

South

N-A COMPANY, Laurel, Miss., placed direct, 15-minute transcription, *Songs of Yesterday*, Fridays at 8:15 p.m. WJDX, Jackson, Miss.

NU-ENAMEL PAINT CO., Shreveport, La., six times per week, five-minute spots, *Silly Superstitions and Redograpies*, three times a week each. KWKH, Shreveport, La.

SHREVEPORT RAILWAYS CO., thru Ed Jacobs, receiver, revival of full hour show, *Street Railways Districted Minutes*, Fridays, 8 p.m. KTBS, Shreveport, La.

PELTO-MANGAN, Rexall Stores direct, for 13 weeks. Three one-minute spots weekly. WWL, New Orleans.

CARROCA RUM, American Spirits Company, New York, placed thru Neisser-Meyerhoff, Chicago, *Daily "street broadcasts"*, starting January 20. WWL, New Orleans.

MUSTEROLE, The Musterole Company, placed thru Erwin, Wasey & Co., New York. Three 15-minute transcriptions weekly. Carson Robinson and his Buckaroos. Contract for 13 weeks. WWL, New Orleans.

CHEVROLET Motor Company, Campbell, Ford Co., Detroit, 15-minute transcription weekly for 13 weeks. Program, *Music Moments*. WWL.

TREASURE CHEST, sponsored by local syndicate, half-hour program daily for 13 weeks with cash awards of \$100. Placed direct with WQOB, Vicksburg, Miss.

PLYMOUTH MOTOR COMPANY, transcription three times weekly for 15 minutes. Monday, Wednesday and Friday. Program, "Truth" Barlow. WSMB, New Orleans.

Newark

BATHSWEET CORP., thru H. M. Kiesewetter, Inc., starts February 17, Monday, Wednesday and Friday, 8-8:15 a.m. EST. Program is *Transradio News*, with Mark Hawley, on WOR.

THE PURE OIL CO. (gasoline), thru Prietag Advertising Agency, Chicago, starts March 2, Monday to Friday, 8:15-8:30 p.m. EST. Program is *Jimmy Marfers*, electrical transcription, on WOR.

ANSONIA DE LUXE SHOES, INC., thru Friend Advertising Agency, renews, over WOR from February 16, Sundays, 12:30-1 p.m., EST. Program is *Al Shayne and Dave Herman's Orchestra*.

HANOVIA CHEMICAL & MFG. CO. (sun lamps), thru Schuck Advertising Agency, Newark, started January 28, schedule and duration indefinite, on WNEU.

VAN LINGERKE BUICK CO., thru Bess & Schillin, Inc., started January 27 for 13 weeks, 15-minute program daily except Sunday, on WNEU.

CANTER'S FURNITURE HOUSE, thru Bess & Schillin, Inc., from January 21, 15-minute program daily except Sunday and Saturday, on WNEU.

Philadelphia

FRUIT INDUSTRIES, LTD. (wines), thru Lavenson Bureau, starts February 3 for 4 weeks, 7 spot announcements weekly. WFIL.

FRANKLIN RESEARCH (sugars), thru Carter-Thompson agency, starts February 3 for 12 weeks, 3 participations weekly in *Anice Ives* show. WFIL.

CREW-LBVIK (motor oils), thru Cox-Tans agency, renewal, effective January 31 for 4 weeks, daily except Sunday, 6:15 p.m. Sports commentator. WFIL.

DON RICHARDS AND HIS MUSIC

Smart Rhythms For the Smart Set



Exclusive Management EDW. J. FISHERMAN, Corp. of America, 1019 Broadway, New York, N. Y.

NATE FIELDS

(Donald Bain) Unusually life-like and authentic SOUND IMITATIONS of "almost everything from a mosquito to an elephant." DONALD BAIN, 723 Seventh Ave., Suite 501, New York City. Manager, HARRY FLANN, Farnham & Harco, New York City.

Network Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period is from Friday, January 24, to Thursday, January 30, both dates inclusive.

Alone	35	Rhythm in Nursery Rhymes	20
Moon Over Miami	32	Broken Record	19
Feather in the Breeze	28	Gene McNey Mince Me	19
Lights Out	27	I'm Gonna Write Myself a Letter	17
Cling to Me	25	Beautiful Lady in Blue	16
I'm Shooting High	25	Please Believe Me	16
With All My Heart	23	It's Been So Long	14
Building Up to Awful Letdown	21	Music Goes 'Round	12
You Hit the Spot	21	My Romance	11
If I Should Lose You	20	Lovely Lady	7

West Coast Notes; KFOX Buys Dramas

LOS ANGELES, Feb. 1.—Southern California broadcasting rights to the famous story *Under Two Flags* have been obtained by Hal Nichols, owner of KFOX here. This station, which has always gone big for radio dramatizations of classic novels, moves the *Flags* story into the spot formerly used by the East Lynne broadcasts.

Dramatization is by Jay Clarke. Prominent in the cast are Foster Rucker, as Bertie Cecil; Iola Josephson, as Cigarette; William Woods, as Itake, and Velma Devins, as Lady Guinevere.

Camille Sorae, singer, has been added to the KHX staff. Formerly she sang on Portland, Ore., stations.

In an effort to determine which announcer is best suited to handle a variety show, KPWB has inaugurated a daily variety period with a different announcer at the microphone each day. Announcer who does the best job in the next two weeks will be given the show to produce and handle for a 13-week period.

WWL, Loyola University station, New Orleans, has been adding several new CBS programs in past several days with a noticeable increase in network and local commercials reported this week by management. Beverly Brown, program director, continues to report a good local commercial demand for "hillbilly" programs and station operates several hours a day of such airings. Brown has replaced Irvin Victor as announcer for several big commercials. Victor is now on the staff of WJJD, Chi.

San Francisco

SAN FRANCISCO, Feb. 1.—NBC's Pacific Coast Red network gets a new sponsored dramatic series tonight which fits in with the current campaign against reckless and careless motorists. It's titled *Death Rides the Highways* and emanates from the network's Hollywood studios at 7:30 p.m. under sponsorship of the Western Auto Supply Company. Written by William Dugan, well-known playwright, the broadcast each week will be based on actual traffic accidents. Frank Hodek, former Omaha Symphony orchestra conductor, will have the baton for the presentations, with a stock company of veteran radio players handling the dramatizations.

The King Sisters—first a trio and then a sextet—are no longer with Horace Heidt and his Brigadiers in Chicago. Soloist Alyce and her sisters are back in town, having agreed to disagree with the former local maestro, whose band is heard via CBS. Alyce, by the way, has a solo spot tonight on KFRC's *Salon Moderne* when George Whitney directs the orchestra.

Douglas Beattie, young baritone, made his last local appearance Sunday over KGO. He's gone south for screen tests. Jerry Wilford, ex-KSPO'er, is now at KPWB, Hollywood, with his Old Bachelor series.

George Tolin, KOGC sportscaster, is airing a series of 28 recreations of high school basketball games under sponsorship of Gallenkamp Shoe Stores Company. With four scheduled weekly, Tolin, after watching each game, returns to the studios in time to recreate the contests from notes—and memory—for dialers.

PITTSBURGH LABOR

(Continued from page 4)

application, is issued to everyone regardless of training as a theatrical booker. A number of bookers, including Steve Forrest and Joe Hiller, offered their cooperation.

Jeffries will probably call a meeting of all reliable bookers and urge mutual co-operation. He points that many deserving acts, in dire need of work, are shelved in favor of minors who work for "nickels."

Child labor law violations, however, are more numerous in night clubs than they are in local theaters. Recently when the Stanley Theater employed a minor McDonald investigated and fined the house \$100. No other violation cases in theaters have been reported.

According to the State law, no booker is to furnish employment to anyone who may be a minor unless he produces a legitimate birth certificate. This holds true of club operators booking direct.

The State law does not permit any minor under 14 to be employed in any establishment or in any occupation and it does not permit minors under 21 to work after 9 p.m.

AIR BRIEFS

By JERRY FRANKEN

WITH Walter Winchell in Florida is Abe Schechter, of the NBC news division of the press department. The network sent Schechter south to advise in connection with Winchell's Sunday night news program just in case the columnist lets something slip. . . . With all reports to the contrary, Milton Watson is staying on the Burns and Allen Wednesday night show and will accompany the team out to Hollywood. Singer was supposed to go off, said most oracles, with a baritone now on the Coast to replace him. Both Watson and Odette Myrtle leave the Bourjois Monday night show on NBC, Watson having to leave because of his Coast trip. Morton Downey goes on the show February 17, with Mark Warnow's Orchestra and the Pickens Sisters staying on. A good guess is that Watson will wind up in pictures and do right well.

Jack Eigen, who conducts his *Broadway Newsreel* on WHN, New York, points out that in a recent review in *The Billboard* mention was made that Eigen seemed to have adopted the static delivery style of other broadcasting columnists. In a recent broadcast Eigen pointed out that when first he started he made this comparison and that he couldn't help it—that was the way he spoke. This similarity was not that intended by the review; rather it was the use of similar sounding phrases.

Grandma's Night Out, WMCA program, with all the performers kids of 65 or 70, will soon be made into a picture short. . . . Incidentally, a whopper of a proposal is said to be in the offing concerning WMCA, with the Intercity group

to be considerably increased in size. . . . Texaco is in the market for a new show. George Jessel is supposed to have auditioned for them. . . . Bill Farren is no longer chief announcer at WNEW, Newark. . . . *The Voice of Experience* burnt about 3,000,000 letters last week, all those received by him prior to January, 1934. . . . Bud Hainey, who conducts the marathon *Old Men Adam* show on WHN, 11:30 p.m. to 4:30 a.m., has been signed by MGM for shorts but must lose some weight before he starts.

B. A. Rolfe takes over the *Lucky Strike* show for a one-time shot on NBC February 8. If the advertiser, American Tobacco Company and George Washington Hill, is satisfied B. A. will take over a new program to start on Columbia in May. This last program, to be on a Saturday night, may replace the Saturday night spot now on NBC. Meanwhile, on the same basis, Rolfe will be on the new NBC series starting March 11, on the Red network, following Fred Allen. Carl Hoff will stay on Saturdays until May. William Witzleben, advertising manager of American Tobacco, resigned last week.

WMCA will start with its Sunday afternoon *Christmas Mission* program February 2 as a commercial, sponsored by the Beneficial Loan Management Corporation, with John Logan Davis at the mike. . . . Ansonia Shoes have renewed Al Shayne and Dave Herman's Orchestra on WOR. . . . This is the last column by this scribe for a few weeks. An enforced vacation, thanks to the doctors, but back soon.

CHI AIR NOTES

By NAT GREEN

Two new stars of the stage and radio from London, Effie Atherton, singing comedienne, and Clive Erard, entertainer and composer, have joined Jack Hyton's Continental Revue, heard from the Drake Hotel over a Central Western CBS network. . . . Neither singer has appeared in this country before. . . . Miss Atherton gained her latest fame in England as the leader of the "Air-Do-Weils," a radio troupe which was starred on programs of the British Broadcasting Corporation. . . . Bob Cunningham, formerly of Omaha, has joined the CBS announcing staff. . . . Howard Chamberlain, of WLS, was voice in local Fox Movietone screen ads for President's birthday balls used in Chi theaters. . . . Quin Ryan, broadcast manager of WGN, left Friday for his annual vacation, which this year will be spent on Sanibel Island in the Gulf of Mexico off Port Meyers, Fla. . . . Mrs. Ryan accompanied him.

Sentimental Selma, Katherine Avery's popular Swedish dialect dramatic sketch, to be heard on a three-a-week schedule over WBBM for a new sponsor, United Bleuet Company of America, starting February 11. . . . Niles Trammel and Carl Westerman, of NBC, back from a trip to Minneapolis in connection with General Mills account. . . . Winifred Cecil, who as soprano of the Showboat air show has used the name Virginia Lee, has resumed her own name. . . . Change was due to request of Virginia Lee, heard on WLS for many years, and who felt infringement on her name might hurt her reputation. . . . Showboat sponsors agreed and change was made.

Clark Dennis, young NBC tenor, begins a new NBC program February 3 and will be heard each Monday and Tuesday. . . . *Trip Away*, new song written by Myrtle Vall, was introduced by Donna (Marge) Damerl January 30 over CBS in the *Myrt and Marge* show. . . . Jeanine, WGN *Lilac Time* songbird, suffering from laryngitis, and Alice Day was rushed to Cincinnati to take her place, the show originating at WLW. . . . Fred Waring, playing the Chicago Theater, will do four broadcasts from Chicago this week. . . . WLS Dinnerbell program starts weekly series, *Midwest on Parade* this week, honoring Midwest towns and cities in song and drama. . . . Show is scripted and miked by John Baker, work-

ing with local Chambers of Commerce. . . . Alexander McQueen's *Nothing But the Truth* programs on WGN are proving very popular. . . . McQueen seems to have an inexhaustible store of strange facts covering every conceivable field. . . . Don Pedro and his orchestra joined the *Musical Revue* program over WMAQ-NBC January 29. . . . Alvino Rey, guitarist, has left the show. . . . Major Lenox D. Lohr, recently elected president of NBC, and Messrs. Sarnoff and Mullen will be in Chicago for a conference February 14 and 15.

The Nickelodeon, NBC Cinema Theater and Encore Music programs will be heard on new schedules starting February 4. . . . Nickelodeon moves from Friday to Tuesday, 9 p.m.; Cinema from 9 p.m. Tuesdays to 9:30 p.m. Thursdays, and Encore Music from 9:30 p.m. Thursdays to 9 p.m. Fridays. . . . Larry Cotton, young Pacific Coast tenor, has been signed by NBC Artists Service in Hollywood after a year's engagement with Jimmy Grier's Orchestra at the Biltmore Hotel, Los Angeles, and starting February 15 he will be heard from the Chicago studios. . . . Winnie, Lou and Sally on new WLS program for *Household Mag.* . . . Jack Benny and his troupe, who are transferring their broadcasting activities to New York, will stop off in Chicago Wednesday. . . . William H. Hanna & Company, public relations counselors, have opened a Chicago office. . . . The George Olsen-Ethel Shutta sponsored series is tentatively set to start February 24, but there is a possibility of a switch. . . . Guest stars hot yet set. . . . Virginia Lee has returned to WLS with her Virginia Lee and Sunbeam deep south strip, Monday, Wednesday, Friday, 11:30-11:30 a.m.

Notes from WXYZ, Detroit: G. J. G. Ricker, who recently joined the WXYZ staff as production manager, has been made studio manager. . . . Lawrence Menkin, script writer, who recently came to WXYZ from WLW, Cincinnati, is preparing several new shows for the Michigan network. . . . Lowell Blanchard has left the station's announcing staff to take a similar position with the Scripps-Howard station in Knoxville, Tenn. . . . Al Hodge, recently on the staff of the Musac Corp. (Wired Radio), Cleveland, has joined the WXYZ continuity staff.

WPA PUSHES

(Continued from page 4)

wired WPA Administrator Hopkins protesting censorship, as did the Writers' Union.

Mrs. Flanagan is insisting that Baker had "no desire to be a censor" and that "it is not so much what we can't do, but what we can do." . . . Meanwhile Pearson & Bartuch, legit producers, announce they will use the WPA Tryout Theater for Edwin Harvey Blum's *Backlash*. Lee Shubert is also using the WPA to try out *Women of Destiny*, as is Louis J. Cline with *In Heaven and Earth*.

A clash over booking of vaudeville units up-State and displacing commercial vaude shows was settled after complaint from the American Federation of Actors. Story is carried in the Vaudeville Department.

RICHMOND, Va., Feb. 1.—While there are a few jobless actors in Virginia—in fact, it was said that "after combing the State only one could be found"—the Old Dominion will not lose its federal theater project. A Virginia WPA drama project has been approved, and a network of 16 amateur theater guilds will be established in selected locations. If the plan works successfully other guilds will be organized throughout the State, it was said by Henry L. Caravati, assistant Virginia NYA director, who submitted the original plan.

The Virginia project differs from the federal drama project in other States, Caravati explained, "in that its emphasis is on the amateur participation of the community, and not upon the employing of jobless professional actors, of whom there are very few in this State."

Headquarters have been established here. Guilds will present plays and furnish free entertainment in OCC camps, hospitals and institutions. Actors will receive no pay. Federal funds will supply the directors, technicians and a limited number of youths to help out on the stage, it was explained. Directors are to be hired from the WPA lists. T. Beverley Campbell, of Richmond, a pageant director, has been named State supervisor.

LITTLE ROCK, Ark., Feb. 1.—There will be no WPA theater project in Arkansas, because not a soul has shown up at the project headquarters to be registered. Arkansas seems to have no unemployed showmen. Charles Meredith, regional director of the project in Texas, Arkansas and Oklahoma, has closed office with the sign out, "The WPA theater project is off." R. Dress, State WPA administrator, stated he expects to have the national project company in Little Rock when the troupe comes south soon.

PLENTY CUTS

(Continued from page 4)

cut of 25 per cent has gone into effect for all concerned except the stagehands. In accordance with the general economy measures, Whiteman's Band will drop 12 men. Equity has no say in the matter since Jumbo is classified as a circus rather than a legit show.

Altho the Texaco broadcast will continue, the title *Jumbo* will no longer be a part of the program. This will result in a saving of approximately \$1,000 weekly, a sum which would otherwise go to Hecht and MacArthur in royalties, and also \$500 to Rodgers and Hart, the composers. Dave Friedman's salary of \$650 has been pruned considerably.

Eliminated from the broadcast are Jimmy Durante, Arthur Sinclair and others. Frank Fay is a possibility for master of ceremonies, and Gloria Grafton, Donald Novis, Bob Lawrence and Adolph Deutsch's work will remain.

GRIPS FIGHT

(Continued from page 4)

insists upon "open shop" and will not countenance "dictation."

Stagehands assert that when university came downtown to rent theater and compete with other houses it became commercial business in direct competition with professional houses. He points to bookings of *Ghosts* and *Three Men on a Horse* as proof that university dramatists have strayed from college study lines to professional promotion. Cushing predicted neither play would be brought into Civic so long as it stays nonunion.

For once stagehands are getting moral support from professional theater managers, who have been silent on university project for reasons of policy but resent Civic operation as unfair competition.

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

New Law Hits Texas Niteries

Many clubs fold while others employ prohibition-day tactics

DALLAS, Feb. 1.—After a year of waiting Texas night clubs still find the liquor question still very much befuddled. Many spots in the Lone Star State held on for a year full of hardships with the vision of a bright future. Last December 21 it seemed relief had come, only to have the Legislature, in a session after the election, pass a law forbidding the sale of intoxicants by the drink and forbidding package goods to be opened on the premises.

This condition forced many clubs to fold up. In some of the larger cities as Dallas, San Antonio, Galveston, El Paso and Fort Worth the law is being more or less ignored.

In the meantime the uncertainty of it all forces the night spot owners and managers to refrain from any expansion programs, and contemplated plans for more expensive entertainments have been temporarily tabled. Hotels have postponed the construction of bars and cocktail rooms.

The last Legislature sat in session for days attempting to derive a logical tax measure to increase the funds of the State treasury. They sewed up the liquor measure with so much red tape that a healthy fund resulting therefrom is impossible.

In the meantime Texas, with a past reputation for liberalism, has a shortage of night spots. The night spots that are operating bear the earmarks of prohibition-day speakeasies.

New Show, Band at Stevens, Chi

CHICAGO, Feb. 1.—Managing Director Otto K. Eitel has engaged Harry Sosnik and his orchestra for a limited engagement in the Continental Room of the Stevens Hotel, starting tonight. Sosnik replaces Charles Gaylord's Band. Dale Sherman, who appeared with Gaylord's Band, has been retained by Sosnik, who discovered the blond vocalist in Des Moines, Ia. Bob Hanon, ballad stylist, and Les Beigel, clever entertainer, will be featured with Sosnik's organization.

Besides Sosnik's music a new floor show will be presented, featuring Larry Blake, impersonator of screen stars, Sonya and Romero, comedy dance team, and the Two Eleens, dancers, complete the program.

Philly "Giveaway" Race On

PHILADELPHIA, Feb. 1.—Local night spots are spring the nabe movie houses with giveaways for a come-on. Bug has hit the big and small alike. Venice Grill hands out a dish to the femmes on Wednesday nights. Twenty-one weekly visits and the lady owns a Japanese tea set. Arcadia International House offers a Ford V-8 on Monday nights. Hotel Adelphi tempting them the same night with a Chevy for the lucky winner. Adelphi spot goes the Arcadia one better by giving away a century note on the other nights.

Full-Week Show for Peoria

CHICAGO, Feb. 1.—After trying out week-end shows for several weeks the Pere Marquette Hotel, Peoria, Ill., went into a full-week floor-show policy last week, with acts supplied by Phil Tyrrell, of the Sligh-Salkin office here. Opening bill had Swits and Annis, Jack Kay, Kay Mayfield and the Two Eleens. Jerry Gordon is manager of the hotel and is credited with the success of the new entertainment policy.

Mechanical Music Banned In Hot Springs, Ark.

HOT SPRINGS, Ark., Feb. 1.—The city has banned all mechanical music boxes in amusement spots and in all public business places on the ground that the devices are public nuisances.

Musicians expect to get more work as a result.

Up in the Air

LANSING, Mich., Feb. 1.—Archie Eleyer and orchestra, scheduled to play Michigan State College's premier social event of the year on Friday (24), were forced to travel by a fast plane when inclement weather and motor trouble slowed up their chartered bus near Cleveland. Members of the band changed to evening dress while aloft in sub-zero weather, landed in Lansing two hours late, and rushed to the ballroom, where guests were dancing to the tunes of phonographs.

French Casino Show a Big Hit

NEW YORK, Feb. 1.—New French Casino show, *Folies de Femmes*, dominated the local night club spotlight this week. Opened Wednesday after a terrific advance advertising campaign. Large advertising space in the dailies and plenty of publicity about the troupe coming over and, in particular, about the widow of Stavisky, French pawnbroker, who is a chorine in the show at \$50 a week.

Reviews were liberal in their praise. Clifford Fischer, however, is revamping the show to get more comedy. Joe and Geraldine join the show tonight and Sherkot is changing his material. Poor public-address system is being fixed also. Show is expected to run thru the summer and then plan vaude before returning to Europe.

NIGHT CLUB REVIEWS

French Casino, New York

Clifford C. Fischer's new *Folies de Femmes* revue at the French Casino has everything but comedy. And by everything we mean spectacle, beauty, imagination, music, singing and dancing. Revamped a bit to get in some stronger comedy relief, this show could then be called the most perfect night-club revue in the country.

As it is the lone effort at a comedy sketch fell flat because the talk was not audible. The pantomimist, Sherkot, drew comedy out of his clever juggling number and also from the soccer goalkeeper panto bit. The soccer bit, however, is weak because so few Americans appreciate the game. Ice hockey would probably be better.

Show is emceed by Andre Randall, who does it in the accepted Boulevardier style. He is a pleasant enough fellow, but the noise and vastness of this place makes impossible any intimate comedy style. In fact, he really registered in only one number, the dress-shop scene, in which he plays a "pansy" dressmaker.

The big hits came in the second half when Sonia, Gannser and Andre, comedy ballroom trio, show-stopped. Their style is old, but the costumes lift the number out of the ordinary class. Next hit was Cilly Peindt atop her dancing horse, which does everything from a fox trot to a waltz. Pirooska, nimble boy acrobatic dancer, whose amazing leaps brought heavy applause, stood out easily, as did the Three Bredwins, who next-to-close with their comedy acrobatics. They drew terrific applause with their straight acrobatics and the comedy falls taken by the pale-face member.

Emilee Adreon, pretty brunet, contributes an acrobatic dance number. Little Fred lets his little and large dogs romp thru a thoroughly engaging "football" game. Marita Farrell, brunet singer, displayed a vivid soprano singing voice in several numbers. Vera Nargo was kept busy making announcements and leading ensemble numbers. Estelle and Leroy scored heavily with their "Blue Bird and Charmer" dance and their Spanish number. They are a fine-looking pair and know how to combine graceful movements with gentle lifts, romantic embraces and acrobatic flourishes.

Alphonse Berg hardly had a chance to show his talents but managed to stand out nevertheless. His remarkable rapid draping of live models, building them swanky gowns in a minute, is something worth seeing.

Of course, the specialties only serve as dessert for the group numbers, which comprise the backbone of the show. As with previous French Casino shows, they are the dress designers' delight. It is

AFA Campaign on Nite Spots; More Organizers Into Field

Hires New York organizer—extends Detroit influence—active in key cities—asks for 100 per cent AFA floor shows, \$25 a week minimum, play-or-pay contract

NEW YORK, Feb. 1.—The American Federation of Actors has been conducting a quiet but aggressive organizing campaign among night club performers. It was revealed this week with the hiring of a full-time organizer to concentrate on local nighteries. Believing that night club working conditions were at their worst and that the time was ripe for a drive to make floor shows 100 per cent AFA, the organizing has been concentrated on night spots in this territory, New England, Detroit, Milwaukee and Chicago.

Organizing has also been going on in St. Paul, Minneapolis, Los Angeles, Cleveland and Pittsburgh.

Move Teddy Braun to N. Y.

LOS ANGELES, Feb. 1.—Ted Braun has been appointed manager of the newly opened office of the Thomas Lee Artists' Bureau in New York. It was announced here this week. Bob Braun, in charge of the local office, has taken on additional duties and will book dance bands for the entire Coast. Wilt Gundendorfer will work under Braun's direction from the San Francisco office. Ellis Levy, Frisco manager, is handling all club and fair activities for the bureau. His aid, Nan Elliot, will work out of the Los Angeles office.

Jack Howard, veteran performer, started this week as full-time local organizer. The AFA already has a closed shop at the Hollywood Restaurant and is closing a contract with the American Music Hall today.

Walter Ryan is touring up-State Michigan, being sent on the organizing trip by the AFA council after straightening out Detroit night spot conditions. In Detroit the AFA has raised wage standards, which had fallen as low as \$1.50 a night. Spots playing three or more shows a night have been forced to raise salaries. AFA franchised bookers paid acts out of their own pockets for additional New Year's Eve shows, according to Ryan. A higher minimum for out-of-town dates has also been established by the Detroit AFA branch.

The AFA is negotiating with the new independent Cafe Performers' Association of America now trying to organize Chicago night spot performers. The AFA already has two organizers in Chicago in addition to Howard Dalton, who is making a special survey of Chicago night club conditions for the AFA council.

In Los Angeles, a group of 38 prominent colored night club performers have petitioned the AFA for a charter, their petition coming thru Fred Keating, past president of the AFA, and Lionel Stander. Both are active in the Screen Actors' Guild.

New England night spots are now being covered by Tom Senna Jr., son of the AFA's Boston representative.

The standard contract is play-or-pay and is also used for vaudeville or outdoor dates.

Villa Moret Sued For Mismanagement

SAN FRANCISCO, Feb. 1.—Villa Moret, Inc., local pioneer music publishing house, and its officers and directors have been sued for an accounting by 87 stockholders, including Maurice Guskay, well-known San Francisco radio singer, who is now musical director for MacGregor & Solie, Inc., transcription producer.

The action charged mismanagement and misuse of company funds by F. L. Owens, president, and Bally Simpson, secretary-treasurer. Plaintiffs charge that the publishing house was \$73,518.17 in the red on December 31, 1934, and that Owens has paid himself a salary of \$100 weekly and Miss Simpson \$75 a week, and that \$2,500 of the corporation funds had been invested in a candy-fruit concern.

Villa Moret, established here many years ago by such well-known band leaders as Paul Ash and Ben Black, has published several hits, including *Moonlight and Roses*, *Chloe* and *Springtime in the Rockies*.

Chi Rainbo Casino Folds

CHICAGO, Feb. 1.—The Rainbo Casino, which opened with a flourish last week, has folded. Too short a bank roll and the handicap of below-zero weather were too much for the spot.

here that the dress and scenic designers, the music composers and choreographers run riot. Max Weldy (Paris) deserves credit for the gorgeous costumes, as do Lavignac & Peillegry and Deshayes (Paris) for the imaginative and colorful scenic effects. Mme. Natalie Komarova is again responsible for the fine ensemble arrangements and dances, while George Komaroff contributed the new music and all musical arrangements. Entire show was supervised by Jean La Seyeux, producer of the Folies Bergere Theatre, Paris.

The show is essentially for the eye, the imported beauties parading their lovely costumes and, quite frequently, their exposed bodies. There is plenty of nudity, but it's never offensive. And, as with the last show, this one features a daring number. It's called "Obsession" and has the nude Slava being pawed by black hands coming out of the darkness.

Of the group numbers "The League of Nations" is outstanding for its clever masks, while "Montmartre" almost steals the show with its sheer novelty. In this one Choppy paints amusing faces on the nude backs of models. Another big number is the accordion ensemble, which includes 10 Argentine ladies.

The cocktail lounge has a piano team. Ruth Cleary and Dorothy McCarthy; a puppet show, with Evelyn Baird, Vi Turner and Allan Lang; impersonation, with Freddie Monroe, and a series of miniature sets conceived by Russell Patterson.

Jack Denny and Vincent Travers supply the music. Denny's orchestra supplies slick dance rhythms, while Travers' band accompanies the show in fine style. Denny has a couple of vocalists with his band and they handle their assignments nicely.

New show opened Wednesday, January 29, and has been playing to capacity since. Minimum dinner is \$2.50.

Dents.

Cafe Grande, Wilmington, Del.

Cafe Grande has hit the formula this town needs. Class but no swank, moderate prices and first-class floor show and dance music give impression that Jim Carr bids to be an up-and-coming night life impresario. Room is attractive, modern in every detail, including the lighting system, with balcony tables spotted in the corners affording a choice eye view. Inviting atmosphere should easily fill the 400 seats and leave enough over after the heavy nut is met.

Show is quite in keeping with this picturesque place and is worth 45 minutes of anyone's time as presented three times nightly. Paced by Jack Beekman. (See CLUB REVIEWS on page 13)

No Gambling Has Miami Clubs In Red Despite Good Season

Brilliant entertainment and reasonable prices not pulling—merchants petition to have "tables" reinstated—faint hope of gambling ban being lifted

MIAMI, Feb. 1.—Despite facts and figures that prove Miami-Miami Beach is in the midst of the greatest season since boom days, night-club owners and showmen here are capitalizing on this local prosperity in only a moderate way. The larger night spots, furnishing good entertainment at reasonable prices, are getting the long end of the business, with the smaller, more exclusive clubs striving for the big-money crowd and slipping farther into the red every night. Gambling is out, at least in the spots where the investment indicates that gambling should be. And, with two and two making four, these are the spots that will have to toss in the towel first and wind up this season, like last, in the red unless their

faint hope of a change in the situation is rewarded soon.

The French Casino, at the beach, new theater restaurant, with a \$3 charge and the most lavish show in town, is among the beach leaders. On the Miami side, Hugh McKay's Prolis, less expensive and less lavish, is getting the business.

But the night club world in general continues to sparkle with celebrities. Medrano and Donna are scheduled for the Miami Biltmore Hotel. Ramon and Renita have opened at Ira's with Milton Douglas, Carolyn Nolte and Buddy Wagner's orchestra. George Jessel is at the Beach and Tennis Club, and Harry Richman is expected next week. Sophie Tucker opens at the Hollywood Country Club February 7. Belle Baker is in town. Peter Higgins opens at the Prolis February 8. Paul Sabin and his orchestra continue at the Town Casino.

In Hollywood, where the night club business average is a little higher, the Country Club continues with Milton Berle, and Nice, Florio and Lubow; the Yacht Club, with June O'Dea, and the Hollywood Beach Hotel, with Ariane and Norman Selby.

At the swanky Palm Island Casino, which opened the new year under the

(See NO GAMBLING opposite page)

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Or write Theatrical Schools Editor, The Billboard, 1564 Broadway, New York, for information on studio locations and courses.

Band Leaders in Pictures

SAN FRANCISCO, Feb. 1.—Jack Scott, former Anson Weeks piano player, has moved into the Music Box, San Francisco night spot, with a band, replacing Jimmy Walsh, who recently broke up his orchestra and went to Hollywood to work in pictures. Paul Pendarvis, Palace Hotel band leader, is a busy man these days commuting between San Francisco and Hollywood, where he is screen testing for Paramount studios. He was discovered by Ben Piazza, Paramount talent scout, several weeks ago and has undergone a severe course in coaching for his screen tests.

New Detroit Agency

DETROIT, Feb. 1.—Orchestra and Attractions, Inc., Detroit, has been formed by Karl L. Forsyth and Thelma Arkenau. Capitalization is \$5,000. Company formed by Graystone and Arcadia ballroom management and is headed by Job Mitton. Will book attractions, bands and orchestras for the Midwest. Recently took over the territorial franchise for Consolidated Radio Artists of New York.

Palladium Music Hall Folds; Several New N. Y. Spots Open

NEW YORK, Feb. 1.—Three closings were balanced off by several new spots opening here this week. Palladium Music Hall, which had trouble paying off, finally folded Tuesday. Angelo Palange, operator, is in the hospital, but his representatives say the spot will reopen within two weeks with new money.

Pat Rooney, Pat Jr., Marion Bent and Janet Reader, who dropped out after two days and no dough, have placed their claim in the hands of the American Federation of Actors, which is trying to collect. Ralph Whitehead, AFA secretary, says he has been promised that Palange would pay the debt even if he had to take it out of his own pocket.

The Trocadero, which Morton Downey

had been operating, closed this week, as did the Town Casino.

On the other hand, the Club Sharon, on the site of the old NVA Club, reopened this week under new management. Al Apollon, Avdalas, Kay Harris and Jean Abbott in the show.

The Eighteen Club opened tonight, with Johnny Hauser and Mary Mercer entertaining.

Joe Scheetel has taken over the 62 West 52d Street spot and renamed it All-Stars Club, with Jack White, Eleanor Blake, Pat Harrington, Jack Bland and the Heat Waves in the show.

The American Music Hall is reopening tonight with an old melodrama and vaude acts.

CLUB CHATTER

MARION KAY, dancer, opened an engagement at the Coconut Grove, Omaha, February 3 for Sligh-Salkin. . . . Jerry Hanson, popular cigaret singing girl, is now in her 10th month at Curly's Cabaret, Minneapolis. . . . Mac (Red) Carter, emcee at the same place, also has been there for 10 months and still going strong. . . . Andrea and Michel, dance team, and Ada Lee have been booked into the Greyhound, Louisville. . . . Jean Kirk, winsome blond tap dancer, back in the Chicago Loop after several out-of-town dates. . . . Harry Stevens, singer, goes into the Springhurst Country Club, Lexington, for the Sligh-Salkin office. . . . ditto for Paye Parker, formerly a singer with Leonard Keller's

Orchestra. . . . The Long Sisters are playing an engagement at the Jefferson Hotel, St. Louis.

STANLEY S. TABIN'S Parade of Stars has opened at the Showboat, Palm Beach, Fla., after a run of 32 weeks at the Torch Club, Cleveland, and in Buffalo. . . . The Partisan Divorcees, a line of girls, are with the show. . . . Also featured are Eddie Morton, whose songs are wowing 'em; Leon LaVerde, late protege of Karyl Norman, and Art West. . . . Two special nights have been inaugurated at the Walnut Room of the Bismarck Hotel, Chicago—amateur song preview night and waltz night.

NAN BLAKSTONE is now at the Colony Club, Chicago. . . . Rex Weber, who recently closed at the Hotel Adelphi, Philadelphia, has opened at the Chase Hotel, St. Louis. . . . Bobby Marlow and his Marionettes have been held over for another five weeks at the Terrace Room, Chicago. . . . Buddy Eastman has succeeded Larry Johnson as singer with Phil Levant's Band at the Bismarck Hotel, Chicago. . . . Natalie and Howard and Vera Fern have opened for Sligh & Salkin at the Club Ivanhoe, Peoria. . . . Patsy and Mickey, dancers,

and Joy Kaese, singer, are new attractions at the Berghoff Gardens, Port Wayne.

ARTHUR ARGYRIES, Rochester book-er, was given a birthday party recently at the Bartlett Club. Joe Morrison, Frank Gaby and whole bill from the local RKO theater attended. . . . Lenora Studios have spotted the Lenora Debs into the Cafe Plaza, Pittsburgh, and the Lenora Dandies into the Hotel Pennsylvania, Philadelphia. . . . New show at the Hotel Commodore (New York) Palma Room comprises Edith Mann, Pete Woolery and the Di Gitanoes. . . . Jack Pomeroy expects to go to Hollywood soon, where he may stage dances for Walter Wanger pictures.

BILLY VINE, son of Dave Vine, completed an eight-week run at Will Oakland's Club, East Paterson, last week and opened Saturday at the new Kenmore Hotel, Albany. . . . Aldo Nadi, famous fencer, along with George Santelli, fencing master, opened at the Hotel St. Regis, New York, last week. First time a fencing act has been featured in a class spot. . . . Bernhardt and Graham, recently at the Central Park Casino, moved into the New Montmartre, New York, last week.

GUS HOWARD, singing and dancing comedian, who recently closed an engagement at the Oriole Terrace, Detroit, is in Chicago, where he expects to play night spots and clubs. . . . No. 2 unit of the Plybon-Allen Girls, the product of Ann Plybon and Charles Allen, of Port Wayne, opened a limited engagement last week at the popular Merry-Go-Round Club in Dayton, O. Louise Dunn, Annabel King, Betty Hartsell, Martha Hartman, Evelyne Joyce and Helen Stults complete the personnel. . . . Unit No. 1 will continue indefinitely at the Merry-Go-Round in Port Wayne, having already completed 28 weeks at the spot. Lee and Boule, dance team; Clyde Brubaker, emcee, and Bob Kreckman and band are included on the current show besides the six Plybon girls, consisting of Mary Louise Truelove, Helen Gray, Betty Daise, Helen Morrow, Ariene Sarmon and Hazel Bonham. . . . Merry Pickford closed a seven-week engagement at the Wonder Bar in New Orleans recently to move into the Ballyhoo Hofbrau in the same city.

JACK SHAWN, emcee and band leader, has been appointed manager of the Royale-Prolis Dinner Club in McAllen, Tex. The club, until recently known as the Club Royale, has been leased by Arthur Clegggett, of Donna, Tex., who also operates a club in Reynosa, Mex. . . . Ralph Shaw, emcee, resumed work last week, opening at the New Hotel Broadway in Baltimore, Md. Ralph has been inactive for several weeks, recovering from injuries received in an auto accident between dates. Adele Huff, Pat Payton and Leo Bateman fill out the current Broadway bill. . . . Raymond Rose, accordionist, is back in Minneapolis doing radio work and club dates. . . . According to Mrs. A. J. Leis, proprietor of Castle Farms in Lima, O., that spot is enjoying one of the best balanced shows ever to play the Farm. The bill includes Buck and Chic Eddy and their wonder dog, Colonel; Madeline Lewis, high kick and acro dancing; Lu-

(See CLUB CHATTER on page 27)

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BANDS and ORCHESTRAS

LOS ANGELES BRIEFS: George Hamilton, with a new combo, moved into the Casino Gardens, Ocean Park, for the beginning of his third season there. New group features Louis Chacco, hot harpist formerly with Richard Hamber, and Lee Norton, formerly with Ted Fieritz. Alring thru KFWB. . . . Veloz and Yolanda, who were booked into the Coconut Grove at the Ambassador Hotel last year for \$750 per. returned to that spot this month at \$3,000 a week and a split on the cover over four grand, out of which they must pay their own band. . . . Nick Stuart ork signing for Club Seville. . . . Eddie Oliver is taking a brand-new orchestra to Reno's Country Club, it is reported here. He will broadcast over the Don Lee network. . . . First combo booked for 1936 San Diego Fair is Paul Tremaine. . . . Bob Mohr's group played the President's Birthday Ball in Pasadena January 30.

DICK WIRTH'S orchestra is slated for a Kansas City spot. . . . Maurie Sherman back in the Chicago Loop after a Southern tour with Curly Smith's band, a Cleveland unit. . . . Phil Levant, playing in the Walnut Room of the Bismarck Hotel, Chicago, has inaugurated a weekly waltz night in conjunction with George Neldod's new *Waltz Time* floor show. . . . Levant also is presenting an amateur songwriters' preview program each Tuesday night, presenting a new song by an amateur each week.

XAVIER CUGAT leaves the Waldorf-Astoria Hotel, New York, February 28 for a 10-week vaude tour, opening in Philadelphia. After that he hops across the continent to open at Coconut Grove, Los Angeles. . . . Louis Armstrong closes a 16-week run at Connie's Inn, New York, February 9 and will tour vaude and ballrooms under direction of Joe Glaser, of Rockwell-O'Keefe. . . . Will be succeeded at Connie's by Don Redmond's Band, which is being handled by Tommy Morton, of the King & King Office.

DANNY MARSHALL has organized a band unit called *Taxi Dan and Taxi Boys*. Composed of a 16-piece band, a four-man harmonica unit and two torch singers. Musicians include an organist and xylophonist and all double on instruments and dialect talk. Marshall now on Station WHN in New York. . . . Bob Ross and six-piece orchestra, now at the Hotel Montclair, New York, achieve the volume of a 20-piece outfit thru use of a new electric organ. . . . Lanny Simmons and Rhythm Kittens, now at the Black Cat in Greenwich Village, New York. Handling third edition of current revue.

CAB CALLOWAY has been booked for Loew's Palace, Indianapolis, opening February 7. . . . Ina Ray Hutton and her Melodears, after playing a week starting February 7 at the Michigan Theater, Detroit, will play three successive weeks in Chicago, each at a different house. First is the Marlboro, starting February 14, followed on the 21st and 28th, respectively, at the Southtown and the Uptown. Booked by Mills Artists. . . . Lucky Millinder and his orchestra open February 7 for the Interstate Circuit of Texas, first stand being at the Metropolitan, Houston. . . . Successive dates are February 15, Majestic, Dallas; February 22-23, Majestic, San Antonio; February 26-28, Paramount, Austin. With the band are Pops and Louie, Chuck Richards, Harris and Harlow and Edgar Hayes. . . . Benny Meroff plays the Colonial, Dayton, January 31 to February 6 and then starts on a dance tour. . . . Bookings include numerous spots in Texas. . . . Hudson-DeLange Orchestra opens February 6 for two days at the Ithaca Hotel, Ithaca. . . . Marmie Smith and her orchestra are set for a tour of the Publix-Kinney houses in the South. Booked by Bert Goldberg, of the Bruce Chapman office.

JAN CAMPBELL supplies the dance tunes for the celebrated Arts Ball at Queens College in Kingston, Ont., this week, then fills a string of New England ballroom dates before going to Hanover for the Dartmouth Winter Carnival. Campbell is still under the banner of Continental Orchestra Corporation, of Utica. . . . Beo Lawton, vocalist, is the most recent addition to Jack Drummond's combo, currently playing the Club Loftus, Albany, N. Y. Band is in

its 22d week at the spot. . . . Don Ricardo and his Continentals are being well received in the Northwest. Unit recently closed an extensive Southwestern tour and immediately jumped to Seattle. . . . Billy Brooks brought a successful month to a close at the Skirvin Hotel in Oklahoma City and January 18 opened at the Hotel Texas in Fort Worth. Band is heard over KTAT 15 times a week and has six half-hour shows a week over CBS. A six weeks' return engagement in the Skirvin awaits Brooks at the conclusion of his present contract.

FREDDY BLACKWELL and band, Canadian "name" outfit, opened at the Catinneau Country Club, Alymer Road, Que., last week and are broadcasting nightly over CKCO. . . . Fletcher Henderson and orchestra have succeeded Earl Hines' Band at the Grand Terrace Cafe, Chicago. . . . Chip Decker moves from Grogan's Cafe in New York to the Hotel Trouville, Chicago. . . . Ronald Dare and his broadcasting orchestra are filling a limited engagement at the Imperial Theater in Greensboro, N. C. this week. . . . Johnnie Adams is slated to move from the Greyhound Bus Lines Grill, Dayton, O., to a Huntington, W. Va., spot very soon. Adams' crew has begun its 50th month at the Greyhound Grill. . . . Steve Love and band will remain indefinitely at the Hotel Connor in Joplin, Mo.

CHARLES BUDDI and band came from Cleveland to play a two-day engagement at the Trisona Ballroom in Music Hall, Cincinnati, February 1 and 2. Buddi is carrying 12 people and features Kay Dunham, vocalist. . . . Faye Jordan is filling a two-week engagement at Bob's Club, Ferriday, La. . . . Blue Barron, playing at the Paradise Showboat, Troy, N. Y., has had his contract extended for an additional four weeks. . . . Rudy Bundy replaced Jimmie Joy at the Hotel Gibson, Cincinnati, last week. . . . Freddy Engel and orchestra, with Chuck Miller, have closed their lengthy engagement at the Knight Tavern in Plattsburg, N. Y., and are at present doubling between a local night club and the Paramount Theater in Albany. Band will remain in Albany indefinitely. . . . Jerry McRae and her Texas Rangerettes have wandered away from home and are currently appearing at the Colonial Club in Augusta, Ga.

BLUE STEELE, featuring Peggy Moore, is playing dates in Louisiana and Texas. . . . Carlos Shaw and his band from Movieland, with 14 entertainers, including Betty Parker, Art Hiltet and Sylvia St. John, are playing one-nighters thru Texas. . . . Harry Hylan and his Ambassadors recently completed an engagement at Lew Platt's Windland Auditorium in East Liverpool, O., and began a series of one-nighters February 1 at Coliseum Gardens in Mansfield. . . . Jocko Phillips is in his 10th week of an indefinite engagement at the Broadview Hotel in Emporia, Kan. . . . Verdi Breinholt's Ork continues to draw 'em in at the new Rainbow Ballroom in Salt Lake City.

Al Stool, formerly connected with several music firms, is now general professional manager for the M. M. Cole Publishing Company, Chicago.

CLUB REVIEWS

(Continued from page 11)
his mastering the ceremonies is plenty okeh. Carries brunt of the comedy and his vocalizing is more than adequate. Montez and Maria, Gus Edwards grads, open with a smart repertoire of ballroomology, with tango, waltz and truckin' routines. Alma and Roland come on for eccentric tapping and click hand-somely.

Nyla Taylor is the lone torcher. A lovely gal with a lovely voice, her offerings easily explain why she won the Eddie Duchin-Texaco amateur contest.

Jack Young, another Gus Edwards alumna, has his tuning of tap terping. Displays plenty rhythm in his walkers. Fay Moss, an eyefiller on looks, leaves them begging with her individual manner of high kicks and acrobatics.

Band is that of Dave Van Horn. His 11 toppers offer the smoothest tooting heard in many a day round these parts. With an overabundance of dance talent in the floor show band makes up the slack by taking the spotlight with some socko comedy numbers. With plenty of good voices in the band, they also give out effective vocal interpolations. Oro.

Oakland's Elmwood Casino
(EAST OF PATERSON, N. J.)

For years a Broadway night club and radio "name," Will Oakland has opened his own roadhouse on Route 4, just east of Paterson, and only 15 minutes from the Jersey end of the Washington Bridge. Spot is close enough to New York to draw some auto trade, and the should increase in the summer.

Opening November 30, Oakland has been doing all right with his new spot. Overhead, including liquor license and rent, is much lower than in New York City. Special dinners are \$1.25 and up, but most of the business comes from liquor. Minimum is \$1, except Saturdays and holidays, when it is \$1.50.

Shows are being booked by Sammy Harris, of the Jack Pomeroy Office, and are nice, fast entertainment. Show caught comprised George Scotti, DeLohse and Russell, Mary Neville, Dolores Farris, Sue Austin and the Johnny Ulrich Orchestra. Oakland himself sings a few numbers in his well-known high tenor. Seems to be very popular here. Hasn't lost any of his showmanship either.

Scotti, young comedian, does emcee in a pleasing manner. He sings a bit, dances and does impersonations, his drunk number being outstanding. Has an ingratiating personality and should have no trouble clicking anywhere. DeLohse and Russell, ballroom team, have good appearance and offer lively routines. Their Spanish number is peppered with attractive acrobatic flourishes.

Mary Neville, pleasant blonde at a baby piano, sings catchy arrangements of popular tunes into the mike. And, just to show her versatility, she also did such numbers as *EM, EM and O Sole Mio*. Good intimate songstress.

Not caught in this showing, unfortunately, were Dolores Farris, blond singer and dancer, whose toe-tap work is well known in Broadway night clubs and vaude, and also Sue Austin, pretty brunet, doing personality singing and tap, acro and control kicking.

Ulrich's Band comprises a sax, piano, drums, cello, accordion and cornet, and dishes out danceable tunes. Not particularly outstanding, it nevertheless is adequate. Denis.

MUSIC NEWS

(Communications to New York Office.)

According to announcement from the Crawford Music Corporation Jay Fagen is no longer connected with the organization. Fagen recently entered the concern in the capacity of an executive position. Prior to his entrance into the popular song field Fagen was at the helm of his own publicity office to which he has returned.

After months of alteration the offices of Feist, Inc., which has been purchased by certain moving picture interests, have been finally completed. The change, made under the most adverse circumstances and handicap, finds the present quarters one of the most desirable and attractive of any of the firms now functioning in Tin Pan Alley. Everything has been arranged with a thought of comfort both for the artists, executives and those doing business with the concern. In fact, the transformation has been so satisfactory that those who recall the former shebang cannot believe their eyes.

Looking ruddy and very much improved in looks and health Jack Mills has returned from a brief vacation in Florida. Mills reports that he will have several important new hits bearing on certain compositions both domestic and foreign to announce shortly.

For his annual vacation this year E. B. Marks has gone to Miami Beach, Fla. Mr. Marks, accompanied by Mrs. Marks, expects to be away until April or when the winter here beckons the entrance of spring.

Bill Jacobs, out of the Chicago office of the Sam Fox firm, is on his way for his regular traveling trip to promote sales for the various songs and other business associated with the organization. He will devote most of his attention to creating additional interest in the Shirely Temple album and the new ditties which the diminutive film star will sing in her new picture.

Anatole Friedlander has revived his old success, *Lily of the Valley*, one of the few nut effusions of another generation to score nation-wide popularity. Ben Bernie will re-introduce it.

Several former teams in the song-writing game have found it to their advantage to change their alliances in recent seasons. For instance one duo found themselves slipping to the extent that their joint efforts were unproductive in the way of even mediocre success. Dissolving partnership on the other hand gave them a new lease of life with the result that at least two well-known authors and tunesmiths have turned out hits that have again placed them in the favorable light of profitable collaboration. Cases in evidence are those of Edgar Leslie and Joe Burke and Joe Young and Fred Ahlert. This quarter under a new coalition have completed a cycle of distinctive smashes.

NO GAMBLING

(Continued from opposite page)
evil star of a gambling raid, Earl Carroll presents Moore and Revel, Vaughn Comfort and the Hudson Wonders, with Jan Rubin and Jay Randall furnishing the music.

A tendency toward informality, especially during the week, is spreading to even the more exclusive spots.

Merchants Ask for Gambling

A new hope for class niteries here is seen in the petition presented this week to the Miami city council and signed by 40 merchants of fashionable Lincoln Road asking that gambling be permitted in night clubs.

The petition outlines the situation thus: "If gambling is to be permitted at all on Miami Beach, we advance the argument that it would be more to the interest of resort business in general that night clubs of high class, paying higher rents and license taxes, should have the same privilege. If it be that the city council in any way can aid the interest of these first-rate clubs along the above-mentioned line, we petition that it give its support."

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Sheet-Music Leaders

(Week Ending February 1)

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

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

- | | |
|---------------------------|---------------------------------|
| 1. Alone | 9. Broken Record |
| 2. Moon Over Miami | 10. With All My Heart |
| 3. Beautiful Lady in Blue | 11. Rhythm in My Nursery Rhymes |
| 4. Music Goes 'Round | 12. Please Believe Me |
| 5. Lights Out | 13. Shooting High |
| 6. Dinner for One | 14. If I Should Lose You |
| 7. Red Sails | 15. Treasure Island |
| 8. Feather in the Brocade | |

PHONOGRAPH RECORD best sellers will be found on page 68.

VAUDE AS PIX FARM-OUT

Fanchon Says Field Will Boom Because of Its Value to Films

Cites cases of studios going in for flesh previews of film excerpts—also points out fact of farming movie talent into theaters—young talent has opportunities

NEW YORK, Feb. 1.—The understanding of film companies, and their subsequent acknowledgments in several recent cases, that the theater is needed for the farming out of talent will definitely return stage shows to theaters thruout the country, according to Miss Fanchon, half of the firm of Fanchon & Marco, who arrived here this week from the Coast after a stopoff in St. Louis. Miss Fanchon elaborated further on the movie industry's acknowledgment of its need of the theater, and she went on further to discuss the vaude field, speaking with many years of experience as a performer and as a partner in Fanchon & Marco. She pointed out that the movies not only need the live stage for developing performers, but also for developing material. She also was elaborate on the opportunities today for young talent.

In talking of the movie's need for the theater and that vaude will return considerably as a result, Miss Fanchon said that it is unlikely that the industry lend financial help, but that it would do other things to encourage the field. She revealed that on the Coast recently the studios have been giving flesh previews of doubtful film sequences, originating with Irving Thalberg's *A Night at the Opera*, excerpts being presented in F. & M. units. Bits from Eddie Cantor's film, *Strike Me Pink*, were also presented on the stage of the Los Angeles Paramount. Also, some bits from the Paramount film *College*.

Speaking further on the subject of vaude as an asset to the industry, Miss Fanchon pointed out all the vaude bits done in Paramount's *Millions in the Air* by Willie Howard and Joan Davis. Then she cited the fact of RKO-Radio films farming out Betty Grable for vaude. Also, the development of Billy and Beverly Bemis for films.

In talking about vaude in general, Miss Fanchon expressed the opinion that it is just a matter of time before the double-feature picture policy will be thru. That the hotel dining rooms and cafes have done much to supplant vaude. Also, that old-fashioned vaude is past, that the stage shows are now dressed up and today it is a matter of 10-minute acts and not 12 minutes for a short act and 30 minutes for an average act as in the old days. Furthermore, that the entire show business must look to the development of b.-o. draws such as Rudy Vallee, Eddie Cantor and countless others.

In talking of the necessity for such fields as vaude for the development of talent, Miss Fanchon felt that the youngsters today have great opportunities. She cited the case of Olivia de Havilland, who without practically any experience made a success in films. And in her mind the reaction one gets from an audience is what develops a performer, giving them the necessary confidence. In Fanchon & Marco's Hollywood school over 10,000 students were registered for a period of three years, with about 1,000 or 1,500 coming in every week for a lesson a week. About 65 per cent of the students have ambitions to go on the stage.

GTC-Moss Lift Ban On Piccadilly Acts

LONDON, Jan. 27.—Now that the 12-week vaude season at the Piccadilly Theater has ended, the General Theaters Corporation and Moss Empire combine has lifted the ban placed upon American and British acts that played this opposition house. First American acts to get back on the combine's books are Borrah Minevitch and His Harmonica Rascals, Moore and Lewis and the Music Hall Boys, all current at the Hippodrome, Birmingham, and Hal Menken, who is now appearing at Finsbury Park Empire.

Other American acts recently at the Piccadilly and upon whom the GTC-Moss Empire outfit is looking with favor and arranging dates are Bubbles Stewart and Sisters, George Beatty, the Samuels Brothers, Bette and Foeter, Van Cello and Mary and Karle le Baron and Company.

4 Detroit Houses Swing to Combo

DETROIT, Feb. 1.—Prospects for increased vaude bookings in this territory looked this week with the tryout of flesh by four theaters for the first time this season. All managers announced that if the tryouts proved successful, vaude would remain for the balance of the season.

The Columbia, downtown house operated by Louis Goldberg and Gus Coplan, booked in the *Harlem Frolics*, 35-people revue. Goldberg reported that the house did a record business Saturday and Sunday.

Wisper & Wetman Theaters booked a new unit show, starring Billy Barty, movie juvenile, opening Tuesday at the Eastown and the next day at the Uptown, doubling between the two houses. The same unit goes into the Rio Theater, recently erected by Ben and Louis Coher, today on a try-out, the first time the house has ever played vaude. The Eastown and Uptown are key East Side houses, which used flesh a year ago.

Piccadilly May Reopen

LONDON, Jan. 25.—Charles Clore and Alfred Esdalle may have another fling at running the Piccadilly Theater here as a vaude house. The reopening depends upon the securing of four other houses in important provincial centers. The Piccadilly closed recently after a 12-week vaude run. House played 45 per cent American acts in its programs. Scarcity of suitable English acts not under contract to the General Theaters Corporation was the main difficulty encountered by Clore and Esdalle.

"Vanities" Gets Routed

DETROIT, Feb. 1.—Earl Carroll's *Vanities* walked out of the Downtown Theater here with \$10,200 as its share for last week's engagement. As a result of this showing, RKO has given the unit six more weeks, starting February 14 in Minneapolis.

Indie Booker Almost Loses Three Houses to WPA Units

NEW YORK, Feb. 1.—Abe Feinberg, local indie booker, came near to losing three up-State Publix houses from his books, on what promised to be a new headache for the indie bookers, but intervention by the American Federation of Actors spared him the loss. Booking the houses for some time, Feinberg got his notice last week and upon investigation found that the Federal Theater Project units were to play the theaters.

The houses which Feinberg has been booking for some time are in Poughkeepsie, Newburg and Peekskill, and the operators of the State, Poughkeepsie, and Ritz, Newburg, had offered the use of the theaters to the Works Progress Administration for the playing of the federal units on a percentage basis. The WPA planned to put shows into Newburg, but none in Poughkeepsie because they found it inadvisable to do so at the present time.

Havana's All-Girl Show; Even Femme Crew Backstage

HAVANA, Cuba, Feb. 1.—Dorothy Byton has been here booking up her attractions for the winter. She and Don Eladio Garcia, of the National Theater, have completed a deal where she will bring her 35-people show to the theater February 10.

The show is an all-girl one, platinum blondes, including a 10-piece orchestra. Even the scene shifters, electricians and prop handlers are femmes.

"Dames" Gets Five Weeks

NEW YORK, Feb. 1.—Bring on the *Dames* unit has lined up an additional five weeks, the dates being obtained by the Morris Agency. The show will go into Hershey, Pa., for Arthur Fisher February 13 for three days, and from there will go into the Century, Baltimore, February 21; Fox, Washington, February 28; Norfolk, March 6; Richmond, March 13, and the Earle, Philadelphia, March 20.

Judgment But No Cash

CHICAGO, Feb. 1.—Following the non-payment of a judgment for \$675.62, received in the Municipal Court here January 20 against Mrs. Effie O'Connor Dubuque and Charles Dubuque, Haas & Lefman, attorneys for Frank and Perry Herst, tried to garnish the salary of the O'Connor family when they played the State-Lake Theater last week, but found that the act had drawn in advance. Action developed from the signing of a judgment note for John O'Connor that was supposed to be paid out of the earnings of the act, according to the attorneys.

State Sets a New Record of \$42,945

NEW YORK, Feb. 1.—For the second time within a month the Loew's State Theater shattered a box-office record, the show closing Thursday night establishing a new record of \$42,945 and 105,945 admissions. The Burns and Allen unit was the stage attraction, while *Ab, Wilderness*, was the film. House did six shows on Saturday and five-a-day the balance of the week.

On the first week of the month the combination of Ed Sullivan's *Down Patrol Revue* and the *Night at the Opera* pix hung up a new record of \$40,195 and 81,148 admissions. This included a \$150 top New Year's Eve show.

Dows Get Rahway

NEW YORK, Feb. 1.—The Dows got another house for its books, the New Empire Theater, Rahway, N. J., opening today as a Saturday and Sunday vaude stand. Baby Rose Marie is heading the opening five-act bill.

Indie Booker Almost Loses Three Houses to WPA Units

Feinberg, upon learning of this, registered a complaint with Ralph Whitehead, executive secretary of the AFA, who in turn brought up the matter with WPA officials. He explained to Mrs. Hallie Flanagan, national director of the Federal Theater Project, and George M. Gatts, WPA regional director of this State, and others that moves such as this are of no help to the vaude industry. Mrs. Flanagan concurred with Whitehead in his views and said that the federal shows will only play where salaried performers are not displaced.

Gatts accordingly sent out notice to the various WPA departments of this condition. He revealed that the WPA had canceled negotiations to put shows into Newburg upon learning that if this was done it would cause unemployment for six musicians, four stagehands and vaude acts booked from here.

Midwest in Good Health

Chi books 9 full weeks, 3 4-dayers, 4 3-dayers and 12 Sundays

CHICAGO, Feb. 1.—Despite the fact that many are bemoaning the loss of playing time in this territory, a survey reveals that the situation here is healthy compared to other sections of the country. A summary of available playing dates shows there are nine full weeks, three four-day stands, four three-day stands, five two-day stands and 12 single-day dates in and around this city. This does not include the Palace and Chicago theaters, which are booked from New York; the Uptown, usually a three-day week-end date and temporarily playing full weeks, or the Southtown, which also fluctuates from three-day to full week bills.

Full weeks booked from here include the State-Lake, local house, and Tower, Kansas City (Billy Diamond); Colonial, Dayton, and Lyric, Indianapolis (RKO); Riverside, Milwaukee (Morris office); Missouri, St. Louis (Sligh & Salkin), and the Garrick, St. Louis, a burlesque house using three standard acts each week booked by Tommy Sacco. On Dick Bergen's TBO book are the local Oriental and Marbro, also full weeks.

The Harding, Chicago (TBO), is a split week, changing Tuesdays and Fridays and the Palace, Ft. Wayne (RKO), is a split week, changing Sunday and Thursday. Acts playing the National, Louisville (Diamond), for four days, opening Fridays, usually are booked to follow at the Princess, Nashville, commencing the following Tuesday for three days. Acts booked into the Tower, Kansas City, go into the Electric, St. Joe, Mo., the following Friday and Saturday. The Orpheum, Springfield, Ill. (TBO), is a Thursday, Friday and Saturday date.

The Saturday and Sundays are the Kedzie, in town, and Orpheum, Champaign (RKO); Stratford here (Morris), and the Majestic, Bloomington (TBO). The Arcadia, St. Charles, Ill., runs separate shows Saturdays and Sundays booked by John Benson. The Sundays include the Ritz here (RKO); Rowland-State here (Diamond), and the Century, Regal, Northshore and Senate in town; Rialto, Joliet; Palace, Peoria; Genesee, Waukegan, and Paramount, Hammond, all TBO houses. The Fargo, De Kalb, Ill., another Sunday date booked by Tommy Sacco, resumes shows February 9 after a temporary layoff due to the zero weather.

Besides these dates, the Palace, South Bend; Orpheum, Lincoln; Coronado, Rockford, and many other houses in the territory are playing units regularly and occasional vaude shows. Harry Clark, who produces shows with the regularity of clockwork for the Cushman Circuit, uses from three to five standard acts in each of his units, and Eddie Elkort (MCA) is booking two vaude acts weekly into the Edgewater Beach Hotel here. In addition, several night-club bookers are spotting acts in the cafes they book.

Art Browning Mourns Yank

CINCINNATI, Feb. 1.—Art Browning, vaudevillian, is mourning the death of his stage partner, Yank, the "wonder dog," which succumbed to a stomach ailment here this week. Yank and Browning had tramped together for 13 years. Yank's passing pulled considerable space in the three local dailies. Browning's plans for the future are indefinite.

Jones Into Para, Duchin Next

NEW YORK, Feb. 1.—Isham Jones and his ork will be the next pit attraction at the local Paramount, opening Wednesday. The *Eton Boys* and *Loretta Lee* will go in with him. Eddy Duchin and ork are scheduled to come into the house February 19, along with the Pickens Sisters.

Moss Opposed By 3 Agents

NEW YORK, Feb. 3.—Awaiting introduction into the local Board of Aldermen, the licensing bill for artists' representatives, which has met with the approval of License Commissioner Paul Moss and the majority of reps, has brought objections from Louis Shurr, Lou Irwin and Harry Besty. Thru their attorney, Abe Berman, they notified Moss of their objections.

This trio of agents, whose representation mainly deals with legit. pictures and night clubs, informed Moss that they are opposed to any kind of licensing of artists' representatives.

It is understood that despite these objections that Moss will have the bill introduced shortly.

NEW YORK, Feb. 1.—Bill Schilling's case of operating a theatrical employment agency came up again Thursday in Special Sessions. It was once more adjourned by consent, this time being put over until February 28.

London Bills

(Week of January 27)

Hippodrome, Manchester, Stoll's ace house, has two new American openings this week. Cy Landry, eccentric dancer and pantomimist, with plenty of novelty tricks and loads of laughs, and Wilbur Hall, unusual violin entertainer, both chalk up solid hits. Two other Americans, George Beatty, monologist and comedian, who is meeting with enormous success this side, and Harriet Hutchins, unique comedienne and impressionist, tie the show into knots.

De Wolfe, Metcalf and Ford, brilliant American comedy dancers, get their first crack at a Holborn Empire audience, despite the fact that the act has been in Europe with consistent success for over three years. Act scores sensationality and should get an early repeat.

Four Franks continue to show-stop at the Palladium, where the laughing hit of the bill is Gene Sheldon, pantomimist and banjoist, who has a dandy aid in personable Loretta Fischer. Act has been one of the most successful comedy turns to play a Palladium production for many months.

Borrah Minevitch and his Harmonica Rascals, Sammy Lewis and Patti Moore and the Music Hall Boys are three American acts who are a riot at the Birmingham Hippodrome. All three acts were recently at the Piccadilly. Hal Marken, novelty tap dancer, employing miniature steps and drums, is plenty popular at Pinstbury Park Empire.

Schultz in Plane Crackup

DENTON, Tex., Feb. 1.—John A. Schultz, partnered with Fanchon & Marco in its agency, was a passenger of the American Airways plane which cracked up here Wednesday. The pilot of the plane was killed, but Schultz and four other passengers escaped injury. Schultz was flying from St. Louis to Dallas. He left the latter city yesterday by plane for the Coast.

Jack Shea's Southern Tour

NEW YORK, Feb. 1.—Jack Shea is at present booking a string of houses in Virginia and West Virginia, a show touring the houses every six weeks. The tour at present comprises 10 houses for a total of 19 days. Shea is at present negotiating for eight other theaters in Kentucky to join in on this tour.

WHITEMAN SPONSORS—

(Continued from page 5)
work. The local talent will be strictly professional and under no condition will amateurs be used. Each artist will have been chosen by local radio editors and broadcasters.

Idea has long been in the mind of Whiteman, and the past week by obtaining local reaction to the plan, Jack Levin, his personal representative and manager, along with Burt McMurtrie, of the Lennen & Mitchell Agency, went to Pittsburgh, where they conferred with the radio editors and broadcasters. The plan was enthusiastically received, and the first city to have its talent represented will be Pittsburgh. It is Whiteman's belief that some excellent talent in many cities will have a better chance to come to the front and share in entertaining national audiences.

Sherman's Exclusive on Fay's, Philly, Booking

PHILADELPHIA, Feb. 1.—Fay's Theater here, operated by Sam Stiefel, is now exclusively booked by Ed Sherman. Recently Stiefel booked colored shows into the house himself. In the past the house doubled between Sherman and the Dows. Sherman's advance bookings for the house include NTQ's show, Friday; Stepin Fetchit, February 14, and Ray Perkins and Amateurs, February 21.

Sherman is also spotting three white acts every week into Stiefel's Howard Theater, Washington, D. C., a colored house.

Howard Takes Boston Date

NEW YORK, Feb. 1.—Tom Howard has finally accepted one of his long-delayed dates for the Public office. He has oked the Metropolitan, Boston, for the week starting Friday. Public had him contracted for Boston, Chicago and Detroit originally, but had difficulty in getting him to play the dates, even going so far as to institute suit.

Little Rock Negro Theater

LITTLE ROCK, Ark., Feb. 1.—The Metropolitan Theater Corporation was formed here this week to operate the Metropolitan Theater. Incorporators are Milton and Alfred Starr, of Nashville, and G. Tom Bailey and Marion Russell, of Atlanta. It is planned to renovate the theater and use Negro acts for its vaudeville policy. The group is at present operating Negro theaters in New Orleans, Atlanta, Nashville and Memphis.

Seventh Harry Clark Unit

CHICAGO, Feb. 1.—The seventh unit, produced by Harry Clark for the Cushman Circuit, opened at the Paramount Theater, Waterloo, Ia., yesterday. The show, *Top Hat Revue*, features the Great Togo, the cast also comprising Dub Taylor, Howard Fuller and Sister, Frank Santry, Mack and Miller and the Goldette Trio. Clark will travel with the unit for two weeks and then return here the middle of February to cast a new show.

NEW ACTS

Bob La Salle

Reviewed at the Jefferson, New York. Style—Singing, Setting—In one. Time—Nine minutes.

Bob La Salle, introduced by the master of ceremonies as making his first professional appearance, scored a distinct hit that almost amounted to a show-stop with his smooth and powerful singing. La Salle uses a mike, relies on no trick effects or unusual harmonies and possesses a modest, attractive stage personality.

Opened with *A Little Bit Independent*, followed with *I'm Sitting High on a Hill Top* and preceded his encore with *If I Should Lose You*. Frank Gaby, emcee, called him back in response to the applause of the enthusiastic audience and he socked again with *Alone*. La Salle looks like an asset in any company. P. A.

London Four

Reviewed at the Grand Opera House, New York. Style—Singing, Setting—In one. Time—Ten minutes.

London Four constitute another harmonizing made quartet, with one of the boys doubling on a guitar. Their material is arranged well and they sound

oked over the mike, but they would do better with a more tuneful and up-to-date choice of numbers. At this viewing they sang a series of four, doing best with *Red Sails in the Sunset* and *Some of These Days*.

Closer, a yodeling song, called for an encore, which was somewhat of a disappointment. The boys have talent but should exercise more care in picking their material. Even so, the audience liked the turn and responded with a fair hand. P. A.

Don Tannen

Reviewed at the Grand Opera House, New York. Style—Hokey pantomime. Setting—In one. Time—Nine minutes.

Don Tannen is an exceptionally able hokey and pantomime artist whose efforts were not properly appreciated at this house. His act is completely silent and opens with adroit comic hoofing which gradually leads into a burlesqued treatment of classical dance poses. Follows in the same vein with takeoffs on a hitch-hiker, traffic policeman and a bowlegged cowboy.

Tannen's pantomime is superb, and he should experience no difficulty in keeping occupied. He closed with more trick stepping done in slow motion. P. A.

VAUDEVILLE NOTES

JOHN A. ROBBINS, indie booker for many years, is now associated with Carlton M. Hub in New York. . . . Joe Feinberg slipped on the ice in New York last week and dislocated his thumb. . . .

Was hospitalized for a day and had a tough time convincing Sammy Rauch of F. & M. by phone that he really had an accident. . . . Harry Kalchheim is now located in Boris Morros' old office, with Harry Levine getting Kalchheim's office. . . . Ray Koch is now manager of Proctor's 58th Street Theater, tho under the supervision of Larry Grieb, of Proctor's 88th Street Theater. . . .

Imogene Coca goes into the Rainbow Room in Radio City February 12, booked by Irma Marwick, of the Harry Norwood office. . . . Kirk and Lawrence will open March 23 at the Hackney-Empire, London, for a 12-week tour. . . . Carmen and Bell Brothers are going abroad also, opening March 16 in Liverpool on a 12-week tour. . . .

WILLIE ROBYN, Beatrice Belkin and Adelaide De Luca have been added to Alex Gerber's Radio City Follies, which starts its Midwest tour Friday at the Fox, Detroit. . . . Bebe Daniels and Ben Lyons arrived in New York Saturday for their tour of personal appearances. . . . Benny Rubin has joined the Harry Howard Everything Goes unit, of which Harry Rogers is now a partner. . . . Cast includes, besides Rubin and Howard, Frances Willis, Rio and West, Dunn Brothers and Doty, Joan Andrews, the Three Rs, Eleanor Eldridge and Helen Hallon. . . . Major L. E. Thompson of RKO left the New York Hospital last

week. . . . He's heading south to recuperate. . . . Vera Miller, with the *Rancho Grande Revue* on the Cushman Circuit, was stricken with an appendix attack in Logan, Utah. . . . She's due to rejoin the show in Anaconda. . . .

DICK DELTON and Tom Riley are a new singing team. . . . Riley used to be a member of the team of Riley and Comfort. . . . Milton Frome opened Monday at the Club Lido, Montreal, as m. c. . . . He recently appeared with Willie and Eugene Howard at the State, New York, and also did some shorts for Warner. . . . Joaquin Garay closed with the *One Hour With You* unit at Michigan Theater, Detroit, last week, after a 17-week run. . . . Took an airplane to San Francisco for a short rest, to be followed by six months of vaude appearances in Southern California. . . . Marian Shelby, prima donna of Shubert's *Opera Under the Stars*, returns to the Fox Theater next week for an indefinite engagement. . . . Detroit Variety Club is to have its annual party February 22. . . . This is to be the biggest social event of the local show year.

GEORGE MARKO, with Weaver Brothers and Elyria for four seasons, made his debut as a single at the State-Lake, Chicago, last week. . . . He is doing his regular sound effects act and is working under the billing of Buck Ward. . . . Ray Lange, former conductor of the Northshore Theater orchestra, has joined the orchestra of the State-Lake Theater, Chicago, as assistant director under Verne Buck. . . . He succeeds Joe Hepburn. . . .

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ENGLAND: Gino Rimac, American Express, London.

Paris Bills
(Week of January 20)
Gilbert Lamb, the Three Swifts and the Three Cossacks are the American acts shoved into the Alhambra this week, where they will be joined next week by several other America and international acts in a Second International Festival of Vaudeville, opening Friday. Alhambra using a stagger system of holding over half of the bill—which is giving the critics the jitters.
ABC featuring native favorites, including the film comedian, Noel Noel, Charpini and Brancato and the singer Jean Marasc. Three American dancers, Nona Reed, Virginia Vaughan and Mae Elgin, and the dance duo, Browning and Star, provide good hoofing. The Young Kees offer their knockabout comedy and Raymond Baird plays his sax. Rebia, the juggler, and Alfred Plocaver, operatic tenor, complete the bill.
Howard Nichols, the talented American hoop juggler, and Anderson and Allen, acrobats, are featured at the Bobino. Joan Warner, American fan dancer, heads the bill at the European. The Four Romeros, American dancers, are at the Lido.
The Rex has a good stage show, headed by the clever American acro dancer, Darlene Walders. The Alvarez Brothers, comedy trapeze, and the Bonhair Gregory troupe of Risley acrobats are also at the Rex. Gaumont Palace has Tracy and Hays, good hoofers; Kuhn Brothers, perch act, and the Milcar Trio, comedy acrobats. The Karre, Le Baron and Mayon Trio, adagio dancers, are at the Paramount.

English Vaude Theater Fire
LONDON, Jan. 27.—Palace Theater, Huddersfield, a 2,000-seat vaude house, was destroyed by fire last week-end. House played vaude for an unbroken period of 20 years.

Loew's State, New York

(Reviewed Friday Evening, January 31)

On the heels of the phenomenal gross recorded by the Burns and Allen unit and the *A. H. Wilderness* pit that of \$42,945, Louis Sobol, *The Journal's* columnist, moves in with his Broadway on *Parade Revue*, together with the *Magnificent Obsession* film. Capacity business all day and the same at this last show, and as somebody kiddingly remarked, maybe it's the overflow from last week. Seriously, tho, the current show is a business combination.

Sobol surprisingly has gone the way of all columnists this week by going in for guest stars, a practice condemned by many. Actually his own show gets 62 minutes of the hour and 21-minute running time. Tonight Sobol presented Frank Fay midway in the show, and at the finish brought on Helen Morgan and Lew Brown and Harry Akst. Fay had trouble getting off, la Morgan was stopped, and Brown and Akst went over, too, even tho Brown bragged of people he discovered and committed singing mayhem on two of his songs, altho the audience was forewarned. At the first show Sobol had Harry Hershfield, Estelle Taylor and George Givot. And they don't just take bows, they go into routines.

In Sobol's personal appearance he doesn't try to be anything other than a columnist. All he does is introduce the acts, one comedy bit with Cross and Dunn and, of course, supply the guest stars. His stage presence has improved considerably, for he now seems very much at ease and handles the introductions in clear and sure voice. For his information, when he makes other personal appearances he'd be better off if he would not look towards the wings when sets go off, because that revives applause and makes it difficult for him to continue.

James Evans is the first of the Sobol acts and he's an okeh enough starter with his foot juggling. He foot-pedals three balls and a trick bed, doing it very skillfully and getting a fair hand.

Selma Marlowe, attractive red-haired tap dancer, who shows she's different by not wearing a pajama outfit, but instead wearing a very charming gown which doesn't hide her footwork, is next. This young lady is different in tap dancing also, for she's class and not hotcha or tricky, which is in accord with her "concert in taps" billing. Her footwork is outstanding, applied most adeptly to *Soliloquy* and *Sideseals of Cuba*. She went over very well, the audience being truly appreciative of her fine work.

Sylvia Proos, now a blonde instead of a brunette, sings her way into the hearts of the audience and is absolutely deserving of the show-stop she received. A truly grand voice and an excellent personality, using three clever numbers, especially the one in which she shows herself off as a linguist. She had to beg off.

Professor Lambert, following the Frank Fay interruption, follows with needed comedy, which is a little late in arriving. He, too, was a big hit, his likable nonsense catching on handily. In hoke makeup he gets a lot of laughs out of his tomfoolery with the xylophone

and his goofy talk. He's bound to remind you of Herb Williams.

Stadler and Rose have a very short stay, doing just one number. It's a honey, tho, the mixed team doing an exceptionally fast routine, featuring the outstanding contortion work of the girl. They, too, went big. Sobol, in introducing them, announced they were married yesterday.

Allan Cross and Henry Dunn close the show with an act that's showmanized to the extent that it actually sparkles. Cross is the master showman and Dunn the lusty singer, and they do three numbers which are humdingers, especially *Sing an Old-Fashioned Song*. Their closing number is a corking flag-waver. Finished doing a nice bit with Sobol.

Then came Helen Morgan and Lew Brown and Harry Akst. Setting was that of a night club, tables and all, with Ruby Zwerling and the pit boys on stage.

SIDNEY HARRIS.

Palace, Chicago

(Reviewed Friday Afternoon, Jan. 31)

Clyde Beatty, famous circus performer, and his elaborate wild animal presentation, using a mixed group of 25 lions and tigers, is headlining the current bill. Due to the large steel arena occupying the entire stage it was necessary to book all supporting acts that worked in one. Even tho Clyde Hager did his act on a platform over the orchestra pit before Beatty, there was a long stage wait before the curtains parted on the animal act. Beatty no doubt is finding it rather awkward in playing his animals on the vaudeville stage.

Vernon Rathburn and Company opened with Vernon playing *Nois* on his sax. Pete King and the Maxwell Sisters followed with a tap routine that was speedy in its execution, and Rathburn did another fast sax solo. Closing, the two men and four women comprising a sax sextet did *Tiger Rep*, leaving to a nice band.

Charlie Melson started with a couple of gags, sang a song, *Randolph Street*; did a monolog on the traffic situation and then introduced Miss Irmanette, who rendered a violin medley, running from beautiful classic music to bright syncopation. Melson traded repartee with a girl stooge with a harelip delivery that couldn't be understood, and the act closed with Melson singing, Irmanette playing and the stooge dancing. Two bows.

Ella Logan, petite Scotch songstress, had a bit of tough luck in the next spot when the p-a system went dead after her first song, *Swing It*. However, she overcame the difficulties without the aid of the mike and socked over *Good for Nothin'* Joe in dramatic style; *I Lost My Rhythm*, a Scotch song, and encoored with *Alice Blue Gown*. She has a sparkling personality and certainly can sell her songs. Three bows. A hit.

Clyde Hager had the customers laughing continuously in the next-to-closing spot with his hilarious "pitchman" spiel. The monolog is a masterpiece of its kind and like old wine it improves with age. What more can be said! A hit.

Clyde Beatty put his lions and tigers thru their paces in thrilling style, tho the act didn't seem as effective on the stage as it is in the circus ring. Beatty

puts his usual showmanship into action and manages to inject a certain amount of suspense into the proceedings, particularly during the tiger roll-over trick, but as a whole the lions are too well-mannered to make the thing look hard from the front, probably from doing four and five shows a day. Good hand.

F. LANGDON MORGAN.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, Jan. 30)

After two weeks of the Eddie Cantor film *Strike Me Pink*, the second week being mild at the b. o., Margaret Sulavan moves in with the *Next Time We Love* ptx. And at this last show opening day the house was enjoying good business. The stage show is fair enough, altho it hasn't the punches the shows here have been having of late. More flash than anything else this week. The show runs exactly 35 minutes, which doesn't include the nine-minute overture.

Current overture is Ponchielli's *Dance of the Hours*, always a grand musical session, and this symphony crew played it beautifully. Ahead of it is Dick Leibert's work at the grand organ and then the newswreel.

The Scrap Book is the title of this Russell Markers show, with Albert Johnson again contributing grand settings. First page of the scrapbook is *Chopis*, with Wilma Miller and nine girls singing *Prelude* in the first half. Nice singing, and leads into a beautiful outdoor set for *Nocturne* as done by the ballet corps, as grand a picture of grace and precision as you could want. Beautiful and all that but a very slow opening.

Page two is *Words and Music*, featuring the glee club, the boys doing an excellent singing job of that very tuneful *Sing an Old-Fashioned Song*. They sing it to Florence Mallee, who is the "young sophisticated lady" strutting about.

Tommy Martin, the very clever magician, is page three of the scrapbook and he does his *Magic Moments* in outstanding fashion. Despite the fact that watching a magic act here is certainly long-distance viewing, Martin's tricks caught on very handily. Hardly any trouble at all in seeing him do his silk, cigarette, cards, bird-cage and fan tricks. The latter is and always will be a humdinger of a trick.

Page four, and the closer, is *The Cubes*, with special music and lyrics by Pam Davenport and Joe Linn. Picturesque and entertaining enough but lacks definite sock. First part of it is *Lottory*, with Robert Landrum doing okeh singing of the theme song. Los Ojedas, Cuban dance couple, were fair enough, but the music was too slow for their rumba. Also in the number is the El Casey Rumba Quartet, male singing and musical act. Second part gives attention to the Rockettes, who are doing one of the best routines ever given them by Gene Snyder. Not so much a drill or flash affair as it is for actual dance steps. The glee club partakes in this also.

SIDNEY HARRIS.

Roxy, New York

(Reviewed Friday Evening, January 31)

This reporter's pet crew of assorted crazies, the Frank and Milt Britton Band, is the chief and very nearly the only stage attraction at the Roxy this week. With the act cut up into several portions to allow for the usual Roxy production, the musical maniacs romp merrily thru their prescribed spasms, with the standard bearers, Walter Powell and Tito, along with a couple of the other boys, bearing the brunt of the tomfoolery. Musically, the band is as good as ever; idiotically, it's immense. The house came thru with heavy applause upon frequent occasion.

Only two acts in the support, the Lorraine Sisters and Kay, Katya and Kay. The sisters, three youngsters, harmonize in the approved sister-trio style, while Kay, Katya and Kay appear twice with their excellent and breath-taking adagio work.

Carl Vossberg Jr., a bright-thatched youngster, who's a freshman at CCNY, was the week's air amateur winner, playing a Cyril Scott piano number. He drew a nice hand, but not as much as he deserved, the semi-classic and its excellent rendition soaring over the heads of the Roxy fans.

The Gae Foster Girls, house troupe, have three routines, the first a cute hotcha number in which they do excellent work, led by three kids from the line. The second is a lovely pink affair

done as background to the singing of one of the Britton band boys, and in the third, a brief bit, they sweep up the stage after the Brittons' wild climax. The stage needs it.

Freddy Mack emcees the first section of the show and leads the pit boys, who are practically on vacation this week. Picture is *King of the Damned* (OB), and house was okeh at the supper show opening day.

EUGENE BURR.

Orpheum, Lincoln, Neb.

(Reviewed Monday Evening, January 27)

MAJOR BOWES AMATEURS (5)

First of the simon-pure cavalcade to strike here, the Unit No. 5 crew was greeted by sub-zero weather, playing day and date with the first and only legit attraction of the season, *Old Maid*, and with the prices jacked an additional 15 cents, but the box-office pace was steady and big nevertheless.

Since they made their appearance first over the air, the amateur shows must of necessity be tiring to one used to a balanced bill. It's continually a voice show, with novelty or flash almost non-existent. Poor timing on gags, obviously learned without cognizance of punch or delivery, make the laugh moments infrequent. However, the audience which turns out to see the amateurs evidently goes to what their "in person" tastes and as consequence the rank and file amateur nets more applause than a professional headliner.

The Oklahoma Mustang Wranglers from Pasaic, N. J., are the openers, with Bob Oakley, labeled the "gong ringer," telling the audience all about it. A good opener. Julio Vitola, the fruit peddler, has a couple of Italian numbers, using *Maria* as a sock closer.

Statler Twins, harmony warbling, detract by starting their wiggle about eight beats ahead of the music. *Love* and a *Dime* and *Heavenly Thing* sees them thru. Marshall Haley, the retired redcap, comes next. His song good, but his gags unstudied. Ray Souders, who yodels, follows.

The Thomas Brothers, introduced as four boys from an Ohio farm, are an excellent quartet. Took three bows. Marie Jullo, soprano, did *Caramore* and is both good to look at and a singer of possibilities. Ralph Lawrence, the triple-voiced lad, comes forth with a series of operatic duets which is a good stunt.

Sid Raymond, probably the nearest to the bill's headliner, is a good impersonator. He looks like Ed Robinson, but does Cantor, Jolson, W. C. Fields and Bill Robinson as well. Rated a big hand. Ann Palmer, who sings *Music Goes Round*, is the closer. The finale is next in which the Stauffers hoof.

Time was 55 minutes, and the film *Hitch-Hike Lady* (Republic). Business very good.

B. OWEN.

RKO Jefferson, N. Y.

(Reviewed Friday Evening, January 31)

Five acts, running 72 minutes and every one of them socking, comprise the current stage show at the Jefferson. Frank Gaby acted as master of ceremonies, doing a splendid job introducing the performers and giving a punchy performance in his own right.

Dick and Edith Barstow, a mixed hooding team, opened with an old-fashioned song and dance turn. The boy has a particularly pleasing stage personality combined with plenty of talent. Followed with a *Top Hat* routine, very prettily done, with the girl wearing one of the most eye-filling gowns seen in a long time—a lovely red and pale gold creation. Their ace dance is a toe tap done on steps with intricate routines. Fetched a very good hand with this. A young fellow, unbillied, fills in with banjo soloing and pleased tremendously with *When Day Is Done*.

Frank Gaby, assisted by Kay Stuart and Jerry Hausner, holds the second spot with comedy chatter. Hausner is planted in the audience for some uproarious heckling and scores one punch line after the other. Gaby's knockout work, tho, is his ventriloquist turn, with the familiar dummy sitting on his knee. While Hausner is still in the audience a surefire line of cross patter is kept up. With Gaby smoking a cigaret, the dummy sings, gags and finally squirts tears in a riotous close. The act had a tough job begging off.

Bob La Salle, vocalist, was sandwiched between Gaby's appearances and scored a smash hit with his honey smooth and powerful rendition of *Alone, I'm Sitting High on a Hilltop*, a *Little Bit Independent* and the encore, *If I Should*

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Lose You. La Salle possesses a pleasing stage manner, notwithstanding the fact that Gaby announced him as making his first professional appearance.

Chester Fredericks and Company, third, in an act combining Fredericks' explosive didoes with the harmonies of the Gislson Sisters and Helen King. Fredericks does his usual comedy hoofing and seems to be just as much at home on the stage as off. The girls, all brunets, fare well with *Lulu's Back in Town* and *How'm I Do'n?* One of the Gislson Sisters in the latter number does takeoffs on Mae West. Durante, Zeau Pitts, Hepburn and Charles Butterworth.

Earl, Jack and Betty, lately at the Paradise, began with the conventional spins and twirls, but later convulsed the audience by getting a few kids on the stage. Latter were twirled until dizzy and then made to run for a quarter. This ended riotously but was surpassed when a mammoth female volunteered to take a spin for \$3 and closed the show with hilarious laughter. Picture was *Dance Band* (First Division). PAUL ACKERMAN.

Grand Opera House, N. Y.

(Reviewed Friday Afternoon, January 31)

Business here continues to be very good, as evidenced by a fairly well-filled house for the afternoon show. The combo policy of the house, which gives patrons a good run for their money with two features in addition to vaude, has been a very consistent draw over an extended period.

London Four, a male quartet of harmonizers, lead off with one of the men doubling on the guitar. Their offerings come over the mike well and the arrangements are pleasing enough, but their choice of songs seems rather out-moded. In their four numbers they included *Some of These Days*, *Red Sails in the Sunset* and a Swiss yodeling song. Socked best with the first two. The audience liked them.

Don Tannen, a very able hoke and pantomime artist, in the duce spot. His opening turn, consisting of very nimble comic hoofing, fades into humorous classical dance posturings. He follows with burlesque treatments of a hitch-hiker, traffic policeman and bow-legged cowboy, all done with a subtle understanding not properly appreciated by the audience.

Millard and Marlin, a mixed team, provide the laughs. These two have a sure-fire line of patter, with the boy acting as foil. The same act used to get in their gags against a barber-shop set. Latter is no longer retained, but they still use a stringy fur piece to good comic effect. Hoked up songs, including *I Call Her Sugar Pop* and *What Am I Going To Do Without You*, are interspersed thruout the lines. Very pleasing team and went off to a good hand.

Closer is *Jack Randall Renee*, a dance flash mainly composed of adagio routines. Three men and two girls in all. Opening turn is a ballroom waltz done by two men and a girl, but they do not hit their stride until they begin the adagio routine. A third man comes out for this and all three throw the girl in some sensational twirls. A second girl, diminutive and brunet like the first, pleases with very difficult contortion work. She combines her turn with the adagio work of the men, posing and doing her stuff while balanced on their shoulders. All in all very colorful, with the men dressed in pirate costumes. Also they received a fair hand, the act would do better either as an out-and-out adagio flash or as a more varied dance act.

Pictures were *So Red the Rose* (Paramount) and *The Old Homestead* (Liberty). PAUL ACKERMAN.

Stanley, Pittsburgh

(Reviewed Friday Afternoon, January 31) (First Show)

EARL CARROLL'S "SKEFCH BOOK"
Trimmed to about an hour's running time, Carroll's *Sketch Book* makes an ideal unit for the better type house. Ken Murray, Milt Charleston and Sassafras (A. Labriola) handle most of the comedy and certainly don't have to resort to filth to be funny. Their Western card-game kit is ample proof, its wholesome fun being on the receiving end of barrels of laughs. Ken and Milt, having worked together for a number of years, have never been better, while Sassafras, a newcomer in these parts, is a knock-out with his lazy antics and drawn-

out "Oh, yea" catch line.

Ken Kavanaugh leads the band in the pit and opens with the hot *Swing It* number. The girls (24 of them) are displayed in a stairway routine, with Lillian Carman, a vivacious and hard-working songstress, vocalizing in great fashion. Big hand.

Ken and Milt follow with a few minutes of comedy, making way for an Indian flavored and costumed scene. Talbert Haslett, a personable tenor, sings the tune *At Last* to Dale Tiffany Winthrop, and Betty Britte is featured in a top-notch acrobatic turn. The girls display training in a classy routine. More comedy, with Ken and Sassafras in an off-color quintuplets skit, followed by Lillian singing *Gringolita*, a scuzzing Latin tune, enhanced by a lively chorus dance. Heavy applause.

Dale Tiffany Winthrop next show-stopped with her tiptop tap dance. The girl has real personality, too, and should have no trouble reaching the name class. Sibyl Bowman, an impersonator who can also entertain, followed with her novel introduction of Garbo. She was joined by the comedy principals and together engaged in some merry nonsense. Haslett comes on for another romantic song, accompanied this time by Sassafras' accordion solo.

Silhouettes Under the Stars, the next scene, is about the best. The girls pose in front of mirrors that form a staircase and in different light shadings produce some striking effects. Haslett offers the vocalization. Sibyl Bowman then scores with her Beatrice Lillie characterization, singing *I'm a Puritan*. A bit risqué but the customers liked it. This makes way for Lillian Carman's impressive delivery of *Make the Man Who Makes the Gun*, backgrounded with brief parting scenes during our last few wars. Well received.

In the finale, preceded by the above-mentioned card-game skit, Ken gives every principal an individual introduction, all of whom join the line of girls in a lively curtain ditty.

Another G-man picture is on the screen, *Shoe Them No Mercy* (20th Century), but it's the stage show that attracted the near-capacity house at this viewing. SAM HONIGBERG.

Fox, Philadelphia

(Reviewed Friday Afternoon, Jan. 31)

Back from a tour of the Orient, the A. B. Marcus revue is the stage feature. The show moves speedily and sets a high mark for unit productions. Several of the principals, notably dancer Leon Miller, are headed places.

For the occasion the Fox orchestra was augmented by musicians carried with the troupe, led by a girl conductor. Show opens with a male duet of *Boots and Saddles*. The curtains open for a production number, *Parade of the Nations*, with showgirls parading along footlights. A dance team steps in with a rhythm number, followed by the chorus doing a cowgirl number.

A comic skit before the curtain and a solo tap dance by a man give time for the setting of the next production number, *Tress*. Baritone croons that number while the girls execute a waltz. Two dance teams come on stage next, one presenting a straight adagio routine and the second pair offering a burlesque on it.

Low Sechrist has the next solo spot, out front, with his accordion. Plays a military overture and *Anchors Aweigh*, scoring with genial personality as well as music. A comedy boxing skit follows, then a girl singing a comedy version of *Kiss Me Again* and going into a comedy dance.

Third production number, with chorines in scanties and showgirls in less, is presented to tune of *Paris in Spring*. The Sisters McBride feature this with a neat adagio routine, performing tricks usually left to men dancers. Leon Miller, trick dancer, won the biggest hand with his exhibition of dance styles and was called back three times.

Another comedy sketch set the stage for the smash number, *Maid in Sheer*. A comedy song and dance act, with Harold Boyd and his Knutty Knockabouts and an acrobatic number by the Five Dare-Devils, preceded the final big number, set on a pirate ship.

The performers, unprogrammed and unannounced, included the Sing Song Orbs of Boochow, Sharon DeVries, Arthur Stanley, Kae Whitmore, Georgene Millar, Cathleen Miller, Emer Coudy, Bob White, the Ming Sisters, Dottie Coudy, Ben McAtee, Dancing Ambrose, Ruth

and Billy, Hershey Surkin and Dave Harvey.

The film is *Charlie Chan's Secret*. H. MURDOCK.

State-Lake, Chicago

(Reviewed Saturday Afternoon, Feb. 1)

"ONE HOUR WITH YOU" UNIT
It seems but a short while ago when we were viewing pictures with a cute little tyke in them by the name of Mitzel Green. In the short space of two or three years she has blossomed into lovely young womanhood and now heads her own unit. Her show is packed with first-class entertainment, but the one set is corny looking compared to other units that have come this way.

The show opens with Jess Libonatti waving the baton, not over the house orchestra on the stage but over the audience. He ought to face the band once in a while anyhow. As this was going on the 12 David Bines Girls went thru a routine on stools, with an acrobatic specialty by Marjorie Clay that came in for a nice hand. Her split done on the backs of two chairs was particularly good.

Libonatti Trio, Jess and his son and daughter, went thru a fast session of xylophone playing; the boy and girl did a dance to *Trackin'* and the boy did a fast tap. Jess returned for more xylo and the act closed with stepping by the boy and girl. Big hand.

Al Norman, who emceed the show, did his sleep demonstrations here to good results and then introduced Paul Nolan, a juggler with a good sense of humor, who manipulated hats, juggled three balls and has a crackerjack cup and saucer trick. Two bows. The Bines Girls did a waltz number to *Flowers for Madame*, in which the baby spots were effectively used, and then Norman, with his two boys, convulsed the payees with comedy card tricks and wisecracks. The boys are developing into first-class deadpan comics, and their closing eccentric dance with Norman sent the act off a hit. Another number by the Bines Girls followed.

Mitzel Green came on to a reception and sang a medley from *Anything Goes* that included *You're the Top*, *All Thru the Night*, *Sloze*, *Gabriel*, *Sloze*, and *I Get a Kick Out of You*. Her cleverness was ably demonstrated when she did *The Music Goes 'Round and Around* as it would be done by Ed Wynn, Fannie Brice, George Arliss and Mae West, which proved her a great little trouper. Closed with a tap dance with all on for the finale. P. LANGDON MORGAN.

Shubert, Cincinnati

(Reviewed Friday Afternoon, January 31)

Occupying the Shubert maples this week is N. S. Barger's flashy and entertaining *Cocktails of 1936*, with the alluring Ada Leonard, billed as "America's most perfect" woman, grabbing off top billing. The unit has oodles of feminine touch, a good brand of comedy, lots of flash, a bit of novelty, a string of A-1 specialties and a series of better-than-average girl numbers. Walter Rechin is piloting the outfit.

While the gorgeous Ada Leonard pulls the big type in the billing, she adds very little to the show's real entertainment value. Endowed with a beautiful pair of everything, she does a bit of strutting and a so-called *Dance of the Sun Gods* which at its best is only fair stuff.

Hal Sherman, assisted by Beth Miller, and Ralph Cook, aided by Russell Trent, Miss Miller and a stuttering stooge, Freddie Walker, give the unit an abundance of sound comedy. Sherman is featured in two spots and easily captured this audience with a nifty assortment of gags, lively crossfire material, a line of insane impersonations and some tricky hoofing. He got over in fine style. Ralph Cook, working more or less burlesky, also had little difficulty in garnering the laughs. His eccentric dance work, too, is above the average. He couldn't wait for a better straight man than the Trent lad. Their *Flugle* Street bit runs a trifle long and could be chopped to advantage.

The Three Jacksons clicked in a big way with a grand demonstration of slow-motion hand-to-hand equilibrium and pyramiding, in which they display a marked degree of grace, class and showmanship. A highlight is a hand stand by one of the lads, with his fingers reposing on 10 tennipes. For a finish he flicks over the various pins until he winds up in a thumb stand. The boys took liberal applause thruout the running and a sound hand at the finish.

An outstanding item of the show is (See REVIEWS on page 25)

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"Road" Troubles Continue; 10 Days To Raise Capital

Equity and cast vote period of grace before bond is forfeited—players ask to have non-Equity members share in bond distribution—\$75,000 still needed

NEW YORK, Feb. 1.—The future of *The Eternal Road*, Reinhardt spectacle which has been undergoing financial difficulties for some time now, continues to hang in the balance. Rehearsals were suspended by Equity this week when the management confessed inability to pay the cast after the six-week free rehearsal period had elapsed. Out of what they expressed was consideration for Professor, Reinhardt, the company agreed to temporarily shelve their intention of filing claim for the \$12,420 bond posted with Equity and grant, instead, 10 days of grace to Producer Meyer M. Weisgal to enable him to raise additional capital.

With \$260,000 already reputed to be sunk in the show, Weisgal faces a problem. During the week he reported that he had a guarantee of \$125,000 from the original backers on the condition that he produce \$75,000 from some other source. With February 7 the deadline, no other source has volunteered to rescue the production from a threatening grave. Meantime, costly scenery, designed by Norman Bel Geddes, nods in the direction of Cain's and the expensively remodeled Manhattan Opera House, where the show was to have premiered on December 23, is still far from lighted.

Members of the cast conferred with Paul Dullzell, executive secretary of Equity, after the temporary concession was agreed and requested that, in the event of forfeiture of the bond, 20 non-Equity players be permitted to share in its pro-rata distribution.

Meantime, other problems began to furrow the already well-wrinkled brow of the management. In a letter to Samuel Shayon, business manager for the production, Dullzell, under an Equity letterhead, stated: "While our people have agreed not to make demands for the money that is due them for a period of 10 days, this agreement does not in any way bind them to (existing) contract. We mean by this that any member who within 10 days obtains other employment . . . has the right to withdraw."

Road, which is the work of Franz Werfel, novelist of *The Forty Days of Musa Dagh*, is described as the "interpretation, with modern connotations, of what he (the author) considers the dramatic highlights of the Old Testament."

Broadway wags, noting the repeated delays in the opening, wondered if *The Eternal Road* wasn't a WPA highway project appropriately titled.

Coast Legit-Pix Combo Flops

LOS ANGELES, Feb. 1.—First two weeks' business under new policy of Fox-West Coast Belmont Theater here, which features a full-length stage play each week along with double film bill, is far under expected gross. House took in \$3,000 first week with *The Bad Man* and \$3,100 the next with *Family Upstairs*. Now in its third week and showing *Whistling in the Dark*, with Tiffany Thayer, novelist, starring. According to Harry Garson, manager and producer, live talent will be taken off at conclusion of six-week trial period, with house continuing as straight film emporium.

"Night" Arb Continues

NEW YORK, Feb. 1.—The arbitration tangle involving payment of royalties for *The Night of January 16* will proceed on Tuesday after a hearing this week. Louis Weitzsacker, who rewrote the show in Philadelphia, claims 1 per cent for his services. The claim has been sustained by a court of arbitration, but the question of who pays is the matter of the moment. Al Woods, producer of the show, said in the offices of the American Arbitration Association that he is within his rights in placing the burden of payment on Ayn Rand, the author, according to terms of their contract. Miss Rand negatives this by stating that royalties to be paid by her have already been assigned and were paid to John Hayden, director.

Chorus Equity Notes

DOROTHY BRYANT, Executive Secretary

We are holding checks in settlement of claims for Nancy Lee Blaine, Adele Butler, Charlotte Davis, Liela Gans, Gladys Harris, Eda Hedlin, Marge Hyman, Marion Hyman, Fred Holmes, Faith Harding, Inez Murray, Dorothy Mellor, Evelyn Page, Carol Raffin, Percy Richards, Ragna Ray and Carolyn Russ.

Mail is forwarded only on the request of the member. Unless such a request is made all mail is held at Chorus Equity headquarters for six months, at the end of which time it is returned to the post office or to the last address on file for the member. For the past few weeks an alphabetical list of the mail here has been listed in *The Billboard*. This mail will be sent out within the next week. If you have not seen the list, write to this office and ask if we have mail for you.

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CHORUS EQUITY ASSOCIATION.

Play Banned From Schools To Be Presented in D. C.

WASHINGTON, Feb. 1.—Banning from the public schools of the District of Columbia proved no handicap to the company producing *Benevolent Blackmail*, a new drama of Congressional job juggling and State political machines by Morgan Baker, author of many short dramatic works and conductor of *The Washington Post's* "The Federal Diary." The censorial ax of the school board fell on the play because of its allusions to Congressional activities tending "to create acrimonious discussion in the community" and not because of the actual words of the playwright.

Benevolent Blackmail will have its maiden performance at the Wardman Park Theater, where on February 4 it opens an extended run, a tryout which representatives of New York producers are expected to attend. Cast from Washington's resident professional and semi-pro acting talent, with the physical investiture for the play the work of two local scenic artists.

Labor Stage Hits At Union Treatment

NEW YORK, Feb. 1.—Samuel Shore, head of the Labor Stage's committee on plays and production, this week attacked alleged misrepresentation of unionism in certain current shows. He cited one of the scenes in *Paradise Lost* as proving that even sympathetic theater groups often libel unionism unwittingly. As a way out, he urged building up "labor theaters" that grow out of the labor movement and that are neither left nor right politically. He insisted the theater is an art and should not be concerned with the left or the right as political issues.

Louis Schaeffer, manager of the Labor Stage, claimed the movies are "the real enemies" of the labor movement and not the Broadway legit producers.

"Hour" Set for L. A.

LOS ANGELES, Feb. 1.—*The Children's Hour* will be brought to Biltmore Theater here some time in April to follow *Ghosts*. Homer Curran, producer, announced. Bookings at house for this season so far are *Dodsworth*, opening Monday; *The Old Maid* and then *Ghosts*, starring Nazimova.

FROM OUT FRONT

By EUGENE BURR

No official figures have been drawn up as yet, but the impression gathered by a professional theatergoer is that the number of shows produced this season has fallen sharply below the very low mark set last year. Certain it is that there have been far fewer double openings this season—and that fact alone should indicate that the total has gone down. However, the impression may have been caused by the fact that the repertory companies, so prominent last year, are this year practically nonexistent. Miss Le Gallienne, of course, came in with a meager repertoire of three plays, but beyond that nothing. It is in marked contrast to last season's repertory abundance, which included the D'Oyly Carte opera troupe, the Abbey Theater company, Miss Le Gallienne's company, Mr. Walter Hampden's troupe, a group of Russian players and the Civic Light Opera crew.

In any case, whether or not production has actually fallen off, those shows that did manage to get themselves produced have, in general, fared far better than usual. The middle-class show, the type which, while not hanging on long enough to be a hit, still made a bit of money for its sponsors, showed definite signs of coming back. And the hits are cashing in tidily.

It may be that there are really fewer plays in the records, but a glance at the list of hits is reassuring.

A few weeks ago your reporter was foolhardy enough to say at the start of one of his reviews: "Even across the wide open spaces that separate the Masque Theater stage from what Miss Phyllis Periman quaintly thinks are 'reverent seats,' it can be seen that," etc. Now comes an indignant and politely belligerent phone call from Miss Periman, the press agent of the show in question, in which she states that she faithfully and painstakingly followed the list of seats given her by the theater itself, that the fault was therefore none of hers, and that she objects to being pilloried for it. And very rightly, too. "Why not call a guy first," she queries with wrathful justice, "and ask that the locations be changed?" She forgets, tho, that no phone calls were made before the tickets were set.

However, to repeat, the fault was none of hers, and an injustice has been done. If fault there is, it lies at the door of Mr. Claude Greener and his Shubert press department. Unless, of course, the tickets jumped out of the racks and managed to mail themselves.

Of course, there is the fact that the seats in question were far, both literally and figuratively, from *The Billboard's* usual seats at the Masque, and that they went out with a letter written over Miss Periman's signature. This, mind you, is no attempted justification, but simply an explanation.

Miss Periman, in her wrathful but ladylike session at the phone, could come to no successful solution of the matter except to conclude, as she said in no uncertain terms, that this reporter is essentially a mean person, a statement with which he hurriedly and enthusiastically agreed.

It's all quite unimportant, really, the result of a passing phrase called forth by a passing pique. The seat locations, Lord knows, weren't important to this reporter; the result of the phrase, certainly, is not important to a press agent of Miss Periman's standing; the conclusion that this reporter is a mean fellow is assuredly important to no one in the world—except, perhaps, to Mrs. Burr, who found it out long ago anyhow.

But at least belated justice must be done—which is the reason for these paragraphs. This column hereby formally offers contrite apologies to Miss Periman—apologies which, despite lingering memories of that phone conversation, are dictated rather by sincere regret than by discretion.

American Academy Students Present Crothers Comedy

NEW YORK, Feb. 1.—The senior students of the American Academy of Dramatic Arts did a nice job yesterday afternoon at the Empire Theater, where they presented Rachel Crothers' *When Ladies Meet* as the fifth of their current series of matinees. The performances were smooth and effective and in many instances professional.

Mary and Claire, the two ladies who met, were played by Evelyn Streich and Sirella Leeds, respectively. Miss Streich gave a pleasant and generally effective performance, altho she didn't go as deeply into the woman as she might have. In the case of Miss Crothers' unfairly feminine comedy, however, that's not entirely a disadvantage. As for Miss Leeds, she brought warm understanding and tender insight to the wife, along with dignity and a great deal of charm, in a performance marred only by her tendency, previously noted, toward affectation.

Lawrence Forsythe played Jimmy and did an excellent job of it, displaying assured stage presence, smooth handling of lines and a professional approach, qualities which were shared by Lee Bowman, who played Rogers Woodruff, an impossible part that would tempt almost any youngster to go stuffed shirt. Bowman's job in resisting the temptation was really remarkable. Also resisting an obvious temptation to a beginner was Brant Gorman, who in the bit part of Pierre did some fine comedy work in a role that invites overplaying. John Wallace amusingly burlesqued Walter (he overburlesqued him only upon infrequent occasion, which is greatly to his credit), and Beverly Mann gave a soft and slow interpretation of Bridgie, in sharp contrast to the way in which the part is usually played. On the whole it was an excellent student presentation.

Ada Jack Carver's one-acter, *The Cefus*, which was used as a curtain raiser, was marked by a splendid performance, fiery, carefully detailed and passionately sincere, from Mona Conrad, who played Julie. Others, all of them doing nice work, were Rita Kerwin, John Most, Gorman, Alva Brixley and Marc Garber.

EUGENE BURR.

OUT-OF-TOWN OPENINGS

"Royal Street"

(Pasadena, Calif.)

Author, Lee Freeman. Producer, Pasadena Community Playhouse Company. Director, Thomas Browne Henry. Designer, Robert Lee. Opened January 28 at the Pasadena Playhouse. Remains until February 8.

Cast: Louise Lorimer, Katherine Hall, Laura Treadwell, Grant Richards, Housley Stevens Sr., Adrienne D'Ambricourt, John Milton Kennedy, Jane Denham, Clive Halliday, Constance Van Bergen, Clara W. Brown, Le Roy Hays, Hurst W. Simmons and Ollie Ann Robinson.

Story concerns the remains of a staid old family of aristocratic line in the person of two aged ladies, Miss Sallie and Miss Amelia, whose only knowledge of life is gathered from their gossipy window view of New Orleans activities. Drama hits the household when a swamp girl is struck by an automobile before the Allen home and is carried in by a young college man. Romance blooms and the youngsters become fast friends with the aged spinsters. There's a worthless nephew in the piece, too, who robs his aunts of their savings and can find no way out of his difficulties other than with a revolver bullet. The Yale man and the swamp gal rescue the elderly ladies from their past in the hour of disgrace with new ideas and helpful observations. The old maids fall into the spirit of the 20th century, with a happy ending and a clinch all round.

The story is stereotyped fiction and in its present form won't go very far. However, a little rewriting might make this a quiet, simple tale of some consequence, for it utilizes a locale much overlooked and brings in charming moments with its singing dummies, creole folk, its French characters and stiff-necked pride and grace.

Feiser.

NEW YORK, Feb. 1.—No date has been set for the proposed meeting to discuss the basic agreement between managers and playwrights. On January 22 the Dramatists' Guild received a letter from the League of New York Theaters proposing a discussion the following Friday, but nothing came of it. The existing agreement terminates March 1.

THE NEW PLAYS ON BROADWAY

WINTER GARDEN

Beginning Thursday Evening, January 30, 1936

ZIEGFELD FOLLIES

(1936 Edition)

A revue. Entire production staged by John Murray Anderson. Lyrics by Ira Gershwin. Music by Vernon Duke. Sketches by David Freedman. One monolog by Ogden Nash. Scenery and costumes designed by Vincente Minnelli. Additional costumes designed by Raoul Pene du Bois. Scenery constructed by James Surridge. One drop painted by Triangle Studios. Costumes executed by Brooks Costume Company. Additional costumes executed by Eves. Modern dances directed by Robert Alton. Ballets directed by George Balanchine. Sketches directed by Edward Clarke Lilley. Orchestration by Hans Spialek, with additional orchestration by Conrad Salinger, Russell Bennett and Don Walker. Orchestra directed by John McManus. Presented by the Shuberts (by arrangement with Mrs. Florence Ziegfeld).

PRINCIPALS: Fannie Brice, Josephine Baker, Bob Hope, Gertrude Niesen, Hugh O'Connell, Harriet Hoctor, Eve Arden, Judy Canova, Cherry and June Preisser, John Hoyzradt, Nicholas Brothers, Duke McHale, Rodney McLennan, Stan Kavanagh, George Church, Ben Yost's Varsity.

THE SHOW GIRLS: Vera Haal, Lyn Leslie, Uta Love, Mary Alice Moore, Jane Mellon, Eileen O'Discoil, Jessica Pepper, Gloria Pierre, Isabel Poulford, Peggy Quinn, Ethel Thorsen.

THE CORPS DE BALLET: Evelyn Dale, Althea Elder, Stella Clausen, Georgia Hilden, Frances Rando, Didi Gaudin, Marie Vermeire.

THE DANCERS: Vicki Bellinger, Florine Callahan, Dorothy Daly, Maxine Darrell, Nancy Dolan, Helene Fromson, Gay Hoff, Irene Kelly, Elena Marano, Helene Marchand, Betty McMahon, Jean Moorhead, Cornelia Rogers, Marian Semler, Thelma Shearon, Marilyn Stuart, Peggy Thomas.

BEN YOST'S CALIFORNIA VARSITY EIGHT: George Erz, Thomas Gleason, Paul Nelson, William Quentmeyer, Rigues Tanzi, Everett West, Irving West, Ben Yost.

THE BOYS: Gene Ashley, Milton Barnett, Herman Belmonte, Prescott Brown, Edward Browne, Tom Draper, Howard Morgan, Willem Van Loon.

If the new Ziegfeld Follies, the second of the series to come in under the banner of the Messrs. Shubert, had lived up to the promise of its start it would have been a world-beater. Even now, with a definite letdown in the middle of the first half, and with a second half that slinks quietly toward an almost inaudible coda, it is a big, funny and amusing show. Aligned itself with no particular modern revue type, and not trying to give itself any "bumped-up" continuity as is presently the fashion, it relies upon such tried and true standbys as a West Indies number, a couple of burlesques of the film industry, nicely plugged songs and Fanny Brice. Humming smoothly and well, it offers a tidy slice of entertainment—even if its beginning is over its own head.

That beginning promises a revue shaped up to kid almost all revues that have gone before. Starting with a lampooning of the typical girl number, it follows with Miss Brice's hilarious burlesque of a torch song, in which she is aided by clever words, and then branches off into the political field to indulge in a devastatingly comic discussion of relief methods.

Nothing that comes later reaches the standard set by the first few numbers, but the first-half finale is an excellent affair, and several of the later interludes rate high. Lyrics are clever, with the songs composed by Ira Gershwin; Vernon Duke's tunes are catchy, with a number of potential hits in the lineup.

The greatest weakness of the Follies is the fact that it fails to cash in on the performers it has assembled. The current version could with justice be called the Fannie Brice Edition; Miss Brice appears and reappears any number of times, and always with excellent effect. This reporter would be the last one to suggest that her hilarious antics be curtailed, but it does seem as the better opportunities might have been provided for the sterling talents of such performers as Hugh O'Connell and Bob Hope. Messrs O'Connell and Hope (unfortunately in the present instance) are comedians rather than clowns; they work with their lines rather than, as Miss Brice does, despite them. Therefore they are at the mercy of their material, and too much of it in the current Follies is the sort of stuff tailored to fit only a straight man. Both gentlemen deserve a far better fate.

Another fine performer who is pretty much wasted is Judy Canova, the charming hillbilly (or hillbillee) who was such a bit in the short-lived *Calling All Stars*. Miss Canova socks across tidily with her hilarious yodeling of the inevitable *Musio Goes*, etc., and contributes plenty to an unworthy elevator act, but she's capable

of doing much more than that, and it seems a shame to bury her.

Sharing a better fate, however, are Cherry and June Preisser (this corner's first love in the vaudeville field), Duke McHale, the Nicholas Brothers and Stan Kavanagh. The dark-skinned Nicholas boys scored a full and complete showstop, which is plenty to score in the Follies, and Mr. Kavanagh, the drollest juggler ever to let fly with an Indian club, almost did likewise, the house coming down at his smooth and hilarious antics. The Preisser youngsters are teamed in two bright and excellent numbers with young Mr. McHale, and the youthful trio walks off with high honore. Little June is growing up into quite a young lady now, and her amazing acrobatic dancing is as grand as ever.

Miss Harriet Hoctor, one of the loveliest and most talented of our premiere danseuses, contributes her beautiful toe gyrations, greatly aided in one number by the group choreography of George Balanchine. The Balanchine dances, incidentally, are splendid throughout, effective and stirring studies in somber and macabre movement; while Robert Alton's modern routines are gay and bright.

Singing assignments are filled by Gertrude Niesen and Rodney McLennan. Miss Niesen, bereft of her microphone, sings nasally, while McLennan, a personable troubadour, makes a nice impression. Ben Yost's Varsity Eight, a male octet, handles the choral singing in fine style. Eve Arden appears pleasantly in the skits, and John Hoyzradt does the character work.

Flashing meteorically across the Follies sky is Josephine Baker, whose soft brown loveliness graces three numbers. Miss Baker sings and dances. Of the latter enough is known by report to make this late appraisal unnecessary; sufficient to say that she is tossed by dark winds of subtle passion both when she performs a primitive dancing aphrodisiac and when she becomes the center of one of Balanchine's figurative studies. In both numbers the cloudy and fascinating grace of her body and its movements catches the audience in a web of wonder. As for her voice, it is small and very sweet, with a strange, haunting quality that sets it apart from any voice this reporter has ever heard, with the possible exception of Helen Morgan's.

And as for Miss Brice, it is enough to say that she has never been better. That is praise indeed. EUGENE BURR.

BOOTH

Beginning Monday Evening, January 27, 1936

LADY PRECIOUS STREAM

A Chinese drama by S. I. Hsiung. Staged by Dr. Hsiung under the personal supervision of Morris Gest. Featuring Helen Chandler, Bramwell Fletcher and Clarence Derwent. Costumes designed, created and executed by Mei Lang-Fan. Setting by Watson Sarracini. Presented by Morris Gest.

Honorable Reader, Meet—Mal-Mal Zoo Property Men...Nora Stuart, Jesse Wynne His Excellency Wang Yun, the Prime Minister...Clarence Derwent Madam Wang, His Wife...Molly Pearson Su, The Dragon General, Their Eldest Son-in-Law...Henry Morrell Wei, The Tiger General, Their Second Son-in-Law...Detmar Poppen Golden Stream, Their Eldest Daughter...Helen Kimm Silver Stream, Their Second Daughter...Marcella Abels Precious Stream, Their Third Daughter...

Her Maid...Helen Chandler Hsieh Ping-Kuei, the Gardener...Bramwell Fletcher Sultors: Preston Tuttle, Will Claire, Harry Selby, Slater Barkentin The Princess of the Western Regions...Natalie Schafer Her Ades De Camp...Albert Whitley Kiang Hai...Preston Tuttle Ma Tsai...Joan Adriaen, Lillian Dushell, Joan Miller, Sally Fitzpatrick General Mu...Henry Morrell Executioner...Gilbert Ralston The Minister of Foreign Affairs...Will Claire Chinese Attendants, Western Attendants, Soldiers, Chinese Maids, Etc.

ACT I—Part 1: The Garden of the Prime Minister. On a New Year's Day. Part 2: The Same. The Second of February. ACT II—Part 1: The Cave of Hsieh Ping-Kuei. One Month Later. Part 2: The Same. Nine Months Later. ACT III—Part 1: The Western Regions. Eighteen Years Later. Part 2: The Cave. A Short Time Later. ACT IV—Part 1: The Garden of the Prime Minister. The Next Morning. Part 2: The Temporary Court of the King of the Western Regions. The Next Day.

Morris Gest's first production in some time is *Lady Precious Stream*, Chinese fable brought to America by way of London, where, so 'tis said, this Boucicault-like story and presentation

BROADWAY RUNS

Performances to February 1, inclusive.

Dramatic	Opened	Perf.
Boy Meets Girl (Crest)	Nov. 27	82
Call It a Day (Morosco)	Jan. 28	57
Children's Hour, The (Shuberts)	Nov. 20	512
Dead End (Belasco)	Dec. 28	114
Edna Evans (National)	Jan. 21	82
First Lady (Music Box)	Nov. 20	82
I Want a Pallbearer (Laramie)	Jan. 14	23
Lady Precious Stream (Booth)	Jan. 27	8
Let Freedom Ring (second stage) (Civic rep)	Dec. 17	55
Liberty (Muller)	Dec. 20	51
Moon Over Mulberry Street (Second Stage) (44th St.)	Jan. 13	24
Melrose Vanderbilt (Muller)	Oct. 24	117
Night of January 16, The (Ambassador)	Sept. 18	160
One Good Year (Fulton)	Nov. 27	74
Paradise Lost (Longacre)	Dec. 9	61
Parade (Laramie)	Nov. 11	98
Prize and Profits (Plymouth)	Nov. 5	105
Room in Red and White, A (46th St.)	Jan. 18	17
Rosset Maids (Music Box)	Jan. 16	20
Tarzan Men on a Horse (Parkhouse)	Jan. 30	433
Tobacco Road (Fulton)	Dec. 4	628
Victoria Regina (Broadhurst)	Jan. 26	42
Widow's Tears (Beck)	Sept. 25	44

Musical Comedy

At Home Ahead (Majestic)	Sept. 19	158
Follies (Winter Garden)	Jan. 30	4
Jobless (Muller)	Oct. 12	128
Jumbo (Hippodrome)	Nov. 16	129
My Wife (St. James)	Dec. 5	68
Scandal (New Amsterdam)	Dec. 25	46

has met with a considerable success. Thus the differences between the United States and its parent of some centuries back, insofar as dramatic tastes are concerned, are well shown, for the play will meet with but a limited career on Broadway. It's for the matinee and limousine trade, speaking commercially.

Artistically, the play is replete with quaintness, charm, strange methods of procedure and visual delight. The strangeness and color are the two outstanding factors. The costumes have been designed and executed by Mei Lang-Fan, the Chinese combination of Leslie Howard and Jo Mielziner. Apparently he designed them while looking thru a prism—there is no color or combination he has missed. This rainbow-like array, combined with the action of the play, produces a color-strewn panorama.

The method of presentation, as applied to scenery, action and play properties, is, admittedly said, authentically Chinese theater. Thus, there is no scenery—merely a sky backdrop with a solitary blossoming tree on it. The existence of a cave, a garden or court is left to the imagination of the audience and the craftsmanship of the actors and directors, who must be constantly careful not to fall over imaginary rocks or boundaries. Labyrinthine entries to the mentioned cave or the rocky passes of the "Western region" are denoted by a good deal of running around the stage. The proper directions in which these invisible trails run, probably, were as difficult to learn for the cast as the sides. When Bramwell Fletcher, as Hsieh Ping-Kuei, a gardener, or King of the Western Regions, goes galloping round stage, a branch in one hand, while a property man, also on the stage, provides sound effects, he has become, according to the Chinese custom, an equestrian.

On either side of the stage are the two property men. When not working, imitating horses' hoofs, preening the Prime Minister's luscious beard, providing chairs as stones or thrones, or pillows on which to kneel, they take it easy. Evidently, the Chinese ability to visualize is greater than the Nordic capacity. It's a lot of fun, tho. The entire play is an excellent example of showmanship. The one thing that will give the play any existence at all is its difference.

There is a story, as slight as can be. The author must have had a good time when he came to the last act, when, in order to avoid complications and scandal in a royal family, a convenient new character is brought in. This is to provide a spouse for the Princess of the Western Regions, enamored of the King, the gardener, who has conquered the sec-

tion named. He is married to Lady Precious Stream, third daughter of the Prime Minister, who seeks a noble husband. She sticks to her gardener, tho, an ex-acrobat, and they are forced to live in a cave. He goes to war and is reported dead by his nasty brother-in-law. Eighteen years later, his wife still patiently waits his return, placing no faith in his reputed demise. He comes back as the King, humbles both his father-in-law, the Prime Minister, and the dastardly brother-in-law.

With the help of Mei Lang-Fan's artful costumes, some remarkable beards and mustaches and grease paint, the male characters are quite effective as Chinese. Clarence Derwent—stouter than before, thanks to the costumes—acts with about one-third his face. From the nose down, he is hidden by his beard, and his forehead is covered by his headgear. But by squinting, grumbling and muttering in his beard, he does right well. Detmar Poppen revels in the lusty part of the brother-in-law. Bramwell Fletcher is properly heroic as the gardener-king. Helen Chandler is Lady Precious Stream, adorned with a black wig and happily Oriental.

JERRY FRANKEN.

MOROSCO

Beginning Tuesday Evening, January 28, 1936

CALL IT A DAY

A comedy by Dodie Smith, featuring Gladys Cooper and Philip Merivale. Directed by Tyrone Guthrie. Settings designed by Leo Simonson, built by McDonald Construction Company, and painted by Triangle Studio. Presented by the Theater Guild, Inc., in association with Lee Ephraim.

Dorothy Hilton...Gladys Cooper Roger Hilton...Philip Merivale Vera...Valerie Corsart Ann Hilton...Jeanne Dante Martin Hilton...John Buckmaster Catherine Hilton...Florence Williams Cook...Florence Edney Mrs. Wilson...Lillian Brennan Torge Paul Francis...Glenn Anders Ethel Francis...Frances Williams Muriel Weston...Viola Roache Frank Haines...Lawrence Crossmith Elsie Lester...Esther Mitchell Beatrice Gwynne...Claudia Morgan Alister Brown...William Packer Joan Corbett...Mary Mason

The Action of the Play Takes Place in London Between 8 A.M. and Midnight of a Day in Early Spring. ACT I—8 A.M. Roger and Dorothy Hilton's Bedroom in Their House in St. John's Wood. 8:30 A.M. The Kitchen. 9:55 A.M. The Dining Room. ACT II—4:45 P.M. Paul Francis' Studio in Holland Park. 5:15 P.M. Frank Haines' Flat in Jermyn Street. 5:55 P.M. Roger Hilton's Office in Grey's Inn. ACT III—6:45 P.M. The Back Garden of the Hilton House. 11:30 P.M. Ann and Catherine Hilton's Bedroom. 11:45 P.M. Roger and Dorothy Hilton's Bedroom.

The well-known Greek unities are excellent in their place—but their place doesn't happen to be in *Call It a Day*, the comedy by Dodie Smith which the Theater Guild, in association with Lee Ephraim, brought to the Morosco Theater Tuesday night. Really only one of them, that having to do with time, is present in *Call It a Day*, but it brings with it a slight defect to mar one of the tenderest and most genuinely humorous comedies that Broadway has seen in seasons. *Call It a Day*, as its (See NEW PLAYS on page 23)

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"THE LADY CONSENTS"

(RADIO)

TIME—77 minutes.

RELEASE DATE—February 7.

PRODUCER—Edward Kaufman.

PLOT—Michael Talbot, a happily married, wealthy young doctor, is momentarily fascinated by Jerry Mannerly, a calculating female athlete who uses her competitive sense to steal him away from his wife. Talbot is granted a divorce by his wife, marries the new flame and leads a thoroughly miserable life in the midst of her various athletic trophies and competitions. Jim Talbot, father of Michael, senses the new wife's antagonism towards him and moves out of the house. He is mortally wounded by a shotgun bullet on a ranch in Montana, but before he dies he sends for his son and Anne, the first wife. In a tearful sequence he recounts the happy old days and tells them they belong together. Returning home, Talbot gets rid of wife number two by telling her he is determined to pay Anne a tremendous amount of alimony, stipulated in the divorce papers, but heretofore unpaid because Anne refused the money. Through this ruse the true lovers are reunited.

CAST—Ann Harding, Herbert Marshall, Margaret Lindsay, Edward Ellis, Hobart Cavanaugh and Ilka Chase.

DIRECTOR—Stephen Roberts. Drags in spots; otherwise good.

AUTHORS—Story by P. J. Wolfson; screen play by P. J. Wolfson and Anthony Veiller.

COMMENT—This one is mainly a tear jerker, with a stereotyped story and commendable performances all around.

APPEAL—Women.

EXPLOITATION—Names and the feminine angle.

"KING OF THE DAMNED"

TIME—75 minutes (GAUMONT-BRITISH) RELEASE DATE—January 20.

PLOT—Amid the horrible and cruel conditions of a tropical penal colony, convict 83 dreams of proving that the men, if given freedom and self-respect, would run the island far better than the jailers who oppress them. He organizes the convicts, and, after many hardships, including a false start that brings suspicion upon them, he launches the revolt. In the three months before the news can reach the mainland he organizes the island according to humane and productive rules. When the cruiser comes the island's former commander tricks it into firing, and 83 gives himself up to save his comrades. Indications, however, are that he will be acquitted and will also win the girl daughter of an officer, who has helped him.

CAST—Conrad Veidt, Helen Vinson, Noah Beery and others. Veidt excellent as 83, while Beery gives an effectively expansive performance as his roasting henchman, Vinson as wishy-washy as ever.

DIRECTOR—Walter Forde, sensitive and imaginative work, despite the melodramatic action. Surging mass scenes and powerful effects throughout.

AUTHORS—Scenario and dialog by Sidney Galliat from the play by John Chancellor. Different and effective.

COMMENT—Much more than just a melodrama. Action, while raw and powerful, is never obvious, and management of revolt and betrayal of 83 is exciting and ingenious. Head and shoulders above the average action film.

APPEAL—Men, particularly. Mass appeal on action angles, but plenty of stuff to draw the class trade, too.

EXPLOITATION—Steer clear of the overworked Devil's Island stuff. Feature the idealist leading hopeful felons into a promised land of their own making. Also feature the top-notch thrill stuff.

"MAN HUNT"

(WARNER)

TIME—60 minutes.

RELEASE DATE—February 15.

PLOT—Coasterville, a Mid-West town, becomes a scene of great activity when federal police authorities learn that Kingman, the notorious bank robber, is hiding in the vicinity. Hank Dawson, reporter for the local newspaper, is thrilled at the idea of meeting all the big-shot newspaper men, but they quickly disillusion him by treating him jocularly. Hank's girl friend, Jane, accidentally meets Kingman and endeavors to hide him when he tells her a sob story. When she learns, however, that he is planning to rob the local bank the next morning she informs Hank, who, failing to get aid from the wise-cracking reporters and federal men, saves the money by circulating a rumor that the bank is unsound. The townspeople get their dough just in time. Kingman, about to escape in a car, is captured when Hoggins, a rickety old man fond of telling tall stories about his prowess with a gun in the old days, punctures his tire with a rifle bullet. Hank scores a great scoop with the story and decides to stick with the local paper and marry the girl.

DIRECTOR—William Clemens. Good enough. Unpretentious, fast and fairly interesting.

CAST—Marguerite Churchill, Ricardo Cortez, William Gargan, Chic Sale, Maude Eburne and others.

AUTHORS—Screen play by Roy Chanslor from the story by Earl Fenton. **COMMENT**—Different from the usual G man picture in that interest is maintained without the aid of extreme thrills and horrors.

APPEAL—General.

EXPLOITATION—Routine affair.

"I CONQUER THE SEA"

(ACADEMY)

TIME—68 minutes.

RELEASE DATE—December 28.

PLOT—Two brothers, Tommy, sea harpooner of a whaling colony in Newfoundland, and Leonard, who is studying medicine, fall in love with the same girl, Rosita. Rosita becomes engaged to Tommy, but later realizes she loves Leonard, who has treated her crippled brother and made him walk. Tommy loses his right arm on a whaling expedition. Out of affection and pity Rosita agrees to go thru with her marriage to him. However, another whale is sighted and Tommy and Leonard both go out in the small boat. Tommy then discovers for the first time that Rosita loves his brother. The boat is wrecked, but the brothers manage to make the shore. While Leonard is seeking help, Tommy drowns himself to leave the way clear for his brother's happiness.

CAST—Steffi Duna, Stanley Morner, Douglas Walton and others. Duna is a charming little brunet, achieving a coyness that is altogether ingratiating. With better roles, she should come up to stardom. Morner reveals a fine singing voice and, except in spots, turns in a swell dramatic performance.

DIRECTOR—Victor Halperin. Built up a good yarn on a very sketchy story, but failed to work in sufficient comedy and local color.

AUTHOR—Richard Carroll.

COMMENT—A good whaling story, but lacks sufficient dramatic punch or humor to raise it above the class of a nice program.

APPEAL—Okeh for the whole family.

EXPLOITATION—Play up the real whaling expedition angle and fact film took a year to make because of sea shots.

"BETWEEN MEN"

(SUPREME)

TIME—59 minutes.

RELEASE DATE not given.

PLOT—Sir George, of the Virginia Georges, locks the door upon his daughter when she commits an amorous indiscretion. In the course of protecting her name from insult Wellington, a blacksmith, kills a couple of men, thereby becoming a fugitive. Sir George raises Wellington's son. Later, upon attaining maturity, goes off to find his patron's granddaughter. He comes upon her in a wild and woolly country and manages to steal her away, but not before having a terrific fight with her protector, who is none other than the young man's fugitive father. The Schrab-Rustum battle is brought to a close when old Wellington recognizes his son by a childhood scar. Recognition is not mutual, as the father is killed by a couple of bad men. The two young people, now in love, return home where Sir George's loving kindness and inheritance are awaiting them.

CAST—Johnny Mack Brown, Beth Marion, William Farnum and others.

DIRECTOR—Robert N. Bradbury. Direction is thoroughly unrestrained, vigorous, jerky, but undeniably exciting.

AUTHORS—Charles Francis Royal adaptation of story by Robert N. Bradbury.

COMMENT—This masterpiece in fuzzi goes the limit and includes every item in the Western repertoire. The impossible situations will not bother the addicts.

APPEAL—The fans.

EXPLOITATION—Plenty of good shots to work with here. Go the limit on ballyhoo.

"SWIFTY"

(DIVERSION)

TIME—61 minutes.

RELEASE DATE not given.

PLOT—Swiftly (Hoot Gibson) is wrongfully accused of the murder of old Alec McNeal, a well-beloved ranch owner. Sheriff likes Swiftly's honest face, so permits him to escape just before a lynching party arrives. Remainder of plot concerns the innocent cowboy's successful efforts to clear himself. Crime is pinned on McNeal's adopted son, who, in cahoots with a crooked lawyer and some ranch hands, planned the killing in order to prevent the old man from making a new will which would leave all his property to a daughter.

CAST—Hoot Gibson, June Gale, George F. Hayes, Ralph Lewis, Wally Wales, Art Mix and Starlight the Wonder Horse.

DIRECTOR—Alan James. Not enough action in the early sequences for movie of this type.

AUTHOR—Adapted from the Stephen Payne story, *Tracks*.

COMMENT—Not even a good horse opera.

APPEAL—Strictly for the Western fans.

EXPLOITATION—Usual routine.

"DANGEROUS INTRIGUE"

(COLUMBIA)

TIME—57 minutes.

RELEASE DATE—January 4.

PLOT—Dr. Halliday refuses to leave an emergency case and operate immediately on the daughter of Mr. Mitchell, a wealthy man who pays all the deficits of the hospital with which Halliday is connected. Daughter dies, thru no fault of the latter, and he finds it necessary to sever his connection with the institution. His fiancée, realizing that his future is blasted, pulls out on him. This added measure of grief causes Halliday to lose his mind. After aimless wandering he finds work in a steel mill. The physician at the infirmary, noticing the aptitude of the absent-minded fellow for surgical dressings, makes him his assistant. A sabotage campaign, fostered by representatives of another company, rapidly demoralizes the workers. The whole plant is about to be blown up when the young son of the principal villain is badly hurt in an accident. Head physician announces that Halliday is the only man to save the child, and the amnesiac thus recovers his identity. Child's father, meanwhile, prevents the complete destruction of the steel mill in order that his child may be operated upon. Papers announce the story; Halliday is again famous, and he marries the beautiful daughter of one of the mill workers who had befriended him.

CAST—Ralph Bellamy, Gloria Shea, Joan Perry and others.

DIRECTOR—David Selman. Does okeh.

AUTHORS—Screen play by Grace Neville, from story by Hal Shumate.

COMMENT—Interesting yarn. Nothing outstanding in technical execution.

APPEAL—Double feature.

EXPLOITATION—Play up the steel mill angle with some of the more exciting shots.

"FRASQUITA"

(DU WORLD PICTURES)

TIME—83 minutes.

RELEASE DATE not given.

PLOT—Hypolit and Harold, on their way to visit the latter's intended bride, meet a band of gypsies. Harold falls in love with Frasquita, one of the band, when he hears her sing. Hypolit, traveling ahead, arrives at the ancestral home of Dolly, the fiancée of his friend, and falls in love with her. The remainder of this frail plot has to do with the usual misunderstandings of the lovers and the subsequent happy solution.

CAST—Jarmila Novotna as Frasquita, Hans Heinz Bollman as Harold, Heinz Ruhman as Hypolit, Charlotte Daudert as Dolly, and others.

DIRECTOR—Carl Lamac. Not up to American standards. To audiences here emphasis on certain scenes seems to be wrongly placed. Photography not well done.

AUTHOR—Based on Franz Lehar's operetta, *A Gypsy Love Song*.

COMMENT—The appeal of this operetta must be based upon its score, the outstanding number of which is the familiar *Little Nest of Heavenly Blue*. Novotna and Bollman sing it excellently. Other phases of the film, such as the extreme coyness of the disappointing Viennese beauties and the comedy scenes, do not register; in the latter case, possibly, because the subtitles cannot convey the humor in translation.

APPEAL—Foreign audiences.

EXPLOITATION—Lehar's score and his appearance in the cast.

N. Y. Apollo Censors Self

Sears checks all shows—boosts fem attendance—avoids license trouble

NEW YORK, Feb. 1.—The Apollo Theater here on West 42d street, which is looked after by Emmett Callahan, Sam Scribner and Max Wilner, has taken to censorship of its own accord, the house engaging Freddie Sears to sit thru every performance and censor the show. This move is an attempt to avoid any conflict with License Commissioner Paul Moon and also an attempt to draw a family trade, mostly women. The policy has been in effect several weeks, and, according to Managing Director Callahan, it is working out very successfully. While Callahan, Scribner and Wilner are not opposed to double-entendre, they do object to downright smut. It is along this line that Sears is working and he also watches that the strips are not done too daringly. In the several weeks that he has been working the most cutting that Sears has had to do was three items in one show. One week he did not have any cutting to do.

When it was first decided to censor their own shows the owners agreed to give it a two-week trial and dispense with it if it did not work out. However, it was successful, this being proved by the increase in female patronage, about a 30 per cent increase in women patronage has been evidenced since this censorship.

Sears has been identified with burlesque for about 18 years, for 9 years managing Callahan's shows on the Mutual Wheel and at various times since then has been a house manager.

Grosner Sues Herk

NEW YORK, Feb. 1.—Lewis Grosner, in the costume business here, has filed suit against the Gim Corporation, operating group for the local Gaiety Theater and of which Grosner's nephew, I. H. Herk, is an officer. George Jaffe is also an officer of the firm. The corporation's answer to Grosner's suit, which involves \$125 for articles sold the theater, was turned in too late and it is expected that Grosner's attorney will obtain judgment by default.

BAA Detroit Branch Has Charity Plans

NEW YORK, Feb. 1.—The Detroit branch of the Burlesque Artists' Association has notified the BAA headquarters here that it intends setting up a separate benevolent club to take care of the ill, distressed and dead among its members. All activity in this direction will first be approved by the BAA headquarters here.

Tom Phillips, president of the BAA, has had it in mind for some time to set up a benevolent group in his organization, altho he has taken care of needy cases from time to time anyway, but the organization has been too occupied with contract matters and other controversies with managerial interests.

"Bumps" Wallace in Seattle

SEATTLE, Feb. 1.—Jimmy (Bumps) Wallace, formerly with the Jack Kane stock shows and San Francisco shows, is now featured comic and book producer at the State Theater here, a Sterling Circuit house. John Danz is president of the circuit and Roy Cooper is secretary. Others in the cast are Hal Harris, Billie Reema, Olive Fuller, Monty Sewell, High Martin, Ruby Reed and Joyce Calvin. Chorus includes Betty Carew, Frankie Sewell, Mary Hart, Bertha Craig, Edith Smith and Ester Short. Yvonne Renee is added attraction. Walter Franklin is house manager and Fran Heaton heads the pit ork.

Corio Signs With Hirst

To have special show—four new shows go out on the Indie Circuit

PHILADELPHIA, Feb. 1.—Ann Corio has signed with the Independent Burlesque Circuit for a tour of its houses in a show especially built for her. Her show is expected to start its tour the week after next, and principals in the show will include Frank Smith, Dudley Douglas, Lester Mack, Gay La Bar, Dolly Hendricks and Chique Rione. Four new indie shows open today and tomorrow for a tour of the houses of which Isay Hirst is the overseer.

Opening at the Empire, Newark, tomorrow is *Night Birds*, the cast including Billy Arlington, Joe Freed, Alva Bradley, Harry Stratton, Dot Ahearn, George Kaye, Ginger Sherry, Frank Scannell, Phyllis Vaughn and Gates and Claire. Opening at the Trocadero here tomorrow will be *High Jinks*, cast including Perber and Marvin, Hap Hyatt, Irene Ross, Margot Lopez, Phil Rivers, Eddie Lloyd, Joe Wilton, Sterling and Silver and Roxana.

Vanity Fair show opens tomorrow at the Gayety, Baltimore, and its cast comprises Jess Mack, Jean Lee, Sam Spears, Charlie Robinson, Connie Ryan, Billy Fields, Jean Bodine, Leisalg and Morgan, Carlton and Miller and Bobby Herman. The *Flying High* show opens Monday at the Howard, Boston, the cast including Steve Mills, Harry Cleax, Al Pharr, Tom Bundy, Wenn Miller, Marie Voe, June White, Edna Dee and Bebe, Bruce and Betty.

Producers of these new shows were Paul Morokoff, Grover Franke, George Pronath and Frank Bryan.

U-NOTES

By UNO

BILLIE BIRD, California nightingale and guitar and clarinet playing expert, now a Minsky favorite in talking and stripping turns between the Republic, New York, and Minsky's Brooklyn.

BOBBY BIRCH and Hazel Miller, with *Moulin Rouge Girls*, Indie CirK, clicked so well financially last summer with a frozen-custard business in Akron, O., that they booked themselves for a return this year, opening May 1.

DOT BOND, still in mourning over the loss of a sister, Dolly, formerly of the Bowery Burlesquers and who chorused for Billy Koud on the old Columbia Wheel, writes from St. Louis she is to be featured in Oscar Dane's new combo stock at the World Liberty Theater. Death of Dolly due to an auto accident.

IRENE BURK debuted in New York with the *Moulin Rouge Girls*. With her came Evelyn (Pepper Pot) LaFord her daughter, in the chorus. Says she will, after this one and only trip around the Indie Wheel, go back to Milwaukee and reopen another coffee shop. Just finished six months at the Back Stage Club, Cleveland.

MIKE SACHS and Alice Kennedy, with Minsky's cast at Miami Beach, send a flash via postal that the show "went over big."

MIKE CONTI, who has worked programs and advertising around Midwest-ern burlesque houses the last several years, will have the girl and minstrel shows with the Happy Days Shows, Inc., carnival company, the coming season.

FRITZIE BEY opened Tuesday, January 28, at the Star, Brooklyn, instead of Friday. While in Worcester recently was raved over in the local dailies as going over big, particularly with her violin solo.

BILLY POSTER, now that the team of Foster and Kramer has dissolved for good, will remain at the Gayety, Detroit, indefinitely.

MICKEY O'NEIL, new at the 42d Street Apollo, New York, is making herself valuable and conspicuous with new dance routines that include acrobatic.

EDDIE LaMARR, a new singing (baritone) juvenile, found by Manager Abe Held, began a burlesk career at the Peoples, New York, January 24.

BERNICE VAUGHN, of the Irving Place, New York, eyefuls, threw a party January 29 in her Gramercy Square apartment to celebrate a birthday. Two telegrams of congratulations came from (See U-NOTES on opposite page)

"RENEE"

Representatives: East—JACK BECK, West—MILY SCHUSTER

DOLLY DAWSON

Captivating Charm and Beauty.

MIMI

MINSKY'S LATEST SENSATION. Rep. PHIL ROSENBERG.

PAUL NEFF

Singing, Dancing and Sensational Acrobats. Thanks to ALLEN GILBERT & THE WILNERS.

SUGAR—KAYNE SISTERS—BEE

Singing and Dancing Specialties and Strips

KITTY (SEIFERT) CAMPBELL

THAT GORGEOUS RED-HEAD

JERRY BRANDOW & DAY SUNNY

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

EDDIE LaMARR

JUVENILE BARITONE. PEOPLES, New York City, Indefinitely.

JEANNE PARDOU

A New Blonde Stripping Sensation in the East. See PHIL ROSENBERG.

BILLIE BIRD

CALIFORNIA NIGHTINGALE. Dances, Sing, Talks, Strips and Plays Guitar and Clarinet.

BOB ALDA

Straights and Baritone at 42d Str. Apollo, N. Y. C.

AL LE ROY

Back East and Doing Straight. Direction—NAT MORTAN.

LILLIAN DELMAR

THAT GORGEOUS GREAT. Always a Show Stopper.

SHERRY BRITTON

AN INDIVIDUAL PERSONALITY. Minsky's Gotham, N. Y. C. Dir. NAT MORTAN.

BURLESQUE REVIEWS

Minsky's, Miami Beach

(Reviewed Wednesday Evening, Jan. 29)

More quantity than quality, the Minsky offering, *A Perfect '25*, is packing them in, two shows nightly. After a sprightly opening that promises entertainment to come, the show drags on for two hours, occasionally funny, more often dull and once or twice highlighted with an interesting performance. Stage effects are good and the costuming sketchy but excellent.

Melba Brian, in silver paint and a blue light, brings a sparkle of real talent in the midst of mediocrity in an effective dance, *Symphony in Blue*. Reflected in dark mirrors, this act is good. It drew applause from an audience inclined to apathy except in the comedy interludes. Anita Jakob, in an acrobatic affair, likes her work and the audience likes her. Sunny Vale, shapely blond singer, also scores.

The comedy acts went big, proving perhaps that the oldest gags are still the best. Several strippers exhibited

what it takes and the cast on a whole gave a capable performance. For low-down humor that brought fits of chuckles from the crowd, Mike Sachs, Floyd Halliey and Alice Kennedy in a dance-hall number and George Broadhurst, the same Halliey, Murray Briscoe and La Vale in a cafe scene won hands down.

The revue numbers were ambitious and in most instances nicely done. The smaller chorines made up in vivacity what they lacked in size, with their more statuesque sisters forming an eye-filling background for their antics.

Lavish, lengthy and moderately entertaining, this show. M. E. S.

Gaiety, New York

(Reviewed Tuesday Afternoon, Jan. 28)

This only Broadway burly spot is still enjoying fair-enough business, in the face of all reports of new owners coming in. Current show, the last Paul Morokoff production here, he'll be suc- (See *Burlesque Reviews* opposite page)

BURLY BRIEFS

FREDDIE O'BRIEN has moved into the Gaiety, New York, as producer, replacing Paul Morokoff, who has gone over to the Indie Circuit. . . . Annette, playing the Republic, New York, got the thrill of her life in seeing her name up in lights along with Margie Hart. . . . First of burly's newcomers to make good, and it was just a year ago that she was an usheret for Minsky's in Miami Beach. . . . Mickey O'Neil replaced Betty Rowland at the Apollo, New York, last week. . . . Minnie Mae Moore left the same day also. . . . Bert Marks, after a lengthy stay at the Gaiety, New York, opened Friday at the Irving Place, farther downtown, just for one week, replacing Harry Arnie. . . . Nona Martin, sister of Mabel Francis in the Gaiety, New York, cast, opened at the Oxford, Brooklyn, last week.

RENEE AND HAYWOOD will close in Pittsburgh this week and are coming into New York to be agented by Nat Mortan. . . . Little Betty King, who recently took to doing strip, closed at the Peoples, New York, after 14 weeks and went into the Oxford, Brooklyn, cast. . . . The other Betty King dropped out of the Worcester, Mass., cast in the middle of the week and it's reported she's seeking to collect the other four days' salary. . . . Buddy Richards, who has been anxious to get into the New York burly houses, is doing okeh with his vaude unit around Boston and Philly. . . . His unit is *Hollywood Hotshots*. . . . He's a pal of Johnny Cook. . . . Sylvia the dancer dropped out of the Star, Brooklyn, the middle of last week. . . . Bob Alda, now at the Apollo, New (See *BURLY BRIEFS* on opposite page)

JOANN JANE ELLISON SISTERS

HARMONY SINGING & TALKING INDIGENUES. First Time East. Direction DAVE COHN.

JEANNE WADE

STRIPPING AND TALKING.

DANNY JACOBS

PRODUCING — STRAIGHT MAN

BETTY KING

THE TITIAN TEASER. Direction NAT MORTAN

JOAN DEE LEE

The Blonde Temptation of Burlesk. Direction NAT MORTAN.

DORE DIXON

Personal Direction TOMMY LEVENE.

WALT STANFORD

THE VERSATILE COMEDIAN. YOURS FOR A LOTTA LAFFS.

DANNY LEWIS

Juvenile and Song Stylist. Direction NAT MORTAN.

Tabloid Conducted by BILL SACHS—Communications to 25 Opera Place, Cincinnati, O.

Tab Tattles

BILLY STEED, after several years as manager of the Rialto Theater on Cincinnati's Vine street, has returned to the entertainment field and is now in his third week as head funmaker at The Cat and the Fiddle, Cincy West End night spot. His wife, Curley, is working with him. . . . Bruce Cayton, who closed recently with the ill-fated Harrison Kimball tab, is still sojourning in Cincinnati. . . . Roy (Felix) Paustino, who spent most of 1935 in a hospital, has fully recovered and is now keeping time for about 300 men on a street-paving project in Bloomington, Ill. Roy held down a radio announcer job in Bloomington until recently and is now trying to organize a WPA show in that town. . . . Jack Maggard reports that his *Spices of Paris* opens at the National Theater, Havana, February 22 for an eight weeks' run. . . . Marie (Alaska) Russell pencils from Sorrento, La.: "Just a line from the swamps of Louisiana. Business rotten; weather worse. The very fine daughter went back to Indiana and married an auto race driver. So I'm an old lady all alone again." . . . Sylvan Beebe, Cincinnati ex-tabster, who recently was dismissed from a Cincy hospital after spending a few weeks there with a foot ailment, is now confined to his home in that city with the same trouble. His mother died and was buried Monday of last week and Sylvan was unable to leave his bed to pay his last respects. . . . Happy Lawson, piano-poundin' blues singer well-known in tabdom, is located in Daytona Beach, Fla., this winter, working the night spots. . . . DeWitt Kirk and wife are with Buck Cathey's company in Mexico City, doing their xylophone act billed as Kirk and Keller. Piping from the Mexican capital under date of January 23, DeWitt pencils: "Beautiful weather, 70 degrees, and palm trees. The show carries 60 people, including a 15-piece Mexican band, a 12-girl Mexican chorus and 12 American girls. Have been here two weeks and will later go to Panama and Cuba. Have been treated swell down here. Seems like old two-a-day times in the States, as they take their entertainment seriously here." . . . M. B. Boermann, of Huntsville, Ala., has launched his *Palms Beach Revue* in Georgia and will play that State before heading westward thru Texas. In the troupe are Edith Chasins and her all-girl band; Vic Puree, clown; the Four Butters, wire act; Jack Britton and partner, skating act; Dot and Dottie, dancers; the Four Ferns, musical act, and Will and Alvis Fern, comedians.

JEAN DIXON, who has been doing characters with the Chick Boys No. 2 Company on a circle thru Nebraska, Colorado and Wyoming, left the show recently to become manager of Ed Gardiner's *Passing Parade of 1936* touring the Wilbur Cushman Circuit. . . . Nat L. Royster is in Springfield, O., working on a new wrinkle, the plans of which he promises to announce soon. . . . Roster of the Cotton Watts tab at the Bonita, Chattanooga, includes, besides Cotton, Blair Camp, Freddie Frampton, Everett Lawson, Chick Moreland, Jane Lee, June Cox, Teddie Benson, Jean Dare and Evelyn Lawson. Stage ork comprises Herman Miller, trumpet; G. D. Holland, sax and clarinet; Dan Stepp, drums, and Art P. Almond, piano and leader. . . . With the Watts show at the Roxy, Knoxville, are Jimmie and Peggy Doss, Rudolph Paul, Frank Maley, Wesley Brown, Bill Bowser, "Goofy" Irwin, Clyde Jerry and a line of six girls. . . . The *Follies Parisiennes* tab, headed by Elizabeth Graves, flame dancer, and a line of 10 girls, played the Park in Erie, Pa., last week. . . . Billy Foster, former musical director with the Burns & Paden tabs and more recently in the same capacity with Fred Hall's *Words and Music Revue*, will direct the WPA stage project now being formed in Canton, O. . . . With Ches Davis' *Chickadee*, making a swing over the Cushman Circuit, are Ches Davis, Henri Neiser, the Skating Swingers, Bobby Bedford, Sis Ellison, Zander and Xandria, Anita Muth, Frank (Peg) Jones and Ted Harris' Ork. . . . Among the tabs presently working on the PWA theatrical project in the Cincinnati area are Cliff Cochran, Earl Meyer, Bob Snyder, Dutch Dezel and Earl Williams.

BURLESQUE REVIEWS—

(Continued from opposite page)
ceded next week by Freddie O'Brien, is a good one, sufficient in entertainment and a whole lot more than sufficient on settings and wardrobes embellishing effective picture numbers.

Again it must be said that the strength of this show rests with its production numbers, altho that's not discrediting the comedy and strips. For comedy, there's the trio of Irving Selig, Bert Marks and Harry Evanson. They are a slapstick crew, well in the know on drawing laughs from audiences, and it's unfortunate that they haven't much to do. That's due to the preponderance of flash numbers. Some of the comedy is clean, but much of it is spiky.

Strippers comprise Eileen Hubert, Evelyn Whitney, Gladys McCormick, Lola Pierce and Mabel Francis. They do their work well, but stripping isn't played up here as it is in most houses. The spotlights are always kept dim and the girls do their disrobing tamely. It's satisfactory, tho, at least the audience seemed satisfied, which is what counts.

Gladys is quite a busy lass in this show doubling into bits, working practically every one of them. She's very clever at it, just as she is at stripping. Lola, too, is in bits. Jack Coyle and Bob Rogers sing the show very well and are also industrious straightists. Leon DeVoe also is busy at his straight assignments. Femme singer is Kathryn Irwin, who has been here a long time and she's a chorine.

The 14 chorines are a grand crew, they observe better precision than most burly lines. They do much to bring out the effective production of the show, and they're busy at disrobing as well in the posing scenes.

Show caught ran exactly an hour and 31 minutes. SIDNEY HARRIS.

Burbank, Los Angeles

(Reviewed Monday, January 27)

Using the *Brown Skinned Models* road show for the fourth week, Burbank house opened this afternoon with a race-track scene featuring the 18 line girls dressed as jockeys and going thru a spirited novelty routine which brought a nice response from the early customers. While comedy, blackout skits and girls still comprise the major portion of the performance, Owner Popkin this week is giving over more time than usual to entertaining specialties of the additional road company.

Members of the visiting troupe include Blanche Thompson, Alta Oates, Marcus Hall, Teddy and Estelle, the Thunderbolts and Fred Jannine. While this company entertains more in the manner of a revue than along the lines of burly fare, those out front were attentive and granted each performer good hands.

Comedy is handled skillfully by Billy Mack, Jimmy Hewitt and Charlie Pritchard for the house staff. These boys keep active, appearing in three skits and blackouts as well as swapping comedy chatter both during and between specialties.

Strippers are June Lewis, Hazel Walker, Bee Rogers, Onye Lee and Romaine Taylor, all of whom sing pleasingly and manage to get by with simple dance steps on and off the runway. Off stage public-address introductions for the strippers, all blondes, are handled by Clyde Hodges, who also comes from behind the wings for one brief interval as vocal accompaniment for a chorus fan dance, singing *The Lady With the Fan*. Johnny Malone, good-looking young baritone, also comes on stage for one song, *I Saw Stars*, as a dozen show girls present a pyramid tableau.

SEYMOUR PEISER.

BURLY BRIEFS—

(Continued from opposite page)

York, expects to become a father any day now.

KATHRYN IRWIN exited Thursday night from the Gaiety, New York, after a record run. . . . Harry Evanson left also. . . . Al Golden moved from the Ettinge, New York, to the Irving Place last week. . . . Dolly Dawson is now extra-attractioning at the Bijou, Philadelphia. . . . Harry Cornell registered a squawk against the Irving Place, New York, for being let out on short notice.

Harry (Hello Jake) Fields closed Saturday night at the Republic, New York, and opened the next day at Minsky's Gotham, uptown. . . . Margie Hart is anxious to get away from New

York and go to Miami for several reasons. . . . Elvie Herndon moved from the Irving Place, New York, uptown to the Gaiety, opening Friday. . . . Rose La Rosa exited from Minsky's Gotham, New York, Sunday after a 10-week stay.

U-NOTES—

(Continued from opposite page)

former chorus chums, Peggy Krueger, of the former Mutual Wheel *Frisolities*, now retired in Mission, Tex., and Lillian Keystone, in Indianapolis.

MADGE CARMYLE, with an Indie Cirk shows, started her stage career at the age of nine in kiddie shows in Omaha, her birthplace. Plays piano and loves to do eccentric evolutions a la Sis Hopkins. And always buried in books dealing with thrill themes bordering on stories of the West plus a little romance.

CHERIE BRITTON, a newcomer, another Nat Mortan find, opened as a stripping principal at Minsky's Gotham, New York, January 19. Winni Paige, still another Mortan stripper and starter, made her debut January 26 when Boob McManus, comic, replaced Bob Payne.

MACK SISTERS, Betty and Shirley, in their current tour of the Indie Cirk, had their acrobatic dancing talents recognized for as many as five specialties in the Charles (Red) Marshall show.

SYLVIA, dancer, while at the Star, Brooklyn, was visited by a younger sister, Ruby Lavonna, also a dancer, but headed for night clubs. Recently arrived with ma in New York from Cushing, Okla. Also with two brothers.

MARCELLA NEWBERRY and Al Baker celebrated their ninth wedding February 2 at the Irving Place, New York.

BETTY ROWLAND, after a week's rest, opened at the Gaiety, New York, Friday for a return engagement. Another new principal was Elvie Herndon, who was replaced at the Irving, New York, by Mildred Clark. Clyde Bates and Jack Hunt, other Gaiety newcomers.

DON MOORE, manager of Yvonne Cappell, tassel dancer, is now associated with Jack Wald in the booking business in Cleveland. Miss Cappell has recovered from the injuries sustained in a recent plane crash and is now working the Golden Glow night club, Cleveland.

NEW PLAYS—

(Continued from page 19)

title might indicate, has to do with the events of 24 hours—15 and three-quarter hours really—and it pushes belief just an inch or two beyond the breaking point to insist that the play's events took place so coincidentally in that time.

As a matter of fact, however, the events, as events, aren't very numerous. *Call It a Day* is essentially a play about what didn't happen, and (another defect) it didn't happen almost entirely off-stage. In other words, *Call It a Day*, in a last act which is far from the standard of the two preceding, carefully avoids its own climaxes and so immeasurably weakens its effects. It even avoids its own anti-climaxes, as the unkind might put it.

The Hiltons are a typical middle-class English family, and it is into their lives that Miss Smith peers for her allotted span with eyes that twinkle with merriment, shine with sympathetic tears and softly glow with the tender light of understanding. Dorothy and Roger Hilton have been scrupulously and willingly faithful for 20 years, but on this eventful day Dorothy meets the brother of a friend, and the brother, mistaking her for a spinster he is to encounter at a prearranged meeting, falls in love with her. Dorothy, trying to laugh it off, is none the less affected—as any woman would be. He makes a date to visit her home that night.

Roger meanwhile has been trying to straighten the income-tax accounts of one of the lushes of the stage's young crop of passion flowers. Inexplicably the girl slithers into his arms and he

promises to visit her at her apartment that night.

Cathy, the eldest daughter of the Hiltons, is in love with the married artist who is painting her portrait and sets her cap for him rakishly and determinedly. If the author is to be believed, English lasses display a predatory fervor unshared, unfortunately, by their American cousins—at least so far as a rueful dramatic reporter's experience goes. Cathy, attacking her artist like a platoon of amatory shock troops, wins a date for the evening. Brother meanwhile has tossed over the advances of a soft-spoken and problematically male acquaintance, going out instead with the girl next door, who conveniently pops over the boundary wall.

The problems of little sister, who loves the paintings of Rossetti; of the maid, who casts yearning eyes on a neighboring butler; of cook, who sticks to her vegetables, and of the scrubwoman, a somewhat lachrymose commentator, are also investigated more or less thoroly.

When all of the evening's problems are nicely set the author figuratively leaves the playhouse, not returning until everything is over. The end of her play is devoted to discussions of what has happened—or rather to what has not happened, since Dorothy's swain is essentially a decent fellow, since Roger was interrupted in the sometimes pleasant pastime of making a fool of himself and since Cathy's artist didn't keep the date. The discussions are charming, tender and filled with insight, but they are also reasonably pointless. Cathy cries herself to sleep, and Roger and Dorothy tell each other all about it, settling snugly into their twin beds filled with sleep, righteous and relief.

Since the play's weaknesses were discussed at the start of this review, this summation can concern itself with the comedy's strength. And rightly, since *Call It a Day*, with all its faults, is definitely superior theatrical entertainment. The author has the ability, as fine as it is rare, of expressing an entire character and the tragedies which beset it thru the medium of a single and very simple speech. That, I submit, is true imagination insofar as imagination can ever be expressed in dramatic composition. There is also tenderness and great insight and the ability to see the true and basic humor that studs common life, a humor based not on cynicism or farcical stacking of cards, but on a vast and sympathetic knowledge of life itself. The people of *Call It a Day* live and breathe, becoming real, lovable and completely understood.

All of which is immensely aided by the cast and by the sensitive direction of Tyrone Guthrie. Phillip Merivale and Gladys Cooper turn in fine jobs as Dorothy and Roger, while excellent subsidiary work is contributed by Lawrence Grossmith, Valerie Cossart, Florence Edney, Viola Roche, Frances Williams and Lillian Brennan Tonge. Glenn Anders points up the lines of the artist to achieve fine comic effect, even tho he comes nowhere near expressing the man himself, and little Jeanne Dante, who did such a fine job last year in *Birthday*, does another fine job as little sister in this.

But top acting honors, despite the keen competition, go to Florence Williams and Claudia Morgan, who play Cathy and the theatrical Dellah, respectively. Miss Williams, faced with a part which could easily be played as surface farce, sees into the heart and mind of her adolescent and expresses her findings in acting that is delicately understanding and tenderly effective. Miss Morgan is confronted with an even tougher task—and the way she carries thru suggests, unfairly perhaps, that the author may have been aided more by the performers than by innate ability. For the role of that passion-tossed Theoplan is essentially a very silly and unconvincing charade. Miss Morgan fills it with the glowing heart of her pretending, giving a performance that is emotionally rich, intelligently conceived and flawlessly executed. She, rather than the author, allows the audience to believe in Roger's abortive little affair.

EUGENE BURR.

KANE BROS. WANT

BURLESQUE PEOPLE all lines, also CHORUS GIRLS

for Three Theatres.

Write or wire JACK KANE, Colonial Theatre, Indianapolis, Indiana.



TO THE best of our recollection the old saying reads: "One man's bread is another man's poison." Stated thusly it provides us with a fulcrum on which to rest the prolog for a discussion of the good and evil that derives from the employment of premiums or merchandise in the outdoor and indoor branches of the show business, respectively. With a bow of apology to our good colleague, Al Hartmann, for trespassing on his green pastures of the tented world we point out to those who have become premium-conscious in recent seasons that the distribution of merchandise on a carnival midway is the most constructive activity in which a concessioner might be engaged. On the other hand, the theater operator or exhibitor who turns from his role of showman to that of a merchant plays an ill-fitted role; one that dooms him and his enterprise to destruction.

On a carnival midway and in a park concession the distribution of merchandise is a manifold blessing. It serves to give the public a deserved break; it stimulates activity in legitimate branches of the mercantile business; it serves as the best advertisement a concession can employ (there is hardly a better stimulant to trade than persons leaving a park or midway with their arms filled with prizes won at games); it takes the teeth out of politicians' attempts to make traveling shows their football, and it raises generally the level of esteem in which outdoor amusements are held by the general public. Merchandise distribution, in short, is an essential to the growth and progress of the modern midway as speed is to a race horse.

In a theater the subjugation of the show to giveaways is the surest way that has yet been concocted to kill the business. There are still a few showmen left who tell you that their sole stock in trade is a good show. But these are rapidly becoming an insignificant minority—holding out valiantly against the "merchants" of the opposition.

Double features are bad enough, as we tried to point out in previous discussions. Giveaways are considerably worse. Of what avail are the hundreds of thousands of dollars spent each year by distributors and an equal amount by exhibitors to advertise and publicize films? Of what avail are the investments of those who still believe that stages are designed for human habitation? Of what avail are these when the exhibitor throws all of it out into the alley—and goes into the dish business? True, exhibitors can show by figures that giveaways have helped business. But the question before the house is, How long do they intend to remain in business? And, How much better would business have been if other methods of a more constructive character were employed to attract patronage?

The giveaway practice, bad as it is, is not quite as malignant in itself as the way it opens to more vicious practices. Mr. Exhibitor, giving away piece by piece a set of breakfast dishes, might find the procedure well worth while. But his opposition can't be expected to be content with also giving away a breakfast set. Something bigger and better for him! Then how about the Giveaway Man of the First Part. Further does he delve into the mercantile mart. He essays more ambitious "philanthropy." It might be in the form of articles that give him a bare profit on each ticket above the price of the premium. Just enough, perhaps, to pay for film rental. Then comes the time when the merchant-exhibitor is up against a stone wall. He either returns to the picture business (if it's not too late) or he goes out of business. The producer suffers; so does the distributor—and the public, too. Losses all along the line in any business are eventually passed on to the consumer. There's an end to the consumer's patience, too. Which is another way of saying the beginning of his wisdom.

Giveaways and the various other legal gambling devices used by exhibitors to lure patrons to box offices are not, as their proponents paint them, business stimuli sorely needed at a time when the public has been weaned away from spending. Most certainly not. They represent—nothing more and nothing less—the exhibitors' hysterical attempt to corral patronage when they know with a pang of dreadful certainty that the images on their screens and the amateurs on their stages are not enough to make their theaters paying propositions. If exhibitors were to work together through their own organizations to kill the dual feature evil, force Hollywood to give them better contracts and product, and were they to enforce codes of their own making, giveaways would soon be buried in the past. Exhibitors would be back in the show business again. As showmen no longer concerned with the wholesale prices of dishes they might then give some thought to showmanly measures to be adopted for the stimulation of business. In such a setup a revival of stage shows, its extensiveness unprecedented in a decade, would be a foregone conclusion.

CLOSELY related to giveaways as a destructive practice is the unbridled exploitation of nudity and other forms of so-called sophisticated gimcracks in theaters. If this is to be the gate thru which a revival of stage entertainment will have to pass those who fondly hope for the revival would rather that their dreams ne'er come true. It is not a matter of morals, although good business practice these days is tied up closely to the moral code. Theaters in the pop-price category must depend upon family trade for the bulk of their business. Shows designed to appeal to so-called stag trade do not belong in any but out-and-out burlesque theaters where advertising, atmosphere and everything else connected with them call a spade a spade. It is only the get-rich-quick promoter (not a man who expects to remain in the producing business for many years) who tries to sell a theater operator a grille show designed for the burly trade. The world and the people in it have apparently undergone many changes since the first shot was fired in the World War. But despite the exaggerated implications of such terms as "post-war hysteria, jazz age, era of emancipation, etc.", there is still a ponderable mass of humanity that wants basically clean entertainment for family consumption. Showmen who cater to this demand not too literally but with enterprise, sparkle and an innate sense of decency will reap rich rewards.

IF THE present feverish efforts of Hollywood to resurrect classics for screen consumption mean anything at all to the business (aside from providing another example of the unceasing operation of cycles) they serve to point out the impotence of the industry's fabulously paid writers. Hollywood has drafted writing genius from all corners of the globe. Poets, playwrights, novelists, burlesque gag men, press agents turned authors and newspaper men with at least one play in 'em fill the ranks of the writing departments. Yet the classics are being read from cover to cover; devoured by the ferrets employed perhaps originally to supplement the geniuses but actually supplanting them.

It stands to reason that Hollywood can't dig into the classics forever. The screen's possibilities in this direction are, we admit, unlimited. But classics are limited. Then what? Back, we have to assume, to the highly expensive game of harnessing titans to a mountain that cannot be budgeted. The obvious answer, which was written on the wall since the first days of talkies, is that Hollywood must plant and nurture its own writing talent. It needs men with imagination, with a writing flair. Young, ambitious men whose reactions have not yet been molded to brittle hardness in other forms. Such workers will develop with the screen. They will write as they develop for the crying needs of the screen. They will be aware of the screen's limitations (that actually exist only in the minds of the masses) and they will know its possibilities as none sensed before.

The Broadway Beat

By GEORGE SPELVIN

A STOUNDING enterprise was shown by the blind accordionist and singer who covers the 50th street beat. . . . On the opening night of Eddie Cantor's *Strike Me Pink* he surprised those exiting from the Music Hall by playing and singing the hit tune of the film. . . . A marquee laugh-getter was recently featured by the Circle Theater, way up at the northern tip of the Stern. . . . The legend read: "She Couldn't Take It—Monday to Friday." . . . Just a week-end gal, huh? . . . Juanita Hansen, bright star of the earlier silent, is trying to make a comeback via the relief plays on the Coast. . . . The box-office staff at the Belasco, where *Dead End* is playing, was completely revamped recently, after members of the cast found that they had to go to speculators to buy tickets for their friends, even the asking for dates well in advance. . . . And with *Dead End* one of the shows which had announced war on the specs, yet. . . . The new Labor Stage Theater (the old Princess) will be used from now on by members of the garment workers' union, who'd been rehearsing their amateur presentations in makeshift studios for the past 15 months. . . . The layout of Labor Stage, incidentally, sounds interesting, with the theater playing the amateur shows and serving during the day, according to plans, for rehearsals of pro companies doing selected scripts for regular Broadway presentation. . . . A local pix theater promoted a chief usher to assistant manager last week, and called a meeting of the entire house staff to announce the fellow's increase in pay and the necessity for loyalty and what have you. . . . Theaters have been particularly attentive to ushers since the abortive ushers' strike. . . . Harry Kalkins has quit *The Labor Chronicle*. . . . The City Projects Council's protest meeting last Monday against Elmer Rice's resignation as regional theatrical relief head ended in a riot. . . . Most of the audience, including many actors, walked out when the speeches got too red. . . .

Andy Pomaras, of Somerset Coffee Shop fame, has turned songwriter in true Broadway fashion. . . . He even has a collaborator. . . . Ben Dova is signed for a three-month tour of European capitals, including London, Paris and Berlin. . . . Jerry Franken, of *The Billboard's* New York staff, went to the hoop Friday for a thyroid operation. . . . Broadway book stores are doing land-office business, but don't ask Mr. Spelvin why. . . . Maybe producers are learning how to read. . . . Virginia Curley, of the *Muleto* cast, has been hired by Warners for a short. . . . Irving Schneider, attorney, admits that he may put on a show some day, just to get the theatrical virus out of his system. . . . It takes more than just one show in most cases. . . . Some of the biggest vaude headliners of former days are now with the WPA relief units. . . . A list of the names would be astounding. . . . Why do film houses feel that people wanting to see *A Night of the Opera* should be forced to sit thru trips like *Frisco Waterfront*, just so's it can be a double bill? . . . The two are being bracketed in the nabes. . . . A new dramatic star is to flash across the Broadway scene in a couple of seasons if the dramatic schools are to be believed. . . . The lass in question, whose work has been confined to amateur dramatics, has been offered scholarships in two leading schools. . . . Call it *A Day* may be a swell play and a hit, too, but the Theater Guild should watch the light cues in the last act. . . . Watching the light go off before you can reach for it, as Gladys Cooper had to do on second night, must be a lot like expecting a smooze that never comes off. . . . All the boys thinking up elaborate explanations of why Eleanor Powell left *At Home Abroad* are forgetting a very simple solution. . . . It's just possible that she may be ill and really had to rest. . . .

Chicago Chat

By NAT GREEN

MAJOR BOWES' amateur hour program may be heard from Chicago shortly, if reports can be believed. . . . We were skeptical when we first heard the rumor nearly two weeks ago, but it is so persistent it is being given some credence. . . . Well, if it comes about, many of the boy and girl aspirants won't have so far to hike back home! . . . So far my amateur standing as a radio commentator hasn't been impaired by the Sunday night broadcasts over WFPL, and Walter Winchell hasn't lost any listeners. . . . I'm going to frame my first "fan" letter. . . . It was from a dear lady in Kenosha, who wrote, in effect: "Dear Nat Green: I enjoyed your radio gossip broadcast very much." . . . Then—and here's the payoff—continued with two pages of praise for a young singer whom we'll call Johnny Blank, whom she thought had great possibilities, and would I be kind enough to give him a chance on my program. . . . What a blow to the vanity of a budding radio star (?)!

Wonder if my favorite columnist, O. O. McIntyre, slipped or was just spoofing the other day. . . . In his "diary" he reminisced over the Weavers and Elvira of vaudeville, then mentioned that the first letter he opened that morning was from Elvira, and she is now living in San Francisco. . . . It's little more than 10 days ago that I was visting with Leon and Frank Weaver, and Frank's wife, Elvira, who had just concluded an engagement at the RKO Palace here and were preparing to leave for their home in Springfield, Mo. . . . Is it possible there are two Elviras of Weaver Brothers fame? . . . Jimmy Coston, zone manager here for Warner Brothers' Theaters, off on a vacation trip to Mexico. . . . Dick Lucas, brother-in-law of Bobby Crawford, of Crawford Music Publishing Company, tendered a dinner the other day prior to his departure for New York. . . . Mrs. Ike Rose playing theater dates around Chi with the Rose midget troupe. . . . Harry Carter writes from Minneapolis that the AFA up there is going to try to have a bill presented at the next legislature to license all bookers and put them under bond. . . . Situation in the Twin Cities is bad, he writes, and the AFA is the only organization the performers can look to for help.

The members and staff of the Michigan State Fair board proved themselves regular folks at the county fairs convention in Detroit and thereby created a world of good will for the State fair. . . . George A. Prescott Jr. and "Bill" Wait, secretary and assistant secretary, played hosts to the fair men. . . . Also on the greeting line were Genevieve Nutto, Doris Speakman, Ida M. Harris, W. S. Howell, John T. Meier, R. P. (Bob) Buckley and others, and the State fair suite was the social mecca of the convention. . . . Irving C. (Pat) Passage, State parole officer, was "among those present," which made everything strictly k. o. . . . Professional Entertainers' Club is giving a "juvenile" party, dinner and show at De Laxon's the night of February 22. . . . Guests will appear dressed as kids. . . . Some fun! . . . Lester, costumer, had a beautiful exhibit at the annual Business Exhibition of the Rotary Club at the Sherman. . . . Eighteen years ago the Filmack Trailer Company started his with the "boss," Irving Mack, and one employee. . . . The other day the company moved into new quarters occupying two floors on Film Row, and its personnel numbers 45. . . . New quarters are the last word in modern laboratories. . . . Looks as if Frankie Masters will be the next maestro on the bandstand of the College Inn.

Conducted by BILL SACHS—Communications to 25 Opera Place, Cincinnati, O.

Biz Up on Boyes' No. 2, No. 1 Is Only Lukewarm

LINCOLN, Neb., Feb. 3.—Chick Boyes' No. 2 stock company, on a circle which covers three States, Nebraska, Colorado and Wyoming, with headquarters at Julesburg, Colo., is reported to be making a nice piece of money.

It is estimated that nearly 1,200 people see the show nightly on the two-week circle. Company is managed by Harold Gaudin. Helen Gentry has replaced Jean Dixon as character woman with the troupe.

Chick's No. 1 outfit, playing the Hebron (Neb.) territory, is not going so well. Feeling is that he's played it dry, having been around there for more than 10 years. It's understood Chick will again be in here under canvas this summer to repeat the last two successful seasons on the West Lincoln lot.

E. H. Maier Elected Monarch

PITTSBURGH, Feb. 1.—Elmer H. Maier, former actor and now engaged in the theatrical costuming business here, has been elected Monarch of Islam Grotto to succeed Otto A. Zange, who was for many years in the circus and carnival field.

Kansas City Jottings

KANSAS CITY, Mo., Feb. 1.—Cecil Phelps and Dave Hellman have opened a circle in Kansas. Cliff and Helen Carl have joined the troupe until spring, when they will launch their tent show.

Clara and Babette Evans, formerly with Jack Crawford at Gadsden, Ala., are spending the winter at home in Lake Orion, Mich.

Greg Rouleau, with Verne Slout many years, is producing *Front-Page Stuff* for a local organization in Wassau, Wis. Rouleau states he will be back with Slout next season.

Sunny and Ardysie Dexter, after closing with Kelly Masters, have entered commercial lines here.

Helen Gentry, formerly with the Todd circle, has joined Chick Boyes.

Jack Hart, at home in Foreman, Ark., for the winter, states he will open his tent season around April 1.

Roe Nero, wintering in Miami, is slated to open his canvas season in April.

Madge Kinsey Gruff, manager of Madge Kinsey Players, is reading plays for her company, which opens in the spring in Ohio.

Kelly Masters is framing a show in Gadsden, Ala.

Ted North Players are slated to play eight more weeks of stock in Joplin, Mo., then move to Arkansas City, Kan.

Carleton Ruby has closed with the Bill Thebus Players, circling around Little Rock, Ark., and is now at his home in Nebraska.

Fred Stein, many years with the Dubinsky Bros., is located here with a refrigeration concern.

Jerry Ketchum, veteran advance agent, was in the village this week and stated he had signed to pilot the Christy Obrecht show this coming season.

Harry Blethroude closed recently with the Gus Lockete circle in Kansas and has signed with the Harold Porter show on the West Coast.

Tom Brooks has joined the Frank Wilder show circling in Minnesota.

Mr. and Mrs. E. V. Dennis, many years with the Jennings show on the West Coast, are sojourning in Port Worth, Tex.

Grady and Dot McClure have departed for the West Coast to join the Fred Jennings show.

Buddy Williams, formerly with Allen Bros. Comedians, has joined the Crago show in Wisconsin.

Mr. and Mrs. Billy Baucum are closing with the Jimmie Warren show circling in Louisiana.

Jess Myers and Bob Oswald, managers of the Myers-Oswald show, are reported to be in a Texas city making tentative arrangements for an early opening of their tent show.

Rep performers who were with the ill-fated Empress burlesque stock here included Abe Rosewall, Carl Grandi, Eddie Lane and George Corwin.

Shows circling Northern States have been hard hit during the recent below-zero weather. Many of them were forced to cancel their dates due to snow-bound roads.

Earl Thomas, who has been managing a movie house in Tulsa for several years,

Rep Ripples

C. A. WRIGHT has his trained dog show in winter quarters at Bradford, N. H. He closed his attraction at Poughquag, N. Y., December 22 after eight months on the road without a layoff. He is rebuilding and repainting his outfit for a return to the road in the spring.

ROY HYATT, whose Water Queen Showboat sank recently at the mouth of the Great Kanawha River when caught in an ice pack, is undergoing treatment for a lung ailment at Oteen, N. C.

KING FELTON, magician, and his two assistants have signed the vaudeville feature with the Monroe Hopkins Players in Houston for the next six weeks. Felton reports that his recent act in *Billy-boy* brought him numerous replies, but he hasn't signed anything definite for the coming summer.

LUCIUS JENKINS, erstwhile repertoirean, now operating a tourist camp on Highway 41 at Tifton, Ga., pencils that among the trouperes seen around the camp the past week were Dr. and Mrs. Hammack, "Smoke" and Marie Norton, Nellie K. Eaton and daughter, Jack King and wife, Floyd Quinn and wife, Mr. and Mrs. Mertie Leter and son, "Smoky" Strickland and family, Frank Ross, L. F. Walker, May and Lil Davis, Mrs. Sally Hughes, Oscar Steinberg, Dr. Powell, Jake Bloom, M. K. Swain, B. T. Burrett, Carl and Marie Replogle, S. E. Hunt and family, the Cornells, Joe and Bee Bennett, Bud Davis, Jack Jennings, Lee Reeves, Sarah and Dee Cook, the Herring Trio, Dot and George Conyers, Sid Cridell, Jack Garnett and Mr. and Mrs. Fox. There were a number of others who failed to sign *The Billboard* list. Jenkins says, "The weather continues cold." Jenk writes, "In fact, the natives declare it the worst in 40 years. Despite weather conditions, the shows continue moving, however." Jenkins states, too, that there is a new show lot directly opposite his place. "It is out of the city limits," Jenkins says, "and can be had mighty cheap. Comprises five acres and is a desirable lot in a good location."

NORMAN GRAY, of the Darr-Gray Show, is visiting in Houston and is combining pleasure with business during his stay there. He has produced and directed his *Rich Poor Man* at the Hopkins Tent Theater in Houston and is now in the midst of another of his productions, *From Broadway to Main Street*.

PHIL DUNCAN has left Houston for a visit with relatives in Baton Rouge, La. He will return to Houston to organize his regular road company, which, it is rumored, will be a one-nighter.

MACK LONG and wife have left Houston for the Golden West for the benefit of Mr. Long's health.

WAID ZEIS, whose last trouping was as agent ahead of the H. Kay Lewis Players in California in 1929 and 1930, is now operating a tonsorial parlor in Toledo, O., known as Slim's Barber Shop.

ISAAC CHAPPELLE, well known in the tent-rep field, is now in his fifth year as manager of Harry Thurston's Police Theater on South State street, Chicago.

CARL WHYTE, pianist, is now working around Los Angeles after closing a five months' engagement at a Bismarck, N. D., hotel.

sojourned briefly in the village to look over the rep situation and left here for Oklahoma, where he accepted a position with Southwest Theaters Company.

Fred McCord has closed with the Hazel McCowen show, which has been circling in Nebraska.

Porter's Comedians will start rehearsals at an early date in a California city and are scheduled to open on or about March 1.

Hal Barber has closed a long season with Jack Collier's Comedians and was spotted on the main stem here this week.

Ginnivans Preparing Show For New Under-Canvas Tour

PLEASANT LAKE, Ind., Feb. 1.—Mr. and Mrs. Frank Ginnivan are at their home here, preparing for the summer tour of their Ginnivan Dramatic Company. New equipment is being added, new scenery is being painted and an unusually strong repertoire of plays has been selected, the Ginnivans report.

A new front and marquee have also been ordered to fit the new tent. Opening is set for early in May, with rehearsals slated to begin at Ashley, Ind., the show's winter quarters, in April. The show will also open the season in Ashley. The town is constructing a new water works and everything is hustle and bustle, with everyone working.

Billroy Show Briefs

VALDOSTA, Ga., Feb. 1.—Something has come over the Sunny South and that something is Ole Man Winter. He's here, folks; everything 'ceptin' the snow. And from all indications he may even deliver that before this finds its way into print.

Just the same, activity in winter quarters is in full progress and it will take more than a few icy gusts to halt it.

Eddie Mellon and the boys have already completed the construction of two new trailers, what with the new trucks soon to be delivered will bring our rolling stock for the new season up to 14 pieces, independent of personal cars and bns.

Recent word from Manager Billy Wehle, en route to the Coast, discloses the signing up of a sensational adagio trio for the coming year—Wendy, Russell and King. They will be one of the features with the show.

No units yet at the local houses, altho several are scheduled for the near future, among them John Van Arnam's Uncle Ezra and Johnny Marvin and Company.

REVIEWS

(Continued from page 17)
The dancing of Mignon, who pulled the biggest hand of the afternoon with her work. She treated the audience to a grand piece of muscle control and high-kick contortionistic-acrobatic dancing that brands her as one of the best in her line. Martha and Irene, blond lookers, also pulled a good hand with a fast acrobatic dance routine.

The singing end is admirably handled by Tex Chapman, tenor. He boasts a good set of pipes and demonstrates that he doesn't have to rely upon the house amplifiers to put him over. He did a good job of leading the chorus in several numbers. Both Miller also did well on several tunes.

The 20-girl line is valuable asset to the show. The girls are youthful, well drilled and attractively gowned. The chorus numbers are among the best seen here this season. Especially effective is the nude-posing bubbles number. The cigaret routine performed by eight of the girls is another good item. The entire company is on deck for a minstrel windup.

BILL SACHS.

Orpheum, Los Angeles

(Reviewed Thursday Afternoon, Jan. 30)

Local vaudeville bookers evidently put much faith in the power of radio names, for this marks the fifth consecutive week that other personalities have played major parts on the town's variety stages. And judging by the packed houses of late, the booker's faith is well founded.

Headlining the Orpheum bill this week is Schleppepman, dialect comic of Jack Benny's radio hour, whom the customers readily recognized as the former Sam Hern, the Yankee rube, of earlier vaude days. Next in interest is Frankie Darro, juvenile film actor, who is also appearing on the screen here this week.

Who readily recognized by the town's variety fans who turned out for this performance, Schleppepman stuck to his new character, that of a funny Jewish commentator. His act consisted mainly of a fast, light discourse on marriage and women which kept the audience in laughter. He also exhibited his facile touch with the violin and introduced for added laughs a newcomer to vaudeville named Sidney Miller.

Miller is a youngster, not more than 17, who possesses as capable a dialect as Schleppepman himself. The kid's good

Stock Notes

JOANNE DOUGLAS, formerly with the George Sharp Players in Pittsburgh, is now filling night club engagements in Cleveland.

POLLARD PLAYERS, now on tour in Western Pennsylvania with *Big-Hearted Herbert*, played to capacity houses in Vandergrift, Pa., last week. Company is headed by Bob and Clesne Pollard, Marsh Kathan, Gean Harken, Don Carlos and Pat La Vonne.

GORDON FAIRCLOUGH has been appointed acting supervisor of the WPA federal theater project in the Detroit area and is casting for the federal theater soon to open there. The project will leave a dark downtown Detroit light theater to house a company assembled under WPA specifications. Fairclough says. Latter has worked with a number of the leading stock companies and also toured the RKO Circuit with Lulu McCConnell in her sketch, *A Quiet Game*. His last venture in the Middle West was directing and playing in the *East Lynne* and *Ten Nights* revivals at the West Hotel, Minneapolis, last summer.

THE PITTSBURGH PLAYHOUSE for its fourth and fifth productions of the season will offer A. A. Milne's *The Dower Road* for a two-week period, opening March 3, and George Kaiser's *From Morn to Midnight* for a similar run, beginning April 7. Herbert V. Gellendre will direct both productions.

and, besides his ability to tell a story, sings in the Jessel manner to the plaudits of the customers.

Frankie Darro, despite his youth, is a showman. Acting as emcee, he gave the people out front what they wanted and then some. His impersonation with George Overman Jr. of a slap-happy wrestler in slow motion—even to the falls—was excellent. No veteran could have done a better job. Darro is also an acrobat of sorts and between acts took a few spins and turns and related several anecdotes to fill in.

Danny and Eddie, billing as the Class of Harlem, are in the opening spot with double banjo arrangements and some neat dancing. For their rope-skipping tap dance and roller-skate whirls the pair received good hands.

Maxine Lewis, who has one of the strongest female voices heard in these parts in many moons, came on next and sang *Hallelujah, Waiting for the Judgment Day* and a medley of excerpts from popular tunes. She encored with *Thanks a Million* and *You Are My Lucky Star*.

The Maxellos, dare-devil acrobats, close the show with their usual display of tricks and daring, which readily caught the fancy of the onlookers.

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Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

HOWARD THURSTON, now resting and vacationing at Miami Beach, Fla., writes under date of January 25: "I will be on the road again next season with as large and as good a mystery show as I have ever had in my life and anticipate doing an even bigger and better business for the managers at the box office than I have heretofore." Mr. Thurston says that he has been experiencing difficulties in the last several years with magicians who have been using the Thurston name in connection with their advertising and billing. This use of the Thurston name has been embarrassing to him and, in most instances, misleading to the public, Thurston claims. He has instructed his attorney to warn these magicians against using the Thurston name in such a manner. If this fails to bring results, Thurston threatens to take legal action to stop it.

FIFTH ANNUAL MAGIC FEST, sponsored by the Columbus Magic Club, was held Friday and Saturday, January 24 and 25, at the Neil House, Columbus, O. Registrations totaled nearly 300, with guests coming from seven States. A magic show, sponsored by The Columbus Dispatch and with proceeds going to the Children's Hospital Charity Fund, was held at the Memorial Hall Saturday night. Despite the inclement weather nearly 1,500 people witnessed the performance. On the bill were Jerry Furman, emcee; Ireland, Adrian Smith, Ted Hueber, E. J. Moore, Lealle and Nina Guests and Lester Lake. The Dispatch gave the affair excellent publicity and everything turned out okeh. A whale of a party was held at the Neil House after the show, with 15 gallons of spiked punch as the feature attraction.

SOCIETY OF DETROIT MAGICIANS, organized some 35 years ago, has again been revived by the magic men of the Automobile City. The Detroit News under date of January 27 carried a feature story about a Revue Soiree held January 25. On a stage furnished by Frederic H. Schader, of the Fox Theater, and set up at the Lee Plaza Hotel, Detroit, the society entertained 150 invited guests with magic. David Pogo, William A. Heisel, William Weber, Elmer Somcrant, James Brewer, Walter H. Domzalski, assisted by William W. Domzalski and "Skippy", Clarence E. Willard, "the man that grows", Al Caroselli, Robert Ungewitter and Dr. John Buell showed their wares. Albert E. Redfield and Charles H. Lewis collaborated as backstage boys. Al Munroe gave of his time to present the "soiree" just right. The personnel of the society now boasts 20 members, with Dr. W. W. McDougall, president; Walter H. (Don) Domzalski, secretary, and Al Caroselli, treasurer.

OAKLAND MAGIC CIRCLE, Oakland, Calif., held its annual banquet at the Hotel Leanington there January 18. Lloyd E. Jones served as emcee in the absence of President Jimmie Muir, who is ill. Guests of the evening included Caryl S. Fleming, president of the Pa-

cific Coast Association of Magicians; Doug Kelly, president of the Golden Gate Assembly, SAM; C. S. McManus, president of the Reno Assembly, SAM, and Caro G. Miller, of San Jose, Calif. Dancing was enjoyed between courses to the music of Lou Ferrie and his orchestra. Among those who entertained during the evening were Ruth Royce, Daniel Fitzke, A. Caro Miller and Roland A. Hamblen. The punch was served by the Knock 'em Stiff Company, Inc. On Sunday, January 19, Caryl S. Fleming and C. S. McManus were the guests of Mr. and Mrs. Jimmie Muir at the St. Mark's Hotel, San Francisco, of which Jimmie is the manager.

KALBFLEISCH, the magical marine, better known as Edwards the Ventriloquist, is now in New York and planning to work night spots. Toured Canada last year with the Ben Williams Shows, doing his illusion act, and hopes to take out another attraction with Williams next season. He will work vent in the clubs.

TWENTY-FIVE members of the Wizard Club, Chicago, braved 14-below-zero weather recently to attend the stag smoker and installation of officers at the Cube Theater on South Wabash street. New officers for 1936 are Joe Berg, president; Stratford A. Calditz, vice-president; Hy Berg, secretary; Sam Berman, treasurer, and Allen Silber, sergeant at arms. An impromptu show followed. Those appearing were Joe Berg, emcee; Norman Atwell, B. Lederman, Eugene Erpenbach, Hugh Riley, Hy Berg and S. A. Calditz, pianist. The last named also contributed the beer and cigars.

MONTAGUE THE MAGICIAN and Ledille, silk manipulator, caught the Lamplinos at the Roxy Theater, Salt Lake City, recently. The latter act was billed to "present and then expose magic and illusions." In speaking of the turn, Montague writes: "We attended their first performance and were pleasantly surprised to find all they exposed was the fact that they are master comedians as well as magicians. They exposed only two stunts—not really magic. An unusual act billed to expose but really a slam at expositors."

JULIEN J. PROSKAUER, national president of the Society of American Magicians, and Al Baker, past vice-president of the Parent Assembly of the SAM, staged a two-man magic show at the Amsterdam Democratic Club, New York, January 20 before the political leaders of the metropolis. Among those in the audience were Supreme Court judges, commissioners and federal, State and city officials of varying ranks. Proskauer did some giant card effects and closed with his version of "Shooting Thru a Woman," while Baker did a vent act with magic as a fill-in. Irwin Davidson, legal adviser of the New York Legislature and a member of the Parent Assembly, SAM, was scheduled to speak but was unable to attend due to legislative pressure in Albany.

W. C. DORNFIELD, who recently completed a three-week engagement in Grand Rapids, Mich., for the furniture manufacturers, made a big hit last week when he spoke before the Minnesota Editorial Association in Minneapolis. Dorn returns to Minneapolis February (See MAGIC on page 60)

MAGICIANS AND THEATRE MANAGERS NOTICE

I have at no time given any magician permission to use the name of Thurston in connection with any mystery show or magical performance. I hereby publish fair warning that common trade laws will subordinate me in any legal case I take against any magician using my name, and will name the manager of any theatre playing such magician using my name in connection with his showing, a co-defendant, in any legal action I may be forced to take, if this unfair procedure continues.

(Signed)
HOWARD THURSTON

1116 Ocean Drive,

MIAMI BEACH, FLA.

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Colored Performers and Musicians for Season of 1936. Trombone Player, Tuba Player, B. & O. Must read and take. Comedians that are Monologists and have singing voices. A Blues Singer to feature, Girls for Chorus. Must be light brown, small and able to cut it. Those doing Specialties given preference. Tap Dancers. "Clark and Clark," "Foots Robinson," Henderson, Bennie Straton get in touch with us.

ROBINSON'S SILVER MINSTRELS, R. F. D. No. 3, Wilmington, N. C.

NATIONAL DEPT.



CLEANED DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business.

The "possibilities" grouped below are contributed weekly by members of the staff thru their contacts with various entertainment forms. The field is not limited to theaters and other amusement spots covered in line with review assignments.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For LEGIT MUSICAL

DAWN AND DARROW—dance team seen recently at Loew's State, New York, with the Leon Navara Ork. Clever and good-looking couple who do ballroom routines. Stand-out adagio bits feature their turn, most of them very daring and thrilling. Would score easily in a revue.

TED MEZA—rubber-legged eccentric dancer now playing clubs. This boy, a youngster, is really good and has a drunk routine that would show-stop in any house. Would be a good specialty for a revue.

For FILMS

JAMES MAC COLL—young legit actor now appearing in *Boy Meets Girl* at the Cort Theater, New York. Has acting ability far above the average, an excellent personality and

should screen well. Work in the present farce doesn't show anywhere near the extent of his ability. Rates a break.

For VAUDE

RUTH AND BILLY AMBROSE—youthful brother-and-sister dance team now at Delmonico's Club, New York. Refreshing personalities and plenty of looks. As a sort of juvenile Astaire-Rogers team they offer snappy ballroom routines, and were the hit of the Delmonico show. Perfect to head a vaude flash.

For NIGHT SPOTS

GERTRUDE GOLDE—air amateur contest winner caught recently at the Roxy, New York. A pretty and vivacious brunet, she can handle songs in excellent hotcha style. Looks, personality and voice all make her a good bet for the pro field.



Minstrelsy

By BOB EMMET
(Cincinnati Office)

JAMES (JEW DELANCEY) WHITFIELD, whose last trouping was done with the J. A. Coburn Minstrels in 1927-'28, is now sales manager for the Meer Made Products, Chicago. Whitfield was a visitor to the minstrel desk Wednesday of last week while in Cincinnati on a business trip. He jumped to Louisville the latter part of the week, where he expected to look up his old troupier pal, "Hi-Brown" Bobby Burns.

ROY FRANCES and Company have returned to Detroit after a two weeks' engagement in Sharon, Pa.

"WILL SAM GILL please tell us what he did in Mexico and Texas, if anything?" queries Al Tint from Detroit. "Let us know more about your trip, Sam; or did you merely go for the ride?" Al postcards.

"HI-BROWN" BOBBY BURNS comes to life from Louisville, Ky., to ask: "I wonder what has become of Frank Bauer, Cincinnati boy who formerly was leader of Lassie White's Minstrel Band; also Scully O'Donald with the same outfit, and my old pal, Jess Thomas, from up-State New York. Had word from Prof. Walter Brown Leonard stating that he was on his way to Dixie. I'll be waiting for him."

POSSUM GILL, the minstrel vet, writes from Chicago under date of January 24: "It's just 18 below zero here today. Would be a tough day to kick 'em. This is my first visit to the Windy City since 1927 when Joe McGee and I worked together. I sure miss him here, as Chicago was good to us in the heyday of vaudeville. Harry Van Fossan is here. Says he buried the smut box and wig at St. Joe. Britt Stagall and Paul Jerome are also here. Van Fossan and I are playing morning clubs. The last opy gets on about 3:30 a.m. for the bread and milk drivers. This zero weather has me. I am Dallas bound February 1."

"TELL LAWRENCE HAGER," postcards Prof. Walter Brown Leonard, "that I recall the season of 1885 when I was in advance of the Harry Miner Silver King Company and I met John L. Sul-

livan, who was with the Lester & Allen Minstrels in the old Ellis Hotel, Schenectady, N. Y., but Muldoon was not with the show. John L. was doing a posing act and led the street parade, walking between Lester and Allen, who were "sawed-off" comedians, and John L. loomed up like a giant. It was a good outfit and packed 'em in. Some years later I met John L. and Jake Kilrain in Oneida, N. Y., when they were doing a burlesque boxing bout. Billy Dillon, the old-time vaude songwriter, lives here (Ithaca, N. Y.) and I see him often."

HAPPY (BLUE) LAWSON writes from Daytona Beach, Fla., where he is working the night spots: "I read the minstrel column every week. Here is a little reminder for the boys. Ask them if they remember when Lassie White was in rehearsal at the old Peoples Theater, Cincinnati, and the a.m. he bowed out. Happy Lawson about a dance step. Happy got mad and told the big star that he (Lassie) could not do the step himself and that he was lucky to be on the show. We got along fine after that."

CHARLES (CHILLY) DOYLE, former minstrel and now sports writer for *The Sun-Telegraph*, Pittsburgh, headed the minstrel show offered by the city's sports writers during their annual ground-hog dinner given at the William Penn Hotel, Pittsburgh, February 2.



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Conducted by DON KING—Communications to 25 Opera Place, Cincinnati, O.

Mesle Show Down To Six and Three

WORCESTER, Mass., Feb. 1.—Out of a field of 54 couples there are still six teams and three solos pounding the boards in the Ernie Mesle Shrewsbury, Mass., show. Couples remaining are Elmer Du Free and Lucille Del Marr, Eddie Lenaky and Ann Brown, Johnny Stevenson and Florence Foster, Ralph Fowler and Joan Leslie, Larry Dwyer and Lillian Henle, Bob Marvin and Viola Nellis. Solos are Billy Addy, Frenchy Poulot and Doc Miller.

Dud Nelson was recently imported from the Coast to handle the heat and is doing a good job. Since his arrival some 23 contestants have dropped out. Bombshell sprints are nightly features and are running for an hour and a half at present. Amateur sprints of 10-minute duration are proving a hit with the fans.

Beano is enjoyed every afternoon and is drawing well. Other members of the staff include Syl Reilly, emcee, with Joe Palooka handling the comedy. Syl is featuring farm, amateur and auction nights. Frenchy Nonney is head floor judge, with Bill Waltz handling publicity; George Penna, Carl Schwennesen, Fred Kinder, trainers; Nellie Richards, Lena Hammerstrom and Marie Powers, nurses. Musie is by Mal Stout and the walkathlons. Show is past its 1,800th hour and going nicely.

Staff Briefs

DOC MILLER, former trainer, emcee and judge, is taking it from the whip of Dud Nelson in the sprints and grinds of the Mesle Shrewsbury, Mass., show. Doc is showing the kids that he never dished out anything that he couldn't take himself. He would like to hear from friends via the Letter List.

HAL J. ROSS has been making the various dog shows throught the country with his Scotties and to date a couple of his best dogs have taken some 11 blue ribbons. At present Hal is enjoying a real vacation, soaking in the sunshine, taking in the races at Santa Anita and getting the best out of life.

CAPT. PHIL C. MATHIEU, superintendent of maintenance with the Ross organization, is spending the present "lavoff" with his mother in Omaha, recuperating from a bad case of pneumonia contracted in Oklahoma City.

ERNE BERNARD, Red Norton, Harry Bloom and Red Long are with Hal J. Ross in Hollywood, doing a lot of fishing and enjoying their vacation. So far they haven't caught anything to write home about. Bernard is said to have forsaken the fishing banks for Santa Anita and is reputed to be trying for a corner on oats.

CHICK FRANKLIN is resting in Springfield, Ill., waiting for the opening of the Talbott show.

PAY AND FRANK FREEMAN, auditor and doorman with the Hal J. Ross Shows, are back in Fremont, Neb., where it's plenty cold. They are anxious to get to work, but would prefer a warmer climate.

RAYMOND WRAY, walk emcee for the past six years, is emceeing at the Spring Wheel Club, Seattle, Wash.

MERLE MILLSPAUGH, doorman with the Swartz organization, writes from Hamilton, O., that he is all set to get back to work and is waiting for a good show to open. He would like word from Guy Swartz, Jack Hayes, Les McCullam. Will watch the Letter List.

M. E. JOHNSON writes that friends from Brockton, Mass., would like to read word from Virginia and Joe Brandi, Johnny Miller and Bobby Reid.

WALKATHON CONTESTANTS
OPENING FEBRUARY 15 AT
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Emcee and Staff People write. Entertaining Contestants with Walkathons request. No collect wires.
DOC GRANT or R. J. HILLSTROM
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TIDBITS

By RICHARD S. KAPLAN
NEAA General Counsel

A New Form of Endurance Show

Letters by the score have recently been received by the writer from former tab show operators, walkathon operators and even carnival men asking about the new form of endurance contest that I hinted at in a recent squib in this column. But I'm sorry to say that I cannot divulge it at this time.

The new form of endurance contest is not similar to that which was suggested in the first issue of this column. But it is a "natural," filled to the brim with excitement, thrills, and has every element of entertainment. It may be operated on a 24-hour basis, 20-hour basis, 18-hour basis or 12-hour basis. And the public will remain at fever heat regardless of hours.

Hours will mean nothing—DISTANCE will mean everything.

The entire plan is complete and has already been tested in a little town out West. Operators financially oked who are interested may write to me personally and I shall be glad to give such information on this as I can. It will mean the savior of the endurance contest field.

It is evident, from the letters received by me, that many are in accord with me on the proposition that co-operation among operators will do much to destroy the evils which may exist in the business. For example: Operator "A" writes other operators informing them about the contestants in question. Then and there those contestants should be BARRED from walking for those operators.

The result would soon be evident. We'd clean the field of understrablers. Think this over, operators. And the same applies for contestants and others in the field. Stay clear of those who are dangerous.

Talking about endurance contests, have you noticed the new type of contest being promoted by Mike Jacobs, boxing promoter? Yes, he's competing with Ely Culbertson and is promoting a contract bridge tournament. If you really want a laugh watch some of those so-called bridge experts as they pore over the cards hour after hour, day after day and night after night. Society will go for it big.

By the way, I'm still wondering if a seven spade bid wouldn't be the correct starting bid when you hold 13 spades.

Once again I repeat we cannot pay any attention to anonymous letters. All letters MUST be signed by the writer and must contain the full address of the same.

Showing that there are ambitious employees among marathoners, Mike Kelly, former C. C. Pyle Buntion Derby contestant (who finished the race) and who is a first-class trainer, is completing his course in Physio-Therapy and Massage at the National College in Chicago.

Just a hint: Watch the State of New York. There are some live wires in New York City who are really doing things for the benefit of the entire field.

To the 30 or more contestants who have lately written me asking for help let me give you this message, which applies to many others:

If you have no NEAA membership card don't bother to write asking for assistance with the promise that if help is forthcoming you will join. If you haven't enough interest in the association to join first then the NEAA certainly can't be expected to come to your aid. Both Don King and I (and that applies to Hal Ross, George Pugh, Hugh Talbott, Guy Swartz and the others) are much too busy with our own work to mix into matters that apply to outsiders. Think it over.

NEAA operators might do well to recognize NEAA cards carried by employees and others when presented at the door of their show. Common courtesy urges that such recognition be given to those who are co-operative.

Massachusetts is definitely in the anti-column at this writing. A bill leading to the outlawing of endurance contests is now in process of being put thru the Massachusetts Legislature for no

good reason whatever. Perhaps the good fathers of Massachusetts may relent when they receive the data sent them by your correspondent.

Have you made up your minds as to what you want to do during the year 1936. Operators? You'd better think fast or else—the year will be gone and so will your business.

Mayor Leo W. Lenane and Chief of Police John A. Connerly of Quincy, Ill., are to be complimented upon their prompt action in compelling the show conducted there during the month of December to close. The show was all that the NEAA and its members object to, and the officials, who are in favor of clean, legitimate endurance contests, acted wisely.

Contestant Notes

CLYDE (STOOGIE) MORSE, writing from Chicago, tells Ruthie Keller and Cora Tracey he would appreciate a line from them.

PEGGY EVANS, who writes from Columbus, O., that she is resting at home until Pop Pugh opens his next show, would like to hear from Red Skelton, Larry Troy, Johnny Hartman, Mitzel Lyman, Peaches Garrison and Pot Watson thru the Cincinnati office of the Letter List.

TOMMIE REYNOLDS, formerly of the Crockett organization, would like 'em from Tex Swan, Red Waddell and Mickey Thayer. Tommie is in Nashville and will keep an eye on the Letter List.

ELMER DU FREE writes from Worcester, Mass., says he is doing fine in the walkathon and would appreciate word from Dick Edwards and Hobo.

FRANK WISEBURN, working in an Easton, Pa., electrical store, wants to hear from Marie Jacobs, Ernie Scott, Stan West, Andy Burke and Whitey Helms.

JIMMIE HORAN cards from New Bedford, Mass., that he would like to see notes from Billy Willis, Buddy Saunders and Bee McKay. Jimmie is in the New Bedford show.

BOBBY MADISON, walking in the C. W. Raabe Manitou, Colo., show, wants to hear from Gene and Lou Williams, Helen Sebel, Ray (Pop) Dunlap, Jean Andrews and other kids who walked in the recent Decatur, Ill., show. Bobby says he will watch the Letter List.

"HOW ABOUT a writeup of the kids on the floor of the Tebbetts Camden, N. J., show," asks Margaret Kosel, from Cleveland, O. Marg would like to hear from Lou and Gene Williams, Able Powell, Jimmy Sagryn and Red Skelton. Says friends may always reach her thru the Letter List.

CLUB CHATTER

(Continued from page 12)

cille Lauraine, strut and fast tap, and Bob Smith, emcee, now in his fourth week. Chic Eddy is the former Chickie Wells of burlesque.

JEWEL HOPKINS, talented young songstress, currently appearing with Joey Lee's Orchestra at the Club Seville in Los Angeles, sang with Al Johnson on the Shell Chateau program February 1. Miss Hopkins, who has been featured with Harry Dickman, Arlie Simmonds, Snooks Friedman and Joe Candulla, recently left Charles Renard's Band in Phoenix, Ariz., to join the Lee combo.

Winton and Diane, dance team, are filling an indefinite engagement at the Merry-Go-Round Club in Akron, O., with Barbara Barb, singer; Toby Raudo, bronze dancer; Boons and Harper, comics, and Emilio Caceres' dance band. . . . Vaughn and Valerie, ballroom team, last week closed a holdover engagement at the Chez Paree, New Orleans, where Ming Toi still headlines the show. . . . Armando and Maria, dance combo, formerly known as Armand and Marie, are dancing at the Hotel Webster Hall in Detroit.

LARUE AND LAVALLE, ballroom dance team, have been playing Midwestern nighterries for Sligh & Salkin and two weeks ago began an indefinite en-

agement at the Triangle Cafe in Chicago. Original contract called for one night but popularity called for an extension. . . . Woods and Bray are flashing their sensational adagio at the elaborate Rainbow Casino in Chicago. Opened January 23 for four weeks with optimum thereafter. . . . Leslie Sisters, billed as "America's Only Sister Adagio Team," have left the Cushman time and open this week at the Ponce de Leon Club in Dayton, O. . . . Don Tranger, emcee, and Little Stanley Ross, diminutive comic artist, enjoyed a reunion in Chicago last week, entertaining not only themselves but many old acquaintances at the Hotel Berkshire. . . . Derons and Barre closed last week at Castle Farm in Cincinnati, having been placed there by Jack Middleton.

BILLY PURL'S Cafe de Paris unit last week closed a six months' tour of the Kinsey Theater chain in Nashville, Tenn. Robert and Carol Gale, Don Ellwell, Wayne Babb, Dorothy Shannahan and Doris Fowler, all of the Purl unit, are currently playing the Palms Club in Nashville. . . . Fraser Family, billed as "America's Most Versatile Family," has been working Illinois and Michigan nighterries for past four months and last week began an engagement of indefinite length at Palace Gardens in Lansing, Mich. . . . Billy Julius, eccentric dancer, went into the New Penn Club, Pittsburgh, for Jayne Jarrell January 27. . . . George and Eloise, dancers, are filling an indefinite date at the Alpine Village in Cleveland. . . . Ken Harrison left the Cassanova Club, Scranton, Pa., for a date at P. J. Mills Lounge in the same city.

DEROSA AND SORITA and the Rochelle Trio are replacing Parker and June on Jimmy Emright's show now in its fourth month at the Cocoonat Grove in Minneapolis. Dorothy Laxson, Margy Brown, Helen Marvin and Rose Marrow have filled vacancies in the line and Norman McKay and June McCully return from a two-week sick leave. M. W. McQuorkadale has joined Emright's organization and is handling musical arrangements for the show. He formerly arranged for Johnny Green's well-known orchestra. . . . Bill Church, "Broadway's Own Emcee," is playing night club dates thru Ohio and Michigan for the Gus Sun office. In current at the Paradise Cafe in Findlay, O. . . . Jack Ford, formerly operator of the Ambassador Club in Miami, Fla., has opened a new spot in St. Louis, the French Casino. Jack Campbell is emceeing and leading the ork. Meta Ray is singing and Campbell, himself an accomplished musician, is stopping the shows with his Irish songs.

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ATTENTION

DUD NELSON, CHARLIE SHULTZ, ALTO LOCKE, communicate at once with
HAL J. ROSS
1046 N. Normandie, Hollywood, Calif.



THE FORUM

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 572, Cincinnati, O.

Duluth, Minn.
The news that a movie based on the life of Harry Houdini is to be produced certainly will be welcome to all magic enthusiasts and thousands of others.

Sees Houdini Film as Boost For Magic Art

Its effect in helping to popularize the art further is appreciable and without expose. The picture, if released, should have good box-office value, the factor that prompts the making of any film or production. The significant thing to me is that its subject, notwithstanding all jealous or unfounded talk to the contrary, was a superb showman who made the public mystery-minded and who, "alho dead, yet lives."

CHARLES RUBENS.

Los Angeles.
I noted a story in The Billboard of January 4 regarding a promotion of William Judkins Hewitt with the title "Merchants' Free Street Circus," presented in conjunction with a merchants' sales day. It was stated that the idea was new under that title, inasmuch as attractions offered were to be circus acts instead of balloon ascensions and high-diving acts usually presented at such events. I beg to advise that during the summer of 1931, touring Ohio, I had what was known as the Greater Pepple Circus Attractions, playing one-day stands in conjunction with what was known as "Suburban Day Sales," as offered by merchants.

Credit Given To Hewitt Idea As "Different"

There were no concessions, rides or paid shows, merchants being the concessions, each store displaying a card showing its co-operation and a special edition of the daily paper being gotten out, advertising "Suburban Day." Acts were offered on four different platforms in various locations, starting at 10:30 a.m. and being given every hour and a half until 9 p.m. A feature was Ruth Noller and her Varsity Red Hot, a girl band of 10 pieces; acts were the Flying Edwards, Cal Rolfe Duo, Dot Ellet and Wyoming and Elsie Dix, each act doing two turns. On the streets were two clowns, Al Engel and Cammarata. On Sundays I booked the attractions in parks as free acts and the orchestra in the ballrooms. That fall I joined the Mitt Holland Indoor Circus and have been working indoor circuses since then.

I am sure that Mr. Hewitt will meet with success, as I have some very wonderful recommendations from merchants' associations and Chambers of Commerce, telling of the success of such sales days, and I think the field is open for show business of this kind. I am not trying to take any glory away from Mr. Hewitt for starting something new, but it just goes to show that the old saying, "There is nothing new under the sun," is true. Mr. Hewitt no doubt never heard of my attraction, and I give him credit for starting something that is different and not following out what everyone else has done. It is easy to copy from others, but to do something different is what is needed in show business.

T. DWIGHT PEPPLE.

Minneapolis.
"The world's greatest show paper" becomes more and more a medium of American theatrical history, and the Forum makes a happy meeting place for the beloved diehards who refuse to be licked. Triumphs of the Un-Hickable might be a good theme for a special edition. Now that religious drama is beginning to come into its own, some of us would welcome a story of this peculiar type of show. The most publicized of all Bible plays is, of course, the Passion Play of Oberammergau, with the Freiburg play a close second. This

latter dramatized tale of the world's most beautiful story antedated the Bavarian show many years. The Fasnacht brothers, who first brought the Freiburg play to America five years ago, exhibited it to sell-out business in many cities and subsequent return tours were highly successful until temperamental differences dissolved the company. Dr. Wolf and Heinrich Ortman, of the German company, remained behind and formed an American troupe, which is still presenting the play to splendid business. Bloomington and Quincy, Ill.; Kearney, Neb., and other American cities present annual civic productions of the "story beautiful" in English, and the annual presentation of *The Pilgrimage* at the Hollywood Bowl has become classic history. Then there is the Easter Pageant in Medicine Park, Okla., which annually draws 40,000, to remain all night for the spectacle at dawn.

My idea is that the play should be presented as an annual civic affair and not commercialized. In any event, the pageantry and primitive poetic beauty of any Palestinian drama, when produced with fitting dignity and reverence, almost "plays itself," for the whole world loves its religion and its supernatural atmosphere. And, after all, the first plays ever presented on the dramatic stage were stories of the early church. The ancient morality play retains its uncanny charm thru the ages. One of the newest of such plays, *The Tenth Commandment*, was recently offered in Shrine Auditorium, Oklahoma City, by the Veterans of Foreign Wars Post. The development of an idea by Walter Kral, producer of commercial motion pictures and dramatic and musical offerings, found its culmination in a unique and arresting pageant-drama-festival, based upon the international violation of the 10th item in the Mosaic decalogue, a severe indictment of modern greed. The play was treated from a different angle than the usual religious play, having a touch of delicate satire in a quartet of latter-day habits of night clubs and a gangland leader, yet the religious and patriotic motif dominated throughout.

The Shepherd King, a beautifully invested drama of the life of David, was one of the big draws of my youthful days, as was also the Wagenhals & Kemper production of *Ben Hur*. Wilson Barrett is happily remembered in *The Sign of the Cross*, and such stirring plays of the early church as *Quo Vadis*, *Viv Crucis*, *The Holy City* and scores of others are recalled with ardor by old-timers. And the American tour of *The Miracle*, by Morris Gest, may have been but a forerunner of the present vogue for biblical spectacles in moviedom, most notable being *The Crusades*.

THOMAS ELMORE LUCY.

Bloomington, Ill.
In the Forum of December 7 John Lawrence wrote from Worthington, Ind., stating, among other things, that doubtless some actors and performers who have applied in federal relief projects gave their business or profession as something else other than acting or performing. I have

Re-Register, Advice Given On Fed Relief

reason to know that Mr. Lawrence is right and that there are many performers on relief rolls who at the time of their applications gave their occupation as something else. My advice to them is to go to the relief offices at once and re-register.

ROY FAUSTINO.

Chicago.
For the information of Mrs. Ida Richardson, Canton, O., who asked in the Forum for information concerning D'Alvini the Juggler in the February 1 issue, I submit the following: In *The Sphinx*, organ of the Society of American Magicians, during 1928 there appeared a series of articles by Fredrick Eugene Powell, entitled *Dean of American Magicians*, in the chapter of this series in July, 1928, Mr. Powell devoted considerable space to a brief history of the life of D'Alvini, the English juggler and magician.

D'Alvini Death Referred to in Series on Magic

Mr. Powell stated that D'Alvini died of typhoid pneumonia and that death was hastened by ulcer on the brain. Mr. Powell goes on to say that death occurred at D'Alvini's home in Chicago on July 3, 1891, which was shortly after he had returned from Mexico with the Alexander Herrmann magic show. Burial was in the Oakwood Cemetery, states Mr. Powell.

If Mrs. Richardson would write to *The Sphinx*, New York City, I think she could possibly secure a copy of this article on D'Alvini. She might also write to Fredrick Eugene Powell, who can no doubt be reached thru *The Billboard's* Mail Forwarding Department.

GEORGE DE MOTT.

Attleboro, Mass.
Replying to the letter of Edward C. Marts in the Forum, recently, asking about the W. P. Hall Circus, it originated in Lancaster, Mo., on May 5, 1905, was a 15-car show and was out 16 weeks, closing in Glenwood, Ia. Phil Ellsworth was manager. Prof. Mayo was equestrian director and Nosey Monroe had charge of the menagerie. There were no elephants. In the show roster were Bert Mayo, Orrin Hollis, St. Leon Family, Flying DeNovo, Kitty Kruger, George Atkinson, Jennie Bentley, Julia Gardner, May Morris, Topsy Mitchell, Burns Bros., Charley Bray, Barney Crooks, Whitey Lykens, Ural Bros., and Ira, Ed and Maud Millett. In clown alley were Harry (Toledo) Clark, Sammy Nelson, Archie Royer, Del Pugeo, Buck Leahy, Jack Albion, Jimmie Spriggs (his first season), Shorty DeCorum, and Jim Rose and Jimmy Spriggs worked the comedy.

BUCK LEAHY.

Manfield, O.
The letter of Billy S. Garvie in the Forum recently upholds an assertion that I made reading some of these letters is just like living all over again. That's the way I am affected at times, because some of the old boys and girls mentioned I knew personally, at least 80 per cent of them. A little supplement to the list, I judge, will not be out of order, and so I have been digging from memory a few of them at random. I think it well to be somewhat explicit as to their specialties: Weber and Fields, when 17 years old, song and dance, paper-tearing; Gus Hill, champion club swinger; Pete Shaw, female impersonator; Four Shamrocks, Irish act; Horseshoe Four, Quinlan, Carr and Love Sisters; Hogan Bros., Happy Hottentots, Legmania; Sharpley and West, musical act; Jep and Fanny Delano, sketch team; Maggie Cline, Irish songstress; Lottie Gilson, serio-comic; Richard Pitroff, character impersonations; Lynch and Latta, Zouave musket drill; Davene Family, gymnasts; Ella Wesner, male impersonator; Imro Fox, magician; Lottie Elliott, skipping-rope dancer; Frank Bush, Hebrew impersonator; El Nino Eddy, somersault on tight rope; Fanny Beane and Charles Gildray, sketch team; Helen Mora, English ballad singer; Gilbert

Gives Roster Of Performers With Hall Show

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Memories of Old Performers Are Recalled

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LONDON—Bert Ross, care "The Performer," 15 Charing Cross Road, London, W. C. 2. SYDNEY, AUSTRALIA—Martin C. Brennan, City Tattersall's Bldg., 198 Pitt Street. PAID—Theodore Wolfson, Hotel Stevens, Ros Alford-Street.



Vol. XLVIII. FEBRUARY 8, 1936. No. 6

Sarony, giddy old maid; Miles and Ireland, neat Irish and violin solo; Fox and Van Aiken, horizontal bars; Alex Zan Freita, pantomime troupe; Russel Bros., Irish domestic sketch; Tony Ryan, "Mad Musician"; Lamont Trio, acrobats; Madeline Rosa, female ventriloquist; Marco and Lewis, contortionists; James Thornton, monologist; Wrothe and Wakefield, Irish comedy and straight; Imboden, Corcine and Conley, sketch; "Dr. Lauder"; Prince Satsuma, Jap juggler; Lester and Allen, Darktown Ladies; Halien and Hart, first-prize ideal sketch team; Cunningham-ham and Grant, knockabout blackface; Collins and Hart, burlesque strong act. Many of these have left us, of course, but it is nice to recall them once in awhile.

HARRY LAKOLA,
formerly HARRY ALBERTI.

Saranac Lake

By BETTY HUNTINGTON

Larry McCarthy and his Rhythm Boys will entertain at the Lake Placid Club and the Marcy Hotel in Lake Placid this week. The orchestra has just finished a long engagement at the Saranac Grill here. Larry is an ex-NVA patient and has been doing well since he left here. He will leave Saranac Lake shortly for his home in Hollywood, Calif., where he expects to organize a new orchestra. Good luck, Larry.

Glady's (Dainty) Palmer is anxiously awaiting a visit from her sister, Mrs. Alyce Frank, of Chicago, who is expected the end of this month. A change of food and scenery for Glady's will do her good.

Who would think that our Ben (Well-Tell-Yer) Shaffer ever hobnobbed with royalty? Well, he most certainly did. Lord Dewar was a friend of his, to say nothing of his ardent affection for Lady Montague. You don't believe it? Well, ask Ben to tell you of his childhood days when he and the present King Edward were "palsy-walsys" and entertained the Hippodrome girls in England. Some fun, eh, Ben?

Dr. Witt, former interne of the NVA Lodge, surprised us with a visit while driving thru on his way to New York. Dr. Witt is now connected with the staff at Broadacres San in Utica, N. Y.

Jerry Holston and his broadcasting orchestra are booked in Chance's Restaurant for an indefinite engagement. Jerry's past record was with the Stan Hall, Jan Garber and Dick Coy orchestras. He also played the Keith and Public time.

Nellie Quealy's charming daughter, now Mrs. Mable Hills, visited her mother recently, she was accompanied by her husband, Mr. Hills. They have since returned to their home in England quite happy and pleased with the progress which Nellie has made and were much impressed with our Lodge and its beautiful surroundings. All Nellie's family are devoted readers of *The Billboard*.

Please check on your health to avoid "the cure" and write to those you know in Saranac Lake.

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Subscribers when requesting change of address should give former as well as present address. DISPLAY ADVERTISING—Fifty cents per agate line. Whole page, \$250; half page, \$125; quarter page, \$75.00. No display advertisement measuring less than four lines accepted. Last advertising form goes to press noon Monday.

No telegraphed advertisements accepted unless remittance is telegraphed or mailed so as to reach publication office before noon Monday. The Billboard reserves the right to edit all advertising copy.

BARRIE—Ned, 80, veteran Shakespearean actor whose right name was Edward Barrington, recently at the county home in Wichita, Kan. Until shortly before he was admitted to the county farm eight years ago he played character bits with the companies at the Novelty Theater, Wichita. Before that he appeared with various traveling companies. Little is known of his past activities. He is reported to have a sister working in motion pictures. Efforts are being made to locate relatives.

BERT—Joseph, 67, January 19 at St. Augustine, Fla., of chronic heart disease. His home was at Alliance, O. He was the father of Mrs. Pauline Sylvester, circus performer, of Peru, Ind.

In Loving Remembrance of **ELVA BROWN**, who passed away February 8, 1919. We have not forgotten. **SAM BROWN**, Husband, and **MRS. LIZZIE ARMSTRONG**, Mother.

BROWN—William A. (Stogie), 67, was found dead in bed in a St. Louis hotel January 25. His death was attributed to heart failure. He was for many years a billposter, having been with the Ringling Bros. and Barnum & Bailey Circus, Hagenbeck-Wallace Circus and Miller Bros.' 101 Ranch Wild West. His last engagement was on the advance car of Hagenbeck-Wallace about four years ago. He was a member of the IABP&B Local No. 5, St. Louis. Body was shipped to his old home in Kenton, O., where funeral services were held January 29 at the A. P. Brindley Mortuary. Interment was in the Kenton Cemetery. He had no surviving relatives.

BULLION—Joseph S., organist, at his home in Homestead, Pa., January 24.

BUSH—Grant A., 71, for 20 years active in the motion picture business at San Diego, Calif., in his home in La Mesa, Calif., January 20. He had been in failing health for almost a year. After engaging in the management of various theaters he organized the Bush Theaters, Inc., in 1925, to build and operate the Egyptian Theater, San Diego, leased to the Fox-West Coast chain in 1929. Interment in Holy Cross Cemetery, La Mesa.

CLAY—Dick, with the Russell Bros. Circus for many years in various capacities, at Meridian, Miss., January 27. Burial in that city. Survived by his widow.

COWDEN—Fred, 70, at the Broadway Inn, Geneva, O., January 28. Years ago he was a juggler and contortionist, and while he never worked for Walter L. Main he was a lifelong friend and neighbor. His sister, Elizabeth, operates the hotel where the circus people lived when the Main show wintered at Geneva.

CULLINAN—Mary M., 43, Irish actress and wife of Ralph Cullinan, actor and playwright, at Gotham Hospital, New York, January 27. Known to the stage as Mary Maddock, Mrs. Cullinan, who was born in Dublin, appeared in this country in Sean O'Casey's *Within These Gates*, Emmett Moore's *Irish Rebel* and lastly in Lenox Robinson's *Is Life Worth Living?*, produced two years ago. Mr. Cullinan, a brother, Mathew Maddock, and two sisters, Mrs. Margaret Powers and Mrs. Agnes Maloney, survive.

DIONE—Rose, 58, veteran French actress, in Pioneer Memorial Hospital, Los Angeles, January 29 after three-year illness. Last stage play she appeared in was *Deceit* in Los Angeles five years ago. Survived by one son, who resides in Paris.

DODD—George A., theatrical costumer, at his home in Oakmont, Philadelphia suburb, January 23. He was well known as a maker of eccentric wardrobe for comedians. Funeral services and burial from the home January 27. Surviving are four sisters and a brother.

FISHER—Margaret, 89, widow of George T. Fisher, formerly with the John Robinson Circus, at Cincinnati January 30. Survived by a daughter and a son. Burial in the old St. Joseph Cemetery, Cincinnati, February 3.

HILDRETH—J. W. (Daddy), 58, general agent for the C. R. Leggett Shows, formerly owner-operator Dixieland Shows and other amusement organizations, of bronchial pneumonia January 23 during an engagement of Leggett Shows at Kingsland, Ark. Survived by his widow, also a son, Watson Hildreth, who was not located in time for the funeral and interment, which were conducted at Kingsland January 25.

HORNING—Benjamin, 63, former legitimate actor, in Los Angeles January 18.

JOHNSON—Thomas H., 43, Hawaiian musician, who worked in vaudeville, January 20 in Cumberland Hospital, Brooklyn. Buried in the NVA plot at Kensico. No known relatives survive.

THE FINAL CURTAIN

JONES—Mrs. Edna G., 64, sister of Col. F. J. Owens, veteran showman of Chicago and who had close acquaintance with many theatrical and other show people, at Decatur, Ill., January 21. Burial at Decatur.

KIMBALL—Louis, 47, stock and legitimate actor and for the last four years district manager for an insurance company at Orlando, Fla., in that city January 29 of pneumonia. He made his first stage appearance at the Lyric Theater, Minneapolis, in 1909 in *The Christian*. Later he toured in stock and in 1915 went to Australia, where he appeared for three years. His first New York appearance was in 1920 in *Daddy Dumps* at the Republic. The next year he appeared at the same theater in *Getting Gertrude's Garter*. Mr. Kimball also played the part of Eugene Fenimore in *Crime*, which was produced in London in 1927. He was also for three seasons with the touring company of *The Cat and the Canary*. Deceased was a member of the Lambs and the Actors' Equity Association.

IN MEMORY OF WM. S. KOEHLER

Who died February 1, 1935, Tampa, Fla.
EVELYN KOEHLER, Wife.

LYON—Gustave, for many years head of the Pleyel piano firm and promoter of the modern Salle Pleyel concert hall in Paris, in that city January 14.

LYS—Mona, well-known French film actress, in Paris January 14.

MAGILL—James, suddenly at his home in New York January 24 of heart failure. Survived by his widow and two sisters, Alice Magill, of Weller and Magill, and Gertrude Dion Magill, leading woman and character actress. Interment at Calvary Cemetery, New York.

MARSCHNER—Armin O., 49, vice-president of Michigan Skating Association, January 26 in East Side General Hospital, Detroit, after a brief illness. He had been manager of the skating pavilion at Belle Isle for the last 15 years, and previously managed the skating pavilion in Palmer Park three years. Survived by his widow and a daughter. Burial in Woodmere Cemetery, Detroit.

MARTIN—Lucetta Catharine, 83, foster mother of David N. Martin, assistant manager of the Strand Theater, Crawfordsville, Ind., in that city recently as the result of a fall.

MAUREL—Louis, 77, veteran French actor, in Paris January 16.

MCCLOSKEY—D. Byron, 57, music and vocal teacher, January 23 at his home in Atlantic City. Survived by his widow, Lillian Somerville McCloskey, and two children.

MICHELSON—Nathan A., 56, owner of the Cotton Club in the Sterling Hotel, Cincinnati, in Victoria Hospital, Miami, Fla., January 26 following a six weeks' illness. Funeral services January 28 at the Well funeral home, Cincinnati, with burial in Judah Toro Cemetery, Price Hill, Cincinnati. Survived by his widow, Mrs. Rae Michelson; two sons, Jesse B. and Raymond, and two daughters, Etta and Myra, all of Cincinnati.

MOORE—Charles F. (Pop), 73, in Bridgeport, Conn., January 22 from injuries sustained when he fell down a flight of stairs at his home. He was formerly a circus man.

MOREY—Harry T., 63, noted villain of the silent pictures, January 24, St. John's Hospital, Brooklyn. His career, embracing 40 years on stage and screen, started in musical comedy and reaches back to the days of Francis Wilson, Montgomery and Stone, Weber and Fields and other luminaries. His first screen role was with the old Vitagraph Company. Later he went to Hollywood and worked for Metro, Fox, Associated Exhibitors, Robertson-Cole, Goldwyn-Cosmopolitan, First National and others. His last film was *Sherlock Holmes*, a sound picture, in which he played Professor Moriarty. Surviving him are his mother, Addie C. Morey, of Danville, N. Y., and two brothers, Professor Charles R. Morey, of the Art and Archeology department of Princeton University, and Judge Warren Morey, of Danville. Funeral services at the Fair-

child Funeral Chapel, Brooklyn. Burial in Greenwood Cemetery, Brooklyn.

MORSE—Karl, 48, motion picture actor, in Los Angeles January 22.

NEWELL—Mary Mandeville, 22, dramatist and play producer, of Gainesville, Ga., recently at a hospital in Harrodsburg, Ky.

NUGENT—Mrs. Bessie, 90, mother of Jack O. Nugent, actor and playwright, at her home in Cambridge, O., January 24. She was the grandmother of Elliott Nugent, stage and screen actor. Funeral services at the Catholic Church, Cambridge, with burial in that city.

O'NEILL—Francis, 67, one of the greatest authorities on Irish folk tunes, January 28 at his home in Chicago. For years O'Neill was a member of the Chicago police force and served as chief of police from 1901 to 1905, when he retired to devote himself to the study of Irish music. He wrote a number of books, among which were *O'Neill's Dance Music of Ireland*, *Minstrels and Music in Ireland* and *O'Neill's Music of Ireland*. O'Neill, who was laid to rest in Mount Olivet Cemetery, Chicago, is survived by four daughters.

O'NEILL—Mrs. Nora Broganah, 60, mother of Peggy and Helen O'Neill, dance producers, at her home in San Francisco January 27 after a lingering illness. Burial in Holy Cross Cemetery, San Mateo County, Calif., January 29. Survived by husband and four children.

ROBINS—William, 81, former vaudeville and legit performer, in Hollywood January 22.

RUSSELL—Annie, 67, professor of theater arts and director of the Annie Russell Theater at Rollins College, Winter Park, Fla., at her home there recently after a long illness. She was born in Liverpool and made her first stage appearance in Montreal at the age of seven. Miss Russell gained her chief fame in *Emeralds* and *George Parsons Lathrop's Elaine*. In 1908 she married an English actor. Funeral services in Knowles Memorial Chapel at Rollins College, where the students she had taught paid their last tribute.

SMILEY—John Christopher, 44, formerly a musician with the traveling Republic Concert Band, also with chauntiquas and with the 101 Ranch Wild West and of late years supervisor of music in Wayne County, O., schools, at his home near Wooster, O., recently. Survived by his widow, Mabel; son, Clifford, and daughter, Evelyn. Burial at Wooster.

SPARKS—W. T. (Bill), 38, concessioner for several years with J. J. Page Shows and other carnivals, at Macon, Ga., January 10. Survived by his widow, father and a sister. Interment at his home city, Carlisle, Ky.

STANLEY—Jack, songwriter, connected with the Milton Weil Music Company office, Chicago, at West Suburban Hospital, Chicago, January 30. Survived by his widow, known professionally as Gladys Kearns, singer.

STANLEY—Joseph B., 45, vaudevilian, playwright, songwriter and comedian, in Chicago from pneumonia after having been stricken with illness while appearing on a New York stage last week. Survived by his mother. Interment at Cedar Park Cemetery, Chicago.

SWEETEN—Mrs. Alphas, mother of Claude and Owen Sweeten, San Francisco musicians, at her home in Windsor, Calif., January 27. Burial at Salt Lake City. Survived by husband and two sons.

TAGGART—Milton C., 64, many years in carnival business as a riding-device operator and concessioner and at one time part owner of Edwards & Taggart Shows, at his home near Wooster, O., January 27 after more than a year's illness. Survived by his widow, Alta Ruth, and five children, Mrs. Dorothy Heale and Samuel, Frank, Ruth and Roger Taggart. Burial at Wooster.

TOAL—Thomas, 69, past president and for the last 25 years a director of annual St. Stephen Fair, nearest to the States of any Canadian fair, at his home in St. Stephen, N. B., after a brief illness. He was former mayor and alderman. Survived by his widow, with whom he recently celebrated their 40th wedding anniversary.

VON GERBER—Frederick, 49, former circus cyclist, pantomime clown and aerialist, January 23 in Lakeside Hospital, Cleveland, of tuberculosis. Burial in Cleveland.

WEST—Henry, 68, retired actor, January 29 in Norwalk, Conn., of heart failure. Survived by his widow, the former Amelia Gardner.

WILLIAMS—Mrs. Thomas E., mother of Hannah Williams, musical comedy actress and wife of Jack Dempsey, January 29 in New York. Survived by her husband, Thomas E. Williams, and two other daughters, Mrs. Arthur Polstein, of New York, and Mrs. Martha Snyder, of Scranton, Pa. Funeral services January 31.

WRIGHT—Mary I., 77, widow of John Wright, circus man, at Chicago January 29. Burial in German Protestant Cemetery, Cincinnati, February 1. A son and daughter survive.

MARRIAGES

CORCORAN-PERSE—George Corcoran, manager of the Anton Theater, Monongahela, Pa., and Mary Sue Perse in Pittsburgh recently.

DUSHKIN-ROEMER—Samuel Dushkin, violinist and composer, to Louise Roemer, nonprofessional, in New York January 30.

KARRIGAN-WILSON—Karl Leo Karrigan, of Karrigan & Schultz, sound screen technicians, and Alice Wilson, nonprofessional, in Boston January 15 as part of a double wedding ceremony wherein Karrigan's partner, Karl A. Schultz, was married to Ruth Morrison, nonprofessional. Karrigan and Schultz are well known in the Eastern States. After a honeymoon trip thru the West the couples will make their home in Denver.

KARSON-KAY—Nat Karson, artist, and Henrietta Kay, ex-follies girl, in New York January 27.

MARCHAL-BINDERNAGEL—Edwin A. Marchal, member of the executive staff of Station WADC, Akron, O., January 13 at Cleveland to Doris Mae Bindernagel, Cleveland, nonprofessional. Marchal has been connected with the Akron station for the last eight years.

POLLARD-COOPER—Arthur G. Pollard, nonprofessional, and Maybelle Cooper, formerly with the *Bellies* and known professionally as Betty Lee Cooper, recently at Lowell, Mass.

SCHUBERT-GIBSON—Walter Mitchell Schubert, actor, and Charlotte Ariel Gibson in New York January 21.

SCHULTZ-MORRISON—Karl A. Schultz, of Karrigan & Schultz, sound screen technicians well known in the Eastern States, and Ruth Morrison, nonprofessional, at Boston January 15 as part of a double wedding ceremony in which Schultz's partner, Karl Leo Karrigan, became the husband of Alice Wilson, nonpro. The newweds will make their home in Denver after a honeymoon tour of the West.

ZEHR-LONG—O. E. Zehr, investment broker, and Lucille Long, contralto singer on NBC and WLS radio programs, in Chicago January 28. They will live in Glencoe, Ill.

COMING MARRIAGES

Mary Eleanor Sarg, daughter of Tony Sarg, to Everett Miller, nonpro, in New York February 12.

Polly Ann Young, screen actress and sister of Loretta Young and Sally Blane, and James Herman, nonprofessional, of Pasadena, Calif.

Grace Norton, film writer, of Hollywood, and Cyril von Baumann, movie short producer, in April.

Louis Lansworth, KFFC producer and writer, and Patricia Geisler, nonprofessional, in San Francisco January 29.

BIRTHS

A girl to Mr. and Mrs. W. H. Trunick in Pittsburgh recently. Father is the office manager of the RCA Photophone exchange in that city.

A daughter to Mr. and Mrs. Jules Stein in Chicago January 23. Mr. Stein is president of the Music Corporation of America.

An eight-pound boy, Lloyd Jr., January 8 to Mr. and Mrs. Lloyd Turrell, Detroit circuit booker and manager.

To Mr. and Mrs. Cody Thomas a 7½-pound boy at Kansas City, Mo., January 24. Mr. Thomas is director of the Kennedy Sisters' Stock Company, now rehearsing in Texas.

To M. B. (Mickey) and Violet Martin, (See BIRTHS on page 76)

ACTS, UNITS AND ATTRACTIONS

(Routes are for current week when no dates are given.)

Abella, Francis (Marbro) Chi. 1.
Abbott Dancers (Palmer House) Chicago, h.
Abbott, Carol (Wooden Shoe Club) Chi. nc.
Abbott, Jean (Swane) New York, nc.
Adair, Ted, Revue Fox Detroit 3-6, t.
Adler, Bernie (Club Alabam) Chi. nc.
Aimes & Vivienne (Anthony) Ft. Wayne, h.
Albee Sisters, Four (Lyric) Indianapolis, t.
Allen, Jean (Swane) New York, nc.
Allen & Parker (Rivling) Barbours, Wis., t.
Alynn & Gaudaux (Piazza) El Paso, Tex., 5-7, t.
Ambrose, Ruth & Billie (Del Monaco's) NYC, nc.
Ames Muriel (Nut Club) New York, nc.
Ames & Revere (Pennsylvania) New York, h.
Amstel, Felix (Russian Tzoka) New York, nc.
Andre, Janice (Jimmy Kelly's) N. Y. C., nc.
Andrew Sisters (H-Hat Club) Chi. nc.
Andrews, Ted & Catherine (Barbizon-Piazza) New York, h.
Andrews, Vince (Egyptian) Sioux Falls, S. D., t.
Annette Troupe (Shrine Circus) Detroit 3-16.
Antelka Troupe (Shrine Circus) Detroit 3-16.
Arden, Don (Oriole Terrace) Detroit, nc.
Aristocrats (Club Desirée) NYC, nc.
Arley, Four (Theater) Montreal, Can.; (Empress) Fall River, Mass., 12-14, t.
Armado & Maria (Webster Hall) Detroit, h.
Armstrong, Maxie (Carnegie Inn) NYC, nc.
Arnold, Habs (Conno) Chi. nc.
Arnold, Billy, Revue (Queen's Terrace) Woodside, L. I. nc.
Arren & Broderick (Orph.) Minneapolis 3-6, t.
Austin, Sue (Oakland's) E. Paterson, N. J., nc.
Avaldas (Club Sharon) NYC, nc.

Bale, Rudy (Morrison) Chi. h.
Baltes, Pearl (Ubangi Club) NYC, nc.
Balrd, Billy (Arkansas City, Kan., 5-6; Liberty) Okla., 3-11; (Strand) Killebrew, Tex., 14, t.
Baker, Babe & Nell Stone (Howdy) N.Y.C., nc.
Balwin, Frances (Deauville) New York, nc.
Balfie, Nikita (St. Morris) NYC, h.
Ballantine & Hertz (Stevens) Chicago, h.
Baptie & Lamb (College Inn) Chicago, nc.
Barbera, Lola (Hector House) NYC, nc.
Barnes, Rich (Capitol) Marshalltown, Ia., 6-8, t.
Barr & Estes (Southtown) Chi. h.
Barker, Joyce (Capitol) Marshalltown, Ia., t.
Barker, Tony (Lincoln) New York, h.
Barton & Tania (Club Shamrock) San Francisco, nc.
Barren & Lane (Hollywood) N. Y. C., re.
Barrie, Kathleen (Weylin) New York, h.
Barry, Ernest & Wylter (Mayfair Casino) Cleveland, nc.
Bars of Harmony, Four (Rialto) Newton, Kan., 5-6, t.
Beale St. Boys (Club Richman) New York, nc.
Beard, City (Palmer House) NYC, t.
Bedford, Bobby (Criterion) Sapulpa, Okla., 5-7, t.
Bedini, Nan (Dodge) Dodge City, Kan., 3-6, t.
Be, Connie (Broadway Room) New York, nc.
Beef Trust (Rainbow Gardens) Chi. nc.
Beiasco, Al (Palmer House) NYC, nc.
Bell & Grey (Verona Club) Detroit, nc.
Bell, Myles (Dodge) Dodge City, Kan., 5-6, t.
Bell's Hawaiian Polles (State) Levee, N. C., 5; (Playhouse) Stateville 6; (Paramount) Concord 7; (Carolina) Greensboro, N. C., 3; (Capitol) Atlanta, Ga., 9-13, t.
Belmont, Bella (Stamp's Cafe) Philadelphia, c.
Belmont Girls (Shrine Circus) Detroit 3-16.
Belmont, Gloria (El Torador) New York, nc.
Belmore, Doris (Padlock Club) Cleveland, re.
Belmont, Marion (Palladium Music Hall) NYC, re.
Benley, Gladys (Ubangi Club) New York, nc.
Berle, Milton (Hollywood) Hollywood, Fla., c.
Bernard, Phil (Piazza) El Paso, Tex., 5-7, t.
Bern-Viel, Constance (Oriental) Chi. t.
Bernie, Dave, Girls (Club Sharon) NYC, nc.
Bernie, Harry (Club Richman) New York, nc.
Besser, Joe (Oriental) Chi. t.
Bessinger, Frank (New Yorker) New York, h.
Bilmorettes (Met.) Boston 3-6, t.
Blackstone (Kimo) Albuquerque, N. M., 5-7; (May) El Paso, Tex., 10, t.
Blanchard, Eddie (Club Elegante) NYC, nc.
Blanchard, Terry (Normandie) New York, nc.
Blanche & Elliott (Chez Ami) Buffalo, nc.
Blane, Ross (Hollywood) New York, re.
Bliss, Hugh (Colonial Club) Evansville, Ind., nc.
Bliss Paradise Revue (Beacon) Vancouver, Can., t.
Boice & Marsh (Riverside) Milwaukee, t.
Booker, Helen (Black Cat) New York, nc.
Bordine & Carol (Paradise) Rochester, N. Y., nc.
Boring & Latur (Wivel's) NYC, re.
Bower Sisters (Gayety) Louisville, t.
Bowers, Cookie (Lyric) Indianapolis, t.
Bowers, Major, Amateurs (Orph.) Omaha 3-6, t.
Bowers, Major, Amateurs (Athens) De Land, Fla., 5; (Hickory) Ocala 7, t.
Bowers, Major, Amateurs (State) Norfolk, Va., 3-6, t.
Bowker, Texanne (Man About Town) New York, nc.
Bowley, Al (Rainbow Room) NYC, nc.
Bower, Lucille (Beach & Tennis Club) Miami, Fla., c.
Bradley, Vi (Cafe La Maza) Los Angeles, nc.
Bradna Boys (Rialto) Newton, Kan., 3-6, t.
Bradon, Mildred (Village Barn) N. Y. C., nc.
Brandt & Fowler (Hollywood Yacht Club) Miami, Fla., nc.
Brent, Jerry (Bar Intime) New York, nc.
Briefer, Gertrude (Hollywood) N. Y. C., re.
Bring on the Dames (Fox) Detroit 3-6, t.
Brito, Phil (Statler) Buffalo, N. Y., h.
Britten, Frank & Mild (Huxy) N. Y. C., 3-6, t.
Broadway Handwagon (Ottumwa) Ottumwa, Ia., 4-6, t.
Brooks Twins (Hal Musette) New York, nc.
Brown, Arthur (Hector's Club) New York (New York) re.
Brown, Evans (Capitol) Marshalltown, Ia., t.
Brown, Eames (Anderson) Anderson, Ind., h.
Bruce, Charlie (Dodge) Dodge City, Kan., 5-6, t.
Brydon, Louise (Hickory House) N. Y. C., nc.
Bunney, Art (Huxy's) N. Y. C., nc.
Burke, Helen (Club Alabam) Chicago, nc.

ROUTE DEPARTMENT

Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS

a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; nc—night club; p—amusement park; ro—road house; re—restaurant; t—theater.

Burke's, Jack W., Top-Speed Revue (Capitol) Lynn, Mass., 3-6; (Park) Woonsocket, R. I., 7-8, t.
Barns, Moriarity & Dell (Missouri) St. Louis, t.
Barrage, Alice Hathaway (Chateau Moderne) New York, h.
Burt, Billy (Beacon) Vancouver, Can., t.
Burton, Rife (Club Alabam) Chi. nc.

California Collegians (Uptown) Chi. t.
California Revels (Century) Baltimore 3-4, t.
Calve, Fila (El Chico) New York, nc.
Campus Eight (Park Central) New York, h.
Canestrelli, Six (Lyric) Indianapolis, t.
Caperton & Columbus (St. Morris) N. Y. C., h.
Carolina, Lena (Club Guacho) New York, nc.
Caroline, Una (Gabriel's) New York, nc.
Carlson Sisters (Orph.) Fergus Falls, Minn., t.
Carmen, Lila (Club Richman) New York, nc.
Carmen, Billy & Beverly (Club Joy) Lexington, Ky., nc.
Carmen, Lillian (Hollywood Country Club) Hollywood, Fla., nc.
Carney, Bob (Oriental) Chi. t.
Carol, Helen (H-Hat Club) Chicago, nc.
Carpenter, Imogen (Radio City Rainbow Grill) New York, re.
Carr, Andy & Louise (Paradise Restaurant) New York, nc.
Carr, Buddy & Billie (Rio) Helena, Mont., t.
Carroll, Della (Leon and Eddie's) N.Y.C., nc.
Carroll's, Earl, Sketch Book (Penn) Pittsburgh 3-6, t.
Carr, June (Fenthouse) Baltimore, nc.
Carson, Jack (Tower) Kansas City, t.
Carville Sisters (Beacon) Vancouver, Can., t.
Casey, Pat (Biltmore) New York, h.
Castle, Billy (Chateau Moderne) N. Y. C., nc.
Cavalade of Laifs (Dodge) Dodge City, Kan., 5-7, t.
Cay & Mercie (Beacon) Vancouver, Can., t.
Celinda, Aurelia (Sans Souci) Havana, Cuba, nc.
Cevone Trio (State-Lake) Chi 3-14, t.

Dawn, Joan & Simone (Riverside) Milwaukee, t.
Dayton, Joe & Eddie (Piazza) El Paso, Tex., 4-7, t.
D'Arcy Girls (Shrine Circus) Minneapolis 10-16.
De Angelo & Porter (Hotel New Yorker) New York, h.
Dean, Carol (Town Club) Chicago, nc.
Debt, Lenora (Piazza) Pittsburgh, c, t.
Dehmar Twins & Redding Twins (Hollywood) Hollywood, Fla., c.
Denise Dancers, Six (Orph.) Fergus Falls, Minn., t.
DeBarrie's Birds (Beacon) Vancouver, Can., t.
De Conti & Romaine (Oriental) Chi. t.
DeGoff, Harriette (Hollywood) Hollywood, Fla., c.
DeLain & Dunn (Club Eldorado) Detroit, nc.
DeMarco, Al (Club Richman) New York, nc.
DeL Prado, Madeline (Bal Tabarin) San Francisco, re, nc.
De Vito & Denny (Alhambra) Paris Feb. 1-13, t.
Devereaux, Jeanne (Palladium) London 1-29, t.
Delis, Four Flash (Palladium) London 1-29, t.
De Wald Twins (Village Barn) New York, nc.
De Pitt, Mae (Silver Cloud) Chicago, nc.
Di Oltanos (Hotel Commodore) NYC, h.
Diamond, Ted & Mital (Brown Derby) Boston, h.
Di Oltanos, The (Commodore Hotel) NYC, h.
Di Oltanos, The (Riverside) Milwaukee, t.
Dickson, Bobby (Limehouse) Chi. nc.
Dimiter & Helen (Club Guacho) New York, nc.
Dix, Josephine (Uptown) Chi. t.
Di Michael, John (Casino Venezia) N.Y.C., nc.
Dix, Wroff, Gregory (Club Volga Boatman) Washington, D. C., nc.
Dolores (Colosimo's) Chi. nc.
Dolores, Torrance (Shrine Circus) Detroit 3-16.
Don, Dona & Don (Colosimo's) Chi. nc.
Don & Dorice (Brown Derby) Boston, nc.

Donia, Frank (Silver Cloud) Chi. nc.
Dooley, Jed, Co. (Capitol) Logan, Utah, t.
Dossena, Adeline (Club Minnet) Chicago, nc.
Dougherty, Marie (Jimmy Dwyer's Rendezvous) New York, nc.
Douglas, Milton, & Co. (Lyric) Indianapolis, t.
Dora, Ben; (Hollywood) New York, re.
Dove, Evelyn (Connie's Inn) NYC, nc.
Downey, Morton (Trocadero) New York, nc.
Drake, Connie (Deauville) New York, nc.
Drake Sisters (Rio) Helena, Mont., t.
Drew, Chelly (Number One Bar) NYC, nc.
Drew, Doryce & Freddie (Syracuse) Syracuse, N. Y., h.
Drum, Doty (Hector's Club New Yorker) New York, nc.
Duke, Ed, C. (College Inn) Chicago, nc.
Dunfee & Collette (Edgewater Club) Lafayette, La., nc.
Dunn Bros. & Doty (Earle) Phila., 3-6, t.
Daval, Sheila (New Town Bar) New York, nc.
Dwan, Isabel (Oriental) Chi. t.

Night Club, Vaude and Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Charles & Dorothy (Banker's Tavern) Philadelphia, nc.
Charles, Ernest (Normandie) New York, nc.
Chevallier, Mimi (Greenwich Village Inn) New York, nc.
Chicquita (Orph.) Chi. t.
Chisel, Paul (Orph.) Winnipeg, Can., t.
Christine, Bobette (Chateau Moderne) NYC, nc.
Christensen, Sam (Oriental) Chi. t.
Church, Bill (Paradise) Findlay, O., c.
Clay, Kay (Capitol) Logan, Utah, h.
Clara, Donna (Kit Kat Club) New York, nc.
Clarice & Wallace (Silver Cloud) Chi. nc.
Clark, O'Neil (16 Club) Chi. nc.
Claude, Marguerite (Shawnee) Springfield, O., h.
Claverie, Rose (Club Alabam) Chi. nc.
Clay, Marjorie (State-Lake) Chi. t.
Clayton, Elmer & Co. (Missouri) St. Louis; (Electric) St. Joe 7-8, t.
Clewis, Carl; (Frolic Inn) Hollywood, Calif., re.

Cocktails of 1936 (Shubert) Cincinnati, t.
Cockshon, Corneilus (St. Regis) New York, h.
Cook, Kay (Capitol) Logan, Utah, h.
Collie & Barry (Village Barn) NYC, nc.
Comedford, Marie (New Yorker) New York, h.
Concellos, Flying (Shrine Circus) Detroit 3-16.
Connors Jr., Chuck (Tin Pan Alley) New York, nc.
Conrad & Emerson (Rio) Helena, Mont., t.
Continental Cavalade (Miel) Detroit 3-6, t.
Coogan, Jackie (Uptown) Chi. t.
Coogan, Mac (Edison) New York, h.
Cook, Gloria (Hollywood) New York, nc.
Cook, Joe (RKO Boston) Boston 3-8, t.
Cook, Ralph (Shubert) Cincinnati, t.
Cooper, Jane (Central Park Casino) New York, nc.
Coral, Tito (Morrison) Chi. h.
Cornelius, Kay (La Coq Rouge) New York, nc.
Cortes & Marquis (Nut Club) New Orleans, La., nc.
Cortez, Ricardo, Co. (Met.) Boston 3-6, t.
Courtney, Ann (Normandie) New York, nc.
Cowan, Joe (Oriental) Chi. t.
Crawford, Loretta (Cafe Rene) New York, c.
Cretorian Troupe (Shrine Circus) Detroit 3-16.
Crownup, Frank, Trio (Edison Hotel) New York, h.
Cross & Dunn (State) N. Y. C. 3-6, t.
Crowe, Hazel (Padlock Club) Cleveland, nc.
Cugat, Carmen (Waldorf-Astoria) NYC, h.

Dailey, Cass (Hollywood Restaurant) New York, nc.
Dams, Mary (McAlpin) NYC, h.
Dario & Deane (Radio City Rainbow Room) New York, nc.
Darr, Rilla (Club Guacho) New York, nc.
Davis, Eddie (Leon & Eddie's) New York, nc.
Davis, Chas. Chicago Polles (Criterion) Sapulpa, Okla., 5-7, t.
Davis, Johnny (Chicago) Chi. t.
Davis, Marianne (Central Park Casino) New York, c.
Daw, Dorothy (Broadway Room) N. Y. C., nc.

Dooley, Frank (Silver Cloud) Chi. nc.
Dooley, Jed, Co. (Capitol) Logan, Utah, t.
Dossena, Adeline (Club Minnet) Chicago, nc.
Dougherty, Marie (Jimmy Dwyer's Rendezvous) New York, nc.
Douglas, Milton, & Co. (Lyric) Indianapolis, t.
Dora, Ben; (Hollywood) New York, re.
Dove, Evelyn (Connie's Inn) NYC, nc.
Downey, Morton (Trocadero) New York, nc.
Drake, Connie (Deauville) New York, nc.
Drake Sisters (Rio) Helena, Mont., t.
Drew, Chelly (Number One Bar) NYC, nc.
Drew, Doryce & Freddie (Syracuse) Syracuse, N. Y., h.
Drum, Doty (Hector's Club New Yorker) New York, nc.
Duke, Ed, C. (College Inn) Chicago, nc.
Dunfee & Collette (Edgewater Club) Lafayette, La., nc.
Dunn Bros. & Doty (Earle) Phila., 3-6, t.
Daval, Sheila (New Town Bar) New York, nc.
Dwan, Isabel (Oriental) Chi. t.

Earl & Josephine (Lincoln) New York, h.
Eberle, Hazel (Fenthouse) Baltimore, nc.
Eckert, Fay (Chittenden) Columbus, O., h.
Eckert, Lois (Man About Town) N.Y.C., nc.
Ehline & Douglas (Orph.) Fergus Falls, Minn., t.
Elliott Sisters (Club Alabam) Chicago, nc.
Elliott, Gloria (Nin's French Cabaret) New York, c.
Ellis, Lillian (Alhambra) Paris, France, 1-13, t.
Ellison Sisters (Criterion) Sapulpa, Okla., 5-7, t.
Ellsworth, "Rocky" (Casino) Chi. nc.
Embassy Four (Palmer House) Chicago, h.
Emery, Susan, Three (Earle) Washington, D. C., 3-6, t.
Emmy, Carlton & Pala (RKO Pal.) Rochester, N. Y., 3-6, t.
Endor & Farrell (Savoy-Plaza) New York, nc.
Enos, Rue, Trio; (Frit, Calif.; El Centro 16-15).
Enrico, Ben (Colosimo's) Chicago, re.
Enright, Jimmy (Cocoanut Grove) Minneapolis, nc.
Erma, Gypsy (New Town Bar) New York, re.
Estelle & Leroy (French Casino) N. Y. C., nc.
Este, Del (Club Minnet) Chi. nc.
Eton Boys (Hotel Lincoln) New York, h.
Ewings, Bob, Troupe (Shrine Circus) Detroit 3-16.
Evans, James (State) N. Y. C. 3-6, t.
Evans & Rudie (Dodge) Dodge City, Kan., 3-6, t.
Evrett & Conway (Shrine Circus) San Francisco 3-6, t.
Everything Goes (Earle) Phila. 3-6, t.
Eye-Dears of 1936 (Rainbow Casino) Chi., re.

Fairbank, Miriam (Hotel Ambassador) NYC, h.
Falcon, Helen (Earle) Phila. 3-6, t.
Farrell, Marita (French Casino) New York, nc.
Farson, Frank (Greenwich Village Inn) New York, c.
Farrell, Billy, Co. (Ottumwa) Ottumwa, Ia., 4-6, t.

Farrell, Bill; (Place Elegante) New York, nc.
Farris, Dolores (Oakland's) E. Paterson, N. J., nc.
Faye, Gloria (Oakland's) E. Paterson, N. J., nc.
Feldt, Billy (French Casino) New York, nc.
Fetter, Beck & Norris (Lobby Cafe) Juarez, Mex., c.
Fernis & Mary Lou (El Torador) N.Y.C., nc.
Fiddlers Three (Egyptian) Sioux Falls, S. D., t.
Fields, Ben (National) Louisville 7-10; (Kraver) Henderson 11-12, t.
Fields, Benny (Chez Paree) Chicago, nc.
Finley, Dick (Swane Club) New York, nc.
Fischer, Loretta (Palladium) London 1-29, t.
Fisher, Mark (H-Hat) Chi. t.
Fisk, Emily (Club Minnet) Chicago, nc.
Flaggibbons, Dave & Mary (House of Morgan) NYC, nc.
Five Nit Wits (Tin Pan Alley) New York, nc.
Fletcher, Tom (Village Barn) New York, re.
Florence & Alvarez (Town Casino) Miami, Fla., nc.
Floresce (Shrine Circus) Detroit 3-16.
Ford, Whitley & Ed (Met.) Boston 3-6, t.
Fordham, Louis (Number One Bar) NYC, nc.
Foster, Eddie (Casino) Chi. nc.
Fox, Dorothy (St. Morris) New York, h.
Francisco, Tony (Beacon) Vancouver, Can., t.
Francis, The Mystery Man (Sheiton Corner) New York, re.
Franka, Four (Palladium) London 1-29, t.
Fraser, Jack (Bernice) Miami, Fla., h.
Fraser Family (Palace Gardens) Lansing, Mich., nc.
Freddy & His Dogs (French Casino) New York, re.
Fred, Carl, Co. (Met.) Boston 3-6, t.
Frisco, Al; (College Inn) Philadelphia, re.
Frome, Milton (Lido) Montreal 3-9, nc.
Froos, Sylvia (State) N. Y. C. 3-6, t.
Gaston (Monte Carlo) New York, c.
George & Virginia (Man About Town) New York, re.
Fuller, Howard, & Sister (Capitol) Marshalltown, Ia., t.

Gallagher, Rags; (College Inn) Phila., nc.
Gallard, Nick (Club Richman) New York, nc.
Gardella, Tess (Missouri) St. Louis, t.
Gardner, Cheerful (Shrine Circus) Detroit 3-16.
Gardner & Kane (Electric) St. Joe, Mo., 7-8, t.
Gardner & Reed (Dixie Club) New York, nc.
Gardner, Joan; (College Inn) Philadelphia, re.
Garth, Bobby (Jean 16 Club) Chi. nc.
Gaston (Monte Carlo) New York, c.
George & Hoise (Alpine Village) Cleveland, nc.
Georges & Jaina (Waldorf-Astoria) N.Y.C., h.
Geoghray, Bob (Stratford Empire) London 1-29, t.
Gerard, Justine (Dutch's) Chi. nc.
Gerlitz, Paul (Earle) Washington, D. C., 3-6, t.
Giants of Rhythm, Three (Connie's Inn) New York, nc.
Gibney, Marian (Smalley) Johnston, N. Y., (Smalley) Norwich 8-10, t.
Gilbert, Gloria (French Casino) Miami, Fla., nc.
Ginna, "Hy" (Silver Tavern) Chi. nc.
Gish Sisters (Rialto) Newton, Kan., 3-6, t.
Gladstone, Andy (Hollywood) N. Y. C., re.
Gleason, Art, Town Scandals (Piazza) El Paso, Tex., 5-7, t.
Glynn, Donald (Park Cafe) Burlington, Vt., c.
Goff, Jerry, & Jack Kerr (Biltmore) NYC, h.
Goodson, Jean (Paradise) New York, re.
Gordon, Frances (Club Paradise) Superior, Wis., nc.
Gordon, Paul (Paradise Restaurant) New York, nc.
Grable, Betty (Uptown) Chi. t.
Greenaway, Amy (Larue's) New York, re.
Gray, Maxine (Pennsylvania) New York, h.
Green, Kay (Club Embassy) San Francisco, nc.
Green, Mitz (State-Lake) Chi. t.
Greenway, Amy (Larue's) New York, re.
Griffin, Joe (Stratford Empire) London 3-8, t.
Grisha (Colosimo's) Chicago, nc.
Gyldenkrone, Baron Ebbe (Wire's) N.Y.C., re.
Gypsy Albert Trio (Beverly Bar) NYC, nc.

Hakon, Paul (Ambassador) New York, h.
Hacker, Moody (Piazza) El Paso, Tex., 5-7; (O. H.) Tucson, Ariz., 8-9; (Rialto) Phoenix 10-11, t.
Hager, Clyde (Pal) Chi. 3-6, t.
Haig, Ray (Marquette Club) Chi. nc.
Hanke, Hans (Larue's) NYC, re.
Harding, Lester (Oriental) Chi. t.
Hardy, Moore (Gabrie's) NYC, nc.
Hardy, Val, & Phil Arden (Mon Paris) NYC, nc.
Harna, Mara (Marquette Club) Chi. nc.
Harris, Kay (Club Sharon) New York, nc.
Harris, Ted, Band (Criterion) Sapulpa, Okla., 5-7, t.
Harrison, Ken (Hollywood Club) Scranton, Pa., nc.
Harris, Lydia (Colosimo's) Chi. nc.
Harrison & Fisher (Palladium) London 1-29, t.
Hart, Irma (Earle) Phila. 3-6, t.
Hartmann, The (St. Regis) NYC, t.
Hart, Tony (Park Central) New York, h.
Harvey, Violet (Paramount) Miami 6-9, t.
Hask & Oval (Egyptian) Sioux Falls, S. D., t.
Hawkins & Morehead (Rainbow Grill) NYC, nc.
Hays, Eric (Stratford Emp.) London 3-8, t.
Hayward & Allen (Leon & Eddie's) N.Y.C., re.
Hayward, Octavene (Larue's) NYC, re.
Hayworth, Seabee, Co. (Colonial) Winston-Salem, N. C., t.
Healy, Dan (Broadway Room) New York, nc.
Heard, Fred (Paradise) New York, re.
Henry, Dorothy (Dutch's) Chicago, nc.
Herbert, Dorothy (Shrine Circus) Detroit 3-16.
Hess "Chuckie" & Jim (Silver Tavern) Chi. nc.
Higgins, Det. (Beacon) Vancouver, Can., t.
Hildebrand (Finchery Park Empire) London 3-8, t.
Hill, Pat (Kit Kat Club) New York, nc.
Hillard, Harriet (Lexington) NYC, h.
Hoag, Faith (Village Barn) NYC, nc.
Hodgson, Red (Hollywood) NYC, t.
Hoffman, Marg & Collette (National) Louisville 7-10; (Kraver) Henderson 11-12, t.
Holland, Jack, & June Hart (Ambassador) New York, h.
Holly, Edna Mae (Ubangi Club) New York, nc.
Hollywood Cabaret Revue (Fox) Washington, D. C. 3-6, t.
Hollywood Horse (Village Barn) NYC, nc.
Hollywood Secrets (Uptown) Chi. t.

Holmes, Helen (Club Minnet) Chicago, 2c. Hopkins, Jewel (Club Seville) Los Angeles, 2c. Hot Feet, Four (Hot Kat) New York, 2c. Howard, Alice (Ted Fricland) Boston, 2c. Howard, Belle (Silver Tavern) Chi., 2c. Howard, Fine & Howard (Marbro) Chi., 2c. Howard, Harry (Earle) Phila., 3-6, 1. Howard, Kathleen (Deauville) New York, 2c. Houston, Josephine (Hotel Ambassador) NYC, 2c. Hulton, Ina Ray, & Band (Pal) Cleveland 3-6, 1.

International Trio (Southern Grill) Hot Springs, Ark., 2c. Irgens, Harriet (Club Minnet) Chi., 2c.

Jack & Jill (National) Louisville 7-10; (Krauer) Henderson, Ky., 11-12, 1. Jackson, Lawrence (President) New York, 2c. Jackson, Three (Missouri) St. Louis, 1. Jane & Babe (Cocoanut Grove) Minneapolis, 2c.

Jared, Bernice (Rio) Helena, Mont., 1. Jarrell, Lucille (Madrienne's) New York, 2c. Jay & Lucille (Bal Tabarin) San Francisco, 2c.

Jean, Barbara (Paradise) New York, 2c. Jean & Gloria (Paradise) New York, 2c. Jeffers, Dorothy (Paradise Restaurant) New York, 2c.

Jemima, Aunt (Missouri) St. Louis, 1. Johnson, Al (Casino Venezia) NYC, 2c. Johnson, Jay (Silver Tavern) Chicago, 2c. Johnson, "Siretch" (Black Cat) New York, 2c. Jones, Roberta (Wife's) New York, 2c. Jones, Frank Peg (Criterion) Sapulpa, Okla., 5-7, 1.

Joy's, Billy, Band (Capitol) Logan, Utah, 1. Joy's, Service (Oriental Gardens) Vancouver, B. C., 2c. Julius, Billy (New Penn Club) Pittsburgh, 2c.

Kanea, Three (Tower) Kansas City, 1. Kann, Alex (Central Park Casino) NYC, 2c. Kansasa Japs, Two (Orph.) Winnipeg, Can., 1.

Katherine, May (Baltimore) New York, 2c. Kauf, Bern (Place Elegante) New York, 2c. Kay, Dolly (Royale-Francis) Chicago, 2c. Kay, Katsya & Kay (Roxey) N. Y. C. 3-6, 1. Kay, Wanda (Club Alabam) Chi., 2c.

Keen, Betty (Pal) London 1-29, 1. Keller Sisters & Lynch (Earle) Washington, D. C., 3-6, 1. Kelly, George (Swanee Club) New York, 2c. Kelly, Nell (Royale-Francis) Chicago, 2c. Kemp, Hal, & Orch. (Paramount) N. Y. C. 3-6, 1.

Kennedy, Billie (Howdy Club) New York, 2c. Kennedy, Ann (Bal Musette) New York, 2c. Kerns, Donahue & LaSalle (Shrine Circus) Detroit 3-16.

Kimara, Greigory (St. Moritz) New York, 2c. Kinis (Hipp.) NYC, 1. King, Wayne, & Orch. (Orph.) Minneapolis 3-6, 1.

Kim's Jesters (Morrison) Chicago, 2c. King Kat Club Revue (Orph.) Winnipeg, Can., 1. Kitchi Caps (Weylin) New York, 2c. Knoll, Chas., Trio (Hilato) Newton, Kan., 5-6, 1.

Koban, Great (Rialto) Newton, Kan., 5-6, 1. Kramer, Dick (Lebus) New York, 2c.

Lakar, Barbara (Town Casino) New York, 2c. LaMars, Barbara (Gypsy Tavern) NYC, 2c. LaMars, Betty (Kings) New York, 2c. La Nena (Wife's) New York, 2c.

La Palomas (Deauville) New York, 2c. La Rue, Bobbie (Frolic Inn) Hollywood, Calif., 2c.

Laine & LaVelle (Triangle) Chi., 2c. La Tour, Teddy (Lido Eleven) Baltimore, 2c. Labate, Paddy (Barton's Paradise Club) Youngstown, O., 2c.

La Marge Sisters (Club Alabam) Chicago, 2c. La Nola, Don; Taft, Calif.; El Centro 10-13. Lambert, Millie (Oakland's) E. Paterson, N. J., 2c.

Lamberti (State) N. Y. C. 3-6, 1. Lambertson, Gertrude (Hollywood) N. Y. C., 2c. Lane & Harper (Capitol) Logan, Utah, 1. Lane, Lillian (Daisy Club) New York, 2c. Lane, Rosemary & Prudence (Chicago) Chi., 1. Lane, Sylvia (Marquette Club) Chi., 2c.

Lane, Ted (Hickory House) New York, 2c. Lang & Lee (Clover Leaf) Pueblo, Colo., 2c. Lanza, Dana (Russian Troika) New York, 2c. Lanza, Fred (Hot Kat) New York, N. J., 1. LaPleur, Arthur (Hipp.) NYC, 1.

LaVola, Don; Sacramento, Calif.; Taft 3-8. Lawrence, Dorothy (Club Deauville) N.Y.C., 2c. Lawson, Peggy (Montclair) New York, 2c. Lawson, Reed (Central Park Casino) NYC, 2c. Lee, Bob (Wife's) NYC, 2c.

Lee, Bunny (Paradise) New York, 2c. Lee, Chasney (Anna Held's) New York, 2c. Lee, Doc, & Louise Revue (Earle) Washington, D. C., 3-6, 1.

Lee, Gipsy (Barton's Paradise Club) Youngstown, O., 2c. Lee, Jeannette (Orph.) Winnipeg, Can., 1. Lee, Joe & Betty (Radio City Rainbow Grill) New York, 2c.

Lee, William (Daisy Club) New York, 2c. Leeds, Thelma (Met.) Boston 3-6, 1. Leon, Jed (Adelphi) London 1-29, 1. Leona Dandies (Pennsylvania) Phila., 2c.

Leoni, Steve (Place Elegante) New York, 2c. Leonard, Ad (Beverly) Cincinnati, 1. Leonard, Bobby (Bal Musette) New York, 2c. Leroy, Juanita (Ringling) Baraboo, Wis., 1. Leslie Sisters (Ponce de Leon) Dayton, O., 2c. Letti's Have a Party (Orph.) Fergus Falls, Minn., 1.

Lewis, Gene (Club Richmond) New York, 2c. Lewis, H. Kay, & Hollywood Varieties; Phoenix, Ariz., 5-12, 1.

Lewis, Henry (Ambassador) Spokane, 2c. Lewis, "Sanny Jim" (Village Barn) NYC, 2c. Libonati, Sammy (Casino) Chi., 2c. Libonati, Betty (Hot Kat) New York, 2c. Lihue, Frank, Co. (Century) Baltimore 3-6, 1. Light Brigade (McAlpin) NYC, 2c.

Lille, Beatrice (New Montmartre) N.Y.C., 2c. Linger, Joe & Harold Woodall (Number One Bar) NYC, 2c.

Lime Trio (Palmer House) Chicago, 2c. Lindsey, Edna (Club Minnet) Chi., 2c. Linton, Freddie (Hayward) Boston, 2c. Lipp, Joe (Melody Club) Baltimore, Md., 2c. Lisle Sachs, Three (Hotel of Pass) NYC, 2c. Lobe (Tower) Kansas City, 2c.

Loban, Ella (Pal) Chi., 3-6, 1. Loh & Herald (Palmer House) Chicago, 2c. Lora, Nina (Chateau) Milwaukee, 2c.

Lorain, Andree (French Casino) NYC, 2c. Lorraine, Bill, & Ed Furman (Gay Nineties) NYC, 2c.

Lorraine, June (Club Deauville) New York, 2c. Louie's Chinese Revue (Princesa) Nashville 11-13, 1.

Love, Violet (Paradise) New York, 2c. Lowery, Fred (Ambassador) New York, 2c. Lowry, Ed, Show (Ambassador) St. Louis 3-6, 1.

Loyal's Dogs (Shrine Circus) Detroit 3-16. Lubina, Ada (St. Moritz) New York, 2c. Luce, Claire (Adelphi) London 1-29, 1.

Lucey Sisters (Ubanghi Club) New York, 2c. Lyda & Jerome (Hotel Ambassador) NYC, 2c. Lyman, Tommy (Club Lamaze) Hollywood, Calif., 2c.

Lynn, Joy (Paradise Restaurant) N.Y.C., 2c.

McClennan, George (Electric) St. Joe, Mo., 7-8, 1. McClintock, Foley (Chicago) Chi., 1. McDonald, Grace & Ray (Leon & Eddie's) New York, 2c.

McGivney, Owen (Empire) Newport, Eng., 3-2, 1. McGrath, Walter (Uptown) Chi., 1. McMahon, Belle, Troupe; Taft, Calif.; El Centro 10-13.

McDonald, Barbara (Royale-Francis) Chi., 2c. MacDonald, Grace & Gay (Leon and Eddie's) New York, 2c.

MacMabes's, Larry, Revue (Cafe La Rouge) NYC, 2c. Mack Iros, & Rita (Marbro) Chi., 2c.

Mack, Dorothy (Jack Dempsey's) N.Y.C., 2c. Mack, Jimmy (Egyptian) Sioux Falls, S. D., 1. Mack & Miller (Capitol) Marshalltown, Ia., 1. Mad Wags, Three (Plymouth) Worcester, Mass., 3-6, 1.

Maddux, Frances (Savoy Plaza) New York, 2c. Mahon & Rucker (Cathay) Shanghai, China, 2c.

Mahoney, Will (Stratford Empire) London 2-1, 1. Maibite, Great (National) Louisville 7-10; (Krauer) Henderson, 11-12, 1.

Mallina, Luba (Hollywood) New York, 2c. Mandell, Kitty (New Town Bar) New York, 2c. Mann, Edith (Hotel Commodore) NYC, 2c.

Manson, Dan & Ann (Dodge) Dodge City, Mo., 5-6, 1. Mara & Renalto (Jimmy Kelly's) N.Y.C., 2c. Maravallas (El Chico) New York, 2c.

Marcellino, "Muszy" (New Yorker) NYC, 2c. March of Rhythms (Capitol) Logan, Utah, 1. Marcus, A. B., Show (Fox) Phila., 3-6, 1. Marie, Patsy (Ringling) Baraboo, Wis., 1.

Marietta & Rudy (French Casino) NYC, 2c. Marie, Paul (Lido) Montreal 3-9, 2c. Mario & Floria (Honey-Plaza) Miami, 2c. Markoff, Gypsy (Russian Kretscham) New York, 2c.

Marks, Anthony (Club Alabam) Chi., 2c. Marlene Sisters (Egyptian) Sioux Falls, S. D., 1.

Marlowe, Selma (State) N. Y. C. 3-6, 1. Marlowe & Marionettes (Morrison) Chicago, 2c. Martin, Geo. Andre (Palmer House) Chicago, 2c.

Martin, Muriel (Dixie Club) New York, 2c. Martin, Tommy (Bal Musette) New York, 2c. Martin, Virginia (Hipp.) London 1-29, 1. Mascagno, Bob (Palmer House) Chicago, 2c.

Mason, Jack, & His Playboy Revue (Club Richman) NYC, 2c. Mathews, Helen (Kit Kat) New York, 2c.

Maghan, Doris (Thru the Looking Glass) New York, 2c. Maurer, & Cordoba (Savoy-Plaza) NYC, 2c.

Maxellie, Five (Bal Tabarin) San Francisco, 2c. May, Jean (Royal Palm Club) Miami, 2c.

May & Sheridan (Anchorage) Phila., 2c. May's Sisters (Plaza) El Paso, Tex., 5-7, 1. McMahon, Belle, Troupe; Sacramento, Calif., Taft 3-8.

Meed & Nona (Lotus Gardens) Cleveland, 2c. Meeks, Tony, & Band (National) Louisville 7-10; (Krauer) Henderson 11-12, 1.

Meeres & Meade (Adelphi) London 1-29, 1. Meggie Dancers (RKO Pal) Rochester, N. Y., 3-6, 1.

Mela, Vi (Commodore Hotel) NYC, 2c. Meller, Joan (Greenwich Village Inn) New York, 2c.

Melvin, Joe (Rio) Helena, Mont., 1. Mercer, May (Hickory House) New York, 2c. Meroff, Benny, & Band (Colonial) Dayton, O., 3-6, 1.

Merrill, Sylvia (Silver Cloud) Chi., 2c. Mignone (Shubert) Cincinnati, 1. Millard & Anita (Monte Carlo) New York, 2c.

Miller & Wilson (Pelles Bergers) Paris 1-29, 1. Miller's, Jimmie, Mandarins (Ringling) Baraboo, Wis., 1.

Millette, Ira (Shrine Circus) Detroit 3-16. Mills, Kirk & Howard (Palladium Music Hall) NYC, 2c.

Mills, Tommy (Place Elegante) New York, 2c. Mitchell, Connie (State) Hibbing, Minn., 6-7; Sioux Falls, S. D., 5-9, 1.

Moerists, Four (Paradise) New York, 2c. Moore & Harris (Via Lago) Chicago, 2c.

Moerists, Three (Ringling) Baraboo, Wis., 1. Monforti Sisters (Ann Millstone's) Chi., 2c.

Monte, Hal (Royale-Francis) Chicago, 2c. Moore, Leah (Lyria) Indianapolis, 1.

Moore & Larry (Connie's Inn) NYC, 2c. Moore, Sadie (Club Alabam) Chi., 2c. Morens, Consuelo (El Chico) New York, 2c.

Morgan, Grace (Rockefeller Center) New York, 2c. Moran, Helen (House of Morgan) NYC, 2c.

Morgan, Rita (Silver Tavern) Chi., 2c. Morgan, Stuart, Dancers (Chez Paree) Chicago, 2c.

Morris, Maurie (Club Minnet) Chicago, 2c. Morrison, Herbert (Egyptian) Sioux Falls, S. D., 1.

Moses & Balan (Club Cascho) NYC, 2c. Mara, Corinna (Berny Gallant's) NYC, 2c.

Murand & Pirton (Dodge) Dodge City, Kan., 2c. Murphy, Edna (New Yorker) New York, 2c.

Murray, Betty (Jimmy Kelly's Village Rendezvous) New York, 2c. Music Hall Boys (St. Moritz) New York, 2c.

Musical Play Boys, Seven (Dodge) Dodge City, Kan., 3-6, 1. Myra (Tillie's Chicken Grill) New York, 2c.

Myself, Sammy (Broadway Room) NYC, 2c.

Neal, Ken, & Bill Kelsey (Jack Dempsey's) New York, 2c. Neely, Phil (Paradise) New York, 2c.

Neizer, Henri (Criterion) Sapulpa, Okla., 3-6, 1. Nellieta Troupe (Shrine Circus) Detroit 3-16.

Nelson, Bert (Shrine Circus) Detroit 3-16. Nemo (Queen's Terrace) Woodside, L. I., 2c.

Nemo, Pat (Dodge) Dodge City, Kan., 3-6, 1. Nemy, Mary (Oakland's) E. Paterson, N. J., 2c.

Nevin, Hazel (Village Barn) New York, 2c. Newdahl, Clifford (House of Morgan) NYC, 2c.

Newman, Chuck (Chicago) Chi., 1. Newman, Harry (Beverly Bar) NYC, 2c.

Nice, Florio & Lubow (Hollywood) Hollywood, Fla., 2c. Nichols, Les (Beacon) Vancouver, Can., 1.

Niva, Vira (Hollywood) Hollywood, Fla., 2c. Nolan, Paul, & Co. (State-Lake) Chi., 1.

Nonchalant, Three (Palm Island Club) Miami, Fla., 2c. Norman, Al, & Co. (State-Lake) Chi., 1.

Novak, Wilma (Leon & Eddie's) New York, 2c.

O'Dea, June (Hollywood Yacht Club) Miami, Fla., 2c. Oldfield, Emmett (Drury Lane) London 1-29, 1.

Oliver, Vic (Adelphi) London 1-29, 1. Olsen & Johnson (Mat.) Cedar Rapids, Ia., 3-6, 1.

Olympia Boys (Sacramento, Calif.; Taft 3-8. One Hour With You (State-Lake) Chi., 1.

Orloff, Ben (Silver Tavern) Chi., 2c. Orton, Four (Scala) Berlin, Germany, 3-29, 1.

Pablo (Chateau) Milwaukee, 2c. Pagano, Paul (New Lookout House) Covington, Ky., 2c.

Page, Anne (Broadway Room) New York, 2c. Paige & Parker (Steuben's Rathskeller) Boston, 2c.

Palmer & Doreen (Deauville Casino) Detroit, 2c. Pappas, Alan (New Yorker) New York, 2c.

Parker, Hope (Marquette Club) Chi., 2c. Parsons, Kay (Gay Nineties) New York, 2c.

Passing Parade (Hilato) Newton, Kan., 5-6, 1. Patrick, Charles (Anne Millstone's) Chi., 2c.

Payne Bros., Three (Orph.) Winnipeg, Can., 1. Payne, Henry (Ringling) Baraboo, Wis., 1.

Peabody, Eddie (RKO Pal) Rochester, N. Y., 3-6, 1. Peacock, Melvin (Linger Bar) Sheboygan, Wis., 2c.

Pelle, Ernie (Paddock Club) Cleveland, 2c. Peltz, Harry, Four (South Bend Inn) South Bend, Ind., 2c.

Perkins, Johnny (Southtown) Chi., 1. Peitch & Deauville (RKO Pal) Rochester, N. Y., 3-6, 1.

Pender, Hena (Club Hi Mae) Chi., 2c. Petty, Ruth (Southtown) Chi., 1.

Peture, Kay (Chez Paree) Chi., 2c. Pierce & Harris (Hollywood) New York, 2c.

Pils & Tabet (Rainbow Room) New York, 2c. Pityon-Alien Girls (Merry-Go-Round) Dayton, 2c.

Porter, Tommy (Black Cat) NYC, 2c. Potter, Lisa (Club New Yorker) NYC, 2c.

Powell, Albert (Shrine Circus) Detroit 3-16. Powell, Hulton, unit (Princesa) Nashville 11-12, 1.

Powell, Ruth Sue (Orph.) Winnipeg, Can., 1. Proper & Maret (Southtown) Chi., 1.

Fryer, Ruth (Riverside) Milwaukee, 1.

Rainbow Revue (State) Hibbing, Minn., 6-7; Sioux Falls, S. D., 3-9, 1.

Ramsey, Gladys (Linger Bar) Sheboygan, Wis., 2c.

Rancho Grande Revue (Rio) Helena, Mont., 1. Randall, Andre (French Casino) N. Y. C., 2c.

Randall, The (Shrine Circus) Detroit 3-16. Randolph, Amanda (Black Cat) New York, 2c.

Rardin, Joe (Paradise) New York, 2c. Rathburn, Vernon, Co. (Pal) Chi., 3-6, 1.

Rays, Allen (Baltimore) New York, 2c. Raye, Gilbert & Vicky (Tap House) Elmira, N. Y., 2c.

Raymond, Billy, Co. (Orph.) Fergus Falls, Minn., 1.

Raymonds, Three (Jimmy Kelly's) NYC, 2c. Reade, Janet (Palladium Music Hall) NYC, 2c.

Redding Twins (Hollywood) Hollywood, Fla., 2c. Redheads vs. Blondes (Riverside) Milwaukee, 1.

Red, Bill (Dixie Club) New York, 2c. Reed, Jack (Normandie) New York, 2c.

Reed, Jimmy & Eileen (Little Eden) Grand Rapids, Mich., 2c.

Reese & Lora (Queen's Terrace) Woodside, L. I., 2c.

Revel, Baxter & Dean (Tower) Kansas City, 1. Revere, Fire (Shrine Circus) Detroit 3-16.

Reyes, Rosal & Eva (Adelphi) London 1-29, 1. Richard & Starla (Cafe Roca) New York, 2c.

Reynolds, Al (Marquette Club) Chicago, 2c. Reynolds, Helen, & Her Night Skating Wonders (Palladium) New York, 2c.

Rhodes, Jr., Roy (National) Louisville 7-10; (Krauer) Henderson 11-12, 1. Ricardo's, Don, Continentals (Rio) Helena, Mont., 1.

Richardson Sisters (Orph.) Winnipeg, Can., 1. Richardson Twins (Ottumwa) Ottumwa, Ia., 4-6, 1.

Ridman, Margie (Beacon) Vancouver, Can., 1. Rimaax (Adelphi) London 1-29, 1.

Rio & West (Earle) Phila., 3-6, 1. Rita Carleton Hopdes (Capitol) Marshalltown, Ia., 1.

Rivera Boys (Village Grove Nut Club) NYC, 2c. Rochaste, Marion (Wife's) NYC, 2c.

Roddy Twins (Hi-Hat Club) Chi., 2c. Roberts, Dave & Jane (Club Plantation) New Orleans, 2c.

Robinson, H. (Hipp.) London 1-29, 1. Robinson, Flo & Bob (Tower) Kansas City, 1. Rodrigo & Francine (Brown) Louisville, Ky., 2c.

Rogers, Joyce (Director's Club New Yorker) New York, 2c.

Rogers, Joyce (Plaza) El Paso, Tex., 5-7, 1. Roisman's Alabamians (Ottumwa) Ottumwa, Ia., 4-6, 1.

Rollins, Mimi (Paradise) New York, 2c. Rolph, Wynne (Wife's) New York, 2c.

Romoff, Grace & Niki (Chez Paree) Chi., 2c. Rooney, Ed & Jennie (Shrine Circus) Detroit 3-16, 1.

Rooney, Pat (Palladium Music Hall) NYC, 2c. Rooney III, Pat (Palladium Music Hall) NYC, 2c.

Ross, Lida Stanley (Riverside) Milwaukee, 1. Ross, Wally (Club Paradise) Superior, Wis., 2c.

Rossele, Jessie (16 Club) Chicago, 2c. Ross, Pat (Cafe Loyale) NYC, 2c.

Rossini & Seville (Morrison) Chi., 2c. Rowe, Dorothy (Black Cat) New York, 2c.

Royce, Eleanor, & Seymour (Billmore) New York, 2c. Royce, Rosita (Garrick) St. Louis, 1.

Rubin, Benny (Earle) Phila., 3-6, 1. Russell, Jack (Cocoanut Palms Club) Detroit, 2c.

Ruth, Loma (Broadway Room) New York, 2c.

St. Clair Sisters & O'Day (Plaza) El Paso, Tex., 5-7, 1.

St. John, Bernice (Club Minnet) Chi., 2c. Salama, Andre (St. Moritz) NYC, 2c.

Sandoz & Fairchild (Firenze Restaurant) NYC, 2c.

Sanna & Loomis (Rainbow Casino) Chi., 2c. Santelli, George (Hotel St. Regis) NYC, 2c.

Santino & Lenora (Park Central) NYC, 2c. Santos & Sylvia (Jimmy Kelly's) N. Y. C., 2c.

Sargent, Jean (Monte Carlo) New York, 2c. Satch & Satchel (Broadway Room) NYC, 2c.

Savage, Jean (Southern) Baltimore, 2c. Schaps, Sid (Wooden Shoe Club) Chi., 2c.

Schell's Marionettes (Century) Baltimore, 2c. Schmolz, Three (Del Monico's) NYC, 2c.

Schmolz, Three (Del Monico's) NYC, 2c. Scott, Mickey (Cafe La Rouge) Brooklyn, N. Y., 2c.

Scott, George (Oakland's) E. Paterson, N. J., 2c. Serer Twina & Melita (Ottumwa) Ottumwa, Ia., 4-6, 1.

Shaw, Helen (Queen's Terrace) NYC, 2c. Shaw & Parker (Capitol) Logan, Utah, 1.

Shaw, George (Club Minnet) Chi., 2c. Sherr Brothers (Dan Healy's Broadway Room) New York, 2c.

Sheldon, Gene (Palladium) London 1-29, 1. Shearer, Legalle (Via Lago) Chicago, 2c.

Sherridan, E. (Del Monico's) NYC, 2c. Shiptad & Johnson (College Inn) Chi., 2c.

Shaw, Helen (Queen's Terrace) Woodside, L. I., 2c. Sheldon, James (Club Normandie) NYC, 2c.

Shepard, Frank (Shrine Circus) Detroit 3-16. Sheridan, Hal (Shubert) Cincinnati, 1.

Siegrist, Chas., Troupe (Shrine Circus) Detroit 3-16. Simon, Arlette (French Casino) Woodside, L. I., 2c.

Simon, Mosey (Casino) Chi., 2c. Simpson, Carl (Baltimore) Providence, R. I., 2c.

Singer, Edele (Silver Cloud) Chi., 2c. Sirens of Syncope, Seven (Egyptian) Sioux Falls, S. D., 1.

Six & Neal (Riverside) Milwaukee, 1. Skating Swingers (Criterion) Sapulpa, Okla., 5-7, 1.

Skelly Sisters, Three (Missouri) St. Louis, 1. Skidmore, Kay (Hotel Piccadilly) NYC, 2c.

Small, Frank, Revue (New Yorker) NYC, 2c. Small, Frank (Cotton Inn) New York, 2c.

Smith, Bill (Fifth Avenue Hotel) New York, 2c. Smith, "Pep" (Via Lago) Chicago, 2c.

Smith Sisters (Barton's Paradise Club) Youngstown, O., 2c. Snyder, Marguerite (Hotel Britton) NYC, 2c.

Snyder, How (Ottumwa) Ottumwa, Ia., 4-6, 1. Sorey, Vincent (Cafe Rene) New York, 2c.

H-W OFF 1 YEAR ONLY

Gumpertz Tells The Billboard

Pleads ignorance of story published in newspapers about disbanding of show

CINCINNATI, Feb. 1.—The Hagenback-Wallace-4-Paw-Sells Bros.' Combined Circus has been shelved for one season (1936) only, not permanently, as daily newspaper reports indicated. So says S. W. Gumpertz, general manager and vice-president of the Ringling interests, in an exclusive statement to *The Billboard*.

"We had a meeting in New York," Gumpertz writes, "and decided to close the show for one season and only play the winter dates."

Gumpertz pleads ignorance of the statement about disbanding the H-W show credited to him in the daily newspaper stories. "Immediately after the meeting," he says, "I left for Hot Springs and was going to write you fully from there. Then John Kelly got up a statement and gave it to Karl Bickel, formerly president of the United Press. That is how the story broke without my knowledge."

Gumpertz, who is now at Sarasota, Fla., for the remainder of the winter, laughs off the recently published statement that his present title is senior vice-president, a newly created office.

Larry Davis, formerly of the Sparks Circus, has taken charge of the elephants of the Ringling-Barnum show, replacing Ed Dougherty.

Rudy Rudyoff will join the R-B show, replacing Tex Elmlundt.

Maynard To Present Show Next Season

LOS ANGELES, Feb. 1.—There is a persistent rumor, that apparently from investigation has much foundation that Ken Maynard, noted Western screen star, will launch a show bearing his name. It was stated that it would be a combined circus and Wild West title. Show property reported as having been recently bought by Maynard and sent to his Diamond K ranch bears out the rumor. It is said that he will inaugurate the presenting of week-end shows at the ranch and that the present intention is not to launch the road show until 1937.

Engaged for Main Show

GENEVA, O., Feb. 1.—Ben Holmes will be one of the contracting agents with the Walter L. Main Circus.

Joe Hodgini and family of riders have been engaged, also Harry LaPearl Trio of clowns.

Reported Barnes Title Not To Be Changed

LOS ANGELES, Feb. 1.—Report is that the title of the Barnes show will not be changed and will go out as Al G. Barnes Circus as usual. Capt. W. H. Curtis, general superintendent, arrived last Saturday from Cueses, Miss.

Floyd King, general agent, is turning out the press matter. He says the show will present an outstanding program and that there would be a number of new faces in the dressing room. From another source it was learned that Mabel Stark might be booked with her tiger act for a run at one of the big expositions and possibly other dates. Alfredo Codona, is back in town but impossible to definitely ascertain whether he will be with the Barnes show. Bert Nelson will bring his big mixed group here at close of vaude dates. Report, but not from the management, that the Cristiani riding act and the Otari Troupe will be in the new program. Duke Drukenbrod, it is stated, will have a lineup new to the Barnes show in his Sidé Show.

Harry B. (Pep) Chipman left by plane Thursday for New York. Said it was a mystery trip, details of which he was not in a position to announce.

Grand Rapids Biz Big

GRAND RAPIDS, Mich., Feb. 1.—The fourth annual Shrine Circus given by Saladin Temple, of Grand Rapids, week of January 27 was the biggest and best show staged. Business was far better than any other year, with capacity houses the first three days and turn-aways each night the last three days. C. H. Hoffman was general chairman of the circus committee, and the show was under direction of Orrin Davenport.

In addition to the acts mentioned in last week's issue of *The Billboard*, the following clowns appeared: Shorty Fiehm, Bell Trio, Earl Shipley, Paul Jerome, Otto Griebling, Chester Barnett, Cheesy, Leo Kerns, Jack Donahue, Ferris Phillips, H. Shelly and George Rolf.

Shepard Seriously Injured

DES MOINES, Ia., Feb. 1.—A serious accident occurred here at the Union Labor Temple Indoor Circus during dress rehearsal Thursday afternoon. Frank Shepard, who does a heel-and-toe-catch trapeze act without a net, fell 35 feet to concrete floor attempting a toe catch. Last report from hospital stated he had a broken shoulder and arm at elbow, broken hip and internal injuries.

Oyler Again With Russell

DUNCANNON, Pa., Feb. 1.—J. H. (Doc) Oyler will again be with the Russell Bros.' Circus as side-show manager. He is now at his home here.

Nelson Injured; Attacked by Lion

PERU, Ind., Feb. 1.—With last rehearsal before movement to Detroit of animal acts worked by Bert Nelson and John Helliott, scores of spectators and news and photo hounds from Chicago, Indianapolis and St. Louis were repaid in thrills for trip to farm in sub-zero weather. Nelson was working mixed group (28) lions, lionesses, tigers and panthers, when King, 450-pound lion, sprang from top of pedestal, alighting on Nelson's shoulders, forcing him to floor of steel arena. In attempt to arise and recover gun and whip he was rushed and floored three times.

Nelson had just completed usual road routine and preparing to move cats from pedestals to runways to cages when attack occurred.

Helliott opened safety cage door and beat King off prostrate trainer, dragging him to safety. Vet show attaches and cage workers state that it is a miracle that both men are alive, as usually a mass attack follows when a trainer is floored.

Nelson, his body covered with claw marks and with a badly injured leg, is confined to Bears Hotel and under care of Dr. Stephen Malouf, circus specialist.

Stated that Nelson will accompany movement to Detroit for Indoors.

Johnson With Klein Unit

NEW WATERFORD, O., Feb. 1.—C. A. Klein's Circus and Vaudeville unit, headed by Silvers Johnson and his all-girl five-piece hillbilly band, has been working steadily thru Pennsylvania and this State since it closed at Kaufmann's Department Store, Pittsburgh, Christmas week. Is booked until April. Unit carried 12 people and travels in four cars; girl band travels with Johnson in his new Buick sedan. The program: Johnson, producing clown numbers; Cowley and Corman, comedy acrobats; Barney Arnesen, gymnastic novelty turn; Percy Smith, in a radio program; Barney and Jimmy, novelty act headed by Johnson; Peggy and Jack Klein, singers and dancers; Mrs. Margaret Klein, musical director. Runs an hour and 25 minutes. Johnson and Smith were on the Barnes show in 1929.

L. E. Black Is Asked To Write to Mother

EVANSVILLE, Ind., Feb. 1.—Louis E. Black, who formerly operated Black's Circus, Society Circus, etc., and of late has exhibited trained animals, is wanted to communicate with his mother, who is desirous of contacting him on some important business matters. He was supposed to have been in or around Evansville and his mother sought him there, but with no results. If he will write to Lexington, Mich., the letter will be forwarded if she is not there.

A Real Trouper

CINCINNATI, Feb. 1.—A newspaper clipping, with a Kansas City date line of January 20 (AP), was received this week. It read:

"It was a rehearsal of a balancing act. A man upraised a shining ladder and ascended it unsupported into the air. A second followed and balanced on the shoulders of the first. Then Tosca Canestrella. The girl reached the shoulders of the second man, high above the stage. There was a fall! The girl crashed to the floor, her arm broken, her face bleeding. 'It was my fault,' she gasped. 'I can go on tomorrow, can't I?'"

Launching One-Ringer

Bockus and Kilonis will tour New England States with motorized show

MANCHESTER, N. H., Feb. 1.—Curtis L. Bockus and John D. Kilonis will have an old-fashioned one-ring circus and tour the New England States. Winter quarters will be established at Crystal Lake Park, this city, with general offices at Hotel Ambassador, Lawrence, Mass.

This is not the first time that they have been together in business. For five years prior to the time Kilonis organized his collective amusements company some years ago he had the exclusive ride privilege with the C. L. Bockus Shows.

Winter quarters will be opened February 15 and 25 trailers will be built. The light plant will be given a thorough overhauling and a 40-foot training arena will be constructed. By March 1 there will be approximately 50 men working in the various departments.

Special paper is now being designed by W. H. (Bill) Fleming, of the H. William Pollack Poster Print.

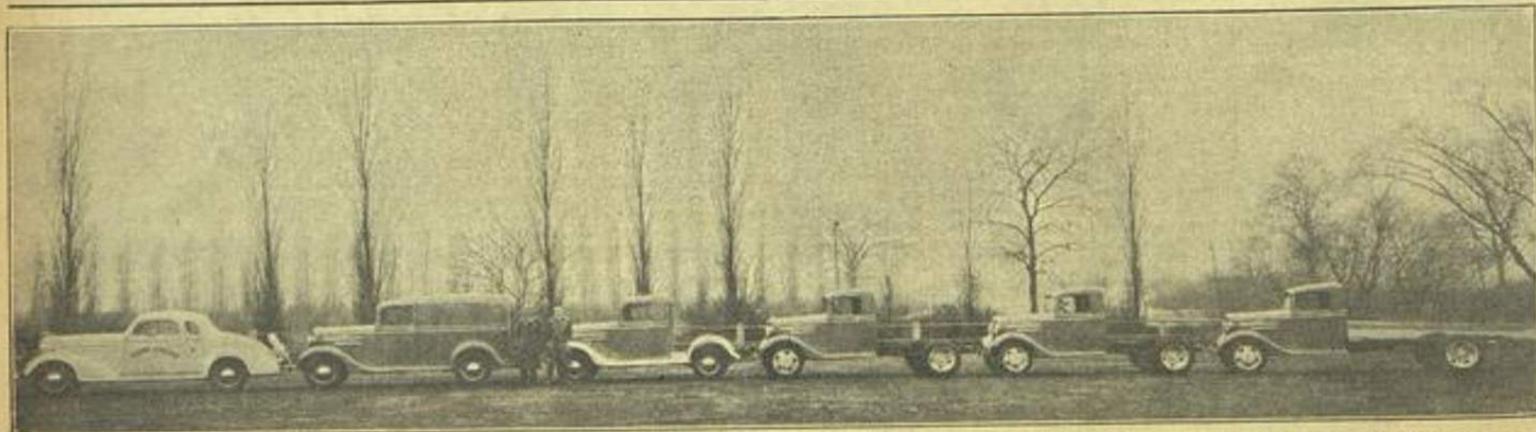
Orders for new canvas will be placed within the next 10 days. Seating capacity of big top will be about 3,000.

Opening date will be May 2 at Manchester, and the route will be Maine, Vermont, New Hampshire, Massachusetts, Connecticut, New York, New Jersey, Pennsylvania and the South.

Cole Acts for Minneapolis

ROCHESTER, Ind., Feb. 1.—Dennie Curtis was a recent visitor at Cole-Beatty quarters, where he inspected several acts which will be featured at the Minneapolis Shrine Circus.

A *Serenade of Spain*, the Cole-Beatty spec, will open the Twin City program under direction of Rex de Roselli. Eddie Allen, who has been developing a new elephant act, will also appear in the Minnesota city. Others include animal, menage and riding acts which will utilize much of the Cole ring stock.



SOME OF THE CHEVROLET TRUCKS to be used by the Kuhn Circus. The coupe and first two trucks will be on the advance, the third will transport the cookhouse and the last two will carry the property. Charles Goss, of Standard Chevrolet Company (on left) closed the deal with Edward P. Kuhn, owner of the circus (on right).

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TOURED CIRCUS**

Selling now for the season 1936,
Concessions. All concessions must
be in first-class shape and furnish
own transportation. Novelties,
Peanuts, Popcorn, Floss Candy,
Frozen Custard, outside Candy
Stand, Menagerie Candy Stand,
Lunch Stand (will guarantee
the privilege for lunch stand will
be covered by ducats), Ball
Game (Hit and Miss, Big Cat
or Milk Bottles), Long-Range
Shooting Gallery, Eric Diggers and
Four-Minute Photo Studios. Also
want to hear from Andy Kelly,
Cocomo Andrews, Herb Durall,
Jim Burton and Big Joe Maria-
neau.

Rice Bros. will guarantee an un-
usually long season. If you are
interested write now to

Ray Marsh Brydon,
General Manager,
Jackson, Tenn.

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FOR LEASE
Candy Stands and Novelties. Wanted—Colored
Band Musicians, People all lines, Big Show Acts,
Foods, Mus. Road Agent Promoter, Top Shows. Ad-
dress No. 3 Riverside Drive, San Antonio, Tex.

FOUR HORSE LIBERTY ACT

Full cheap. Three of them. Also do Menage Act.
New Trapeses. Also see Red Spot Specialty Men-
age Horse, Lee Truck, Show Trucks, Chans, etc.
To large. Refresher, Done Act and Shows, Santa
Claus Single for Walk-Around. Big lights feature.
Also live Zebras. Trade anything for Folding Chairs,
Tents, Calhens, etc.
CHRISTY, So. Houston, Tex.

WANTED FOR CASH

Light Plant, 15 K. W., or two 10 K. Ws. Must
be in first-class condition and cheap for cash. No
time wasted. In writing explain everything in de-
tail. Answer by letter ONLY. FOR SALE FOR
CASH—Circus Tent in good shape. Size 90x140x40
\$300.00 cash only.
HARLEY SADLER, Sweetwater, Tex.

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JEWELS—TRIMMINGS—MATERIALS
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15 West 26th Street NEW YORK CITY

MOTORIZE
Write for Motor Photographs. CHAS. GOSS,
Standard Chevrolet Co., East St. Louis, Ill.



With the
Circus Fans
By THE RINGMASTER

President, CFA,
FRANK H. HARTLESS, W. M. BUCKINGHAM,
2930 West Lake Street, Chicago, Ill.
Secretary,
THOMAS WEAKE,
Norwich, Conn.
(Conducted by WALTER HOHNADDEL, Editor
"The White Tops," care Hohnaddel Printing Com-
pany, Rochelle, Ill.)

Richard Gill entertained members of
Alfredo Codona Tent and other guests at a
dinner at Gunter Hotel, San Antonio,
Tex., evening of January 18. President
Frank Hartless; Fred Beckmann, of the
Beckmann & Gerety Shows, and Lalo
Codona were the visiting guests and all
made fine talks. The Tent re-elected
Judge Frost Woodhull as chairman.
Harry Hertzberg was designated as chair-
man by the chair and put it over in his
customary style. Following fans were
present: Harry Hertzberg, Porter Loring,
William McIntosh, Walter Loughridge,
Stimms Potts, Frank Hartless, Dr. Wolff,
Dr. Waggoner, Richard Gill, Pasco Scap-
erlanda, Tom Scaperlanda, Lewis Kayton,
Jack Pittluck, Judge Woodhull, Raymond
Wyllie, Art Topperwein and Col. C. G.
Sturtevant.

In the 12th Annual Hooster Salon at
the Picture Galleries of Marshall Field
& Company, Chicago, which runs from
January 27 to February 8, two circus pic-
tures are attracting a great deal of at-
tention. One is called "The Sledge Men,"
by Stanley Eleckey, of East Chicago,
Ind., and the other is called "Coming of
the Storm," by Bill Peed, of Indianapolis.
Incidentally, Walter Krawiec, prominent
painter of pictures of the circus, is one
of the jury of awards, and all visiting
CFA or others interested in the circus
are invited to attend if in Chicago during
these dates.

Notes from the Fred Warrell Tent,
South Bend, Ind.—Bill Dunkel and Don
Howland attended a Rotary meeting last
Wednesday. The speaker was Al Priddy,
who spoke on "Do Animals Think?" The
Tent is planning a mid-winter meeting
with guests from the Cole Bros.' show in
the very near future. Also expect a
bunch from the Chicago CFA. Bill Dun-
kel has just finished writing a book on
the Circus and it is in the hands of the
publisher. The story covers everything
on the lot, on the train and in the big
top.

The Fred Warrell Tent No. 16 has a
new member, E. E. Mansold, a retired
photographer. He has a large collection
of still and motion circus pictures which
he took at Sarasota, Fla., and Peru, Ind.,
as well as of Tom Mix and other shows.
Is spending the winter at St. Peters-
burg, Fla., and will visit Ringling-Bar-
num quarters at Sarasota.

Sverre O. Braathen, Madison, Wis.,
CFA, has had a fine winter, adding more
and more to his fine circus collection at
his lakeside home, "The White Tops."

Mr. and Mrs. Harper Joy, together with
Mr. and Mrs. Harry Goetz, of Spokane,
Wash., and perhaps Mr. and Mrs. Guy
Toombs, of Salt Lake City, all CFA, will
leave March 4 for a trip to Hawaii. Will
sail on the Monterey, returning on the
Lurline the 26th.

On January 25 Mrs. Walter Bucking-
ham gave a surprise circus party in
honor of her husband's birthday anni-
versary. Mr. Buckingham states that his
friends presented him with nice presents
and three, count 'em, birthday cakes.

A. Morton Smith, Texas member of the
CFA, informs that a contract was signed
at Dallas January 24 for the Gainesville
Community Circus to exhibit at the
Texas Centennial Exposition in Dallas,
June 25, 26 and 27, in Fair Park Sta-
dium. Contract was executed by Wil-
liam C. Webb, general manager of the
exposition, and David E. O'Brien, secre-
tary-treasurer of the circus corporation.
Should the circus prove the success that
is anticipated by exposition officials, it
will be booked for return engagements at
intervals of one month during the re-
mainder of the year, each engagement to
run three days.

The mid-winter issue of White Tops
will be issued the latter part of Febru-
ary. Members are requested to send
items of interest and reports of Tops and
Tent meetings to White Tops, Rochelle,
Ill.

Dr. Edward Gorman, CFA of Spring-
field, Mass., reports that he has under
his care Patrick J. McCarty, who was for
several years with P. T. Barnum when
this circus first went on rails. McCarty
was a horseboer and stated that the

show had at that time 245 horses. They
ended the first season at Nashville,
Tenn.

**WPA Show Goes
Admish in N. Y.**

NEW YORK, Feb. 1.—Following the
lead of other cities, notably Los Angeles
and the Chicago area, the country's first
and only WPA Circus will launch itself
on an admission basis beginning Febru-
ary 5 at the Jamaica Arena, Jamaica,
L. I. Scale is 15 cents general admis-
sion, 25 cents for reserved seats and 10
cents for kids. Maximum of 300 people
on home relief will be admitted free on
presentation of their cards.

This will be the first WPA circus
charging a gate fee, the West Coast and
Middle West projects being in the vaude
class. Billing is plenty ballyhooish, show
being labeled "The World's Greatest
Circus—a Mammoth Aggregation of Dar-
ing and Death-Defying Feats." Its gov-
ernmental nature is described in one
line at the bottom of litho matter with
"A Division of the Federal Theater for
New York."

Jamaica run will stretch over 18 days,
February 5-22, but not inclusive, as per-
formers and all other personnel have
maximum hours per week. Exact dates
are 5, 6, 8, 12, 13, 15, 19, 20 and 22,
with matinees on the 12th and the three
Saturdays, 8th, 16th and 22d.

**Cole Cats and Bulls
To Be Moved in New Barn**

ROCHESTER, Ind., Feb. 1.—Sub-zero
temperatures which gave the Cole-Beatty
circus hands the serious problem of
keeping cats and elephants warm when
it was difficult even to avert frosted
hands and feet were overcome by in-
troduction of many heating stoves to
supplement the steam heat. Weather
permitting, cats and bulls will be moved
into the new barn February 3 or 4.

Cage-blocks sufficient to handle 60
cats and floor rings to tether 35 ele-
phants are provided in the new barn. A
direct tunnel connecting the dens with
training arena will greatly facilitate the
handling of the cats and materially
lessen the chance of accident. The ele-
phant ring will be located in the ad-
jacent horse barn, along with several
circles where ring and menage stock are
now being worked. Present elephant
barn, located a quarter mile from the
main buildings, will be converted into a
wagon storage.

All shops will be open next week for
repairs and decorating. A force of 250
men are now on hand, and more are ex-
pected before February 15.

Rex de Rosselli, who last year built the
spec. A Serenade of Spain, arrived at
quarters, and immediately began work
on new music for the revamped opener
this season.

Animal Acts to Detroit

PERU, Ind., Feb. 1.—There were major
movements to Detroit the past week—
shipment of five elephants, largest of
H-W herd, in charge of Cheerful Gar-
den, assisted by Lou Clayton and Freddy
Wells; ring stock and menage horses,
trained and worked by Rudy Rudynoff
and assisted by Johnny West. Jack
Joyce, said to be contracted with Cole
Bros. in 1936, will work five seals, trained
and broken by Charles Brown. Ringling
interests were represented at Grand
Rapids, Mich., by J. A. Jones, and with
opening of Detroit date will be under
supervision of Manager Ralph Clawson.
Second shipment to Detroit was 10
elephants, in charge of John Riley; 32
boxes of lions, lionesses, tigers, leopards,
etc., to be worked by Bert Nelson; horse
and lion riding troupe and polar bears,
by John Helliott; Erna Rudynoff, with
high-school horses and Great Dane dogs;
Brownie and two troupes of seals.

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A Good Crop and Prices Are Right.
Why not get your order in NOW
And Get the Pick of the Crop
Write — Wire — Phone
Baker-Lockwood
17th & Central, Kansas City, Mo.
AMERICA'S BIG TENT HOUSE.
EASTERN REPRESENTATIVE — A. E.
DAMPFIELD, 152 W. 42d St., N. Y. C.

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NOW**
FOR
**Elks' Charity Circus & Merchants and Man-
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AT JACKSON, TENN.
Bob Zell, Dick Scatterday, Jack Fenton re-
ply at once.
WANT A-1 Contest Promoter for Baby and
Queen Contest. Bill Rice let me hear from
you. Man experienced in selling Booth
Space, good Press Agent. Bill Hillier write to
CHAIRMAN OF COMMITTEE,
P. O. Box 1665, Jackson, Tenn.

TENTS of All Styles
Satisfaction Guaranteed
Get Our Prices Before You Buy
DIZE AWNING & TENT CO.
1612 S. Main St., WINSTON-SALEM, N. C.

THE DARING
YOUNG GIRL
HAZEL WILLIAMS
NOW ON TOUR. ON THE
FLYING TRAPEZE
WELBY COOKE, Mgr. * JAMES F. VICTOR, Rep.

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Manufacturers Since 1872
411 W. 12th St. ST. LOUIS, MO.
NEW YORK, N. Y. NEW ORLEANS, LA. CHICAGO, ILL.

WANTED
WILD ANIMAL TRAINERS
Men and Ladies.
SNAKE KING, Brownsville, Texas.

WANTED KUHN CIRCUS
Useful People in all departments. Working Men,
Performers doing two or more Acts, Clowns, Circus
Cook, Electrician and Mechanic. State your interest
in first letter. Also Seats and Animals of all kinds.
New, reliable show, opening middle of April. Ad-
dress MANAGER KUHN CIRCUS, 2114 Silver
Ave., Kansas City, Mo.

**BERNARD'S CIRCUS
REVIEWS**
(112 Pages of Circus History.)
Together with Copy N. Y. Clipper and 5 Act Circus
Parade Photographs.
POSTPAID FOR \$2.00.
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FOR SALE
Loop-the-Loop Apparatus. Also Wire Act Equip-
ment. Complete except wire. All good condition.
Rochelle, Ill.
BOX 684, Billboard, 1884 Broadway, New York.

ST. LOUIS POLICE CIRCUS
WILL BE HELD AT THE CALESIUM
APRIL 24 TO MAY 3, INCLUSIVE
Under Management
SIDNEY BELMONT
FULLERTON BUILDING ST. LOUIS, MO.
I will be in my Chicago Office, Woods Theatre Bldg. February 4-5-6



Under the Marquee

By CIRCUS SOLLY

TED BURES has been operating a dance hall at Deo Arc, Ark., the last two years.

IT IS REPORTED that the Aerial Brooks, aerial bar performers, may be with the Tom Mix Circus.

RALPH H. BLISS, of Sells-Sterling Circus, is wintering in California and is now at Santa Monica.

ELMER MYERS will be at his home in Sparta, Ky., for a brief visit before driving to Los Angeles.

C. L. BROWN, former bandmaster of the Sells-Floto Circus, while in Cincinnati last week called at *The Billboard*.

ZEEK LAMONT and Slivers Phillips played at the Armory in Ft. Wayne, Ind., and the Shrine Circus, Grand Rapids, Mich.

MILLIE WALT AND JAKE, of Aerial Smalls, are presenting comedy acrobatic act at night clubs in the East. Are booked for 12 weeks.

GERTRUDE THOMAS, of Houston, Tex., is on the road to recovery following a serious major operation. She must remain inactive for several weeks.

FRANK KETROW and Nate Leon, of Kay Bros. Circus, after spending two months at Hot Springs, Ark., have returned to Miami Beach, Fla., until the season opens.

F. M. PARRELL, ventriloquist, for a number of years with circuses, presented his act at the St. John Community Center, Ithaca, N. Y., New Year's Eve. It was a return engagement.

KARL BAUER, for many years on the front-door staff of Ringling-Barnum Circus, is in fair condition in Aultman Hospital, Canton, O., following a recent

Deibel & Patterson Circus

WANTS few more Working Acts. Ft. Wayne, February 7-8. Also wanted to buy small watered Cops. 70' Round Top. Must be cheap for cash. Wayne Hotel, Ft. Wayne, Ind.

BOCKUS & KILONIS

WORLD'S GREATEST ONE-RING CIRCUS

Can place high-class Acts that Double, Dogs, Ponies and Animal Acts (Capt. Schultz, write), Wild West for Concert, Producing Clowns, Side Show People doing Novelty Acts, Side Show Manager (Doc Oylar, write), Bandmaster, Billposters, Blacksmith and Body Builders and Reliable People for all Departments. Show opens Manchester, N. H., May 2. All Privileges for sale. Opening for real Lunch Stand, Ball Games and Grind Stores. Will buy for cash Ton and a Half Trucks and Semi-Trailers and all useful Circus Equipment in first-class condition. Want as Free Attraction—Sensational High Aerial Act that can put up and give two performances every day regardless of weather.

Winter Quarters
Crystal Lake Park
Manchester, N. H.

Address All Mail and Wires
BOCKUS & KILONIS CIRCUS
Hotel Ambassador, Lawrence, Mass.

ISMALIA SHRINE TEMPLE, BUFFALO, N. Y.

HAMID-MORTON CIRCUS CO.
WORLD'S LARGEST INDOOR CIRCUS.

Telephone Solicitors Apply Now to
BOB MORTON, STATER HOTEL
This is the Biggest Date in East. CAN USE Real Banner Men.

E. K. FERNANDEZ WANTS

FOR NONOLULU ELKS' MID-WINTER CARNIVAL
SHOWS, NOVELTY ACTS, WALKATHONS, PEOPLE, NEW RIDERS, ETC. Several months' work for right people. I pay all transportation from the West Coast to the Islands and return.
WANT! Man to operate Monkey Dreams. Must have full knowledge of cats and monkeys. Will buy several Riding Dream Machines.
PEOPLE LEAVE PACIFIC COAST FEB. 20.
P. S.—Jimmie Thomas is not connected with my shows in any capacity.
E. K. FERNANDEZ, BILTMORE HOTEL, LOS ANGELES, CALIF.

auto accident, in which he suffered seven fractured ribs. He will be confined to hospital for some time.

J. C. MICHAELS Indoor Circus of 15 acts has been booked by the Lions Club, Hutchinson, Kan., February 12-15. Matinee performances will be given on two of the days.

J. ALLEN E. OAKHAM (Bex Allan), with Hagenbeck-Wallace last season, recently left Peru, Ind., for Newport, R. I., and is employed at the Brunswick Bowling Alleys.

ETHEL WING will not be on road this season. Was married December 31 to Thomas Burton, of Springfield, Ill. She was with Sells-Sterling and Rice Bros.' shows.

MEMBERS of Drensen & Purcell Circus visited the Sims & Wise Show, now touring Louisiana. Johnnie Wise is the feature and his wife is doing novelty dancing.

HERMAN JOSEPH recently spent a few weeks at his home in New York and while on vacation went over to Newark, N. J., and visited a great circus fan, Billy N. Hill, who with his family entertained Herman.

BILLY POWERS, manager of Gold Dust Twins (do comedy boxing), states that they are the laughing hit of Bostock's Circus at Glasgow, Scotland. Following this engagement, will play a string of cinemas in London.

BOND BROS.' CIRCUS, wintering at Milledgeville, Ga., recently lost a prize baboon, "King Kong." George Barton, in charge of quarters, has been dismissed from the City Hospital, where he has been under treatment.

GROGAN'S Miniature Circus (dogs and pony) has been playing theaters and schools in Georgia this winter. Show moves on three trucks, three men are carried and Mr. and Mrs. Grogan present the performance.

JAKE POSEY, of the Barnes show, has built a house since the 1935 season closed and is now the occupant of his own home, free from the worries of renting hotels and boarding houses. Jake has been busy on the picture *Charley Chase at the Circus*.

ROY BARRETT, who had been in Los

Angeles since he returned from the Hawaiian Islands, playing with the E. K. Fernandez Circus, left L. A. January 27 for the East and will play Shrine circus dates for Orrin Davenport, opening at Detroit. Says that he will not be with a Ringling show this year.

SEDOE MEIKLE, assistant manager of Barnet Bros. Circus for several years, is in French Hospital, New York City, where he underwent an operation for acute appendicitis January 22. Was stricken at a hotel while en route to visit his mother in Boston and Dr. Edward B. Johnson, of West Haven, Conn., also of the circus.

DEL AND MARCE GRAHAM, who are working dates in and around Saginaw, Mich., will again be with Lewis Bros. Circus. Del says that Buck Harris and Pete O'Del will take to the road again and that Billie Readlinger will not be out, as he plans to finish high school. Andy Calino, the chimp, is also playing dates in Saginaw, mostly schools.

REX M. INGHAM, general agent of Edna Acker's Congress of American Indians, and Mrs. Mildred Ingham, contracting agent, recently enjoyed a visit with Harry and Charlotte LeVine at their home in Pikesville, Md. The LeVines are making a number of school-house dates around Baltimore with their picture and vaude show. The two small LeVine boys are working out daily.

ED LARUE of Six Flying LaRues, states that Lora Valadon, who had been a patient at Rhode Island Hospital, Providence, since 1932, recently was taken home on Portland street, that city, by her husband, Dan. She received more than 1,600 letters, cards and telegrams from trouper while at the hospital. The walls of her apartment are filled with autographed photos of headlines in vaudeville and motion pictures.

FRANK (DOC) STUART, of Oklahoma City, makes occasional trips to Kansas City, Chicago and Dallas via plane and on January 29 came within an ace of taking a ship which made a forced landing and crashed near Gainesville, Tex. The pilot was killed and five passengers hurt. Frank gulped a couple of times when he heard the news, but expects to soon forget the near accident, as he's very fond of flying.

JIMMIE (WAXO) SALTER, 24-hour agent of Downie Bros. Circus, a resident of Milledgeville, Ga., last 20 years, has moved into his new home, built by his in-laws. Was visited recently by Mr. and Mrs. "Mitt" Carl and Mickie and George Larkin. Mrs. Salter fixed the canned goods for "dinner," while Jimmie "arowed" the route to his home from city limits. Salter has had a fine winter of "window work" with his "Waxo, Mechanical Man Act." Following (See UNDER THE MARQUEE page 57)

Great Olympic Circus At Gilmore Stadium

HOLLYWOOD, Calif., Feb. 1.—The first outdoor circus to open the season will be the Great Olympic Circus and Congress of Dare-Devs at the Gilmore Stadium February 15-16: two performances daily. Will be under direction of Summer-Schaller Attractions, featuring Four Sensational Jacks; William S. Hart will be emcee and equestrian director. The American Olympic Finance Committee, Southern California Division, is putting over this circus for the Benefit American Olympic Team Fund to send American athletes to Germany. Cliff McDougall has been appointed publicity director.

Program will include Mansel, Raoul and Louis Velardi, Frank Evers and Company, tight and bounding wire ensemble; Viera Duo, Dainty Leonora, Raymond Behee, aerial trapeze; Guinevere Henry, Marguerite Gorman, Jeanne Andre, high-school horses; Dell LeClair, Johnson and Dean, Roy Dove, Norman and Dukor, juggling and hat throwing; Pepito, Bones Hartzell and Company, LaEspagnol Troupe, Monte Riga, Tom Plank, clowns; the Yohans, double loop-the-loop; Hughes Kiddies, singers; Felix Valle, Jack Cavenaugh, Sam Garrett, Monte Montana, trick and fancy riding and roping; Four Bell-Thazera, Jack and Virginia, Adaline and Company, "Athletes Picturesque"; wild and domestic trained animals; Four Darlings, Girls in Golden Whirl. There will be 50 acts, four bands (Almee McPherson will furnish 60-piece band) and movie stars.

Dexter Fellows

(CSSCA)

Tent Tattles

By FRED PITZER

NEW YORK, Feb. 1.—Jim Chloupek info from Oakland, Calif.: "Polack Indoor Circus here this week and it went over big. Fine acts and some very good performers" . . . writer recently talked before the American Fiction Guild, fine group of men and women writers in all fields. Frank Gruber, president of the New York chapter, has been doing a fine piece of work and during our hardest months has kept the organization out of the red. . . . Frexy Tony Sarg will create and build Streets of Paris at Luna Park. This will be similar to the layout at the Chicago exposition . . . we retrieved a case recently. It's the property of Charles Bernard, made out of wood copped from the Andersonville prison. One of Charley's relatives took up space in this prison during the hectic days of the Civil War and this walking stick is held in high esteem by the well-known circus commentator.

Have just received the January-March number of *The Soudast Ring*, the official organ of the CPA of England. This interesting journal has already reached the seventh number in its third volume. It is made up of 20 pages and contains plenty of illustrations that breathe the very life of the circus. It contains a historical account by M. Wilson Disher entitled *That Ashtley's*. . . . Nice letter from Billie S. Garvie, Hartford scribe, with which he sends his editorial on Dexter Fellows' forthcoming book. The book is finished and contains 130,000 words. We are in thoro accord with the following paragraph: ". . . If the work is not too badly mangled by the amanuensis and retains the rich flavor of reminiscence possessed by the author it will be a very welcome contribution to history and literature as well as a memorial of lasting value."

Last Wednesday the Tent officially adopted its new constitution and by-laws. Was drafted by that well-known jurist, Judge Walter Schiesinger. The Tent also gave one of its best initiation stunts to Ely Culbertson, who was the Fall Guy. When it came to Tony Sarg's turn to take over the meeting he gave a burlesque biography of the bridge expert, charging him as being a breaker-upper of homes, and Ely retaliated by saying he will balance matters by becoming a poker expert and give the men a chance to get away from their wives. Ely was then entertained by two great artists. The one was Foster Welsh, the one-man band, who brought down the house with his Cab Calloway and operatic imitations, and the other was Zingone, who stopped the show with his almost unbelievable tricks. The day was made complete when the two stooges brought forth a tremendously man-size playing card, hollow inside, into which Mr. C was asked to step. It was the King of Hearts, and there was an opening in the card where the king's face ought to have been, and thru this opening Ely was ordered to stick his physog. Then Zingone was asked if he could change the king into a queen, and he said he could, and with a magic word, "Allakabazza," the bottom of the card—or we might have said the lower section of the card—flew up and the card was changed into a queen, showing undies 'n' everything, including silk stockings and those other whatchamacalls. The prop was built at the Sarg studio, and the trick was not only loudly applauded, but was received with shouts of "Great!" Then Ely received his medal of membership, he being called "The Grand Slam." Telegrams of regret were received from Masyor La Guardia and Lowell Thomas.

Sylvester With Cole Show

ROCHESTER, Ind., Feb. 1.—Ernest Sylvester, after 12 years as superintendent of paint department of the Hagenbeck-Wallace, Sells-Floto and John Robinson circuses at Peru, Ind., is now in charge of paint shop for the Cole Bros.-Clyde Beauty Circus here. On the road he will be painter and big-show ticket seller. His wife will ride.



The Corral

By Roudy Waddy

A RODEO is to be staged in connection with this year's Lee County Fair at Donnellson, Ia.

THE OUTSTANDING contestant news that broke last week was that R. L. Nelson bulldozged a steer in 3.9 seconds at the Denver Rodeo.

THE LUNSFORDS, Roy (Red), Rene and Richard, are wintering at Quitman, Ga. Have with them Jack Nelson and Floyd Kampton, also nine head of stock. They have worked five weeks indoors.

"COWBOY" JOHNNY DAVIS is director and trainer of stock with the Circle-C Rodeo and Society Horse Show being organized in Ohio for the coming outdoor season.

CHEROKEE BILL, formerly with Wild West shows, has been playing night clubs and theaters in and around Cincinnati with his fancy shooting, whip popping and rope spinning and featuring his trained dog TAZMAN.

E. (PEE WEE) LUNSFORD informed C. L. (Jack) Raun's winter quarters that Raun plans launching a combined rodeo and Wild West show in late spring, carrying about 12 bronks and 10 steers in addition to his menage, high jumping (including an elk) and other stock.

JIMMIE AND ALICE POSTER recently spent a couple of days at Macon, Ga., while en route northward. Were headed to Wilmington, O., later to winter quarters of Cole Bros.-Beatty Circus at Rochester, Ind. According to the report, Alice's mother accompanied them.

H. F. HALL is contemplating his affiliation with a combined-attractions outfit, including Wild West, to go to South America next fall. He writes in part of his trip to South America back in 1912 as general agent the L. X. L. Ranch Show: "We had such as Tom Mix, Chester Byers, Sammy Garrett, etc."

MAYBE someone whose features resembled Fred (Fog Horn) Clancy was among "those present" at Miami, but take it from Fog Horn it wasn't himself. Possibly, the party who furnished the list of names for publication (in a recent issue) took a guess at it. Anyway, Fred postcarded from Smithfield, Tex., that he was there, at the ranch, having arrived December 24.

CHARLIE BELDEN was the subject of one of Snookie Allen's combination-sketches cartoons. Dealt with Belden being formerly a top-notch rodeo contestant, his large ranch and great herds of cattle and antelope in Wyoming, and included "Probably the only cowboy in America that owns real estate in New York City—he owns an apartment house on Fifth avenue! The wealthiest cowboy in the U. S.!"

WINNERS OF "FIRSTS" at this year's rodeo in connection with the stock show at Denver: Bronk Riding—Eddie Curtis (Turk Greenough received a broken leg at the Saturday afternoon show). Bull-dogging—Hub Whitehead. Bareback Bronk—Paul Carney. Steer Riding—Smoky Snyder. The Corral editor regrets that he cannot give a complete list of contestant winners (they deserve it), but only the foregoing were received for publication.

MONTANA MEECHY writes that the recent report that his father-in-law, Buckskin Ben (Stalker), would put out a show this year, with Meechy as manager, was partly erroneous. Says Meechy: "I am putting out my own show, motorized, and playing nothing but Ohio, two-day spots, until fair time. I will carry my Cowboy Band and will continue to broadcast daily from WAU, Columbus, O. Before the fair I will play under auspices, giving the Wild West show each afternoon and evening, and after the evening performances will give the free street dances as I have been doing."

NEW YORK—Directed by Joe Daly, the cowboy dance and entertainment held in the Delano Hotel January 24 was an

interesting affair. Among those in attendance were Bronco Charlie Miller, Charlie Aldridge, Frank Byron, Tex Logan, Al Hansen, Walter Murley, Wayne Sutton, Bert Weema, Jack (Shorty) Miller, Tex Switzer and his three roping-kids and others. There were also a number of Indian performers. Special guests were Fred Beebe, Cal Cardway, Alex Tormsen and Frank Moore, of Madison Square Garden. Music was by cowboy band of Greer County, Tex.

WILKES-BARRE, Pa. — Col. Jack King's show here, slated for a week late in February, has signed four feature acts, Wilno, cannon projectile; "Tin Horn" Hank Keenan, clown; Lieut. J. Riley Wheelock and his Indian Band, and Capt. S. Selme and Russian Cossacks. Advance staff work is under direction of George T. Fitzpatrick, with Edgar C. Wallace assisting. C. Harry McMurray, publicity manager, is delivering talks before local service clubs and lodges. Mayor Charles M. Loveland is expected to open show. Elmer Perdue is supervising boys and girls' contest and will also do announcing. Catherine Fitzpatrick is in charge of headquarters office and Catherine Rose of contest office. Bob Gearhardt and Whitey Martin are among hands already in town. Parade permit has been obtained. Event is under auspices of 109th Field Artillery Athletic Council.

THE 1935 YEAR BOOK of the Rodeo Association of America was recently issued. It contains the constitution, by-laws and rules of the association, and among other interesting items the names of contestant winners in events at 53 RAA points rodeos (some otherwise titled) staged last year in 15 States and at Calgary, Alta., Canada. Accompanying the booklet, Secretary Fred S. McCargar (Salinas, Calif.) inclosed a bulletin relative to the forthcoming annual convention of the association, in part as follows: "Conferring with Judge Maxwell McNutt, president of the Rodeo Association of America, yesterday, he wishes and I urge every member rodeo and every other rodeo interested in becoming a member to make particular effort to be at the convention in Tucson, Ariz., February 19-20. His urges that you do as the Salinas Rodeo has done in appropriating a certain sum for each director so that as many as possible can attend. Salinas appropriated \$60 per director. About 10 will go from here. Also he asks that any show which has any particular subject to discuss to advise him at once and suggest the name of anyone who would be the proper person to present it. The judge has consented to revise and bring down to date his very valuable paper on "The Legal Liabilities of Rodeo Managements." Kindly return the inclosed card with statement as to who will attend the convention from your rodeo. Inclosed is the Year Book for 1935, with the proper changes in rules as submitted by the committee appointed by Judge McNutt. Go over these rules carefully and write in your suggestions for changes or improvements. Any member show which has not yet received its RAA emblem cut is urged to notify the secretary, and a cut will be sent immediately."

Brown, Lyn Open in May

STRICKLAND, Me., Feb. 1.—The Brown and Lyn Dog and Pony Show, Bill Brown, manager, will open second week in May. Program consists of dogs, pony, bear, monkeys, goats, birds, hillbilly band, Punch and Judy, colored singers and dancers. Show has been on road 10 years and travels in Maine.

Chicago Circus Notes

CHICAGO, Feb. 1.—Dennie Curtis is busy with preparations for his Shrine circus date in Minneapolis. He has an imposing lineup of attractions.

R. L. Hickey, publicity director for the Clyde Beatty act, has been in town all week paving the way for Beatty's engagement, which opened at the RKO Palace Friday.

J. D. Newman, general agent of Cole Bros.-Clyde Beatty Circus, is back in town after an Eastern trip.

In the list of honorary pallbearers at Bert Bowers' funeral an error was made in one name. Instead of Harry Hurd the name should have been Harry Bert. Byron Spaul, circus man and stage-show owner from Adelphi, O., was here recently conferring with tent makers and booking agents. It is understood he will have a large unit on tour next summer. Courtney Ryley Cooper was saying

hello to friends in Chicago last week. Cooper, who is on a lecture tour, is working on a new book of circus lore.

William J. Lester, last season contracting agent for Hagenbeck-Wallace Circus, will hold a similar position with the Cole show this year.

Activity at Quarters Of Rice Bros.' Show

JACKSON, Tenn., Feb. 1.—The unusually cold weather has not made Rice Bros.' winter quarters so agreeable. However, the buildings at fairgrounds are suitable for wintering of show. Barns housing the stock are weather-proofed and have large base burners, and the stock is pretty well protected.

Jack Walsh arrived from his home in Philadelphia to take charge of the winter-quarters kitchen and get ready for the road season. Assistants in kitchen are Pat Dalton, chef, and Bob Smythe, cook. Elizabeth Webb and Mabel Heath are working on spec wardrobes. Owen Webb and Charlie Heath, in carpenter shop, have completed 12 sections of 10-high blues. W. D. Storey, auditor, has been getting out a new line of stationery and a set of books for coming season.

Jim Williams is in charge of animal barn and has been working on new routines. Jerry Sweetland is boss pony boy, and John Gland is in charge of the dogs. Bill O'Day, assistant to Bill Erickson, general foreman at quarters, has been improving the general equipment. Word has been received from the Cole show that Rice Bros. may expect any day a shipment of cat animals from Rochester, Ind. A new feature with show is a cowboy stunt star from Hollywood for the concert.

The show will be equipped with 40 trucks, 23 of these with semi-trailers, 25-foot length. The band will consist of 12 pieces. Tommy Constock in charge. Bert Wallace, equestrian director, will arrive shortly. The advance will travel in three cars and two bill trucks.

Peru Pickups

PERU, Ind., Feb. 1.—Frank (Buffalo) Smith, Joseph Urban, Edward Lawson, Frank Perry, Fred Merkel and Samuel Delano, concession men, formerly with Nick Carter on winter dates, left overland for Grand Rapids, Cleveland and other winter dates. Stated by Merkel that sextet will be with carnivals this season.

Bertie Hodgini renewed acquaintances here with Fred Young. Hodgini, son of Al, was en route to St. Louis to work a date.

Earl (Irish) Greer, veteran of H-W, left for Rochester to join Cole Bros.

Stated that Jack Biggers was still in charge of railroad circus shops here. Also unofficially stated that Biggers was slated for an Al G. Barnes post.

Mrs. Erna Rudynoff has been assisted by Mrs. Fred Barth in making wardrobe. Mrs. Sam B. Dill was in Peru this week.

Announced here that George Davis, steward of H-W in 1935, will be in charge of Beckmann & Gerety carnival cookhouse this season.

Ollie Miller is with Gardner's force in the bull barn.

Macon, Ga., Jottings

MACON, Ga., Feb. 1.—Charles Underwood, former press agent of Sparks and John Robinson circuses, spent January 22 in the city. Is now in the advertising business and makes his headquarters at Americus, Ga.

Teresa Morales is one of the features of a new revue, which opened at Savannah January 20. Is going Spanish web and heel and toe catches on trapeze.

The Mayme Butters act is now a feature of the Cosmopolitan Flashes. The "Flashes" are playing in Alabama and will shortly start a tour of the Sparks Circuit in Florida.

Jimmie Baker arrived here from Providence, and after spending a week left with his wife, Teresa, to join a revue in Savannah.

Dinty Moore and Bill Gordon returned from Chicago, where they attended the Coin Machine Convention. Dinty will have machines on a number of the larger carnivals, including the Sheesley Shows.

Ralph Redden, who has been spending the greater part of the winter in Atlanta, returned to Macon and will play a number of dates in this section with his magic act.

Shorty Daugherty, lately in charge of the Ringling-Darnum elephants, is now

Fine Program By Hendershot

LOS ANGELES, Feb. 1.—A most pretentious promotion was the affair sponsored by Compton, Calif., Lodge of Elks, and the Parent-Teachers' Association of that city. Ed Hendershot was the promoter, with Whitey Gore handling concessions and publicity. The former presented a fine circus program. The menagerie top, big top and padroom of the Tom Mix Circus was used and George Surtees had the Ted Metz Side Show top on the midway. Doc Cunningham was the announcer, and John Agee, equestrian director.

The show ran January 23-25, two performances daily. It was not as big a financial success as had been anticipated. In the menagerie were 23 automobiles. Twenty-two spaces for merchants' displays were sold. A. Batfield, who handled advertising banners, had 47 on the line.

The Program

Concert by Charles Redrick and band. Tournament, 24 mounted people and lead animals from Tom Mix Circus. Bob Matthews and his lions in steel arena. On ladders, the Misses Blanco Escalante, Smith, Bowers, Asher, Arbuckle, McVey, Roberts and Esther Escalante. Trained dogs, worked by John Burk, Miss Ford and Homer Hobson Sr. Principal bareback act, Herbert Hobson. High-wire slide, Harry Matthews. Herman Nowlan, Hank Linton and Booger Red, lariats and horse catching. Oliva Brothers on horizontal bars; Puerto troupe on bars. The Silver Whirl, Betty McVeigh and Mildred Asher. Menage number, the riders — Misses Ford, Linton, and Arbuckle, Tony Gest, Booger Red, Tight wire, Manuel Malette. Hackneys to huggies on track and in rings, John Agee and Hank Linton. Ponies, worked by Miss Ford and Homer Hobson Sr.; elephants, Capt. Reese. Trick riding and roping, Herman Nowlan, Hank Linton and Booger Red. Pins troupe, acrobatics and Arab tumbling. Yackie Gentry and the movie chimpanzee, Jiggs. Riding Hobsons, four in number, comedy riding by Homer Hobson Jr. For closer, the Escalantes' flying act.

Concert, Wild West acts presented by Ed Hendershot, Herman Nolan, Willow Jones, Tony Gest, Hank and Ella Linton and Booger Red. There were also musical numbers. Clowns, Art Augusted, Roy Brown, A. Gibson and Mother Beaumont. Side Show, George Surtees, manager; the attractions, Hap, tattooed man; Marie Top, fat girl; Loretta and snakes; Billy Lyons, novel card mentalist act; Major Lyons, magician and illusions; Otero, piano accordionist; Adam and Eve. Jimmie Hurd was assistant to Surtees.

Robert Brown, of Tom Mix Circus, was treasurer; Verne Arbuckle, of Mix show, and Charley Dodson, auditors; Herman Nowlan, in charge of stock; Capt. Reese, animals; Hank Linton, chief of cowboys; W. D. Corbett, propa. One of features of the show was the introduction of the race driver Barney Oldfield.

Among visitors noted were George Tipton, Joe De Mouchelle, Jo Krug, Stanley F. Dawson, Mark Kirkendall, Mr. and Mrs. Ed Walsh, Dal Turney, Paul N. Branson, Dennis Helms, Harry Baker, Mr. and Mrs. Rhoda Royal.

The concessions: A. C. Barton and crew had the novelties; Hoop-La, Alva Rockwell; cigar game, Polish Fisher and Ed D. Davis; lamps, Eddie Lane, with Charley Hillman, Jess Jordan and Jack Ward, assistants; dolls, Tony Nelson; blower, Albert Oleson—Tommy Sanders and Sammy Steffens, assistants; radice, Sol Grant, with Al Steffen and Al Lindberg; novelty rolldown, A. Schwartz, Benny Caplan and Louis Wald; pillows and dolls, Jack and Frank Shaffer; jewelry, Mrs. Ollie Polk; clothes pin game, Mr. and Mrs. M. M. Buckley and Hunter Farmer; groceries, Jo B. Mann, Jack Davis and Les Shelton; Japanese novelties, Mr. and Mrs. Mae Levine; ham and bacon, Bill Groff; Jack Maister, assistants. Others having concessions were Jack Moore, Chit Morgan, Ralph Malcolm, Ollie Polk, Benny Fields, S. Mendel, Sammy Coomas, Charley McCarthy and L. D. Walters.

In charge of the Downie Bros.' herd of nine. He is breaking the four baby elephants purchased last summer from the Candler Zoo in Atlanta and, incidentally, adding some new routines to the large group.

COMEBACK IS SHOWN IN VA.

Revivals, Bigger Marks Reported

Convention hears business plea by Chambliss, who is to aid carnival tax fight

RICHMOND, Feb. 1.—Virginia fairs which could not ride thru depression years "are coming back," declared President H. B. Watkins and Secretary Charles B. Ralston at the 19th annual meeting of Virginia Association of Fairs in the John Marshall Hotel here on January 27 and 28.

"There will be at least five new fairs in the State this year, and those that have been able to carry on thru the five years of poor business are rapidly coming back. Three of these equaled or broke all-time records in attendance last year," declared Mr. Ralston. Optimism shown by association officers was voiced by secretaries present, while carnival men at the meeting were equally sanguine as to the outlook.

With General Assembly now in session here, the fair men considered two important matters of legislation pending, a measure to give the State Corporation Commission authority to regulate

(See COMEBACK IS on page 40)

Augmented Acts for Lincoln

LINCOLN, Feb. 1.—Nebraska State Fair officials will meet this month to discuss grand-stand entertainment. President R. R. Vance, Hastings, said the board is prepared to spend more money than it has in the last five, recognizing need of higher class entertainment and probability of a better money year.

Canadians Re-Elect Stewart

WINNIPEG, Man., Feb. 1.—Western Canada Fairs Association, Class B, at its annual meeting here in January elected C. E. Grobb, Portage la Prairie, Man., honorary president; H. E. Keady, Melfort, Sask., president; S. R. Heckbert, Vermilion, Alta.; Joseph Trimble, Portage la Prairie, vice-presidents. Keith Stewart, Portage la Prairie, was re-elected secretary-treasurer.

JOE FRANKLIN presented Joe and Pals, thru courtesy of the Gus Sun Sun Booking Agency, at the recent banquet of Illinois Association of Agricultural Fairs in the St. Nicholas Hotel, Springfield.



WAYNE W. DAILARD, assistant managing director of California Pacific International Exposition, who is responsible for reconstruction of the Fun Zone, on lines said to be entirely new, for the second season of the exposition which will open on February 12.

Great Lakes Expo Assured By Big Fund in Cleveland

CLEVELAND, Feb. 1.—Civic leaders formed a corporation to finance and direct Great Lakes Exposition, to be held here June 27-October 4. Officers announced that \$1,000,000 had been subscribed to underwrite the exposition.

Eben G. Crawford, president of Cleveland Electric Illuminating Company, was elected president; Mayor Harold H. Burton, honorary chairman, and Dudley S. Blossom, general chairman. Nearly 100 prominent citizens were chosen members of a permanent board of trustees.

Lincoln G. Dickey, in charge of preliminary planning, was named general exposition manager.

Ontario Will Aid Ag Shows

OTTAWA, Feb. 1.—Assurance that the Ontario government would do its best in the interests of agricultural shows was given at annual meeting here of Central Canada Exhibition Association by Duncan Marshall, minister of agriculture. Controller (Dr.) G. M. Geldert, a vice-president, was elected president; vice-presidents, R. O. T. Hitchman and O. A. Beach. There were keen contests for election of eight directors to the city and agricultural sections of the association.

Bay Staters Oppose Changing Racing Law; Hear Ticket Talk

MAFA convention stands strongly for present exemptions which fairs receive—advance sales are called best insurance against loss—Boston shows business charts

A preliminary report of the 16th annual meeting of the Massachusetts Agricultural Fairs Association, held in Greenfield on January 23 and 24, appeared on pages 3 and 59 of the last issue. Full details follow.

GREENFIELD, Mass., Feb. 1.—Mindful of the racing question and its increasing importance to the fairs in Massachusetts, Frank H. Kingman, Brockton, substituting for Milton Danziger, Eastern States Exposition, Springfield, who could not attend owing to illness, brought in a resolution during the wind-up session in which he echoed the sentiment of the association as "unalterably opposed to any change in the present State racing law which in any way will change or affect the present exemption which fairs receive between August 15 and September 30."

Playing Safe

NEW YORK, Feb. 1.—Dr. and Mrs. Myron L. Ingram, Chicago, are taking no chances of being left on the street during the New York World's Fair in 1939. This letter has been received by Joseph C. Reynolds, managing director of the Hotel Belvedere here: "I am contemplating a visit to New York for the opening of the World's Fair in 1939, and, of course, I will bring Mrs. Ingram with me. Knowing how difficult it will be then to get good accommodations, I therefore would like you to reserve a double room with bath, similar to the one I occupied on my last visit." Director Reynolds says the original letter will be framed on his office wall where everyone can see whether the doctor is a forerhand man.

Bloomsburg Report Is Good

BLOOMSBURG, Pa., Feb. 1.—Nearly \$10,000 profit on the 1935 Bloomsburg Fair is shown in report of Treasurer Jacob Maust. All obligations have been paid, including the last note against the association, leaving a cash balance of more than \$7,300. Premiums last year totaled \$13,922.55, one of the largest outlays in the State. Total receipts were \$79,255, including a \$9,807 balance from 1934.

Huron Contracts Repeaters

HURON, S. D., Feb. 1.—For South Dakota State Fair Secretary James G. Venables announced Henries Bros.' Shows have again been selected. Grand-stand show will be presented, as in 1935, by Ernie Young. Auto races will be directed by J. Alex Sloan. Plans for "thrill day" are incomplete. South Dakota and Minnesota boards working together on this.

Highlighting Mr. Kingman's draft were eulogies on the passing of Thomas W. Ashworth, "a true friend and loyal supporter of fairs and harness racing, who had the adulation and respect of his associates"; on Harry A. Ford, past president of MAFA, "a staunch character and a fine man," and on Joseph H. Maloney, Great Barrington, "a true and firm believer in agricultural fairs."

A success story of operation from the standpoint of a medium-sized fair, but presented as a method for fairs, large and small, was served up by Wallace H. Gilpin, Barton, Vt., who said the best way of insuring a fair against loss is adoption and execution of an advance ticket sale, a system inception in Barton in 1932 and followed thru to unqualified success ever since. Mr. Gilpin cited Indiana State Fair, Indianapolis, as a ready example of what the ticket advance is capable of doing.

Laurence B. Boston, State Department of Agriculture, introduced five charts covering premiums, operation figures, attendance, per capita expenses and exhibits on 14 major fairs for five years, 1931-35, stressing agriculture as the foundation of the State's fairs.

Outstanding orator of the Thursday chukker was Oscar W. Ehrhorn, former

(See BAY STATERS on page 41)

Kansas Celebration Is Set

WICHITA, Feb. 1.—Charter for Kansas Exposition Corporation has been issued by the State, and officers are doing preliminary work toward staging Kansas Industrial Exposition and Diamond Jubilee here next October.



VIEW OF THE LARGEST ATTENDANCE IN YEARS at the annual banquet of Michigan Association of Fairs in the Spanish Grill Room of the Fort Shelby Hotel, Detroit, on the night of January 22. Toastmaster was Fred G. Green, former governor of Michigan.

Pacific Coast Field Brighter

Confident note for future rules San Francisco meet—more events are scheduled

SAN FRANCISCO, Feb. 1.—Bigger and better fairs, rodeos and festivals and more of them will be staged in California, Oregon and Washington during 1936. Other Western States will also join in the procession. This was the message to Western Fairs Association, meeting in the Hotel Whitcomb here on January 24 and 25. Optimism prevailed throughout sessions and the convention, with 125 delegates, showed greater attendance and interest than in several years. Executives reported a most encouraging outlook for 1936 and are mapping programs accordingly.

E. G. Vollmann, secretary-manager of San Joaquin (Calif.) County Fair and president of the association, sounded a confident note when he announced an approximate 25 per cent increase over last year in number of dates already set for 1936.

More Revenue Expected

"Conditions are better today than they have been in many years," he said. "From all sections of the West come optimistic reports. Business is decidedly on the pickup and the future looks brighter than ever before. There is also evidence that with improved private business, public revenues will increase and government assistance to agricultural societies and fair organizations will be restored to a point where managers will be able to plan with greater assurance of security."

Manager Ernest S. Holmes, Salt Lake City, saying that Utah will hold its second State fair there in four years, was at the convention to request an adjustment of dates, so that other State and county fairs would not conflict with the Utah event. Exhibitors, concessioners and amusement men were given free rein to circulate among delegates and introduce their lines. Fetters were set out for contracts, but none were actually reported at close of the conclave.

Frank Lieglinger, secretary of Western Fairs Racing Circuit, in his report stated that purses for California State Fair, Sacramento; San Joaquin County Fair, Stockton; and Los Angeles County Fair, Pomona, totaled \$125,859.50. In addition to these, Fresno sponsored a four-day program of harness and running races. Tulare had a similar three-day event, Marysville a two-day program and Fernalde a three-day program of running races. Several fairs propose race meets this year.

Cook New President

Harding J. McGuire, assistant secretary of California Racing Board, between questions fired at him regarding adequate State supervision of meets at county fairs, urged greater co-operation between fair officials with his office in setting programs. By this means, he explained, more competent officials will be available. He advised delegates that the racing board is contemplating setting a \$200 minimum purse for county fairs, which brought a rousing protest from delegates. He also predicted that more than \$1,500,000 will be wagered at fairs in California during the year.

W. Coburn Cook, secretary of Stanislaus County Fair, Turlock, Calif., was elected president. E. G. Vollmann, retiring president and secretary-manager of San Joaquin County Fair, was made vice-president. Charles W. Paine, secretary-manager, California State Fair, retains his office as secretary-treasurer of the association for the eighth consecutive year.

Paine Supervises Banquet

In the Whitcomb Hotel Roof Garden an elaborate banquet and entertainment was under supervision of Lewis Paine, son of Secretary Paine. No less busy was George K. Edwards, assistant manager, California State Agricultural Society, California State Fair, who was recording secretary. During the banquet Thomas Lee Artiste' Bureau, under direction of Ellis Levy, Pacific Coast booking manager, presented an elaborate floor show

of 20 outstanding acts. Banquet was attended by about 250.

Amusement interests were represented by Lee Brandon, L. O. Chapman, C. P. Albright, Foley & Burk Shows; Mike Krekos, W. J. Jessup, West Coast Amusement Company; J. Ben Austin, Crafts 20 Big Shows; Phil H. Williams, Will Wright, Golden State Shows; Tom Henry, concessioner, Fred McCarger, secretary of California Rodeo Association, was boosting Salinas Rodeo.

A legislative committee was appointed with Ed Vollmann, chairman; A. J. Elliott, secretary-manager, Tulare County Fair; Jesse H. Chambers, manager, Santa Barbara County Fair; C. B. Afferbaugh, Los Angeles County Fair, and Charles H. Soey, San Francisco International Live-Stock Exposition. The group will also function as public relations committee. To give members opportunity to meet and discuss problems before the Legislature convenes, the next convention will be held one month earlier, on December 4 and 5, this year, in San Francisco, giving the association ample time to prepare and introduce bills and act on other legislation helpful to fair interests, it was said.



Fair Grounds

SANDUSKY, O.—Erie County Fair, discontinued five years ago, may be re-established this year. County Agent M. R. Myers said he had been interviewing residents to determine sentiment and finds re-establishment widely favored. Buildings recently were reconditioned as a PWA project.

SILSBEE, Tex.—At annual meeting of Hardin County Fair Association report of Secretary Fred Weatherby showed that a profit was made in 1935 after expenses and bond interest had been met.

LANCASTER, O.—Annual report of Fairfield County Fair shows receipts were about \$5,000 in excess of expenses, insuring continuance of the annual, directors said.

COLLIERVILLE, Tenn.—A Horse Show may feature the third annual Collierville Cheese Carnival in April. Collierville, 24 miles from Memphis, attracted 25,000 people to last year's event.

BROCKTON, Mass.—Herbert Pinkham, well-known horseman, has been named chairman of the Horse Show of Brockton Fair, the association having decided to restore the old-time Horse Show in 1936, opening on the second day of the fair.

DES MOINES, Ia.—Winneshiek County Fair, discontinued two years ago because of withdrawal of county aid, will be revived this year, stockholders decided when O. B. Goodno, O. J. Ness and James Hepburn were re-elected directors for three years. Emil Rosenthal, to succeed P. T. Rambo, resigned, was elected for one year.

URBANA, O.—Champaign County Fair Society closed 1935 with all premiums paid; \$17,037 paid on a \$10,000 debt and a cash balance of \$399.18, according to report of Secretary John Yoder.

DOVER, O.—Tuscarawas County commissioners appropriated \$2,000 to pay obligations incurred by Tuscarawas County Agricultural Society, sponsor of the county fair, enabling fair directors to start 1936 with a clean slate, said Harold Boltz, president.

NEENAH, Wis.—Federal government has consented to pay \$4,586 as its share of a program on Winnebago County Fair grounds, Oshkosh, to include construction of stock judging and sales pavilion and painting of other buildings.

NAPLES, N. Y.—Naples Union Agricultural Society has taken proceedings for holding the 55th annual fair next September on the fairgrounds, recently purchased by the federal government. L. O. Bond, project manager of the Re-settlement Administration, announced the government would lease the grounds for a period of years. It is the desire of the government to put the land to as good local use as possible. A committee was appointed to negotiate with proper officials for the lease.

1938 Frisco Expo Opening Improbable

SAN FRANCISCO, Feb. 1.—From all indications Bay Bridge International Exposition will not be held here in 1938. Analysis of problems indicates that actual opening will be in the spring of 1939.

Sources close to San Francisco Exposition Company admit that chances for a 1938 opening are remote because reclamation of Yerba Buena shoals in San Francisco Bay, where fair is to be held, has not started and will require at least one year to accomplish, erection of buildings after reclamation work is completed will take another year and many exposition problems cannot be tackled until reclamation and building programs are completed.

Foreign participation was also cited. Negotiations with other countries, it was pointed out, cannot be started until Congress officially invites them. Then invitations must pass thru many departments and be acted on by other nations.

The exposition company directors have cast the die to insure holding the fair by pledging themselves to raise \$7,500,000 from private sources to finance it, this sum to be added to \$6,244,000 contributed by the Federal government.

Performers in Indianapolis

INDIANAPOLIS, Feb. 1.—A number of performers of the winter colony here attended the recent Indiana fairs' meeting in the Claypool Hotel, reports Eddie Keck. Ed McElroy is training Johnny Murphy for his new bar act, working in Ede gym with the company of Charles Enos, formerly of the Ringling show. Sterling Rose Trio plan an early start at parks and fairs. Harry La Pearl and Company went to an indoor date in Danville, Ill., followed by Des Moines. Tudor Sisters and Avery with Eddie Keck, who have been playing night clubs, have started indoor dates to take them east for Hamid dates, starting on May 30. Ed Prodell, clown cop, worked a store during the holidays. Rube Marker and Company are in Washington Inn here.

DE PERE, Wis.—Barnes-Carruthers acts and Thearle-Duffield fireworks have been contracted for an American Legion Celebration on July 4 and 5 on Brown County Fair grounds, reports Fred M. Smith, post secretary.

LAKELAND, Fla.—Merrill Brothers and Sister, wintering here, will play Florida Fair, Tampa, for the eighth time, following an engagement at Volusia County Fair, De Land. Blondin-Bellime Troupe also are sojourning here. Sensational Oliver passed thru recently on his way to the Florida West Coast.

Again a Record

Once more the House of Hamid is pleased to report a record number of grand-stand bookings made at the annual fair association meetings. Past performances justify repeat orders.

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MONTEZUMA, IND., AUGUST 3 TO 8. Independent Shows, Shows, Concessions and Fire Acts. On a new Park location. **CLAIR WAGGONER, Chairman.**

ROCHESTER TWP. VOL. FIRE DEPT.
Desires to book Carnival for coming season. Answer T. D. STABLOW, Rochester, Pa.

THE LOUISIANA STATE ASSOCIATION OF FAIRS

Will hold its annual meeting at the Court House in Jennings, La., on Friday and Saturday, Feb. 14 and 15, 1936, commencing at 2:30 P.M. on Friday. Banquet at American Legion Hut at 7 P.M. on Friday.

For Hotel or Banquet reservations communicate with **MRS. ROSEBUD MOSES, Secy.** Jeff. Davis Parish Fair, Jennings, La.

A cordial invitation to attend is extended to all fair officials, extension workers, amusement and concession people and others interested in fairs.

HON. HARRY D. WILSON, PRESIDENT. **W. R. HIRSCH, Vice-Pres.**
R. S. VICKERS, Secy.-Treas.

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See 14 Daring Young Men Defy and Laugh at Death.

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B. WARD BEAM
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Dallas Meet Roster Small

Texas association has lower attendance—Herring in brief for carnival variety

DALLAS, Feb. 1.—At the annual meeting of Texas Association of Fairs on January 24 and 25 in the Adolphus Hotel here, compared to previous years, attendance was poor, registration showing 37 fair men and 25 attractions representatives. President Ed C. Burris, Lufkin, opened the meeting and delegates, were welcomed by Frank Watson, publicity director of Texas Centennial Exposition, Dallas, to which A. L. Taylor, Amarillo, responded.

L. B. Herring, Beaumont, on Outstanding Features or Amusements of the 1935 Fairs, dealt with amusement features used at Beaumont Fair over a period of years. He pointed to the carnival as an example of variety in entertainment and its importance on the fairgrounds. Otis Fowler, Denton, led discussion on Mr. Herring's talk. What Inducements Should Be Offered To Encourage Vocational Exhibits? was topic of Robert A. Manire, supervisor of vocational agriculture, Commerce, and discussion on his talk was led by Lee Carviness, Paris, followed by The Most Effective Advertising or Publicity Method Used in 1935, by J. C. Watson, Graham; discussion by C. A. Duck, Greenville. Luncheon on Friday was served on the Adolphus Roof, at which Frank Thompson, Sherman, presided.

Rupard Secures Acts

Friday afternoon session was presided over by W. O. Cox, Tyler. How To Handle Labor Problems, a paper prepared by Claud Holley, Gonzales, was offered by W. H. Moore, McKinney, in Mr. Holley's absence; discussion by Pete Smith, San Benito. Making Agricultural Exhibits Educational was by M. R. Martin, Marshall, and discussion by Bill Lawson, Huntsville. Round-table discussion was led by M. D. Abernathy, Longview.

At the banquet Friday night on the Adolphus Roof Garden Mr. Burris was toastmaster. Acts secured by Roy Rupard furnished entertainment. L. P. Merrill, regional conservator, soil conservation service, Lindale, talked on soil erosion.

Saturday morning A. B. Davis, Lubbock, on New Ideas on State Methods of Exhibiting, offered one of the most interesting talks of the meeting. Richard Knight, Crockett, led discussion Justification for a Fair, by C. F. Adickes, Huntsville, and discussion by Roy Rupard, Dallas, was the closing subject.

Thompson Is President

Frank Thompson, Sherman, was elected president; R. W. Knight, Crockett, secretary-treasurer; W. H. Moore, McKinney; C. A. Duck, Greenville; D. L. Grandbury, Spur; Pete Smith, San Benito; Ed Bishop, Plainview, regional vice-presidents.

According to by-laws adopted at the 1935 meeting, all future meetings of the association will be held in Dallas, dates to be set by president and secretary. It has been the policy to alternate between the Adolphus and Baker hotels, which if followed next year will make the Baker the meeting place.

Among attractions representatives present were H. P. Adey, Kempco-Thomas Company; E. D. Brewer, All-Texas Shows; T. J. Tidwell, H. G. Buchanan, Tidwell Shows; S. B. Doyle, Mine World Shows; D. S. Dudley, D. S. Dudley Shows; W. H. Hames, C. R. Fulton, T. G. Ledel, R. S. Mealey, Bill Hames Shows; Roy Gray, Roy Gray Shows; H. W. Hennies, W. S. Streeter, Hennies Bros. Shows; J. George Loos, Loos Shows; Frank Sharp, Regalla Manufacturing Company; Mel H. Vaught, State Fair Shows; Gregg Wellingshoff, The Billboard, Dallas; E. C. Cogburn Attractions; Frank F. Weaver, Weaver Badge and Novelty Company; Jack Ruback, Western States Shows.

Convention Highlights

While in Dallas most delegates took advantage of the opportunity to look over the Centennial Exposition grounds, A. B. Davis, Lubbock, late in arriving,

Fair Meetings

Louisiana State Association of Fairs, February 14 and 15, Court House, Jennings. R. S. Vickers, secretary, Donaldsonville.

New York State Association of Agricultural Societies, February 18, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine avenue, Albany.

Association of Connecticut Fairs, February 18 (meeting place to be selected) Hartford. Leonard H. Healey, secretary, Hartford.

had a neat telegraph bill to settle before returning.

Retiring president and secretary, Ed Burris and Frank Thompson, left their successors a set of books of which the association can be proud and a cash balance in bank considerably more than when they took office.

Gainesville Community Circus was represented by A. Morton Smith, D. E. O'Brien, Roy P. Wilson and G. D. Bell. While in Dallas they contracted with Texas Centennial Exposition to play the Community Circus at the exposition on June 25-27.

Weaver Badge and Novelty Company again handled registering of delegates.

Frank P. Duffield, Thearle-Duffield Fireworks Company, came to the balm South from Chicago, where the thermometer reached 18 degrees below. W. R. Hirsch and Joe Mansour, secretary-manager and assistant manager of Louisiana State Fair, Shreveport, made their annual trek to the meeting.

Mrs. J. George Loos distributed valuable souvenirs from Old Mexico.

Young County Fair, Graham, is following a program whereby all premiums are paid promptly, according to G. O. Cozart, president, who advised that a large percentage of premium money is spent on the grounds. Last year, 14th year of the fair, was the first time this system was tried.

Says Conklin Advanced Funds

RICHMOND, Va., Feb. 1.—Harry Bentum, manager of Beach Bentum Diving Sensations, who was here for the Virginia fairs' meeting, denied a statement that a booking office had advanced money for the troupe to join Conklin's All-Canadian Shows. He declared that J. W. (Patty) Conklin wired the money to the booking office for transportation of the company, plus \$141 for customs bond for apparatus, that Miss Bentum repaid Manager Conklin in weekly sums during the season, that Mr. Conklin will vouch for this and that Miss Bentum holds receipts for the payments.

George A. Hamid spoke interestingly on The Phenomenal Success of Fairs Using High-Class Attractions. "Last year 40,000,000 people paid to see outdoor attractions in the United States and Canada, and 40,000,000 Americans cannot be wrong," he declared. He advocated avoiding "cheap attractions."

Watkins Is Re-Elected

For the 18th time Colonel Watkins, Danville, was re-elected president, and Mr. Ralston, Staunton, who has been secretary since organization, was again elected to that office. Charles A. Somma, Richmond, and T. B. McCaleb, Covington, were re-elected vice-presidents. Other vice-presidents chosen are R. Willard Eanes, Petersburg, and W. L. Tabacco, Lewisburg, W. Va.

Assisting in entertainment, besides Managing Director Somma, Virginia State Fair, were C. T. Riddick, Blair Meanley, Clyde Ratcliff, and Mrs. Franklin Sheppard and R. W. Spillman, also of the State fair. It was tentatively agreed the next meeting would be in Richmond next January.

At the banquet Katherine Behney's Revue provided entertainment, thru courtesy of George Hamid, T. Gilbert Wood, Roanoke, was emcee, and A. J. Crafts, New York, humorist, was principal speaker.

Carnival representatives present were Captain and Mrs. John M. Sheesley, C. W. Cracraft, Mighty Sheesley Midway; J. H. Marks, Marks Shows; Mr. and Mrs. Harry Bamish, De Luxe Shows; Max Linderman, Don Montgomery, Mrs. Earl Purtle, Mr. and Mrs. J. L. Edwards, World of Mirth Shows; Lee Schaefer, William Glick Shows; Frank West, Jack V. Lyles, George S. Marr, West's World's Wonder Shows; I. Cettin and J. W. Wilson, Cettin & Wilson Shows; Chris M. Smith, Bantly Shows; W. C. Kaus, A. J. Kaus, Kaus United Shows; J. M. Riddle, D. Denby, Art Eldridge, Riddle Shows; Dave B. Eady, Eddie Lippman, Eady Bros. Shows; J. E. Strates, H. W. Jones, Matthew J. Riley, Strates Shows.

Among others present were W. B. Bretznitz, Donaldson Lithographing Company; Phil Wirth; Joe Basile, Madison Square Band; Bench Bentum; M. B. Howard, George A. Hamid, Inc.; W. A. Hicks, S. A. Conway, American Fireworks Company; John Serpico, International Fireworks Company; A. T. Vitale, Ohio Display Fireworks Company; D. T. and Louis Iorio, Iorio Fireworks Company; W. C. (Billy) Senior, Jannie Graves, Gus Sun Booking Agency; G. E. Kohn, Fulton Bag and Cotton Mills Company; H. V. Thomas, Hampshire Tent and Awning Manufacturing Company; Harry Bentum, Hearst Consolidated Publications; W. T. Stone, Chimney

now, unfortunately, depend on carnivals for finances, and that is not good business in any respect." He advocated booking diversified grand-stand attractions, adding that "you get just what you pay for."

Would Aid Carnivals

As to the "pass evil," he said that handling this question on a business basis was responsible for success in large measure in operating North Carolina State Fair. Whereas \$10,000 had been given out in passes one year under State operation, he had given out 36 passes in 1935, he said. For carnival employees he favored a system under which no passes be given to carnival attaches, his plan being to have a special gate for such employees and attaches and to have a dependable man, with a carnival agent also present, to recognize carnival people.

"For years I have fought for clean and legitimate concessions," said Mr. Chambliss. "Years ago I was laughed at, but now, I am happy to say, carnivals are actually trying to present clean concessions. Patrons have been scared of games at fairs. I am a friend of the carnival man. I know fairs must have carnivals, and when they show a disposition to do their best, they will always find me championing their cause. We should help the carnival man; he is, after all, our partner in business. I confess many fairs charge the carnival man too much for the privilege. So I want to congratulate the carnival in general for willingness to co-operate in this respect."

"I believe in the idea of 'live and let live.' So I suggest closer co-operation between carnivals and fair managements. In North Carolina the tax on carnivals is entirely too high for still dates, which has brought about promotional fairs, so I will be one to help the carnival man get a reasonable tax when the North Carolina Legislature meets in 1937."

George A. Hamid spoke interestingly on The Phenomenal Success of Fairs Using High-Class Attractions. "Last year 40,000,000 people paid to see outdoor attractions in the United States and Canada, and 40,000,000 Americans cannot be wrong," he declared. He advocated avoiding "cheap attractions."

Advance Sales Are Big in S. D.

Publicity aided by business interests—all of Fun Zone space has been contracted

SAN DIEGO, Feb. 1.—Business leaders, stores, city officials and manufacturers are aiding the exposition publicity department in distributing millions of envelope inclosures, said Fred Masters, publicity director. Folders are profusely illustrated with scenes of the exposition and were prepared under Mr. Masters' direction. Alan L. Houser, business manager of The San Diego Sun, and Richard L. Scollin, manager of El Cortez Hotel, were elected members of the board of directors, and 15 more "ambassadors" added to more than 100 who serve gratis in promoting special trips and giving out news about the programs, were announced by Elwood T. Bailey, in charge of special activities.

Shattering records for advance ticket sales of last year's exposition, almost 100,000 season and souvenir tickets were sold in the San Diego area alone, said Harry P. Harrison, director of admissions. Sales during a 17-hour period of the first day of selling totaled 92,850, more than four times the number sold on opening day sales last year; sales on second and third day reached 250,000. The management has limited 1936 season and souvenir tickets to 75 per cent of last year's advance allotment.

Days of '49 Located

Boxing and wrestling under auspices of the AAU will be a feature in the new athletic stadium north of the new fun zone, said Ernest Hulick, in charge of sports events. Officials co-operating will be Art Jessop, AAU registrar for San Diego County; Les Cook, in charge of boxing, and Frank Crosby, managing wrestling. Great merchandise marts will be represented in the Importers' Market, one of the important exhibit palaces, formerly the House of Charms, according to Philip L. Gildred, managing director of the exposition.

All space in Spanish Village has been sold, reports Fred L. Wolfe, manager. J. Ed Brown, manager of shows and concessions, said all space in the Fun Zone has been contracted. He announced that a Days of '49 Stockade, with Wild West Museum, big dance floor, dining hall and floor show, will be at north end of the zone under management of L. B. Utter. All equipment for the great "mobile lighting" display has been installed, reported H. O. Davis, consulting engineer. Under supervision of Otto K. Olsen, illuminating engineer, 100 workmen are putting in 3,000 twinkling bulbs in tree tops of Alcazar Gardens and Palm Canyon and installing sun arcs and spotlights. Reconstruction began on Entertainment Palace, under direction of C. S. Harper, director of works.

Stanley Graham Returns

A brilliant social season at the exposition was forecast, with announcement of the women's executive committee by President Frank C. Belcher. Mrs. Lorenzo Barney was named chairman, and Mrs. B. J. O'Neill, chairman of the house committee. Mrs. Frank G. Belcher again will be ex-officio member of the executive committee. Remodeling is under way in Cafe of the World, to be operated by J. S. Madill. On the Fun Zone work is being speeded on a cocktail lounge being added to Bavarian Garden, under management of Willi Strobel, and remodeling is being pushed in Pallasades Cafe, under management of John Krutler. Stanley Graham, back from Dallas, is rushing work on the Nudist Colony in Zoro Gardens. Johnny Meyers, chief talker, is here. A. J. Humke, in from Chicago, will manage one of the shows on the Fun Zone.

Corner Park; Henry Roeller, Roeller Amplifying Service; William B. Hicker, George Hirschberg; J. A. Franklin, Regalla Manufacturing Company; William Hopping; D. L. Basinger; Ralph A. Hankinson, Hankinson Speedways.

MARIETTA, O.—Vaude acts, style show revue and period dancing are programmed for a February Exposition Jamboree of American Legion Post No. 6, to be produced here by Moorehead Attractions Company, Zanesville.

N. W. Booking And Dates Set

Contracts are made during meet in Grand Forks—Finke secretary again

GRAND FORKS, N. D., Feb. 1.—Officers of 11 fairs in North Dakota and Northwestern Minnesota outlined dates and booked attractions in annual convention of North Dakota Association of Fairs here on January 23-25 in the Dakota Hotel. R. E. Forkner, Langdon, was elected president; D. P. McGowan, Grand Forks, vice-president; Frank Talcott, Fargo, and G. A. Ottinger, Jamestown, other executive committee members. H. L. Finke, Minot, was re-elected secretary. Mr. Talcott is retiring president.

Members represented North Dakota State fairs in Grand Forks, Fargo and Minot in the major circuit and county fairs in Jamestown, Hamilton, Langdon and Fessenden in the Grain Belt circuit. Here from Minnesota for conferences with booking agents were officers of Thief River Falls, Hallock and Warren fairs.

Grand Forks again this year will have the first fair in this territory on June 22-27, while Minot's is set for June 29-July 4 and Fargo's for July 6-11. Of the Grain Belt fairs Jamestown's will be on July 3-4, followed by Langdon's and Hamilton's, oldest in the State.

Goodman Contracts Three

Royal American Shows were booked for Grand Forks midway and will go from here to Brandon, Man., to begin the Western Canada Class A circuit. United Shows of America were contracted for Minot and Fargo. Conferences on two days failed to result in final action on night grand-stand shows for the three fairs. Bidders were Ernie Young and Barnes-Carruthers.

Barnes-Carruthers, represented by Rube Liebman, booked night shows and grand-stand acts in Langdon and Hamilton, N. D., and Thief River Falls, Minn. Jamestown and Fessenden officers went home without signing contracts, it was reported. Kittson County Fair, Hallock, Minn., will book attractions thru Lew Rosenthal. Max Goodman's concessions were booked for the three North Dakota State fairs, and it was announced there would be two days of horse racing at each of these shows.

Visitors included Raymond A. Lee, secretary of Minnesota State Fair, St. Paul; Harold F. DePus, secretary of North Montana Fair, Great Falls, and Harry L. Fitton, secretary, and Charles Pickens, director, Midland Empire Fair, Billings, Mont. About 100 fair officers, amusement men and others attended. H. H. Billing, Fargo, State 4-H club leader, outlined work of junior clubs and value of fair exhibits as an incentive for achievements.

Secretary Lee; H. H. Greer, Fargo; J. E. Pyle, Fargo; State Senator Thomas Whalen, St. Thomas, and Kenneth McGregor, president of North Dakota Live-Stock Breeders' Association, spoke.

Lee on Paid Gate

Mr. Lee discussed problem of the free gate vs. paid admissions, and strongly opposed free passes, reviewing the experience of Minnesota State Fair and showing that profits increased appreciably and grand-stand receipts gaiped when free admissions were discontinued. Mr. Ottinger, chairman; Mr. Talcott; Edward W. Vancura, Fessenden, and Franklin Page, Hamilton, were appointed to audit association accounts, revise by-laws and constitution and recommend dues. Everett Perrin's 11-piece orchestra and a University of North Dakota male quartet furnished music at the banquet. Ralph Lynch, president of North Dakota State Fair for Grand Forks, spoke briefly.

Showmen included Sam Solomon, Sol's Liberty Shows; Orville Hennies, Hennies Bros.' Shows; John H. Castle and Robert L. Lohmar, United Shows of America; Larry S. Hogan, Beckmann & Gerety's Shows; Peter Siebrand, Siebrand Bros.' Shows; Carl Swain, Bremer Shows; Carl J. Sodmayr, Royal American Shows. Other amusement representatives were Rube Liebman, Fred Kressman, M. H. Barnes, Ed I. Schooley, Barnes-Carruthers; Ernie Young, Ernie Young's Revue; Leo Semb and Julie Miller, Miller's

Jewels; Gladys Williams, Williams & Leo Attractions; C. W. Hineck, Congress of Thrillers; Max Goodman, concessions; Lew Rosenthal, Rosenthal's Attractions; F. Robinson; W. J. Ray, Western North Dakota Rodeo; Mert Gribble, Thearle-Duffield Fireworks Company, and Regalia Manufacturing Company; D. E. DeWaldo, DeWaldo Attractions; Sonny Bernet, Globe Advertising Company.

Tampa Fair To Be Invaded By Fair Execs and Showmen

TAMPA, Feb. 1.—An unofficial convention of American and Canadian fair secretaries and managers looms during Florida Fair on February 4-15, according to word received by General Manager P. T. Strieder.

Fair executives who have announced their intention to attend include Charles A. Nash, Eastern States Exposition, Springfield, Mass.; Frank H. Kingman, Brockton Fair, Brockton, Mass.; Charles A. Somma, Virginia State Fair, Richmond; C. M. Miller, Butler (Pa.) Fair; John P. Fielder, Spartanburg (S. C.) Fair; M. M. Benton, Virgil Meigs, Bill Breitenstein, Southeastern Fair, Atlanta; Raymond A. Lee, Minnesota State Fair, St. Paul; Dan P. McGowan, North Dakota State Fair, Grand Forks; Ralph Ammon, Wisconsin State Fair; Julius Cahn, Luxemburg, Wis.; C. W. Green, Missouri State Fair, Sedalia; Taylor G. Brown, Oshkosh (Wis.) Fair; Willard W. Eilenwood, Ohio State Fair, Columbus. Invitations have been mailed by Man-

spoorhase Horses, Burt Northrup's Educated Horse; Johnnie Fringle, wire act; Don Bernardo, swinging wire; Los Gatanoses, perch; Ben Benz, aerial act, and Lucky Teters' Hell Drivers.

Sedalia's Enlarged Carnival Site and Other Work Pushed

SEDALIA, Mo., Feb. 1.—Carnival contract for 1936 Missouri State Fair goes to Mel Vaught's State Fair Shows, Secretary Charles W. Green announced. As the shows played the fair last year, the contract calls for a considerable enlargement and improvement. With favorable weather it is expected to complete grading the new half-mile race track soon. Completion of lagoon and landscaping shoreline will follow.

The carnival grounds, now twice former size, are being filled and drained. A new sewage disposal system, about 80 per cent complete, will connect with the city plant. Altho the State Fair will be two weeks later this year, distribution of premium books will be about 30 days earlier than usual.

Secretary Green said he is making an effort to assure attractions which are out of the ordinary for Missouri, with bookings to be completed much earlier than previously. State-wide Beauty Pageant, sponsored last year for the first time, in affiliation with the National Beauty Pageant, is under way for 1936.

The banquet was a distinct success and payer than in other years of these annuals. On the date a speaker and guests were Alvan H. Dobbrow, chairman of the local board of selectmen; Howard Haines Murphy, commissioner of agriculture; L. B. Boston; Judge Embrorn; Fred C. Brown, president Vermont Agricultural Fairs Association; President Baker of State College; Charles A. Nash and Representative Ernest H. Sparrell. Entertainment, furnished by Paul N. Denish, manager of the Boston office of George A. Hamid, Inc., with Mr. Hamid emceeing, drew on the talents of Florence May, blond accordionist; Richard and Martin, tap and acrobatic dancers; Three Knights, balancing; Cortelli's Hollywood Dogs; Ralph Nyland, baritone; Two Teddies, eccentric acrobats; Three Whirlwinds, dynamic skating combination, and George Ventre, baton-leader of the Stetson Radio Band, who directed the tunes. There was also a wood-sawing demonstration by a pair of husky exponents of the rustic art.

Hamid Gets Contracts

Grange and community fairs held their own session under direction of Otis E. Hall, Hampden County Improvement League, and programed were L. B. Boston; Charles Shepard, of Warren; H. Ruth McIntyre, of State College; Edward C. Hempel, superintendent of schools, Orange; Clair V. Heald, Natick Community Fair; Earle S. Carpenter and others.

Attraction interests attending were George Hamid, Paul Denish; George A. Hamid, Inc.; Henry L. Rapp, Alfonso Striano, American Fireworks Company; Salvatore Giolosa, National Fireworks Distributing Company; B. Ward Beam, B. Ward Beam Attractions; Dick Gildorf, rides and concessions; S. A. Kerr, Art Lewis Shows; Harry Eddels, Rutland (Vt.) Fair, and concessions at other fairs; Joseph J. Godin, Interstate Fireworks Company; Thomas, Richard and Nellie Coleman, Coleman Bros.' Shows; Col. Jim Bekew, Herb Maddy, Harris-Eckew Rodeo Attractions; William McNally, John Levine, rides; Sam Anderson, collective-attractions; R. D. Morrill, Suffolk Electric Company; Randolph Fireworks Company, others being unregistered.

George Hamid announced grand-stand contracts awarded him by Presque Isle, Union, Farmington, Bangor and Skowhegan, Me.; Barton, Rutland and Essex Junction, Vt.; Lancaster, N. H.; Greenfield, Northampton and Marshfield, Mass., and the following for Lucky Teters' Hell Drivers, Reading, Pa.; Brockton, Rutland and Toronto; Farmington, N. J.; Frederick, Md.; Harrington, Del.; Lancaster, N. H. (two days, closing on Sunday); Raleigh, Rocky Mount and Greensboro, N. C. He said the recent storm damaged property at North Carolina fair plants in which he is interested, including Rocky Mount, Williamston, Greensboro and Clinton, being especially heavy in Rocky Mount. Coleman Bros.' Shows reported Middletown, N. Y.

Side Shopping

Talk about your protean ast, there's Whit Wells. He's head man (superintendent, that is) of a cemetery in Greenfield; George Bean is Northampton's leading auctioneer; Representative Sparrell is an undertaker, but you'd never know it by looking at him. . . . Ward Beam was the tallest man at the conclave and plenty active, too. . . . W. H. Gocher, secretary of the National Trotting Association, missed a meet for first time in more years than anyone could remember. Wrote in to say he was in "dry dock"—rheumatism. . . . Also on the ailing list and absent was Allan J. Wilson, manager of Suffolk Downs track in the hub. . . . Old Sullyboy was tendered thanks for its co-operation during the year. So were Paul O. Kirk, chief of State police, and Howard Murphy, agricultural commish. . . . Frank Kingman and family (including six months' old Alexander Barry Kingman) will make the Tampa Fair. So will Charlie Nash. . . . Once again the meet was favored by the presence of Elliott H. Platt, of neighboring Connecticut, where he serves as p. a. for the department of agriculture. . . . Henry Rapp was delighted at receiving a check for \$500 (in advance, mind you) from Lancaster, N. H. Twas for fireworks program. . . . Harry Eddels was certainly the works in the taproom Thursday evening (and far into the diminutive hours of Friday). Just a guy with the personality terrific. . . . The Billboard reporter lost a flock of important scribbles while being tossed around by the Three Whirlwinds during the entertainment (?) inning. Dynamic Hamid lost his blue tooth while taking a fall at finale with the reporter.

Two-Year Record of Mass. Fairs

GREENFIELD, Mass., Feb. 1.—Following are some of the more important figures pertaining to Massachusetts fairs, revealed by Laurence B. Boston, director of the division of reclamation, soil survey and fairs of the State department of agriculture, at the annual meeting here of the Massachusetts Agricultural Fairs Association:

14 MAJOR FAIRS—1934-35. (Brockton and Eastern States Exposition Not Included)			
	1934	1935	Inc. or Dec.
Attendance	109,275	109,698	423
Gate Receipts	\$41,152.20	\$43,509.88	\$ 2,357.68
All Expenses	75,762.11	91,296.30	15,534.19
State Premiums	14,527.90	15,124.05	596.15
Local Premiums	9,580.14	8,243.79	-\$1,336.35
Race Premiums	9,570.03	10,845.84	1,275.81
Free Acts	12,219.38	17,551.84	5,332.46
All Exhibits	35,390	36,741	1,351
Live Stock	10,430	10,467	37
Agricultural	29,610	29,640	30
Young People's	11,970	13,586	1,616
Home Department	5,409	6,775	1,366
Industrial	371	326	-45

COMMUNITY AND GRANGE FAIRS			
	1934	1935	Inc.
Attendance	66,257	67,085	828
Premium Payments	\$4,320.52	\$5,400.15	\$1,079.63
Exhibits	19,327	21,505	2,178

Grange			
	1934	1935	Inc.
Attendance	18,751	21,798	3,047
Premiums	\$2,046.56	\$4,405.51	\$2,358.95
Exhibits	18,311	24,487	6,176

ager Strieder to all members of the International Association of Fairs and Expositions. Plans are being made for a special clubroom for visiting execs and showmen.

Showmen listed to attend include Ernie Young, Young productions; Charles H. and Frank B. Duffield, Thearle-Duffield Fireworks Company; J. Alex Sloan, American Booking Agency; Ralph A. Hankinson, Hankinson Speedways; Sam Gumpertz, Pat Valdo, Roland Butler, Ringling Bros. Circus; M. H. Barnes, Barnes-Carruthers; George A. Hamid and a dozen or more carnival managers.

Jim Conley Seriously Ill

CINCINNATI, Feb. 1.—Jim Conley, of the Conley Attractions, was in serious condition with pneumonia in Fort Sanders Hospital, Knoxville, Tenn., last week, according to word from Estelle Tolar. After spending a day with him, Fred and Frieda Conley took acts on to open in Steubenville, O. Until Jim's recovery, it was said Morgan Tolar Conley would handle some of the acts and animals around Knoxville.

Array of Acts in De Land

DE LAND, Fla., Feb. 1.—Among acts at Volusia County Fair here on January 28-February 1 were Steiner Trio, comedy bur; Mabel Mack's Mules and Dogs, Flying Howards, Merrill Bros. and Sister,

BAY STATERS

(Continued from page 38)

president of New York State Association of County Agricultural Societies, who hit government super-spending, construed as a veiled attack on the national administration. Mr. Ehrhorn, New York, referee in bankruptcy, is a former president of the National Republican Club.

Kids' Day and P-T.

Other speakers were James G. Watson, editor The New England Homestead, who traced history of the agricultural fair; Ralph H. Gaskill, Topsfield, who declared that motorcycle races, wrestling bouts and a Goat Show were built up at his event as leading attractions; Whitman B. Wells, Greenfield, who dwelt on an advance ticket drive and 4-H Club work; George H. Bean, Northampton, who described the "ideal" goat show and believed that every fair could get the schools closed on kids' days by working thru Parent-Teachers associations; Frank Kingman, who said the Big Four attractions in Brockton were a Sportsmen's Guide, a Machinery Show, a Stamp Show and a Radio Show; Ernest H. Sparrell, Marshfield, new president, who spoke on legislative activities; Charles A. Nash, Eastern States Expo, who called the protective clause in the State racing law "a great achievement" and modestly proclaimed the success experienced with ESE's perennial Quilt Contest; Earle S. Carpenter, chairman of State College, Amherst, who reported on the educational and agricultural exhibits at fairs, and others.

W. Va. Seeks Broader Laws

Games and racing will be considered by legislative committee of association

CHARLESTON, W. Va., Feb. 1.—Tentative dates for county, regional and State-wide fairs were selected here on Thursday by West Virginian Association of fairs in annual parley in the Ruffner Hotel. In addition to re-electing officers, the association picked a legislative committee of three to look after its interests and to inquire into the possibility of broadening State laws as regards to racing and concession games. No program was advanced.

Reports Much Better

Session was presided over by J. B. Sydenstricker, Lewisburg, who was re-named president. Other officers are Dr. Fred C. Allen, Marlinton, vice-president; J. O. Knapp, assistant director of agriculture extension, West Virginia University, secretary and treasurer. Legislative committee includes Dr. Allen, chairman; W. L. Tabscott, Lewisburg, and W. O. Lunsford, Weston.

Reports on fairs last year, according to delegates, show increasing business and prospects for a "nearly normal year in 1936." Mr. Sydenstricker said that virtually every fair in the State in 1935 made money or broke even and as a result boards plan augmented program and attractions this year in hope of equaling pre-depression times.

County Agents Attend

Among delegates were J. B. Sydenstricker, Greenbrier County; J. O. Knapp, Monongalia County; W. H. Roberts, university extension division, Monongalia County; W. L. Lunsford, Jackson's Mill 4-H Fair; C. P. Dorsey, Pocahontas County agent; George Deem, Clay County agent; Harley Burton, Webster County agent; J. D. Peck, Summersville; William C. Simpson, Nicholas County agent; Earl Morrison, Braxton County Fair; W. L. Tabscott, Greenbrier County Fair; T. H. McGovran, Kanawha County agent; Fred C. Allen, Pocahontas County Fair; H. H. Russell, Webster County Fair; Kerth Cunningham, Pocahontas County; J. Haynes Miller, Fayette County agent; Emerson O. Gregory, James E. Weber and W. C. Handlan, State department of agriculture, Charleston.

New County Plant Assured By WPA San Diego District

SAN DIEGO, Feb. 1.—The 22d agricultural district of California, San Diego County, is assured fine fairgrounds with approval of a WPA grant, making possible construction of a \$500,000 plant, received by George P. White, district director. Ground is to be broken at once. J. E. Franks, president of the district, announced, on 184 acres, north of Delmar and adjacent to San Dieguito River slough, location being one of the most central in San Diego county.

Construction on grounds and race course has been divided into eight projects, on which initial expenditure of \$500,000 will be made, as follows: Buildings, grading and landscaping, race track, adobe wall, drainage and sewers, roads and curbs, lighting system, water supply and fire protection.

Main buildings, auditorium, combination grand stand and utility building, 10 live-stock buildings, equipment shed, main entrance building and stables for 600 horses will be erected at once and others as needed. Completion is expected. (See NEW COUNTY PLANT on page 56)

WANTED GRANDSTAND ACTS FOR LOUISIANA LIVE STOCK SHOW

Last Week of April, at New Orleans.

Write SECRETARY,

Box 1460, New Orleans, La.

CAR FURNISH RIDES For Fairs, Home Weeks and Conventions in Maryland and Pennsylvania. HOWARD RINARD, Ewell, Pa.



ED ZIMMERHAGL, re-elected for a second term as president of Minnesota Federation of County Fairs at the annual meeting in St. Paul on January 15-17. Secretary of Houston County Fair, Coledonia, 17 years, he was a State federation director six years, treasurer three years and vice-president two years. Identified with semi-pro and amateur bands, orchestras and shows 35 years.

Malone Has Daytona Contract

DAYTONA BEACH, Fla., Feb. 1.—National championship auto racing will return to Florida after a decade, when a 250-mile stock car beach and road title meet will be held over an eight-mile course here on March 8. Contracts for the event have been closed with James L. Malone, Tampa, publicity director of Florida Fair and veteran promoter from Hankinson Speedways, New York City. Application for AAA title sanction has been made. Construction on the course has been launched under supervision of Sig Haugdahl, noted speed demon, who resides here.

KINSTON, N. C.—Lenoir County Fair is being reorganized, stockholders being business men and farmers, and tentative dates October 5-10.

Keystoners Move To Amend Laws To Impose Back Taxes on Plants

READING, Pa., Feb. 1.—Annual meeting of the 24th Pennsylvania State Association of County Fairs here on January 29 in the Abraham Lincoln Hotel was the best attended in several years, more than 40 members being present. A most optimistic feeling prevailed. Outlook was called bright, and last year was one of profit for a number of fairs that have not shown one in several years.

President E. H. Scholl appointed committees at the afternoon session and an open forum started several subjects. A discussion on State and other taxes on fairgrounds brought out many points, among them that York had been sued for back taxes of several years. Someone had dug up an old statute to

Fair Elections

ELROY, Wis.—Elroy Fair Association re-elected Will Dwyer, president; J. M. Jones, vice-president; O. D. Whitehill, treasurer.

McARTHUR, O.—Vinton County Fair board elected Joseph Saltz, president; Miles E. Thomas, vice-president; John Jones, secretary; J. E. Glandon, treasurer.

LOUDONVILLE, O.—Loudonville Agricultural Society, sponsor of Loudonville Free Street Fair, elected Howard G. Arnold, president; A. H. Weimer, vice-president; J. Olin Arnholt, treasurer. Secretary O. K. Andreas was re-elected.

ANN ARBOR, Mich.—Washtenaw County Fair Society elected Ernest Lohr, E. A. Hunter and Charles McCalla directors. There was a slight cash balance after the year's operations, but contributions of \$2,000 from State and \$235.15 from county were necessary to pay premiums even in part. Directors said radical changes may be necessary.

McMINNVILLE, Tenn.—A successful 1935 Warren County Fair was reported by Secretary Billoat Brown. Directors elected are Ernest Smallman, chairman; E. W. Walling, Billoat Brown, John W. Neims, Frank J. Winton, Dr. C. M. Clark, O. C. Wannamaker, C. D. Walling, P. N. Moffitt, G. W. Hinkley, J. D. Ekins, W. T. Moffitt.

MALONE, N. Y.—Franklin County Agricultural Association decided to combine offices of president and secretary, and H. Bernard Kelley was elected to the post, succeeding President William (See FAIR ELECTIONS on page 45)

SPRINGFIELD, O.—Bob Shaw, manager of Gus Sun Booking Exchange, who has returned from an extended trip in the South and attendance at several conventions of fair managers, reports excellent business conditions in territory he visited.

the effect that fairs where grounds were used for non-profit and strictly for agricultural purpose were nontaxable, but that if used for any other purpose whatever they were taxable. It was said that York Fair board had rented the grounds for several purposes and had built a golf course. Taken to court, the final decision of the Supreme Court of the State was against the fair board, which was compelled to pay \$9,000 in back taxes.

After much discussion by members to show how they had fared, a committee consisting of S. B. Lewis, York; S. B. Russell, Lewistown, and John S. Gilles, Reading, with president and secretary, was appointed to investigate the status (See Keystoners Move on opposite page)

Agricultural Situation

Condensed Data From January Summary by U. S. Department of Agriculture, Washington, D. C.

IMPROVEMENT SHOWN

The year 1935 was one of improvement in the position of farmers, generally speaking. They were not so harassed by drought as in 1934, they were able to raise better crops, especially feed crops, and they made more money. The harvested area of the principal crops, 327,661,000 acres, showed a 14 per cent increase over the drought-stricken harvest of the previous season. But the crop acreage of this year still fell short of the 1928-'32 average by 23,000,000 acres (8 per cent).

Total volume of agricultural production was about the same as in 1934. There was a much larger output of grains, more cotton, somewhat more vegetables and fruits. But these crop increases were offset by a smaller production of meat animals, live-stock products and poultry. Both crops and

animal products, however, are bringing in more income than they were a year ago, notwithstanding that the crops are larger and the live-stock output smaller.

Gross income from farm production for 1935 is now estimated at \$8,110,000,000, which is about 12 per cent increase over the previous year. The net income will be larger also. This increase in farm income reflects very largely an improvement in domestic demand conditions and the lack of surplus stocks. Present indications are that total rental and benefit payments for 1935 will be about \$480,000,000, compared with \$594,000,000 paid in 1934.

INCOME IS LARGER

The 1935 return to farmers for their capital, labor and management is still only 72 per cent as large as it was in 1929. But it is three times the 1932 bottom figure. This is the encouraging

Staffs at Work For Dallas Expo

Showmen and concessioners arriving and administration building is busy

DALLAS, Feb. 1.—With less than six months to go until opening of Texas Centennial Exposition here on June 6, the administration building is beginning to resemble a showmen's reunion as showmen and concessioners gather. Harry P. Harrison, of Redpath's, has taken office in the building. As general manager of the Redpath organization, he handled advance ticket sales for Chicago and San Diego and will shortly start sales of the 2,000,000 ducats he has contracted to sell.

Marc Nelson and Major Keating, of the Old Globe Theater Shakespearean Players, who were big draws in Chicago and San Diego, are here and probably will announce participation in the Dallas Exposition at an early date. Adolph (Red) Volland, pageant and parade promoter, handling special events for the exposition, is booking many special days and activities. Walter Herzog, assistant director of finance and active in the special events department, is in Chicago working on several features.

Sound Truck for Bally

Announcement was made recently that John Strigo would have the official photographer's contract. Since then he has taken over all photography for the exposition, has the "ex" on cameras, films and other supplies on the grounds and has taken a contract to publish the souvenir guide book. Owen White, writer for Collier's and native Texan, is in Dallas gathering material for a series of articles. C. M. Vandenburg, radio and magazine chief for promotion department, is in New York contacting network officials in connection with exposition broadcasts now and during operations period. He announced that Gulf Refining Company, which will sponsor radio at the exposition, building studios and installing \$125,000 worth of radio and sound-system equipment, will build a \$12,000 sound truck for use in pre-opening promotion work.

E. H. Burdick, Chicago, appointed by the United States Texas Centennial commission as federal director of exhibits for the exposition, is president of the Diorama Corporation of America and had charge of planning the United States exhibits at a Century of Progress, Chicago, and at San Diego Exposition. He will direct assembly of federal exhibits in the \$25,000 United States Building and the \$50,000 Negro Hall of Life and Culture.

Dairy Show a Feature

National Dairy Show will be held at the exposition in October in the \$1,000,000 live-stock and agricultural section of the grounds. Future Farmers of America and 4-H Club members from all over the Southwest will witness judging of 1,000 fine dairy cattle.

Frederic Remington, who, more than any artist in history, caught the spirit of the Old West in his canvases, will be paid special tribute when the exposition opens. Chicago Art Institute is assembling a \$10,000,000 exhibit.

thing; That the last year actually has improved the farmer's position relative to other large productive groups. Not all farmers have shared fully in this—Eastern dairymen and potato growers, for instance—but it is true of the industry as a whole.

Gross income from farm production for 1935 is tentatively estimated at \$8,110,000,000, compared with \$7,266,000,000 for 1934 and \$5,337,000,000 in 1932, the low point of the depression. Although gross income in 1935 is still only 68 per cent as large as the income received in 1929, it is considerably larger than in any other year since 1930. Rental and benefit payments have made material contribution to farm income since 1933 and are included in the above estimates, but the amount of such payments on 1935 adjustment programs was less than for 1934. Present indications are that the rental and benefit payments on the crop adjustment programs of 1935 will be about \$480,000,000 compared with \$594,000,000 paid on 1934 programs.



By CLAUDE R. ELLIS
(Cincinnati Office)

CAREY'S luck seems to have followed them to their new location, Circus Garden Rink, Philadelphia. On January 25 1,100 skaters occupied the floor, and crowds of from 300 to 500 are a nightly occurrence notwithstanding extreme cold weather. Everything points to a Carman repeater for them.

E. M. Mocar is now in charge of Carman Rink, and altho many former skaters there have transferred their patronage to the new rink (principally those living near by the place), the Carman is building up an entirely new crowd. This rink is now better able to handle and is getting many private parties and benefits. During summer months the Carman will be remodeled and, if present plans are carried out, will be made one of the finest rinks in the country.

THE WALTZ contest being staged in Chez Vous Rink, Philadelphia, is creating considerable excitement among skaters in Pennsylvania, as winners will be given the championship title for the State as well as garner for them valuable prizes. Large crowds are attending the preliminaries and a capacity crowd is expected on the evening of February 14, when finals will take place.

LEO DOYLE, former speed skater, was a visitor recently at Circus Garden Rink, Philadelphia.

MALCOLM CAREY has a good string of prospective speeders working out nightly in Circus Garden Rink, Philadelphia, and is also, with Bill Holland, getting in shape for any future events that may be staged.

GENEVA Roller Gardens, formerly Club Deauville, a mile west of Geneva, O., opened on January 22 with a newly resurfaced floor. Jack Dalton and Caroline Rose, widely known team, gave an exhibition. The building is owned and operated by the operators by Walter L. Main, noted circus owner.

LEE LARSON, experienced rink manager, has opened North St. Mary's Street Roller Rink in San Antonio, Tex. Skating surface is said to be largest south of St. Louis and building was specially designed as a rink by Mr. Larson. It is large, has a pure white front and about 200 French-type windows. Crowds are being catered to daily, and Manager Larson plans to start a roller hockey

league for games in San Antonio and near-by cities. Many special parties have been booked.

ROYAL DUOS, trick and fancy skating act, has been working in Lexington Rink, Pittsburgh.

PALISADES RINK, McKeesport, Pa., is drawing large crowds at skating sessions thru frequent bookings of name bands. There is roller skating on Sunday, Tuesday and Friday nights, and Tuesday, Friday and Saturday afternoons. Recently Baron Elliot and his orchestra and Vincent Hugo's outfit furnished music.

WORD from Cecil Milam, operator-manager of the roller skating rink in the large exposition building on West Virginia State Fair grounds, Wheeling, recalls that this is his fourth winter season there, extending from October 1 to about May 15. Floor space is 60 by 225 feet on main floor, no posts being in this space. On either side of the 300-foot building a promenade 14 feet wide extends almost the full length. On one side is the beginners' section, the other side being used when clearing the floor for change of program. A large space in the front end also is used by skaters when the floor is cleared. Among equipment are 500 pairs of Chicago skates, all new stock; a new 45-watt public-address system and a large 57-key Artisan band organ. Rink has 14 employees, not all on full time. Joe Mook is assistant manager. Archie Peizer, Bill Rose, Bill Williams and Cecil act as floor men. Mrs. Milam is ticket seller; check room is in charge of Mrs. Gene Carr and skate room in charge of Fred Mellott Jr., who has a crew of six. Special attractions, comedy races, bag tags and others are put on and grand marches when crowds are large enough.

OWING to severe winter weather and with plenty of ice for lovers of ice skating, attendance at roller rinks in the vicinity of Philadelphia fell off to an extent.

SOUTH BEND, Ind., has always been considered a good spot for roller rinks, and there are several within a radius of 75 miles, including that in Elkhart managed by Fred Beck, son of the South Bend owner; Dowagiac, owned by John Pearty; Goshen, managed by Gene Stevens; St. Joe, Benton Harbor, owned and managed by Steve Pearty. Mr. Fox, Peoria, Ill., opened on January 14 in a double store room in Niles, Mich.; Frank Verne is manager in Moose Hall, Kalamazoo, Mich., and Richard Adler, owner and manager, Union Pier, Mich.

FOUR SENSATIONAL MACKS, American roller skaters, are at the Cirque Medrano in Paris. Three Cossacks, American roller skaters, are at the Alhambra in Paris. Harry Avera (formerly of the Whirlwinds) Pour, roller skaters, are at the Hansa in Hamburg. A modern roller rink was opened in the Riviera resort town of Cannes late in January.

FINALS in a tri-county Silver Skates Speed Tournament, scheduled to open in Coliseum Gardens, Mansfield, O., on February 5, will be skated on February 26, reports Merrill A. Wood. It is an amateur event with distance eight laps each heat. Award to winner will be a pair of Chicago racing skates.

DICK BOLTON and Vic Dray, East Liverpool, O., and Curley Molan, Minerva, O., are recent winners in the Tri-State Speed Championship Tournament in Winland Auditorium, East Liverpool. Grand finals are carded for February 9. Speed skaters from Eastern Ohio, Western Pennsylvania and Northern West Virginia entered the tournament, which, under Director Dick Dillon, has been drawing capacity crowds to Winland Rink. Winland Auditorium is enjoying best business since its opening over three years ago. Special parties and events are features. Ruth Hall and Dorothy McGrew, speedy Winland girl skaters, have been meeting girl skaters from other rinks in the district and are rapidly acquiring a reputation as top-notch girl skaters in the Ohio Valley district.

Swinging Around

By CECIL MILAM

Operator of State Fair Grounds Rink, Wheeling, W. Va.

I do not give many prizes, as I do not think that is the best thing to do; that

is, as long as one's business is good, anyway. I have been in roller rinks where managements gave away as much as they took in. The skater, as a rule, figures that he or she should have had a much better prize, so my advice is not to start off feeding your skaters cherry chocolates. You had better start on jaw-breakers, if you get what I mean.

It is hard to jump back from cherry chocolates to jaw breakers, more so than it is to jump from jaw-breakers to cherry chocolates. I think that this is true of all prizes. I am not trying to say that prizes are not all right sometimes, but it can be overdone and is being overdone in some rinks.

Let's take a trip around and visit some rinks, which I have done recently. My first stop was in Pittsburgh, where I visited every rink and found them all doing fair business, even tho it was just before Christmas. I stopped at Palace Rink, Washington, Pa., where Manager Bill Kincaid reported fair business. My next stop was in Toledo, O., my home city, where the first rink visited was Memorial Hall Rink, operated by Al Kish, well known in the rink game. I was surprised to hear that Al was not operating Toledo Coliseum, as he had been at start of the season.

C. J. Uthoff was operating it and had put in a new floor and a new sound system and opened for skating on or about December 15. Crowds were slow getting started, but it was due to the Christmas holidays. I was surprised when I received pictures of the Coliseum on fire, on or about the morning of January 5, and a picture of it burned to the ground. Toledo Coliseum was a landmark, but it was of all-wood construction. Many races on the little wheels were held in this building.

Christmas night I decided to go to Detroit to visit Arena Gardens Rink. A blizzard was in progress when I left Toledo, but with my careful driving and the very careful back-seat driving of my wife we made it safely, only to find my good friend Freddie Martin, formerly of White City Rink, Chicago, in charge of this rink, assisted by his son, Robert. In all my visits to rinks I never found a floor like that one. The main floor, I was told, is 240 feet long and 88 feet wide, with no posts. I will ask Freddie Martin to tell me more about the floor and also the large pipe organ that furnishes music. A large Christmas tree stood in the center of the rink and made a beautiful effect. It will pay any rink manager to visit this rink. And be sure you meet the manager. A glad hand awaits you at this large rink or any rink where Freddie Martin is manager.

KEYSTONERS MOVE

(Continued from opposite page)

of taxation laws and suggest legislation to remedy unfair demands. In discussion of prices of admission, it was shown that quite a few fairs have prices ranging from 25 to 50 cents. Some of those now charging 25 cents showed it had been of great benefit to reduce the price, while others contended that if they cut the price from 50 cents it would probably mean a loss, as they did not have the drawing population of many large fairs held in larger cities. It was concluded that each case must be considered individually as to expense and location of fair. Advertising was discussed by several members who had decided that newspaper advertising was best, especially in country weeklies; some thought radio tieups good.

President Lewis, York, told how successful that board had been in cleaning up concession games by having an outside censor brought in. He said it was the best move ever made there and that they intended to continue it. Walter Moore discussed racing rules; Prof. J. Hansell French, State secretary of agriculture, spoke, followed by Prof. Allen H. Baker, club leader, on Relationship of 4-H Club Work and the County Fair; Prof. Vermer Martin, Department of

public instruction, on Vocational School Activities in County Fairs, and Howard H. Eissman, director of Pennsylvania Farm Show, on Relationship Between County Fairs and State Farm Show.

Chambliss Is Speaker

One of the outstanding addresses was by Norman Y. Chambliss, director of North Carolina Fair, Raleigh, and other fairs in the State, on My Observations in Managing Fairs. It brought out many points that were interesting to members. He dwelt on the pass evil, saying he is trying to invent some idea to overcome it. He declared he never had asked any carnival manager to buy his fairs except once and that was a case of necessity. He said that when fairs are operated on a percentage basis it is better for the fair and the carnival man, as it gives the latter a chance to keep his show up and give better attractions. It was better for the fair, he said, as there is a matter of responsibility between carnival and fair which gives better control to both parties.

S. B. Russell, Lewistown Fair, was elected president. Several changes were made in executive committee. Harrisburg was selected as next year's meeting place. Charles M. Swoyer was re-elected secretary. At the annual turkey dinner in the Abraham Lincoln Hotel more than 300 attended. Addresses were made by old and new presidents, principal speaker being James F. Henninger, Allentown.

Hamid Show Is Best

George Hamid outdid himself in putting on the show of the evening. He has presented many shows at these meetings but this the best of all. Program comprised Catherine Behney Revue in four numbers; Pat Patterson and Lois Dexter, cowboy and girl singing; Polly Anna, in several numbers; Mildred O'Done, vocalist; Willie Morris and Bobby, comedy knockabout cycle act; cornet solo and singing by Joe Basile and Mildred O'Done, total being 16 numbers.

Among attractions representatives attending were S. A. Kerr, Art Lewis Shows; Max Linderman, G. Stenlens, World of Mirth Shows; M. G. Dodson, John Ballie, Dodson's World's Fair Shows; Dave Endy, Eddie Lippman, Endy Bros.' Shows; William Glick, Lee Schaefer, William Glick Shows; James E. Strates, Matthew J. Riley, Strates Shows; J. W. Wilson, I. Cetlin, George Hirschberg, Harry Dunkel, Cetlin & Wilson Shows; George Hamid, Frank Cervone, George A. Hamid, Inc.; Phil Wirth; B. Ward Beam; W. C. (Billy) Senior, Jamie Graves, Gus Sun agency; Billy Ritchey; Ralph A. Hankinson, Charles Williams, Hankinson Speedways; John J. Jackel; Buck Taylor; Joe Basile, Madison Square Garden Band; Louis Irio, Iorio Fireworks Company; Harry B. Lessinger; Henry Repp, Al Strian, American Fireworks Company; C. D. Michele, Hudson Fireworks Company; W. E. Brennitz, Donaldson Lithograph Company; W. C. (Bill) Fleming, H. William Pollack Poster Print; Mrs. James J. Ryan, Alice Ryan, R. C. Corliss, Ryan Tent Company; Paul H. Smith, Smith Tent Company; F. D. Fuller; Morris Horrow, Horrow Novelty Company; A. E. Conroy, William Conroy, J. J. Conroy, Joe E. Tudes, National Ticket Company; A. E. Vitale, D. A. Ross, Ohio Display Fireworks Company; Walter Moore, Harness Horse; A. E. Leatherman, Hoof Boots; L. L. Sharp, Regalia Manufacturing Company; Aerial Fausta.

Dodson Shows were awarded contracts for Bloomsburg Fair, Cetlin & Wilson were awarded contracts for Reading and Butler (Pa.) Fairs and Harrington (Del.) Fair.

YAN WERT, O.—N. E. Stuckey, secretary of Van Wert County Fair, has been elected a director of the United Trotting Association to succeed Judge I. L. Holderman, Dayton, O., president of Ohio Fair Managers' Association.



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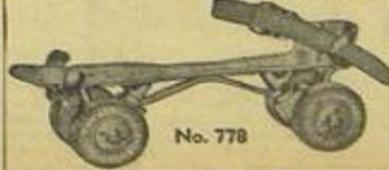
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No. 778

Gulf Coast Pier Project Dropped

Bay-Waveland Co. gives up plans for construction—stock money refunded

NEW ORLEANS, Feb. 1.—Directors and stockholders of the recently incorporated Bay-Waveland Amusement Company have voted to dissolve and to surrender its charter to the State, the concern not to function further.

While considerable stock had been subscribed to, it is said, officials of the association found it difficult to get enough to insure success in erection of a proposed large amusement pier on Bay St. Louis, about 70 miles east of New Orleans.

Plans for the pier were elaborate and officials believed that time was too short to attempt to raise enough money. All paid-in capital has been refunded, it was announced.

Big New Zoological Park Aim of L. A. Corporation

LOS ANGELES, Feb. 1.—Newly incorporated California Zoological Society to establish an educational organization and build it into one of the world's largest zoological gardens for study of wild life is a non-profit one and surveys are being made and plans formulated to secure 150 acres. Temporary home will be in California Zoological Gardens. Plans call for a new ornithological building, aquarium and reptile house. Profits are to go back into the expansion plan, it is said.

At present W. J. Richards, California Zoo, is president, and Herbert J. Batscher, Cawston Ostrich Farm, vice-president. Support of the society is contemplated thru earnings, bequests, subscriptions and endowments. It is announced that the present advisory board comprises Ora E. Monette, capitalist; Louise Ward Walker; Mrs. L. S. Rounsaville, Margaret Clark, Los Angeles board of education; Irving Hellman, banker; L. E. Behymer; D. W. Pontius, Pacific Electric Company; Rt. Rev. John J. Cantwell, Roman Catholic Archbishop of Los Angeles and San Diego diocese; Arthur S. Hull, Arthur S. Bent, A. C. Balch, Rabbi Edward F. Maginn; Tom May, president of the May Company; Dr. Rufus Von Kleinschmidt, president of the University of Southern California; Rt. Rev. Bertrand W. Stevens, Episcopal bishop, and Edgar Rice Burroughs, noted writer.

It will require more than five years to complete plans, backers say, and sites submitted are being studied. Idea is to have the gardens as close to Los Angeles as possible.

MADISON, Wis. — An artificial lung and surgical operation failed to save the life on January 25 of a cub born prematurely to Duchess, lioness in Henry Vilas Park Zoo. The cub was born with two litters.



PEEJAY RINGENS, internationally known high diver, whose challenge match will be held in Palisades (N. J.) Amusement Park in conjunction with a world's championship competition arranged by Nat A. Tor, of The Billboard, and to begin on Decoration Day.

Cy D. Bond Joins Dodgem Corporation

LAWRENCE, Mass., Feb. 1.—Cy D. Bond, veteran park manager, has joined the Dodgem Corporation as sales manager. He has managed spots in Pennsylvania, New York State, Maryland and Canada, his last important park connection having been in Mid-City Park, Albany, N. Y.

At one time Mr. Bond was sales manager of the Philadelphia Toboggan Company.

Motorboat Show Sets Gate and Sales Marks

NEW YORK, Feb. 1.—National Motorboat Show established best attendance and sales marks since 1929 during its run at Grand Central Palace, January 17-26. Close to 1,000 craft were sold to public and dealers, in addition to sales on motors, equipment and accessories. Motor manufacturers announced issuance of dealer and agent credentials to 2,500 people from three-fourths of the States.

Show fraternity sees in the revival of luxury-buying a healthy indication of good returns for their 1936 season. Jamming of customers on several days, especially the closing, caused the annual comment on the need in New York of a bigger exhibition arena.

Alexander at Pa. Meet

HERSHEY, Pa., Feb. 1.—Pennsylvania Amusement Parks Association will hold its winter-meeting at the Community Center here on Saturday. President Robert L. Piarr announced. Norman S. Alexander, Woodside Park, Philadelphia, will talk on compensation insurance and progress that has been made by the national association in the reduction of liability insurance rates. A dinner will be served in Hershey Inn and a theater party will follow in Hershey Park.

Pittsburgh Hall Plans Move

PITTSBURGH, Feb. 1.—Realization of a federal loan of \$6,250,000 for construction of the proposed Pittsburgh convention and exposition hall is seen near with announcement from Washington that Allegheny County Authority's \$24,185,000 contract with the Public Works Administration will be made clear for such a loan. PWA officials have authorized a careful study of the proposed project after viewing preliminary plans. The building would put Pittsburgh in the market for some of the largest conventions and make way for a skating rink, huge ballroom and other modern features.

DETROIT city council has approved purchase of three zebras, four ostriches, two giraffes and two secretary birds for Detroit Zoo, to cost \$6,550. Mrs. Aaron DeRoy, widow of a former member of the Zoo commission, paid part of the purchase price.

Springfield Lake Future Uncertain

AKRON, Feb. 1.—Springfield Lake Park, south of here, many years one of the most active Eastern Ohio amusement parks, will not open next spring unless the entire plant is leased to an operating company.

William Martin, owner of the land, said he will no longer operate the park himself. Altho major rides and concessions have been removed from the midway, there remain a spacious dance pavilion, shelter houses, Merry-Go-Round, several concessions, bathhouse and beach, with boating facilities.

Many years operated by Springfield Lake Park Company, composed of Akron and Canton business men, the spot had bookings equal to any other amusement park in this area.

Gilronan Honored by Scouts

YOUNGSTOWN, O., Feb. 1.—Eddie P. Gilronan, well-known Eastern Ohio amusement park executive, many years in Idora Park here and last season with Geauga Lake Park, Geauga, O., has been given the Silver Beaver award, highest honor within power of Mahoning Valley Council, Boy Scouts, for outstanding distinction in the field of scouting and community service. He has been active many years in Scout organization work in the Youngstown district.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Is there anyone who is bold enough to say that the weather ain't cold enough? Cold weather, tho, isn't preventing progress on '36 World Fair grounds, Flushing. It's going ahead at a slow, but nevertheless accomplishing, gait.

Speaking of the fair the other day with a big shot of the forthcoming expo, we touched on the subject of showmanship on a big scale. Naturally, we asked the biggie to suggest someone who he thought would stand out in '36 at Flushing "like Sally Rand did at the Chi Fair." Without a moment's hesitation the biggie gave the expected answer: "Frank Buck."

Buck's Jungle as it stands is a great attraction. Transplanting the whole layout to Flushing wouldn't be too difficult a task.

ROCKAWAY BEACH: Snow was never heaped on the Boardwalk as solidly as it is at present. . . . A. Joseph Geist, proxy of Playland Park, busy in local civic work. . . . Good deal of interest being stimulated in the proposed Auto Skyway, running between Rockaway and Jamaica, to speed up traffic to the shore. . . . Maybe one of the Big Three of Far Rockaway's bathing pavilions will be shut down this summer, the nut being more than the take. . . . There's talk about construction of a duplicate of Atlantic City's Million-Dollar Pier, but that sort of stuff has been in the air so long that local observers are absolutely from Missouri until they see blue prints.

LONG BEACH: Social seasons in full swing. At one of the recent dances a lot of Walk concessioners were doing some "fancy music-hall steps," as Eddie Randau describes them. . . . Willie Kuehn is in Florida sending back the usual wish-you-were-here literature. . . . Dave Warren heartbroken over loss of his 11-year-old dog somewhere in Mincola. Three days later the finder (See LONG ISLAND on opposite page)

DON'T MISS

"Use of Merchandise in Parks"

By BILL GERSH

Appearing Next Issue in the

WHOLESALE
MERCHANDISE
DEPARTMENT



The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard.)

High-Diving Follow-Ups

Aquatic performers contemplating entering the world's high-diving championship contests to be held, starting on Decoration Day, in Palisades Amusement Park, Fort Lee, N. J., details of which were printed here last issue, are urged to send for entry blanks early.

There's one thing to remember which I thought I stressed last week but apparently not. Regardless of whether you have written in before concerning this high-diving meet, you must write in again and request an entry blank or one will not be sent you. Just because you had correspondence with the writer last summer, please don't think that you are automatically in the contest. Write today, requesting your blank.

Also last week a booking route was mentioned as one of the prizes for the winner. It can now be announced that arrangements along this line have been definitely formulated and that the well-known George Hamid office will arrange at least a six weeks' route for the victorious man or fem diver. That and \$500 are certainly something for which to work. So enter today without fail and don't forget to consult last week's issue of The Billboard should you have missed the details of the contest.

Pool Regulations

Some time ago an editorial ran here about the evil practice employed at many outdoor and indoor tanks, prohibiting patrons from doing this thing and that and advertising those rules in a command fashion. Now I see where St. George indoor pool, Brooklyn, N. Y., has gotten around this problem nicely. Thanks to Bette O'Rielly, new praise agent for the St. George, I received a reproduction of the poster used at that natatorium which, Bette writes, "has caused much comment and amusement." And no wonder. The poster has been done by Eddie Guillet, one of the life guards at the tank, who is most versatile with india ink and drawing board. Instead of crying "Don't Yell," "Don't Run," "Don't Spit" and the hundred and one other "don'ts" that one usually finds at a pool, the Guillet poster handles the situation in a jocular fashion and gets much better results, too, for the sign, for one thing, is read. Second, while it tells a patron not to do various things, it does so amusingly and leaves him with a smile rather than injecting a bad taste. And, lastly, it points out that such "don'ts" are necessary.

The poster begins, "Patrons will please refrain from the following," and then there is a series of funny cartoons to illustrate these "don'ts": Dunking, pushing, running, petting, acrobatics, roughhouse, spitting-squirting water, yelling, swimming in diving area and hanging on safety line. Congrats, then, to Eddie Guillet for thinking up a most clever poster, and equal congrats to the St. George management for possessing common sense enough to display it, and thanks again to Bette O'Rielly for bringing it all to my attention.

Editorially Speaking

Labeling our recent remarks on Coney Island as "sound advice," The Coney Island Times, a weekly published at the New York amusement center, reprinted the January 11 column of this department in its January 18 issue. The Pool Whirl graced the front page of this publication, no less, for which I am indeed honored. However, it would thrill me more could I hear of some action being taken by the pool men of Coney Island in their behalf. There's no question that much can be done on the Island and it's not too late for the coming summer. Why not organize, you pool men of Coney Island, function thruout the entire summer of 1936, and then when you're strong enough as time passes you can mold the Island itself into what it should be? All of which is a pretty long-winded sentence, but (See POOL WHIRL on opposite page)



CY D. BOND, widely known park executive, who has managed numerous amusement spots, and who now heads the sales staff of the Dodgem Corporation.

American Recreational Equipment Association

By R. S. UZZELL

Fred W. Pearce did not surprise us by the sudden announcement of his marriage to Miss Ferne Terese Hickey, of Dayton, O. We felt sure it was in the cards, but none knew who the fortunate woman was. At the convention he would not commit himself, but now we know and hasten to congratulate the happy pair and wish them an abundance of happiness and every good thing of life. Fred's host of friends will join us in this sentiment.

He is held in high esteem by the members of our association. His bride will be welcomed into our ranks with open arms. We have all been kept in the dark, so none of us know much about this charming woman, but we shall look forward with pleasure to meeting her. If Fred does not bring her to our next meeting it is going to be too bad for him.

The shooting gallery was in a slump at the Prater, the Coney Island of Vienna, Austria, until the enterprising proprietor installed a machine gun. His struggles to make ends meet are over. His counter is crowded by customers eager to turn machine-gun fire on tin soldiers that mechanically march across the gallery range. The shooting gallery has also gone modern. No need to page W. P. Mangels. He will be on the job.

A Ringling Monument

The National Boat Show is over, the best in many years. The modern accessories on sale this year would seem a fairland to the founders of the show 31 years ago. There was not a metal boat at the show. All modern light craft are made of wood. Mahogany had the preference. It meets the test of light craft requirements.

The Florida Exhibit at Rockefeller Center in New York City is the best that State has ever made here. It shows the products and industries of Florida and makes a special feature of recreation. The Ringling Art Gallery and Museum is a classic. No Florida exhibit could leave out such a valuable institution of State, national and international importance. It is a monument to the Ringlings which would amply justify their lives were it their sole achievement.

The Ringings made Sarasota, Fla., while Sarasota, thru this magnificent institution, will perpetuate their memory. How noble to live a life of usefulness! They never took it away from the people, but more than gave value received. Of the seven brothers "Mr. John" alone survives. This laudable accomplishment is the apple of his eye. Nothing would please your author more than to become John Ringling's biographer.

N. E. Men To Meet

The snow trains out of New York to New England and the Adirondacks are now a thriving business. Boston led the way. New England and New York mountains have sold their summer recreation facilities to the public and are now selling most successfully their winter sports. Mr. Park Manager would better awaken or else see other advantages slip from his grasp. Those who have catered to winter sports are not quitting. Ask John J. Carlin and others to tell you why. John T. Benson has added winter sports to his entertainment at his wild animal farm. His animals did not go wrong on their hunch about a cold winter. John now stands vindicated on his weather prognostication.

The New England Park Men's Association is scheduled to meet near the close of February in Boston. These men constitute a closely knit organization that can function with unanimous support on any program of action that they agree upon when assembled in convention. Their plan of action is discussed openly on the floor of the convention where each member can be heard. It beats star-chamber proceedings hands down and is the big basis of their success. That they will produce a program of interest to their members is taken for granted. Fred L. Markey is secretary, while E. R. Enegren, of beautiful Lake Pearl, is president. They always have on their programs topics of immediate importance to the parks and beaches of New England as well as some discussion on topics of general interest to all parts of the country in outdoor amuse-

ment circles. From its inception they have not failed in their support of the American Museum of Public Recreation.

Cramer Calls Meeting

It will not be long now until the circus will make its spring bow in Madison Square Garden in New York City and in the Auditorium in Chicago. These events always afford a reliable index of what is in store for the amusement parks and beaches. If preparation is the criterion, then we should feel very optimistic, as there is more activity in winter quarters than for some time past.

The executive committee and chairmen of all standing committees of American Recreational Equipment Association will meet in New York City on February 14 to outline the work of the organization for 1936. George H. Cramer set this date as a convenient one for him to be in the metropolis and hopes for an attendance of all committeemen.

With the Zoos

SEATTLE.—Miss G. V. Boucher, who for some months has been head of Seattle Zoo, has put animal specialists in charge of departments with good results. Keeper J. L. Jones, monkey division, has in a Red, a 20-pound monkey, a real find. He has been trained for high dives, jumping from a height of 35 feet, in Woodland Park.

OKLAHOMA CITY.—"The new Zoo is fast shaping up, with 165 men working on the new labor setup and \$130,000 to be spent on enlargement to make a modern zoo," reports Director Leo Blondin.

"Four bear cages, six cat cages, all barless, are planned. Donald Gordon visited several zoos, including Mexico City, gathering data and getting ideas. Monkey Island and Lion Castle are to be features, with an amphitheater seating 1,000 and arena stage for animal acts. All deer, elk, buffalo and field animals will be in fenced cages and can be viewed from lookouts. Latest additions are a female camel, Ruby, and a male ostrich, Black Diamond. For the ostrich I have a cart and harness, but have not ventured a hitch as yet, as I don't think I care to drive the African chicken. Last season's blessed events: Five lions, two bears, three deer, peacocks, bison, water buffalo, seven swans, two black wolves, four gray foxes, ducks and geese; deaths, 12. Among visitors have been Ralph Mitchell, mayor, and zookeeper of Independence, Kan., and W. A. (Snake) King. Mrs. Blondin visited Dallas, Fort Worth and Breckenridge Park Zoo in San Antonio, Tex., and arranged several trades, using a new car presented to her by her hubby on her birthday. Our new home, built by CCC workers, is completed. It is of native red stone, and the grounds are now being beautified and landscaped. Men are busy putting in light and sound systems. Opening will be with a sunrise Easter service, held jointly by churches and directed by the Ministers' Alliance. Thousands will sing with a 150-piece band."

POOL WHIRL

(Continued from opposite page)

If it sets one spark a-flying in the right direction it will not have been too long.

CAPS and lower case . . . HAROLD ARIAS WRITES FROM BERLIN THAT AMATEUR DIVERS THERE ARE VERY BUSY FOR TRYOUTS FOR COMING OLYMPIC GAMES . . . despite rumors to the contrary, Charlotte Epstein is still connected with the WSA as actively as ever . . . LIDO PLUNGE IN LOS ANGELES RECENTLY HAD ENTIRE MOTION PICTURE SHORT SUBJECT MADE FEATURING VARIOUS STARS AND GIVING THE TANK A TERRIFIC NATION-WIDE PLUG . . . and did you know that Stookie Allen, who draws those swell "Above the Crowd" cartoons, is a former life guard of the Park Central indoor pool, New York City?

LONG ISLAND

(Continued from opposite page)

of the hound, reading a piece in the paper, returned him. Thanking ye scribe for writing the press pieces that brought back the canine, Dave couldn't restrain from sobbing. The dog, Seawood by name, is the Walk's mascot.

FAIR ELECTIONS

(Continued from page 42)

O'Brien, said to be in ill health. W. J. Wheeler was elected vice-president; Frank J. Robinson, treasurer; Walter B. Mallon, race secretary.

WENDELL, N. C.—Eastern Wake Community Fair directors elected Paul C. Brantley, president, and G. H. Wright Jr., secretary.

MOUNT VERNON, O.—M. T. Gifford was elected president of Knox County Fair, succeeding Harry T. Spittle, who served five years. Carl Poulson was elected vice-president; Guy Clutter, secretary; Douglas Quack, treasurer.

ATHENS, O.—Athens Fair board organized with F. L. Caldwell, president; Clarence E. Wolfe, vice-president; S. P. Beverage, treasurer; Herb J. Parker, secretary. Fair showed 1935 profit of \$329.

GRAND FORKS, N. D.—Grand Forks Fair Association, producer of North Dakota State Fair here, re-elected J. C. Sherlock, H. H. Wilson, William R. Page, T. B. Wells, John Hesketh, Dave Kelly, Don Whitman, Ralph Lynch, C. E. Garvin, Colburn Hvidston, William Forgeson, T. P. McElroy, P. M. Onstad, George Bray and Oscar Lunseth, directors. D. F. McGowan, fair manager, reported on operations.

COLUMBUS, O.—Three parts of the county are represented in control of Franklin County Fair, Hilliards, President Frank E. Kirkpatrick said. Other officers are Ray Van Schoyck, vice-president; Arch A. Adler, secretary; C. H. O'Brien, treasurer; Mrs. Esther Syfrit, assistant secretary.

FREDERICTON, N. B.—Fredericton Exhibition Association re-elected P. H. Currier, president; E. W. Smith, vice-president; C. L. Sypher, secretary; D. W. Griffiths, racing secretary; C. D. Holder, treasurer; A. C. Taylor, provincial minister of agriculture, honorary president; W. G. Clark, mayor of Fredericton, honorary vice-president.

ST. STEPHEN, N. B.—St. Stephen Fair Association elected A. R. MacKenzie, president; C. W. Hanley, vice-president; E. G. Beer, treasurer; H. M. Groom, secretary. Plant is closest to the United States of any in Canada, being across St. Croix River from Calais, Me.

ATHENS, Tex.—Athens Fair Association elected L. R. Barron president; Newbern Stirman, vice-president; and B. F. Egger, secretary, were re-elected.

NEWBERG, Ore.—Walter Leth was re-elected president of Newberg annual Farm Products Show. Re-elected also were Arthur Everest, vice-president; Mrs. George Smith and Victor Rees Springbrook, directors, and S. L. Parrett, treasurer.

JASPER, Tex.—T. B. Walters, 14 years treasurer and many more years connected with Jasper County Fair, was

elected president. R. I. Morrison, former president, became vice-president, and offices of secretary and treasurer were combined for the first time, with C. E. Sawyer as new officer. Treasurer reported \$802 net profit in 1935.

APPLETON, Wis.—Frank Winkler was elected president of Outagamie County Fair Association; Harry Jack, vice-president; Milford Steffen, secretary; B. F. Rideout, treasurer.

BARABO, Wis.—Frank Morley was re-elected president of Sauk County Agricultural Society; A. R. Attridge, vice-president; W. T. Marriott, secretary; Urban Mather, treasurer; Fred Bloch, marshal.

UNION GROVE, Wis.—George Cook was elected president of Racine County Agricultural Society, succeeding Harvey A. Nelson; Dar Vriesman, vice-president; E. A. Polley, secretary; George Weiler, treasurer; W. G. Roberts, superintendent of privileges; Miles Hulet, marshal.

BLOOMSBURG, Pa.—Bloomsburg Fair Association re-elected Bruce Sneedman, president; Harry B. Correll, secretary; Jacob Mauet, treasurer; Carl Pickenstine, superintendent of concessions.

BUTLER, Pa.—Butler Fair Association re-elected H. J. Ferguson, president; Daniel Younkins, vice-president, and Carroll M. Miller, secretary-treasurer.

BELVIDERE, Ill.—Boone County Agricultural Society, sponsoring Boone County Fair here with the American Legion Post and I. O. U. Club, elected Dr. Fred E. Graves, president; Robert Hawley, vice-president, and George Rakston, secretary-treasurer.

NAPLES, N. Y.—Naples Union Agricultural Society elected Frank Widmer president; George Tobey, treasurer; John C. Bolles, vice-president; Orion Emery, secretary.

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On Route 12, Between Victoria and Findlay. Has vacuum cleaned, large swimming pool, Bowling and Pool Rooms, Ice Hall with Roller Skating, Baseball and Landing Field. There are 21 acres of Park with plenty shade. Work seven days a week. I want Hires and Concessions. Must be A-1 equipment. Address:
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Portable or Permanent Models.

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SCOOTA BOATS

are constructed of Philippine Mahogany Wood—the scientifically acknowledged method of constructing light craft for salt water. They are of two thicknesses of mahogany with a layer of canvas between, which insures they will stand the bumping without leaking.
Infected bumpers make bumping a safe pleasure. Past records show Scoota Boats have been operated very successfully in Artificial Pools, with 18 inches of water—but natural water can be used. They can be run with gasoline motor or electric motor. One foot of 20 boats averaged almost \$1,000 per boat last year, the third season.

Good used Penny Arcade available. New Rides, used Rides, Kiddie Rides. Waves for Pools. Exporting.

R. S. UZZELL CORP.

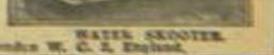


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FAIRS CONTRACTING EARLIER

Bookings Ahead Of Other Years

With few exceptions, outstanding winter meets of secretaries have been held

CINCINNATI, Feb. 1.—The last few weeks have been busy ones for managers, agents and other executives of carnival organizations in attending annual meetings of fair officials in interest of their shows in both the southern and northern areas of the United States and in Canada. Among the most conspicuous items a greater number of fair midway contracts have been made than during the corresponding weeks of the last several years. Also there has been heavier attendance of carnival men at a majority of the fair conventions than the last five years.

The outstanding meetings of fair men (See FAIR CONTRACTING on page 50)

Contracts Awarded During Dallas Meet

DALLAS, Feb. 1.—The following carnival engagement contracts were let during the fair men's meeting here last week: Big State Shows, Henderson, Crockett, Madisonville, Conroe and Center, Greater United Shows, Bonham, McKinney, Athens, Lufkin, Huntsville and Cuero Turkey Trot, Bill Hames Shows, Fort Worth Stock Show, Gainesville, Greenville, Paris, Longview, Tyler, Marshall, Palestine, Gonzales, Lockhart, Bryan and Wharton. Hames also booked the following Old Settlers' Reunions: Brady, Round Rock, Leonard, McKinney, Sulphur Springs and Sherman.

Ramish Busy on Southern Fairs

NEWARK, N. J., Feb. 1.—Harry Ramish has been busy on Southern fair engagements next fall for De Luxe Shows of America, and so far has the following: Rockingham County Fair, Leaksville, N. C.; Lexington, N. C.; Durham, N. C.; Albemarle, N. C.; Monroe, N. C., and Lancaster, Newberry and Union, S. C. Ramish advises from the South that he booked the foregoing engagements in 21 days.

Further advice is that work on six new 50-foot show fronts will start in winter quarters as soon as Manager Prell returns from his vacation in Florida; also that most of the concessions will be uniform in size, with orange and blue stripe canvas, and a water circus will be carried as a free attraction. The show is slated to open about the middle of April.

French Cities Cut Midway Space Rents

PARIS, Feb. 1.—There appears to be a tendency to reduce rental charges on the sections reserved for street fair midways in several towns of France. The city authorities of Aix-en-Provence announce a cut of 20 per cent for space at the big street fair to be held there this month, and Nancy is reducing the rental for street fair space in that city 25 per cent.

The usual procedure in France is for showmen and ride operators to bid for space desired, but bids have gone so high that the showmen are "squawking." Showmen refused to offer bids at Nancy and thereby won the reduction from prices paid for space in that city last year.

MELBOURNE, Fla., Feb. 1.—Lew Henry, manager Lew Henry Shows, who is vacationing for a few weeks in Florida, advises that he has been awarded contract for this year's Madison (N. C.) Free Fair, his second year at that event.

More About Origin Of Word "Ballyhoo"

NEW YORK, Feb. 1.—In the issue of January 25 mention was made of an article by Charles Wolverton in American Speech magazine, tracing the word "ballyhoo" to the Columbian Exposition held in Chicago in 1893. W. O. Taylor, press agent of the Turkish Theater on the midway of that world's fair, was given as the source of information.

Wolverton, a Chicago newspaper man, describes his search as follows: "While preparing an article for a magazine on the history of the street fair, I examined the files of The Billboard, the oracle of show business. In the 40th Anniversary Number of the magazine (sic), December, 1934, several showmen wrote on the carnival. The most interesting article in the section was that of W. O. Taylor, who related the history of the street fair in this country. In his article he claimed that 'ballyhoo' was first heard at the Columbian Exposition at Chicago in 1893. He briefly recounted the story of its beginning, but modestly did not mention the part he personally played in the creation of the word. I have since been

(See MORE ABOUT on page 49)

Fair Execs Offset Propaganda Against Carnivals at Meeting

DALLAS, Feb. 1.—At the meeting of the Texas Association of Fairs here the propaganda talk of carnivals "taking all the money out of town" was discussed on the meeting floor.

L. B. Herring, manager of the South Texas State Fair, Beaumont, and William R. Hirsch, secretary-manager of the Louisiana State Fair, Shreveport, and

also co-owner of the United Shows of America, were in a position to furnish the fair men with data that offset this impression. Herring, who has close acquaintance with a number of carnival owners, related his knowledge of the earnings of shows, while Hirsch as a fair man and carnival owner gave expert testimony.

Carnival men are fortunate in having had these two expert witnesses at the "trial."

Quebec, Sherbrooke To Conklin's Shows

CINCINNATI, Feb. 1.—A telegraphic communication from Frank R. Conklin, vice-president Conklin's All-Canadian Shows, received Tuesday informed that in addition to recently being awarded the Class B circuit of fairs in Canada his organization had been given contracts for this year's Exposition Provinciale, at Quebec, and Great Eastern Exhibition at Sherbrooke. This marks the third consecutive year for the Conklin organization at the fairs at Quebec and Sherbrooke.

Bockus and Kilonis Form Partnership

LAWRENCE, Mass., Feb. 1.—Curtis L. Bockus and John D. Kilonis, who have formerly operated the amusement organizations bearing their names, respectively, have formed a partnership to launch a circus this year. However, riding devices and other carnival paraphernalia belonging to them will not be idle, instead will be divided into two units, one to be placed with the New England Doll and Novelty Company, and the other with the J. C. Hollock Company to play under church and fraternal-order auspices.

According to announcement, fairs now booked will be played as per contracts, and the circus will take the place of the independent shows usually carried.

J. George Loos Has Been Active

LAREDO, Tex., Feb. 1.—J. George Loos, manager Greater United Shows, which have their winter quarters here, has been active in booking engagements. He advised that up to the start of this week his events contracted for this year included the following: Tri-State Fair, Parsons, Cherryvale Reunion, Chanute Free Fair, Ottawa Free Fair, Winfield Race Meet, Soldiers' Reunion, Columbus; all Kansas. Holdenville (Okla.) Free Fair, Bonham Free Fair, McKinney Free Fair, Athens Free Fair, Lufkin Fair, Huntsville Fair, Turkey Trot, Cuero; Washington's Birthday Celebration, Laredo; all Texas.

Loos also informed that the Four Flying Millers have been contracted as free attraction on the Greater United midway.

Ex-Showman Jarvis Scores at Houston

HOUSTON, Feb. 1.—Showfolk acquaintances of W. M. Jarvis, former carnival owner and executive, and respectfully referred to as "The Count," now Dr. William M. Jarvis, B.A., Ph.D., will appreciate learning of his success in his later chosen profession, particularly those who have not met or heard of him during late years.

Dr. Jarvis, who came here a few years ago, announced Monday the construction of a five-story, air-conditioned athletic club building at a cost of more than \$300,000—capital provided by Dr. Jarvis and associates—known as the Houston Athletic Club, of which he is president. The structure when completed will represent an achievement that has long been "dreamed of" by Dr. Jarvis.

Ringol 5th Season With Zeiger Shows

DENVER, Feb. 1.—Louis Ringol, at present executive connected with Pete Kortes' World's Fair Museum, which has been playing here several weeks, has been re-engaged for the fifth consecutive season as general agent for C. F. Zeiger's United Shows. Ringol plans leaving in the near future to resume his duties with Zeiger Shows.

NEW YORK, Feb. 1.—Back from Virginia and Pennsylvania fair meetings, Max Linderman, general manager World of Mirth Shows, announced contracts from Virginia State Fair, Richmond, and Salisbury (N. C.) Fair.



SOME OF THE PERSONNEL of Mike Golden and Anna John Budd's World's Fair Museum, located in the 1100-block of Market street, San Francisco. Photo taken a few weeks ago. The veteran showman, Golden, second from left.

Sunset Amusement Co. Again at Iowa Events

DANVILLE, Ill., Feb. 1.—For the third consecutive year Sunset Amusement Company will play the Wapello County Fair at Eldon, Ia. Also for this year the show has again signed with the Davis County Fair at Bloomfield, Ia., its second engagement at "Iowa's oldest fair." Manager K. H. Garman also advises that his amusement organization has again been awarded contract for the Fourth of July Celebration to be held on the fairgrounds at Elkhader, Ia.

Ruback, Schneck Busy

DALLAS, Feb. 1.—Jack Ruback, of Western States Shows, and his general agent, Jim Schneck, are both in the field booking engagements for the coming season, which, incidentally, starts March 4 at Crystal City, Tex. Ruback is taking care of the Southern fair meetings and Schneck giving the younger general agents a run for their money at the Northern meetings. Thus far the show is booked in Colorado, Wyoming, Nebraska, Texas and the Dakotas.

BALLYHOO BROS.' Circulating Exposition

A Century of Profit Show

By STARR DeBELLE

Bloomer by the Sea, Fla. Week ended February 1, 1936.

Dear Charlie:

This the show's third visit here. It was a total blank in 1934. It rained all week. The bosses rebooked the town for the following year just to find out if it was the rain that killed the spot.

Again in 1935 the spot a washout, rain and cold. Again the bosses booked it for this year to find out if it still was the rain that kept the show lovers away. This year history repeated itself, more rain and colder. Now we have to come back next year to find out if it really was the rain that killed the spot.

(See BALLYHOO on page 49)

Los Angeles

LOS ANGELES, Feb. 1.—O. H. (Red) Hilderbrand has weekly conference of the personnel of Hilderbrand's United Shows and says that it works fine.

A. S. (Archie) Clark makes week-end trips to Gilman Springs with the missus. States that all his equipment is getting a thoro going over and will present a striking appearance.

Roy Ludington has been making frequent trips here from the Crafts 20 Big Shows' quarters at San Bernardino.

Frank Forrest is doing nicely with the Bare Facts of Life Show at Ocean Park. Madelyn Arthur is in the Annex—this in correction that Madelyn Arthur was associated in the management.

Ruth Fowler may have an exhibit at Ocean Park. At this resort the week-end attendance has been greater at this season than in years and concessioners and operators of shows doing much better, with prospects of a very profitable year.

T. Dwight Pepple has had the personnel of his Continental Revels in rehearsal in a downtown hall and ready to open at the Charity Hi-Jinks of the PCSA.

Thomas J. (Fuzzy) Hughes informs that he has abandoned for the present the launching of the South Sea Exposition ship and will have rides in the Enchanted Land at San Diego exposition. He purchased all of Jerry Doyle's rides. Hughes left for Dallas. Will be located at the Great Lakes Exposition at Cleveland. Mrs. Mary E. Baker will handle the rides at San Diego while Hughes is in the East. Three major rides he owns will open in March at Memphis, Tenn., with Wallace Bros' Shows, of which E. E. Farrow, former California showman, is owner.

Several promotions under way, including Great Olympic Show and Congress of Dare-Devils at Gilmore Stadium, and Signal Oil Company working on a show to be staged at one of the major stadiums. Jack Schaller is handling the feature attractions for the Olympic committee, and acts for both shows other than Schaller's are being handled by Eddie Gambio.

Henry Engard was taken to a local hospital for treatment.

Doc Hall, at General Hospital, is improving.

Capt. Frank Phillips is at a local hospital recovering from bite of a black widow spider.

Ben Dobbert is ill at his home here.

Dallas

DALLAS, Feb. 1.—This city visited by many showmen late last week during the Texas Association of Fairs meeting.

Leona Carter posts from Oregon that she has been on the West Coast so long she is now a native and belongs to various clubs there. Further states that she will be on the road this season with the Tom Mix Circus and will leave for its winter quarters in the near future.

Ralph (Kentucky) Bay left early this week on a business trip to Kansas City. Harry Illions was here over last weekend, attended the fair meeting, also furthering his plans for attractions at the Centennial.

Harry Somerville, of Baker-Lockwood, passed thru the city early this week.

Bridge parties of the local show women have been held weekly during the winter. Since last reported parties have been staged at the homes of the following: Mrs. Sal Murphy, Mrs. Louise Hickman, Mrs. Martha McClellan Kier, Mrs. Margaret Pugh and Mrs. Tommie Ferguson.

Kansas City Pickups

KANSAS CITY, Mo., Feb. 1.—Orville Hennies, Noble Fakry and Speedy Loftus left here for Springfield, Mo., where they will pick up three new trucks and trailers to be added to equipment of Hennies Bros' Shows. Charles Goss and Mr. Johnson were here for a few days. They drove up from St. Louis. Bud Anderson, owner Seal Bros' Circus, and Billy Wilson were seen in and about the Heart of America Showman's Club. George Ross is confined to his home by sickness. Jim Hart and Cliff Adams have joined H. (Pat) Duncan in his new undertaking, the operation of the Mirror Room in the Coates House. R. V. Ray, of Dallas, is here and it is understood that he will be connected with a new business here. J. H. (Doc) Brown is here and will remain until spring. Glenn

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 1936 DE LUXE KIDDIE AUTO RIDES
 OUTSELL ALL OTHERS—75 Satisfied Customers.
 Made in four different sizes for 1936. Model "A" De Luxe 10-Car seating 14 large children. Sells for only \$1,250.00. P. O. B. North Tonawanda. Model "B" De Luxe 8-Car seating 12 children. Sells for \$1,000.00. P. O. B. North Tonawanda. Smaller 8-Car Model for \$750.00. Special 20-Car Model for \$2,100.00 furnished on special order.
 All models equipped with smooth acting clutch, the only practical drive.
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CANADA
BILL LYNCH GREATER EXPOSITION SHOWS
 WANT for entire season, Shows with earning power. Will supply complete new canvas and outfits to reliable showmen. Will also arrange entry to Canada and return to U. S. Good opening for Monkey Circus, Animal and Freak Shows. All Concessions booked except Palmistry. Show opens at Halifax, N. S., May 24, and will play the best in the Maritimes, with six Provincial and County Exhibitions, starting in August.
 Address W. P. LYNCH, P. O. Box 704, Halifax, N. S., Canada.

AL C. HANSEN SHOWS, INC.
 Have openings for exclusive Cook House, Diggers, Photo Gallery, Palmistry and Legitimate Concessions of all kinds.
SHOW OPENS FEBRUARY 22 FOR EIGHT-DAY MARDI-GRAS CELEBRATION
 Can use capable Secretary. Chris. M. Smith, please write.
 Address all communications to AL C. HANSEN, Box 773, Mobile, Alabama.

WANTED FOR SPRING OPENING, THE LAST WEEK IN APRIL, NEAR PITTSBURGH, PA.
 Will Ride, Toss, Whip, Lasso, Loop, Loop-O-Plane and Kiddie Ride.
SHOWS OF MERIT—Will finance any money-getting Attractions. WANTED—Legitimate Concessions. No rackets. **HAVE AT LIBERTY** for Indoor Events or Theater Engagements, a complete Line Ring Circus, 20—Novels—25, 40—Animals—40. Dumps, Pumps, Markets, High School, Home, Wrestling Iron, Boxing Mink, Three optional Aerial Acts, Acrobats and Clowns galore. Special scenery. Beautiful Wardrobe and Trappings. Street Rally Box. Address all mail and wires **PEERLESS EXPOSITION**
JOE CRAMER, Sole Owner and Manager,
 Tel. Court 7821, Carr Hotel **PITTSBURGH, PA.**

Showmen's League of America

CHICAGO, Feb. 1.—President Patty Conklin presided at Thursday's meeting. Weather still very cold and attendance not quite up to standard. However, had an interesting meeting and all reports showed co-operation.

The date for the annual Spring Theatrical Night has been set for March 9 at the Hotel Sherman. Past President Sam J. Levy is chairman, with Vice-President Jack Nelson as co-chairman. They will select the rest of the committee.

The ways and means committee is working hard, and Chairman M. J. Doolan has many plans for the summer's work.

Past President Ernie Young was at the meeting. Is leaving for Florida, having the grand-stand show at the Tampa Fair.

Brother Maxie Herman presented the application of Max Green, which will come up for ballot at next meeting. . . . Brother Max Goodman, just back from Montana, says he would like to stay over for a few days to bridge it with the boys. Past President Edward A. Heck absent on account of business.

The committee for the annual banquet and hall will be named soon. Plans are to hold the affair on either December 2 or December 3.

Brother Schack is giving full co-operation on the press committee, as was evidenced by his report.

Received news of the death of the widow of Brother Henry M. Shoub. She had recently been placed in an infirmary on account of old age and sickness.

Brother John Saladin up for a visit and seems to be getting anxious for the opening of the season.

Visitors while in town on their way from the Winnipeg meeting were John R. Castle, R. D. Lohmar, L. S. Hogan, Carl J. Sedlmayr and Sam Solomon.

Brother Beverly White has been added to the publicity department of the ways and means committee. Brother Al C. Hartmann has been giving nice co-operation to the general press work of the League.

"Come and Go" Maxie Herman back in town for a few days. Says he will soon be on his way again.

Dr. John Fisher, of Conklin's Canadian Shows, was in for a call. . . . Denny Howard still around but getting nervous; hopes it opens up soon.

Vice-President Sam J. Levy says the Spring Theatrical Show will be put on in its usual high-class manner. Depend on Sam to do it right.

Another week finds quite a few of the brothers sending in their dues. This is gratifying and shows that they have the League at heart.

A number of the boys working at an indoor affair in the South Side. Among them are Joe Murphy, A. R. Cohn, Al Kaufman and Howard Gloss.

Morris Hutner advises that he may leave for Dallas at an early date.

Brother Harry Ross writes that he is enjoying the "sunny Florida" climate.

Brother John Lorman says he will be back in the concession business the coming summer.

Brother Dave Russell still in Florida.

LADIES' AUXILIARY

CHICAGO, Feb. 1.—Mrs. Cora Yeldham was hostess of a very interesting social Thursday, the evening spent at cards and bunco.

The Hard Times Party last Saturday proved a success, both financially and socially. Prize winners were Minnie Murrow and Mrs. A. Lauter.

Applications presented for ballot and elected at last meeting were Mary Vitall and Lucile Pope.

In effort to raise additional funds the ladies are selling tickets on an electric mixer.

Still plugging away on the membership drive, and it is well to remember that there are prizes for the members presenting the largest number of applications during the year.

SELL OR LEASE

Three-Abroad Allan Herschell MERRY-GO-ROUND, in A-1 shape. MRB. H. TAXIER, Orange, N. J. 60 Boreway Bl.,

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Circuses, Coliseums, Carnivals, Fairs, Rodeos, Fraternal Orders, Beaches, Pools, Parks
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TANGLEY AIR CALLOPE DRAWS CROWDS
TANGLEY CO.
 Muscatine Iowa

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

Dufour & Rogers Open Eastern Base in N. Y.

NEW YORK, Feb. 1.—Lew Dufour and Joe Rogers of the exposition attractions firm of Dufour & Rogers, have opened an office here and are understood to be readying one of their exhibits for a commercial tieup on a national scale.

Duo displayed a variety of midway wares at A Century of Progress, Chicago, in 1933-'34; at the Brussels and San Diego expositions last year, and will exhibit at forthcoming Texas Central Centennial at Dallas.

GOLDSBORO, N. C., Feb. 1.—W. C. Denmark, secretary-manager of the Wayne County Fair, held here annually, stated last Saturday that Eddy Bros' Shows had been contracted for his event this year.

WHEELS
Park Special



30 in. in diameter. Beautifully painted. We carry in stock 12-16-20-24 and 30 numbers. Special Price,
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BINGO GAME
75-Player, complete, \$5.25, including Tax.

Send for our new 1935 Catalogue, full of new Games, Dolls, Blankets, Lamps, Amusement Ware, Candy, Pillow Tops, Balloons, Paper Hats, Fans, Confetti, Artificial Flowers, Novelties.

Send for Catalogue No. 235. Heavy Conversion Walking Game. Dark Mahogany Finish. Price Per Gross, \$54.00.

SLACK MFG. CO.
124-126 W. Lake St., Chicago, Ill.

MIDWAY CONFAB
By THE MIXER

CELEBRATION WEEKS are staging a comeback. Promoters, get busy!

THERE WILL BE many Centennial celebrations in Texas the coming season.

COLD WEATHER has hampered business for museums in the South this winter.

ROSINA RAYMOND is preparing for the coming season with plenty of flash. "Mother" may accompany her.

LEW MARCUSE, of Detroit, has a hand in the police and firemen's circus at Toledo this week.

Lawrence as manager and H. Tiedale as agent, has been playing (with rides and concessions for still dates) in Eastern Florida spots.

AFTER CLOSING their store show at Tarboro, N. C., William Bradley Smith and Maude Smith, known respectively as Almo the Alligator Boy and Alice the Alligator Girl, jumped to Winter Haven, Fla., to be annex attractions in Dick Best's Side Show with Royal American Shows.

HAPPY RAY WARE formerly with John T. Wortham Shows and Yellowstone Shows, has opened a dancing school at Paducah, Tex., and reports "doing fine." Has had quite a number of showfolk visitors.

stopped off in the Windy City. Sedlmayr left on Monday for Tampa and Hogan departed a day later for St. Louis and points south.

CARL SEDLMAYR, of the Royal American Shows, stopped over in Chicago while on his way from Dakota to Florida and advised that he had contracted the North Dakota State Fair at Grand Forks, and that the show also has the Winnipeg Exhibition and the Canadian Lakehead Exhibition at Fort William, Ont.

PAT J. RYAN postcarded from Hot Springs, Ark., that he would soon leave to enter the Veterans' Hospital at Fayetteville, Ark. for spinal treatment. Says doctors have told him "No tramping this season." Would appreciate letters from acquaintances, care of General Delivery, Fayetteville.

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ZODIAC FORTUNE CARDS, Fine Set of 36 Cards, 35c.

Shipments Made in Your Customers' Under Your Label. No checks accepted. C. O. D. 25c Deposit. Our terms or ads do not appear in any merchandise.

Many showfolk readers of Max Cohen's column (American Carnivals Association) have taken deep interest in that attorney's comment on legal matters.

WORD COMES from Kaus United Shows that James Agnew has booked his U-Drive-It autos with that organization for the coming season.

HANK AND LOU BORST have booked for six weeks' entertaining at Club Edgewater, Danville, Ill., Hank doing emcee and Lou novelty dance numbers. Will again this year have the Diamond Lou show with Sunset Amusement Company.

Frequently remunerative ideas (changes) suddenly pop up among showmen. Last year, Eddie Roth (Gibson's Blue Ribbon Shows) half turned the seats of one of his major riding devices and thus gave a "new ride," with "new sensations" for its customers.

When a trouper is retiding for the winter in a town that is scarcely big enough to whip a cat in; the weather is down to and below zero, too cold to walk around in, and you are hungry for show news, and you manage to get to the post office and ask if there is any mail for you and the general delivery clerk hands you The Billboard—well, just tell me what could be sweeter!

Yes, sir, then to the ol' fireside to soak up th' news for a couple of days and have it dawn on you that since January has passed it won't be long until the bluebirds will again chirp. What a reviving feeling!

(The above from Tom C. Rogers, who is "hibernating" this winter in Indiana.)

SIMMONS & CO.
19 West Jackson Blvd., CHICAGO.
Instant Delivery. Send for Wholesale Prices.

BINGO CORN GAMES
100 CARD SET, \$3.00
250 CARD SET, 6.00
500 CARD SET, 9.00

All Sets complete with Calling Numbers and Tally Sheet. We pay the postage. Please remit with order.

GEO. W. BRINK & SON
1454 Gratiot Ave., DETROIT, MICH.
Dept. 30.
(Over Thirty Years in Business.)

GERALDINE GERALD, who about 14 months ago was injured while alighting from an automobile, is again able to get around nicely and expects to return to the road this year.



PLAYLAND, located in the 600-block of Ninth street, N. W., Washington. When photo was taken all connected were of the outdoor collective-amusement field. The roster: Johnny Donlea, general manager; Lawrence Leader, manager; Spot Pisono, floor manager; Frank LaBarr, cashier; Stubby Morue, Ed Lehman, George Willard, Eddie McBride and Mitchell Kidd, clerks; Pete Arnella, mechanic.

JOE AND MARGIE PALMER, concessioners of Conklin's All-Canadian Shows, motored from Toronto to spend a couple of weeks with Mr. and Mrs. J. J. Custock (Jockey Brown) at Ottawa. Others there were Mr. and Mrs. Shimmer Dayton, of cookhouse note; Ben Custock and wife and Fred Sarazon, now a club operator at Hull, Que.

JOLLY MARIE, fat girl, who has had her Side Show with various carnivals, advises that she will have her show with C. F. Zeiger United Shows the coming season. The personnel, besides Marie, to include: June Low, fire eater, second season; Toots Patton, iron tongue, second season; Jean St. Elmo, accordionist, third season; Lady Pearl, mentalist; Lolita Young, sword box; Billie Wingert, in the annex, second season; Eugene Stokle and Bob Schmidt, tickets.

Many showfolks who have spent as much as a few days in Atlanta, Ga., became acquainted with "Nappy, the News Stand Boy"—was at "Five Points" there for years, later to read shows. Nappy recently purchased a new overcoat during a snowstorm. Soon afterward, while confabbing in an Atlanta store, he had a tough break. Burned a large hole in the back of his new "benny."

SOME "PICKUPS" from the Tampa-St. Petersburg (Fla.) area—A number of

1936 ASTRO FORECASTS
Horoscope papers, 1-4-7 and 15-page Horoscopes, Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Reading, Mental Magic, Spirit Effects, Mini Camps, Books, Graphology Charts.

NEW 124-PAGE CATALOGUE now off the press. Most comprehensive line of Apparatus and Supplies in the World. Catalogue, 50c. None free.

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188 S. Third Street, Columbus, O.

TILT-A-WHIRL
The Standard Flat Ride that Pays. Ask us about the astounding improvements and prices for 1936.

SELLER MFG. CO., Fairbault, Minn.

WILL BUY No. 5 ELI WHEEL
State year of make. Must be in good condition. Ready cash for good offer. Write
BOX 578, Care Billboard,
1884 Broadway, New York, N. Y.

SHOOTING GALLERIES AND SUPPLIES.
Write for Circular Best Target, G. W. TERPENING, 118 Marine St., Ocean Park, Calif.

FOR SALE
10x10 Grab Joint, Complete, \$50.00; 75 Used Folding Chairs, 40c Each; Caramel Cone Outfit (Loop-Eating), \$50.00; Champion Pop Core Machine, \$25.00; Tally Pop Core Machine, \$20.00; Spotlight, 1,000-Watt, in Stand, \$20.00; Wavy Tripole, \$3.00; 3 Sets Cone Irons, Complete, \$10.00; 5 Gallon Pressure Tanks, \$3.00 Each; Several Large Trunks, \$3.50 Each; 1 Pitchman's Case and Tripod, \$5.00; Several Gridles, \$1.00; Steel Plate, \$5.00; 5-Gallon Juice Bowl, 12 Glasses, \$5.00; 1 Lower Size Slicer, \$10.00; 3 Willow Bushes, \$1.00 Each; 5-Gallon Orange Juice Dispenser, With two 5-Gallon Bottles, \$4.00; 1 8-Number Wheel, \$8.00; 1 Lot Gasoline Burner, \$1.00 Each.

JOHN W. DAVIDSON, Huntington, W. Va.

FAIRWAY SHOWS
Omnibus Mer. in North Dakota. WANT Shows with or without outfit. Division, Ft. Anson, Hawaiian, and Manager for Athletic, Concessions—Ball Game, Negroes, Miscellaneous Photo Gallery, Factory, Band and Cook House for Tickets. Personnel for Merry-Go-Round and Ferris Wheel. Also want Ride Help. E. J. ZIRBE, 24 E. 16th St., St. Paul, Minn.

O. Y. AVERILL, former owner of Happyland Shows, and Mrs. Averill are now located in Ypsilanti, Mich., where they operate a couple of "diners."

ROY B. JONES, this winter in advance of C. J. Lauther's World's Fair Oddities, was confabbing with acquaintances in Evansville, Ind., last week.

Frank La Barr is looking forward to starting his 70th year in show business. Will again be mail man and salesman The Billboard with West's Shows.

PETE ARNELLA has booked his diggers concession with West's Shows for the coming season. Is now at Playland (pin-game emporium), Washington.

M. G. GILLESPIE informed that he had signed to again be general agent for C. F. Boudie's Royal United Shows, which are slated to open late in April in Kentucky.

F. W. AND H. G. PAULI, well-known midwayites, info that business at the restaurant and camp they have operated this winter at Camden, S. C., has been better than they had expected.

The expression "born in show business" could be applied literally to the recent arrival in M. B. (Mickey) Martin's family at Miami, born on the lot of Mohawk Valley Shows (alho, of course, not literally on the lot).

METROPOLITAN SHOWS, with Sam

J. W. SIMS, formerly agent ahead of Dodson's World's Fair Shows, West Bros' Amusement Company and other organizations, is doing publicity for Jimmy Lynch and His Death Dodgers (automobile crashes, turnovers, etc.) in the South.

MIKE COUTE, formerly with Rubin & Cherry, Beckmann & Gerety and others, advises that this year he will have two attractions, girl show and minstrel show, with Happyland Shows. At present is in Fort Wayne, Ind., working theaters.

JOE TRACY EMERLING, who has been with the Austin & Kuntz Palace of Wonders, doing publicity and in other executive capacities the last "seven" years, is taking a rest up at U. S. Veterans' Hospital, Rutland Heights, Mass.

DOC WADDELL informed The Billboard's Chicago office that he expects to be in Chi soon, accompanied by his gospel singer, Kenneth Tutman, and his "disciple Peter," Herman Studer. From Chicago they will go to Louisiana and Texas, Doc says.

THERE WAS an impromptu meeting of carnival representatives returning from the Canadian and Dakota fairs meetings, John R. Castle and H. L. Lohmar, of United Shows of America; C. J. Sedlmayr, of Royal American Shows; L. B. Hogan, of Beckmann & Gerety's Shows, and J. C. McCaffery, of Rubin & Cherry, were among those who

"NOBODY MAKES A MISTAKE"

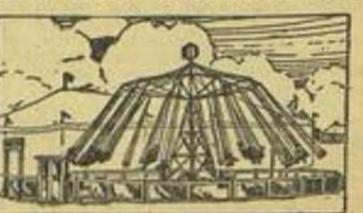
Writes Ed Browning, of Salem, Oregon: "When they put their money in a BIG ELI Wheel, the Wheel is the 'Old Faithful' stand-by. It is way ahead of the other rides for net profits."

Invest YOUR money in a time-tried profit-earning No. 5 BIG ELI Wheel. Additional information gladly furnished.



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THE NEW CHAIRPLANE



The Latest Invention. The Most Sensational Ride Out for Parks, Fairs and Carnivals. Portable and Stationary. Write today and let us tell you all about it. Weight 6,500 lbs.
SMITH & SMITH, Springville, Erie Co., New York.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Feb. 1.—All of the 28 shows comprising the membership of the association should now be in possession of their 1936 membership certificates. These certificates have been mailed and we would appreciate being informed of any of our members not receiving them.

Mr. O'Brien, advance representative for the Morris Miller Shows, dropped in at the ACA office to pay a brief visit and reported good business conditions for the majority of traveling museums in the East and Middle West.

Our attention has been called to an editorial in *The Saturday Evening Post* of December 14 dealing with railroads, which reflects in part the reasons for the attitude of the Trunk Lines Association during 1934 and 1935.

However, despite all that has gone before, we will very shortly make formal application for another hearing insofar as our industry is concerned.

As we have previously indicated, we plan to be available at the fair men's meeting at Albany, N. Y., on February 18 and would appreciate hearing from those of our members who plan to attend.

Continuing our discussion of the State police powers under the United States Constitution insofar as they affect the carnival industry, we call attention to another early decision which attempted to draw a distinction between the apparent conflict in State and Federal power. The case we refer to is *Minnesota vs. Barber*, 136 U. S. 313, decided May 19, 1890. In this case it appeared

that Henry E. Barber was convicted before a justice of the peace in Ramsey County, Minnesota, charged with the offense of selling fresh meat from an animal which had not been previously inspected within the State of Minnesota and then certified for sale.

The State of Minnesota had previously enacted a statute, in support of its alleged public health program, requiring an inspection on the hoof of all cattle to be sold before slaughtering in that State. The defendant had sold dressed beef in Minnesota from an animal which had been so inspected and, in fact, had been slaughtered in the State of Illinois.

The 30-day sentence imposed by the justice of the peace was appealed and the Intermediate Court on Appeal reversed the decision and discharged the defendant. Thereupon the State of Minnesota took its further appeal to the United States Supreme Court, which affirmed the reversal and the discharge of the defendant, holding that the law was an invalid exercise of police power, as it required as a previous condition of sale in Minnesota that the inspection must take place in that State. The court pointed out that, notwithstanding that the motive behind the statute may perhaps have been well intended and in support of the public health program of that State, nevertheless, the statute exceeded the State's police power and therefore was invalid in declaring this statute unconstitutional. The court held, among other things, that: (1) The statute excluded from the Minnesota market all nonresidents just as effectively as the statute had attempted to do so directly. (2) The statute evidently discriminated against nonresidents and if it were sustained would give rise to numerous other statutes by other States which would in effect destroy commerce among the several States, and (3) even though the law was meant to promote health under the police power, this power cannot be abused by restricting nonresidents from the right to do business in Minnesota.

Applying this case to the carnival industry again reveals the rule previously mentioned, that non-resident shows cannot be discriminated against in favor of resident shows, no matter what lofty excuse is given for making this arbitrary distinction.

We appreciate that much of the subject matter relating to this subject is theoretical and difficult of easy comprehension. We have endeavored to state the principles in simple language, and if there are any questions relating to this subject matter we should be glad to answer them by means of this column.

Dodson's World's Fair Shows

NORFOLK, Va., Feb. 1.—There is much activity at the winter quarters. Most of the wagons and cars are stored at the army base, where Wallace Cobb, trainmaster, has charge of rebuilding wagons and putting rubber-tired wheels under the wagons that had steel tires. Several wagon fronts are being built under supervision of Dad Korns and son, Bert Brundage is rebuilding his Whip and Circle Swing, also a new front for the Arcade operated by Mrs. Brundage. At the uptown quarters, under management of Harold English, several of the rides have been overhauled and repainted. Pictorial painting by S. Barker, lettering and striping by W. F. Winters and Sparky, the painter. Prof. Charles Clark advises from Houston that he has lined up some good musicians. Show will have 16 pieces in the white band and a 10-piece colored band. Will also again have the Loeb Family Scottish Band. Thomas A. Nibwander has signed his Indian Village, which will have a 50x100 top. Has also contracted Otis J. Prink's Menagerie, which will have a 110-foot front. Prink is building all new cages. Nancy Miller's Girl Review will have all new wardrobe and electrical effects. The Minstrel Show will be under management of Sol Spades. Show this season will eliminate most of the sleeping cars and will carry 22 shows and 12 rides. The A. E. Dodson American Legion Post No. 758, organized last season and named after the deceased brother of C. G. and M. G. Dodson, will have its own hut tent next season. This will be used to hold its meetings and also as clubrooms for the members. Ray Balzer, vice-commander, will have charge of the hut tent. Johnny Hoffman and Buckets Bruter will have all wheels on the show. Lee R. Falkner will have charge of the electrical construction and lighting effects of the

show. Another 100-kilowatt transformer will be added. Contracts were signed with Al A. Crane for frozen custard, candy apples, cotton candy snow balls, ice-cream dip and prize candy. Contracts also signed with John Gordon for the exclusive on penny pitch. The show will open about April 18.

H. G. INGLISH.

Greater Exposition Shows

EAST ST. LOUIS, Ill., Feb. 1.—Manager Francis returned from successfully attending some fair meetings. The show will play some of its old spots and also some it has never played before. Mr. Francis was here only a couple of days but he has the canvas department going in full swing. Purchased an electric sewing machine and has six canvases building new tops. Ray Keith and one assistant are overhauling the trucks. The severe cold wave put quite a strain on the show trucks hauling coal—it was probably the only time that anyone on the show wanted cold weather. Among members of the show driving coal trucks are Lee Perkins, Hugh Follenberger, Red Draper, L. Cooke, Red Sparrow, V. Tally, Ed Church, L. McLean, Elmer Neelman, J. Gregory and Slim Thomas. "Man Mountain" Skeene, who will have the Athletic Arena, is promoting matches in Southern Kansas. L. Allen, Ferris Wheel foreman, will be here in February to overhaul the three wheels. Blacky Bushong is building a new cookhouse in Galveston, Tex. Barney Stone is visiting Chicago antique shops in search of various items for his Streets of Cairo. This season the Minstrel Show will be an office show and will be one of the featured attractions. Arthur Davis has returned from a visit in Minneapolis and is working in the canvas department. Emil Schoenberger is visiting relatives in St. Louis. Mrs. John Francis entertained Mrs. Art Brainerd, Mrs. Abner Kline, Mrs. Elizabeth Yearout and Mrs. H. W. Smith at a bridge party while they were here attending the annual party of the Missouri Show Women's Club. H. W. SMITH.

Great American Shows

GREENVILLE, S. C., Feb. 1.—A crew of men is working every day and making rapid progress, especially the painting, which is in charge of Jimmie Winters. Three new panel fronts are being built. Bennett has charge of the electrical equipment and has it in good shape. Manager Tinsley says that he will have 10 rides, 15 shows and 30 concessions on the road this year. He and General Agent Weaver have been on booking trips. The members of show wintering here include Manager J. T. Tinsley and wife, Mr. and Mrs. Hank Stulken, Mr. and Mrs. Slim Scott, Joe Russell, Shorty (Pop Corn) Vanberg, Dempsey (Gimp) Earington, Jimmie Winters and George Bennett. The writer stopped over for a week-end on his return home (Rocky Mount) from a few days in Florida. He will have a new U-Drive-It ride with this show, as well as have Bobby Kork's show on the midway, and will also have his own transportation. JACK SUMNER.

Yellowstone Shows

ALBUQUERQUE, N. M., Feb. 1.—Manager W. S. Neal recently returned from an extended trip thru the Northwest where the show will play some spots this year. New arrivals are Frenchy and Cleo and La June, Jack Brady and wife, Mr. and Mrs. Roy Fletcher, Duke Boyd and wife and Jack Delmar. Slim Simmons, electrician, left with his family for a month's visit with relatives in Texas. On his return will install the lights on the new fronts for all shows. The management will carry an 18-people Minstrel Show thru this territory for the first time. Will have a 40x80 dramatic-end top with a 70-foot panel front. Everyone on the show was sorry to hear of the death of Matt Gray, who was well known on this show. Johnny Graves and E. W. Rockwell are expected back soon to get their concessions ready. Danny Star is building four new concessions. Mrs. W. S. Neal entertained with a bridge party at her home. Those attending were Mrs. Johnny Graves, Mrs. Dan Star, Mrs. Mabel Simmons, Mrs. Juanita Hunter, Mrs. Etta Houssels and Mrs. Eulah Brashear. A delightful luncheon was served, after which they attended a midnight show at the Kimo Theater. J. C. ROBERTS.

Baltimore Briefs

BALTIMORE, Feb. 1.—George Rueschling, who was associated with John T. McCaslin when he ran the Baltimore Dime Museum, has opened a museum in the 1000 block on Pennsylvania avenue and is doing a good business. Among the outstanding attractions have been Hawaiian Joe and Princess Reta, Jimmy Hellman's Bears, and Lintou, magician. The annex has a snappy girl review.

Hubbert's Museum on Baltimore street has been doing good business. Attractions are of the museum type, and the outside talkers with Whitey Sutton do their bit to bring in crowds.

John T. McCaslin has been busy with the night-club bookings and club work. Recent visitors to McCaslin's office were Bill O'Brien, Hawaiian Joe, Princess Reta; Harry Baldwin, strong man; Tom Osborne, magician; Imp Smith, fire eater and magician, and Harry Levine and wife, of circus note.

HARRY J. BOWEN.

Gray's Canadian Shows

LONDON, Ont., Feb. 1.—The opening of winter quarters, scheduled for this week, had to be temporarily postponed on account of the unusually severe weather. Manager Samuel Gray returned a few days ago from the Winnipeg fair meeting. Two new riding devices have been purchased by Mr. Gray, including a dual Loop-o-Plane, which will bring the total up to six. Among new shows booked is Capt. Luse's Circus Side Show.

Mr. Gray and the writer, Len Hull, have been going continuously since early December, and it is hoped to have the bookings for the season completed during the next several weeks. A quiet wedding was solemnized at St. Paul's Cathedral, this city, on January 11, when the writer was united in marriage to Geraldine Smith, of Beaver Island, Mich. After the Toronto fair meeting next week there will be plenty of activities in winter quarters to have everything ready for the opening on April 25.

Kelley's Greater Shows

BOMBO, Mich., Feb. 1.—The organization, which started last year as the Cora Kelley Shows, will this year play spots in Indiana, Illinois and Wisconsin and will carry six shows, six rides, band and free act, with a free gate. The show property will be shipped late this month to the opening stand in Indiana. Frank Pilbeam, well-known former showman and who may return to the road this year, was a visitor. Frank (Irish) Downey has booked two of his concessions and has completed a new house trailer. Earl Pester was a visitor and booked his pitch-till-wins concession. Floyd Cutcher, former middleweight wrestler (73 years "young") and father of "Poison Ivy" Cutcher, wrestler, has booked his Arcade and pop-corn machine with the show. All of which is from an executive of the show.

C. H. ToThill's Attractions

LOCKPORT, N. Y., Feb. 1.—The C. H. ToThill Attractions will start the latter part of February to get paraphernalia in shape for the coming season. The start on this is a little later than intended due to the extreme cold weather. William T. Coleman will act as general agent. Was off the road several seasons, in the theatrical field. Buell Woolston will be in charge of transportation. Mr. ToThill has recently purchased two International trucks, also new canvas. J. Dealing has signed his four rides and is a frequent visitor to winter quarters. The show will go out with about 5 rides, 3 shows, 15 concessions and a free act. All of which is from an executive of the show.

FAIR CONTRACTING

(Continued from page 46)

for this winter have been held with a few exceptions, including the Ontario Association, at Toronto, and Tennessee Association, at Nashville, both slated for the week ending February 8, and the Louisiana Association, at Jennings; New York Association, at Albany, and Connecticut Association, at Hartford, scheduled for the following two weeks.

In previous issues many of the carnivals receiving fair contracts have been announced. Later announcements appear in this issue.

READY TO BOOK CHRIST UNITED SHOWS

One more Ride, Tilt-a-Whirl or Loop-o-Plane. Concessions of all kinds that don't conflict. Cook House and Bingo open. Will furnish Taps for money-getting Shows. Shows with own outfits and transportation preferable. Show opens in Ohio the middle of April. Fair Secretaries and Celebration Committees write. Have some open dates. Address CHRIST UNITED SHOWS, Springville, N. Y.

WANTED Sam E. Spencer Exposition Shows

CONCESSIONS—Blanket Wheel, Doll Wheel, Hides, Ham and Bacon, Candy Corn Game, Lollipop Wheel, Grocery Wheel, Clocks, Great Shows, Candy Apples, Snow Ball, Cantini, WANT PAINT SHOW, Tinsley's Merry-Go-Round, Hilo Show, CAN PLACE Little Beauty Merry-Go-Round, Chairlift, WANT one more Ferris Wheel for my twin, Tilt-a-Whirl, Flat Rides of all kinds, Loop-o-Plane, any new-to-date Rides, Kibby's Auto, Drive-Yoursell Cars, Wax Shows, Tea and Pony Show, Monkey Show, Motoredrome, Erie Diggers, Palmistry, last-minute Concessions of all kinds. Large percentage in Shows with their own outfits. FOR SALE, H. B. Bargaus—Blanket Concession complete, Milk Bottles, Ball Game, Photo Booth. 20 South Main, Brookville, Pa.

READING UNITED SHOWS

Now Booking for 1936—Concessions. Shows and small Merry-Co-Round. Address 700 McFerrin Ave., Nashville, Tenn.

SPRING FESTIVAL AND MARDI-GRAS

March 5th-14th, Lanett, Ala. Six Pay Days, Mills Working, Drawing Population, 50,000. WANTED—Grind and Rally Shows, Kiddie and Motor Riding Devices, Free Acts, Lollipop Concessions, No Sat. Seating, Free car, 6000, Bingo, Cook House, Grab, Scales, Photo, etc. Special Think or Callers, Fresh and Working Acts for Side Shows, Etc. Spring Festivals and following, first show in Mill Town. Write or wire FRANK CASEY, Lanett, Ala.

MINER MODEL SHOWS

OPENS APRIL 25. Now booking Shows, Rides and Concessions. WANT Cook House. HAVE FOR SALE: CREAM ALAN BROWNE, Tinsley's Merry-Go-Round, and Chair Ride, Dangler. Address R. H. MINER, 161 Chambers St., Philadelphia, N. J. SECOND-HAND SHOW PROPERTY FOR SALE \$ 8.50 Elec. Hot Dog & Ball Machine, Cost \$75. \$50.00 Genuine Scotch Bag Pipe. \$ 15.00 Blue and Green Pennies, All Colors, Send List. \$ 1.00 Richardson Used Film Stills, All Sizes. \$10.00 Aviator's Keshel Suit. Fine Condition. Great Price. We buy Showings, Attractions, Hot Machines, Penny Arcade Machines. WE'LL BUY YOUR SHOW, 20 South Second Street, Philadelphia, Pa.

HIGH DIVER AT LIBERTY

BAREBEVEL, ME. World's Highest High Diver at Liberty for Sale. Address 2911 53d Ave., N. E. Portland, Me.



Pacific Coast Showmen's Assn.

LOS ANGELES, Feb. 1.—There were 167 present when President Theo Forstall called Monday night's meeting to order. Absentees of executives, Dr. Ralph E. Smith and O. H. (Red) Hilderbrand. During the business session there were matters of importance up for discussion and there was a great variance in opinion. However, the membership accepting the "majority rule" indicated the splendid spirit of fellowship.

Communications: From T. Dwight Pepple announcing the positive appearance of the Continental Revels as feature of the floor show at the Charity Hi Jinks, and there was a standing vote of appreciation. Jimmie Dunn writes of the formal opening of the Roadside Inn in which he and Lee Barnes are interested. Communications from Mrs. Vera Downie, secretary the Ladies' Auxiliary, and Mrs. Ethel Krug, president the Ladies' Auxiliary. A note from Stanley F. Dawson with a much-appreciated inclosure.

New members accepted for membership: John Bernard Palmer, vaude performer, credited to Charles Dodson; Richard Adolph Kanthe, actor-manager, credited to Teddy Le Fors; Joe Platto, credited to Claude Barie.

John Miller, Dr. George W. T. Boyd, Archie Clark, Mel Smith, Charley Walpert, Harry Fink, Ed Maxwell, Pete Peterson and Jack Shaller participated in a pro and con discussion relative to the proposed home for PCSA.

Sales of the PCSA buttons took a jump, many availing themselves of the opportunity to put on one of these highly artistic emblems.

Time was taken out for Claude Barie's presentation of his juvenile guitar and banjo orchestra, a fine act done in showmanlike way by talented kids.

Resuming business, relative to ticket sales and other matters pertaining to the Charity Hi Jinks, Pat Armstrong presented his check for \$100, heading the fund. Harry C. Rawlings put in \$25. President Forstall asked for discussion as to manner of handling this newly created charity fund. There was much discussion with Ed Walsh, John Miller, Doc Cunningham, Pat Armstrong, Roy Ludington, Ted Metz, Homer Hobson, T. Dwight Pepple, Ross R. Davis, Joe Diehl Sr., J. Doug Morgan, Stanley Dawson and Ed Nagle as the principals. The temporary committee appointed last week was held over until after the Hi Jinks, at which time the plan of operation and members of committee would be announced. It was decided that this fund would be dedicated to the memories of Sam C. Haller, first president of PCSA, and Walter McGinley, benefactor, upon whose ideals this organization had its foundation to carry out the idea of help to the brethren before they had passed on. This is a most laudable cause and will be handled in whatever way may appear to be the most helpful way.

Aside from the prize as announced last week to be given winners in the new membership drive, Harry B. Levine donates a watch of standard make. As the drive will not be in full sway until March 1, others stated that they would announce their donations to the prizes later.

A plan of J. Doug Morgan in aid of the Cemetery Fund will be worked out by owners and managers of outdoor shows, and a proposition put up to the membership for approval on February 10. During the Lions' Head parade it is noted that the contributions to this fund, all voluntary on part of giver, each Monday night reaches a sizable amount. The weekly award went to Arthur Stahlman.

After adjournment there was the usual lunch and refreshments, by Ed Walsh, Chester Bryan, W. D. Corbett and Mel Smith.

The innovative ideas being worked into definite plans attest the interest members take in PCSA, and the parliamentary handling of matters reflects much credit to Theo Forstall, and there is a very definite handling of matters that marks this organization living up to its objectives for the help and betterment of all showfolk—circus, carnival, concessions, stage and screen.

Crafts 20 Big Shows

SAN BERNARDINO, Calif., Feb. 1.—With the opening drawing near, work has started in earnest—painters, mechanics, carpenters, electricians and canvasmen busy as bees—about 50 men now employed. There are 22 rides now in quarters. Some of these will go to the Golden Gate Shows, Crafts' new unit to be launched March 6. J. Ben Austin, general agent, reports dates lined up, and Will Wright, manager Golden Gate Shows, with Phil Williams as general agent, has just about completed their route. O. N. Crafts, with Sam Hinson, master mechanic, has been purchasing new Mack trucks and other motorized equipment—the two shows will have about 80 pieces of motorized equipment the coming season. All locations for rides at the Orange Show have been laid out by Manager Roy E. Ludington, with triple Ferris Wheels, Lusse Auto Scooters, Merry-Go-Round, Heyday, Lindy Loop, Ridee-O, Whoopee Chariots, Board Track Speedway, three kiddie rides, Zeffor Train, Pony-Go-Round and the new Octopus, which is being brought direct from the factory by Abner Kline. Frank Lentini will have the Side Show this season. Jake Dymes and his Ethiopian Knights will again be on the midway. Ed Kanthe will again have the Athletic Show. Speedy Babbs and his brother, Robert, have contracted to bring their new Slidrome for the season.

ROY SCOTT.

Greater Dickerson Shows

ROCKY MOUNT, N. C., Feb. 1.—A crew is at work in quarters building shows and fronts and painting rides and cutting canvas. Owner Frank E. Dickerson recently purchased new transformers, which will be mounted on a truck. Also purchased a calliope and has it mounted on a large truck. Plans are for the lineup to include 8 rides, 8 shows, about 30 concessions, band and free act. All the ride help will be in uniforms. The opening is scheduled for early in April. The roster so far announced includes Frank E. Dickerson, manager; Thomas S. Dickerson, assistant manager and secretary; Bill H. Stone, lot man; Charlie Stanley, calliope player; J. L. Smith, Ferris Wheel; H. C. Postes, Merry-Go-Round; Joe Williams, Chairplane; Harrel Lucas, Kiddie Ride; Mrs. H. C. Postes, ticket seller on gate; Ben Holliday, electrician; Whitey Dasher, Side Show; Pearl Shields, Minstrel Show. Among recent visitors to quarters were Mr. and Mrs. E. B. Hollinsworth, to join with a grand show; H. Lucas and son, of World of Mirth Shows; H. E. Bridges, of Campbell United Shows. Mr. Dickerson plans to play spots in North Carolina, Virginia, Maryland and Western Pennsylvania. All of which is from an executive of the show.

Volunteer State Shows

CLEVELAND, Tenn., Feb. 1.—Cold weather and snow have held up work at quarters for a while. But snow is somewhat a novelty here and the folks at quarters enjoyed sled riding, snowballing, etc. Among recent visitors were M. C. Duffy, agent Empire Shows, and R. C. McCarter, former agent that show, who had an automobile contest going at Dalton, Ga. Automoble Blake has secured the Browning Family to present their free attraction on the midway this year. Bill (Alabama) Storey advises that he will be with this show with his concessions. Charles Sutton, former business manager Great Superior Shows, will be in the same capacity and is expected to arrive soon. Harold Browning is expected soon, he having booked his Loop-o-Plane U-Drive-It rides with this show. All of which is from an executive of the show.

J. L. Barker Shows

CHARLESTON, Mo., Feb. 1.—The cold-weather wave that swept over this section recently retarded work being done outside quarters. The new fronts built and painted in December were stored away before the cold spell arrived. All the force moved into Mrs. Barker's large and well-heated home and worked on scenery, banners, etc., for the various shows. The writer was away for a few days arranging for some engagements. Among recent visitors were Charles Ooss and Mr. Campbell, of the Standard Chevrolet Company, and Mr. King, of the Springfield Wagon and Trailer Company. T. GREGORY MURPHY.

L. J. HETH SHOWS "CLEANEST SHOW ON EARTH" WANT

SHOW OPENS MARCH 7, HEART OF CITY.

Organized Minstrel with Brass and good Wardrobe. Salary and percentage. Athletic, Illusion, Big Snake, Side Show and others of merit. Furnish outfits for same. Ten Chorus Girls (must do tease numbers), Piano Player and Drummer with set of Drums. Loop-o-Plane (prefer double), and one more Flat Ride. Experienced Ferris Wheel Man and other Ride Help. Second Man and Banner Man who can sell Banners and Merchants' Tickets without heat. New holding contracts for ten fairs, starting July 14. WANT two sensational Free Acts. Thirty weeks' work. Norman Smith wants two Lady Drome Riders, interested in Sound Truck. Legitimate Concessions come on (no Griffs). WILL BUY used Flush Drops and Spot Light. FOR SALE—A complete Cook House (will book same), 10 K. V, 110 D C Fairbanks & Morris Generator, with Chrysler Motor, 5 Monkey Speedway Automobiles, perfect condition. Address all communications.

L. J. HETH, Manager, North Birmingham, Ala.

PAN AMERICAN SHOWS

WANT FOR 1936.

OPENING MARCH 23

Rides, Shows, Concessions. WANT TO BOOK 12-Car Ride, Loop-the-Loop. WILL BOOK OR BUY No. 5 Ell Wheel or any Rides that don't conflict and can gilly. WANT Ride Operators for Carousel, Tilt-a-Whirl, Double Loop-o-Plane, Ell Wheel, Farm and Chairplane. SHOWS—Will furnish outfits for Circus Side Show, Minstrel, Athletic, Musical Review, Hula and Single Pitt Attractions. WANT TO BOOK Small Motor Shows, Monkey Circus and any money-getting Show. CONCESSIONS—Want sober, reliable Manager with Help for Cook House and Grab. Will furnish complete Corn Game Outfit to capable operator that can stock same. WANT legitimate Concessions all kinds. Will sell exclusive on Diggers, Photos, Long Range Gallery, Custard and Palmistry. Want to hear from Net High Dive and sensational Free Acts with full particulars. WANT experienced Special Agent that understands publicity ahead. Address

PAN AMERICAN SHOWS.

410 Winona St., Hot Springs, Ark.

STRATES SHOWS CORP.

WANT SEASON OF 1936

14—WILL POSITIVELY GUARANTEE 14 FAIRS—14

Northern and Southern

Can place capable Showmen with Shows of merit. Will furnish complete outfits, with wagons for same. Can place two major Rides. Concessions that will meet with the policy of the management. Opens middle of April, close November 7. Address all to Winter Quarters, Portsmouth, Va.

JAS. E. STRATES, Pres.

MATTHEW J. RILEY, Bus. Mgr.

FOR SALE—Complete Cookhouse.

Solomon Will Have 2 Shows This Year

ST. LOUIS, Feb. 1.—During a visit to The Billboard office here yesterday Sam Solomon, owner and general manager Sol's Liberty Shows, was pleased over the fact that he has practically booked the entire coming season for the two shows he will put out this year. Solomon has booked the Class A and Class B circuits in Wisconsin, which total 17 fairs, and the Red River Valley Fair Circuit in Minnesota, which totals five fairs, the first starting June 18. He has also several other fairs booked. To take care of all of his bookings necessitated Solomon taking out another unit, which will be called the Imperial Shows, and will take to the road the latter part of April, about the same time that Sol's Liberty Shows open.

The new show will consist of 10 rides, 10 shows and approximately 20 concessions, and will be under the management of Lew Marcuse, formerly of the Wade Shows. Larry Hall, of Milwaukee, will have the eating and drinking stands on the Imperial Shows. Marcuse will arrive in winter quarters at Caruthersville, Mo., on February 10, and will superintend the work of organizing and building the new show.

Sol's Liberty Shows are all ready to take to the road, according to Solomon. Immediately after the meeting of the Association of Tennessee Fairs at Nashville, February 4, which Solomon will attend, he will go to winter quarters and oversee the work on the new unit. He has been on the road making fair meetings and calling on fair and celebration officials the last two months.

Smith Greater Atlantic

AUGUSTA, Ga., Feb. 1.—Winter quarters is now operating full blast, with 15 men working on the rides and shows, painting and repairing and getting everything in shape for the opening in Augusta March 2. The following people are now at quarters: Earl Weber, picture machine; Mr. and Mrs. George Smith and family, two rides and concessions; Joe Karr, cookhouse; E. C. (Humpty) Evans, concessions; Peggy Ewell, big snake; W. S. Anderson, Geek Show; Cincinnati Smith, Plantation Show; Pete Pearson, Merry-Go-Round; George A. Baldwin, three concessions; Fritz Boles, who has charge of winter quarters. The downtown office is in charge of James Finnegan and George A. Baldwin. Manager K. P. (Brownie) Smith has been

DIXIE BELLE ATTRACTIONS

Opening Owensboro, Ky., or vicinity, May 4, 1936. New booking Concessions and Shows. Special proposition for Ferris Wheel and one other ride. Will furnish equipment for capable showmen. Will provide fair, no quarters this year. You will do business only with me. COL. LOUIS T. RILEY, Owner and General Manager, Owensboro, Ky.

AUSTIN, TEXAS, WANTS

First-class Carnival for Third Annual Free Independence Celebration, to be held in beautiful Municipal Park, week of July 4. Sponsored by American Legion and City Recreation Department. 40,000 attendance first year, 50,000 second year. R. A. SCHROEDER, Austin, Tex.

KELLEY'S GREATER SHOWS
Opening March 23, Evansville, Ind. Booking Riders, Shows, Concessions. All open, including Cook House. Address KELLEY'S GREATER SHOWS, Remo, Mich.

on the jump booking and arranging for the season. Fritz Boles has charge of the twin Ferris Wheels.

GEORGE A. BALDWIN.

St. Louis

ST. LOUIS, Feb. 1.—E. K. Fernandez, prominent Hawaiian showman, is in the city visiting with Mr. and Mrs. Sidney Belmont. Fernandez will make a hurried trip to Chicago, return here next Thursday and then return to Los Angeles, where he is assembling people for another show which he will take to the islands, sailing February 20.

Orville Hennies and Noble Fairly passed thru the city Wednesday from points north to Kansas City and Houston, which will conclude a long trip which was successful in booking engagements.

Oscar Bloom, owner Gold Medal Shows, stopped in this city for a day after attending the fair meeting in Michigan. Is now making a tour of the South, combining pleasure and business.

Louis LaPage returned here Monday after attending some fair meetings.

Bill Caraky, of the Universal Theater Concession Company, visited the local office of The Billboard Wednesday, when he was en route south.

Edward S. (Slim) Johnson and Hyman (Hymie) Schriver, of the Midwest Merchandise Company, were in the city Sunday visiting with friends.

Sam Solomon, during a visit to The Billboard office, advised that Mrs. Solomon was called to Dallas last week, where her sister, Mrs. Henry Gold, was seriously ill.

Charles Goss returned from a four-day trip to Kansas City. Mrs. Grace Goss is still visiting the Velares on the Royal American Shows in Florida and is expected to be out of the city for another month.

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FOR THE FOLLOWING WEEK'S ISSUE.

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ACTS, SONGS AND PARODIES

GUARANTEED MUSIC ARRANGEMENTS, \$3.50 up. Booklet. **ROBERT VAN SICKLE**, Labelle, Mo. fe22

MELODIES ARRANGED FOR PIANO — ED MORBACH, 145 W. 45th St., New York.

AGENTS AND DISTRIBUTORS WANTED

AGENTS—STICK-ON-WINDOW SIGNS; 50% profit; free samples. **METALLIC LETTER CO.**, 439 N. Clark, Chicago. x

AGENTS, WOMEN, GOOD PROFITS—SAMPLES. ST. **GOODWILL**, Box R598, Cincinnati.

AUTOMOBILE TIRES AND TUBES—HOUSE and Auto Radios free. Nationally known. **BENCE** only. Wholesale catalog 10c. **AVAMPATO**, 43 Meadow, Torrington, Conn.

CARTOON BOOKLETS—REAL STUFF, \$2.50 hundred. Samples, 25c. **RAY**, Box 83, St. N. New York. fe25

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GOOD INCOME SILVERING MIRRORS—PLATING and Refinishing Lamps, Reflectors, Autos, Beds, Chandeliers by new method. Outfit furnished. Write **GUNMETAL CO.**, Ave. G, Decatur, Ill. 1frx

MAKE GOOD MONEY TAKING ORDERS— Shirts, Ties, Underwear, Dresses, Hosiery, Raincoats, Pants, Uniforms. Sales kit free. **NIMROD CO.**, Dept. 43, 4922-28 Lincoln Ave., Chicago. ap25

MAKE YOUR OWN PRODUCTS—BIG PROFITS \$10.00 formula free. **Nationally known BENCE EXCHANGE**, 509 Fifth Ave., New York City.

MEN WANTED AT ONCE TO CALL ON stores with biggest line 5c and 10c necessities. Self-selling counter displays: Aspirin, Razor Blades, Handkerchiefs, Household Cement, 101 different items, many new, exclusive. Up to 125% profit. Experience unnecessary. Big catalog free. **PROCOFAP**, Dept. 131-WD, 1956 S. Troy, Chicago. x

NEW DOLLAR BURGLAR ALARM! 30,000,000 prospects. Get Demonstrator Now. **FRUITT**, Dept. 188, Elburn, Ill. fe29x

NO PEDDLING—FREE BOOKLET DESCRIBES 107 money-making opportunities for starting your own business, home office. No outfit. **ELITE**, 214 Grand St., New York.

PITCHMENT SOLICITORS! MAKE EXTRA money with new Stamping Outfit. Stamp checks, plates, fobs. Catalog 69-C free. **C. H. MANSON**, 303 W. Erie, Chicago. x

PROFIT 2,000%—ACREABLE EASY WORK applying Gold Initials on Automobiles. Every owner buys. \$3 to 15 daily earnings. Write for details and free samples. **AMERICAN MONOGRAM COMPANY**, Dept. 20, East Orange, N. J. x

PROFITABLE BUSINESS SELLING "PERFECTION" Herb Tablets. We finance you. Samples and details, 20c. **L. BUCHMAN**, 614 East Jefferson, Syracuse, N. Y. fe15x

SELL ASPIRIN, LAXATIVES, BLADES, GLAZES. Write **NATIONAL**, Box 500N, Cincinnati.

SILVER COIN COUNTERFEIT DETECTOR—SELL banks, stores, individuals. Mention territory wanted: sample 25c. **C. LAB.**, 1658 Broadway, New York.

SPICY CARTOONS—HOT DIPLOMAS. Samples 25c. **BUK**, Box 2, Station W, New York.

100 PROFITABLE MAIL ORDER AND LOCAL Business Ideas; free literature. **FRUITT** PRESS, Elburn, Ill. fe28x

BOOKS

PERSONAL MAGAZINE—CATALOG, PHOTOS, Cartoons, 15c. **BOX 290-B**, New Haven, Conn.

BUSINESS OPPORTUNITIES

CASH EARNINGS—YOUR OWN DISTINCTIVE Mail Order Business. No canvassing. Particulars free. **STANLEY ORGANIZATION**, 112-114 Queen, Dept. 9, Lancaster, Pa. fe18x

100 INCH DISPLAY ADVERTISEMENT 30 MAGAZINES, year, \$24.00. **WOOD'S POPULAR SERVICES**, Atlantic City. fe22

PLEASANT "TRADE" HAPPY BUSINESS AND 1936's best opportunity for men with some commercial or artistic ability. Learn in an hour—make big money the rest of your life. Particulars free. **ALLEN**, 912 South Ave., Plainfield, N. J. x

INDEPENDENT ENTERPRISE—48 PAGES successful mail-order selling plans, formulas, opportunities, 10c postpaid. **TRACY PRESS**, Box 4641, San Jose, Calif.

SELL BY MAIL BOOKS, NOVELTIES, BARGAINS! Big Profits! Particulars Free! **F. ELFCO**, 525 South Dearborn, Chicago. 1frx

WANTED—LONG-ESTABLISHED CORPORATION desires Mail Secretaries in every locality. Details 10c and 3c stamp. 1110 Haworth, Philadelphia.

WHERE TO BUY AT WHOLESALE 500,000 ARTICLES. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 925 Broadway, New York. fe29x

CARTOONS

ENTERTAIN WITH TRICK CHALK STUNTS and Rag Pictures. Catalog free. **BALDA ART SERVICE**, Oshkosh, Wis. fe22

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers, may not be advertised as "used" in The Billboard.

A-1 CONDITION—MILLS TICKETTES, \$6.00; Screamo, \$22.00; Balance, \$17.50. One-third deposit required with order. **balance C. O. D.** For real bargains write to **EASTERN**, 350 Mulberry, Newark, N. J.

LIKE NEW THREE EXHIBIT FOOTBALL Ticket 10 Ball, \$45.00; One Rodeo Ticket 10 Ball, \$35.00; Take All, \$150.00; or will trade for Payouts. New faces for various machines, \$12.00. Jobbers write for circulars. Called Cocktail, Beer, Highball, Whiskey and Cocktail are the pay off. Write for circular. **HENKE COIN**, 2316 W. State St., Milwaukee, Wis. x

BARGAINS—PEANUT BALLGUM, CIGARETTE Venders, Games, Diggers. **NOVIX**, 1191 Broadway, New York. fe8

BARGAINS, BARGAINS—1 TOPY TURVY, \$8.00; 3 Crack Shots, \$5.00; 5 Golden Gates, \$5.00; 2 Rockettes, \$12.00; 2 Lightnings, \$4.00; 2 Rodeo Tickets, \$25.00; 1 Gateway Ticket, \$25.00. Be quick. One-third cash with order. **SOUTHERN VENDING MACHINE CO.**, 512 Main St., Danville, Va.

BARGAINS IN USED MACHINES, IN A-1 CONDITION—Big Saw, World's Series, \$3.75; Mills Tickettes, Big Bertha, Leland, Golden Gate, Malik, Key, \$7.50; Rockettes, Mills Cannon Fire Sr. Jennings, Football, Quick Silver, Flash, Auto-Dart, Wa-Hoo, \$15.00; Champion, Model A Traffic, \$17.50; Whirlpool, \$22.50; Ace, \$37.50; Western Electric Phonographs, \$50.00; Derby and Mason Pianos, \$37.50; Front and Side Venders, 1c and 5c, \$15.00. One-third cash with order. **WOMBLE VENDING MACHINE CO., 121 S. Douglas, Wilson, N. C.**

CAILLE PACE BANTAM JACKPOTS, \$15.00; Public Scale, \$25.00; Du Grenier Selective Candy Machines, \$17.50; Sportmans, \$19.50; Mills Official Automatic Payout, \$9.50; Super Eight, Big Bertha, Actions, Electros, \$5.00; Jennings Football, \$8.00; Iron Claws, \$22.50; Double Safe, \$15.00; Iron Stands, 75c. **MILWAUKEE CONCESSION CO.**, 3077 N. 5th, Milwaukee, Wis. x

COIN-OPERATED MACHINES, BOUGHT-SOLD. **JARL**, 1704 Leavenworth, Omaha, Neb.

EXCHANGE IDELE SLOTS FOR PAY TABLES—COLEMAN NOVELTY, Rockford, Ill.

IF IT'S SQUARE DEALING AND SAFE BARGAINS in Coin-Operating Machines of all descriptions see **VENDES SERVICE CO.**, 1813 W. 3d, Dayton, O. 20 years in business. fe22x

LATE MODEL MUTOPOSCOPES, MERCHANTMEN. Claws and Diggers, also Master Peanut Machines, \$2.25 each. **NATIONAL**, 2222 Chestnut St., Philadelphia, Pa.

LATE SLOTS—AUTOMATIC TABLES. **HUNTER**, 722 Ward Parkway, Kansas City. fe8

LOOK—BARGAINS—LOOK! PERFECT WORKING condition. 5 Exhibit Whirlpools, \$27.50; 5 Tickettes, good as new, \$5.00; 5 Sportsman Automatic Payouts, \$12.50. One-third cash with order. **SOUTHERN VENDING MACHINE CO.**, 512 Main St., Danville, Va. x

PENNY ARCADE MACHINES—CHEAP, CHET WHETSTONE, 1103 Waverly, Sandusky, O.

MANHATTAN CANNON FIRE SR., JENNINGS Football, \$9.50; Rebound, Esquire, Beacon, \$6.50; High Hand, Cheer Leader, Rapid Transit, \$19.50. All reconditioned. **MARC COIN MACHINE**, 622 E. First, Dayton, O.

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OLYMPIC, KING TURF, BALANCE LINE, MAN in Moon, \$12.50 each. Genco Baseball, Tri-lite, \$10.00 each. **MUNVES**, 145 Park Row, New York.

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 Wilcox, Howdy: (Palace Gardens) Lansing, Mich., b.
 Willard, Don: (Orph.) Atchinson, Kan., t.
 Williams, Rod: (Charlotte) Charlotte, N. C., h.
 Williams, Ray: (Coral Gables) Lansing, Mich., b.
 Wilson, Sammy: (Edison) New York, h.
 Winger, Frank: (Stearns) Ludington, Mich., b.
 Weston, Jack: (Olmes Terrace) San Antonio, Tex., b.
 Woods, Howard: (Robert Treat) Newark, h.
 Wylie, Austin: (Kenmore) Albany, N. Y., h.
Z
 Zarin, Michael: (Waldorf-Astoria) New York, b.
 Zbor, Joseph: (Biltmore) New York, h.
 Zolo, Leo: (Benjamin Franklin) Philadelphia, Pa., b.
 Zutty, (Flagship) Chicago, c.
 Zwoin, Ted: (Moulin Rouge) Detroit, c.

DRAMATIC AND MUSICAL

Blossom Time: (Met.) Minneapolis 2-5; (Davison) Milwaukee 6-8.
 Boy Meets Girl: (Selwyn) Chi.
 Cante: (Katharine) (Cass) Detroit 12-15.
 Dear Old Darling: (Garrick) Phila 2-4.
 Dodsworth: (Biltmore) Los Angeles 3-8.
 End of Summer, with Ina Claire: (Colonial) Boston 3-15.
 Great Walks: (Aud.) Chi.
 Hadden, Walter: (Shubert) New Haven, Conn., 5; (Shubert) Newark, N. J., 6-8; (Garrick) Phila 10-15.
 Madame: (American) St. Louis 3-8.
 Old Maid: (Curran) San Francisco 6-8.
 Personal Appearance: (Sera) Erie, Pa., 5; (Sera) Bradford 6; (Sera) Jamestown, N. Y., 7; (Masco) Rochester 6.
 Personal Appearance: (Harris) Chi.
 Poetry and Seas: (Forrest) Phila 3-8; (Nixon) Pittsburgh 10-15.
 Pagan Always Rings Twice: (Chestnut St.) Phila 6-12.
 San Carlo Opera Co.: (Aud.) Los Angeles 7-2.
 Skinner, Cornelia Otis: (Nixon) Pittsburgh 2-8.
 Taming of the Shrew: (Erlanger) Chi 3-15.
 Three Wise Men: (National) Washington 2-8; (Hibbard) Boston 10-22.
 Three Men on a Horse: (Paramount) St. Cloud, Minn., 5; (Chateau) Rochester 6; (Parkway) Madison, Wis., 7-8.
 Three Men on a Horse: (Plymouth) Boston.
 Tobacco Road: (Ford) Baltimore 3-8.
 Tobacco Road: (Ford) Portland, Ore., 3-8.

INDEPENDENT BURLESK

Bright Eyes: (Troadero) Phila 2-8.
 Dainty Dolls: (Variety) Pittsburgh 3-8.
 Flying High: (Howard) Boston 3-8; (Hudson) Union City, N. J., 10-15.
 Ginger Snaps: (Gayety) Washington 2-8; (Empire) Newark, N. J., 10-15.
 H20: (Gayety) Baltimore 10-15.
 High Jinks: (Lyric) Allentown, Pa., 10-11; (Family) Mahanoy City 12; (Maj.) Williamsport 12; (Orph.) Reading 12-15.
 Modes & Models: (Verba) Brooklyn 2-8; (Republic) NYC 10-15.
 Night Birds: (Empire) Newark, N. J., 3-2; (Howard) Boston 10-15.
 Newsies of 1926: (Family) Mahanoy City, Pa., 5; (Maj.) Williamsport 6; (Orph.) Reading 7-8; (Variety) Pittsburgh 10-15.
 Smart Set: (Hudson) Union City, N. J., 3-2; (Verba) Brooklyn 10-15.
 Varsity Pair: (Gayety) Baltimore 3-8; (Gayety) Washington 10-15.
 Youth Follies: (Republic) NYC 3-8; (Troadero) Phila 10-15.

MISCELLANEOUS

Brech, Magician: Vicksburg, Miss., 5; Jackson 5; McComb 7; Brookhaven 8; Meridian 10; Laurel 11; Hattiesburg 12; Biloxi 12.
 Brog Bros.' Show: Ellsley, Ga., 3-8; Epworth 10.
 Coward, London, Magician: Athens, Ga., 3-8.
 DeClea, Harry, Magician: (Strand) Marysville, Ca., 6-20.
 Decker, Hypnotist, Escape: (Benic) Whittier, Calif., 6-8.
 Dresser & Purcell Circus: Alexandria, La., 2-8.
 Felton, King: Cisco, Tex., 3-8.
 George, Doc, Ventriquist: Omaha, Neb., 4-10.
 Harris & Martin: New Orleans 3-8.
 Johnson, Judith 2, Mentalist: (Community) Catskill, N. Y., 2-8.
 Lucy, Thos, Elmer: St. Louis 7-8; Chi 10-15.
 Marine-Prestone Co.: Waco, Tex., 3-8.
 Ritten's Show: Pembroke, Ga., 3-5; Daisy 6-8.
 (See ROUTES on page 76)

Busy at Silver Quarters

PETERSBURG, Va., Feb. 1.—Six people are at quarters of Silver Bros.' Show here and Sam Dock is busy training dogs and ponies. Ed Dannon and Benny Lee are painting poles and seats. H. R. Brison, wife and son, Raymond, are playing schools with an indoor circus unit. Al Kessel, band leader, is wintering at Miami, Fla., and Karl Annon, agent, is at Parkersburg, W. Va. Boes and Raymond Owens, of the West Shows, and Frank Jackson, of Milligan Bros.' Show, are daily visitors.

We solicit your co-operation by sending us letters concerning difficulties and complications you encounter while traveling the highways or visiting cities and towns. We want to know the problems of showmen, so we may publish information of interest to all. Address your letters to Motor Transportation Department, The Billboard, 25-27 Opera place, Cincinnati, O.

AN ARTICLE recently appeared in The Detroit News stating that under a new law in Illinois trucking companies domiciled in another State would be required to pay \$250 per trucking unit or two cents a mile for the privilege of using Illinois roads. To learn if motorized circuses, carnivals and other shows would in any way be affected by this law, a letter was sent to the proper authorities and brought the information from Lee A. Friend, chief automobile investigator, Automobile Department of the State of Illinois, that "the operation of such shows would be considered interstate movement and, according to the reciprocal agreements between Ohio and Illinois, there would be no requirements to be observed."

"Illinois has reciprocal agreements with every State in the Union. With some States Illinois is fully reciprocal; with others this reciprocity is limited."

H. E. M., of Cumberland, O., would like to know thru this column if there are any States that do not allow four-wheel trailers, and if so, if a special permit can be obtained to take such trailers thru. Who can answer?

HERE'S an item that should be of interest to truck showmen: In the first transcontinental truck run ever held under the sanction of the Contest Board

The Sawdust Ring

By FRANK (DOC) STUART

OKLAHOMA CITY, Feb. 1.—Well, here we are! It's February and very cold. Suppose we circus troupers and fans go to the bull barn, draw our chairs around the old stove and "put her up and tear her down" for a spell? We have a lot to talk about. So many things have happened to the circus within the last few years that it gives one the shudders along with the shivers. Well, another big circus is going to "stay in the barn" during 1936, and it is said its properties will be distributed between Ringling Bros.-Barnum & Bailey and Al G. Barnes. This is a blow to circus people and fans alike, and we devout lovers of the Big Top will scream to the skies that we are not getting a square deal.

Suppose we review the situation calmly. You say the American circus belongs to America, but who is going to pay bills? Circus managers tried that and where did they land? On the ash-heap! You are a business man, so let's look at this matter fairly. Suppose you owned a business block and the restrictions were so great you could no longer make a reasonable return on your investment. What would you do? No answer is needed. One must remember, the circus business is unlike any other. It is a gamble—a terrific gamble and worse than that—pride enters the setup. Oh, there is no use blaming the Ringling-Gumpertz interests in withdrawing Hagenbeck-Wallace Circus from the

of the American Automobile Association, a Chevrolet 1½-ton truck hauling a semi-trailer with a 5-ton payload, covered a route of 3,511.4 miles between Los Angeles and New York City in 129 hours and 21 minutes, actual running time, an average speed for the entire trip of 27.14 miles per hour. The truck delivered a 10,000-pound cement block at a cost of less than one-third of a cent per ton mile. The distance was covered on 208.6 gallons of gasoline and with the addition of only two quarts of oil to the crankcase, or a total cost of \$53.21. The gasoline mileage recorded on the trip was 11.378 per gallon.

A MAXIMUM speed limit of 45 miles per hour on all State trunk line highways was ordered recently by the Connecticut Traffic Commission. The State Motor Vehicles Department immediately after the action of the commission sent out official notice of the ruling to all police headquarters in the State. All police and court officials were notified formally by the State Traffic Commission of the action with a recommendation that reasonable time be allowed for the motoring public to "adjust itself" before court penalties are inflicted. The speed limit is reduced at congested and hazardous sections. Violators of the new speed law face possible loss of their operator's licenses, as well as a court fine of from \$10 to \$100 for convictions on the speed charge.

JUDGING by the number of arrests made since early January, Alabama's new highway patrol means business. Driving with an outdated license, having a faulty tail light and unlawfully using a dealer's license have been some of the offenses.

road. They didn't start it. It went back farther than that.

The old American Circus Corporation saw the handwriting on the wall in 1929 and the Ringling interests, imbued with its great pride of being successful circus owners and operators, saw the opportunity which they always looked for. The country was prosperous and the Ringlings became the new owners. Then came the depression—and, believe me, we are still depressed. I have no intention of starting a controversy, but the blame must be placed somewhere, and whether you like it or not, it's you, Mr. and Mrs. American Public, who must accept the responsibility! You demanded bigger and larger circuses and circus performances each year, and the circus manager—poor devil—tried to please you.

In his great pride, he completely forgot business judgment in order that you might gasp, thrill, gasp, tremble and laugh. He built his circus larger and it required more railroad trains, people, advertising, executives and general expense. Cookhouse bills went up, chiselers chisled more deeply and even three "fixers" were required when one used to suffice and even found time to take tickets at the front door. Licenses went soaring and railroad transportation became a kin to Jesse James. The whole blamed structure became so bulky with expense that it was next to impossible to make a fair return on the investment. Why? You, Mr. and Mrs. American Public, failed to patronize the average circus because you said, "See one and

you see them all." And you even inverted and stole that phraseology from the late-lamented P. T. Barnum! The fact is, Mr. and Mrs., you are lopsided. You think there is only one big circus. That is why Sells-Floto, Robinson, Hagenbeck-Wallace, Sparks and others are in the barn.

There are only 180 to 200 days during a season when a circus can play (and this included runs), but there are several hundred "stands" in America where these shows could have made money; but, did you attend? No. You either went to the big towns to see the one circus or you stayed at home weakly decrying—all circuses are alike. Great God! Or rather, thank God that the Ringlings had enough business sense to keep 'em in the barn before the Big One ran into financial difficulties.

Now let's see where we stand. The fact is we are no worse off in 1936 with Hagenbeck-Wallace being off the road than we were in '33, '34. We got "Jesse Adkins-Zack Terrell-Cole Bros." World-Toured Shows and Clyde Beatty's Trained Wild Animal Exhibition." Great gawd, I ran out of words and, believe me, that is a circus! Give those two men about three reasons of good business and we will be going places when they exhibit in our town.

Do not worry about Ringling Bros.-Barnum & Bailey Shows. They will always get along—I know—I had plenty of experience during 1920-23 trying to put grease under 'em.

Finally, if you Americans who cry so loudly that the circus is an American institution belonging to our children, if you wish it to exist, take your own kids and some poor kids to one of its performances. It will do you a lot of good, too.

English Circus Mishaps

LONDON, Jan. 17.—Three mishaps to circus performers in England were reported last week.

Henriette Carlos, of the Carlos-Waldenda high-wire act, now appearing at Bertram Mills' Circus, fainted while about to perform her part in the act. Luckily the girl was still on the platform and she was brought to the ground without injury. Cause of her faint was a recent bout of influenza.

Patricia McKeever, girl lion tamer with the Empire Circus, Belfast, had an arm and hand mauled and clawed by one of her lions. She has recovered sufficiently to resume with the act.

James Fossett, of the Five Canadian Wonders, serial act, at Alexandra Palace Circus, London, fell 20 feet thru a wire snapping. He sustained minor injuries to an arm, wrist and leg and is back again with the act.

Notes From Paris

PARIS, Jan. 27.—The pantomime-circus spectacles at the Cirque Medrano and the Cirque d'Etiver continue to draw big houses. The first half of the Cirque Medrano bill features several good numbers. Outstanding hit, the Two Clerans, two husky boys who present a punchy routine of sensational tricks, working at an extreme height without a net.

The Four Macks, American roller skaters, also click with good solo work and good routine of spins. Unusual bike and unicycle number presented by the Three Shyrettes. Paul Sandor, oldtimer, presents his group of dogs disguised as ponies, in clever tricks.

Garzoni, neat juggler, Porto and Alex, clowns, and Glander's horses complete the circus part of program.

The Alvarez Brothers, comedy trapeze act, are at the Rex. The Four Cortis, trapeze, and Betty and Rudy, novelty balancing act, are at the Cigale. The Kuhn Brothers, perch, and the Milcar Trio, comedy acrobats, are at the Gaiety Palace. Howard Nichols, American hoop juggler, and Anderson and Allan, American acrobats, are at the Bobino.

The Three Swifts, jugglers, and the Three Cosacks, roller skaters, are at the Alhambra. Rebia, the juggler, is at the ABC.

The Five Blumenfelds, trapeze, are at the Ancienne Belgique in Brussels.

WHEN THE LATE Charles Andress was 80, he became the father of a boy, who is now four years old and indicates a desire to follow in the career of his father by being a circus man. His mother has charge of the valuable property at Great Bend, Kan., and the great wheat farms in the county, which had been accumulated by thrift during the years of active show business by Mr. Andress.



Circus Saints and Sinners Club

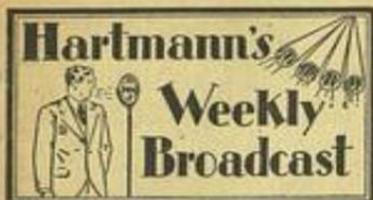
For the Old Troupers and a Home

RICHMOND, Va., Feb. 1.—The W. W. Workman Tent of the C.S.S.C. and the General Assembly of Virginia, which is now in session here, were entertained jointly January 23 by the General Outdoor Advertising Company in its plant with an elaborate oyster roast and entertainment. Oysters were served in every style, also plenty of wild turkey, pheasant and Smithfield ham. Sinner E. W. Lemay, general manager of the company and member of the Richmond Tent, arranged an entertainment, "A Night in the Old South," which included several plantation scenes participated in by original plantation Negroes. A

volunteer offering was taken and the money contributed will be used to purchase an artificial leg for an aged circus man's wife.

Among those present were Gov. George Perry of Virginia, Mayor J. Palmer Bright of Richmond, Norman R. Call, president of the R. P. & P. Railroad, honorary members of the Workman Tent: National President John C. Goode, National Vice-President W. A. Roper, National Treasurer Joseph Kass, National Secretary Chesley Goldston; members of the house of delegates and senators.

CHES GOLDSTON,
 National Secretary.



IN OUR issue of January 25, in making an appeal for better co-operation and greater interest in the Showmen's League of America, we said among other things: "Circus folk for some reason or other have not taken the interest in the League expected of them and it is hoped that this situation will soon be changed. The League is anxious to have you join and wants you to know that a welcome always awaits you at the clubrooms in Chicago. If you have any objections to joining the officers and directors would highly appreciate knowing what they are. Last year 203 new members were added to the list, and this year's goal is set at 300. So let's go!"

This appeal aroused the interest of a reader of this pillar who has written us from Georgia on the subject but prefers that his name be withheld. He says he never knew until now that the League was open to the circus and that he was always under the impression it was a strictly vaudeville organization. How he ever got that notion we don't know, but any way we feel that the SLA officers and members would like to know his thoughts and are therefore quoting them herewith:

"I note in your column the past week that you wonder why circus folk take no more interest in the League.

"No doubt hundreds of them are just like myself; they have never known that the League was open to the circus. I have always supposed it was a strictly vaudeville organization.

"What has the League done to let us know we are welcome to its fold? Why don't they let us know the facts as to being welcome and what are the benefits, dues, etc.? They don't even publish their Chicago address. I have played Chicago for a five-week stretch and the League was never mentioned to my knowledge during the five weeks to a single member of our company so far as I knew. The Elks were there in numbers to invite all members to clubrooms, etc., but never an invite from the League that I heard of. Their address is not even published at head of their column in *The Billboard*.

"The advantages of League membership have never been brought to the attention of the circus folk is why you haven't got them.

"I have been quite a 'joiner,' and no two of my lodges in the same State, and I most positively would have been a member of the League for some years past had it been brought to my attention.

"I will watch your column for reply, but I prefer that you do not publish my name."

Any reply which the League might wish to make will be gladly given space in this column.

IN A speech before the last annual meeting of the Iowa Fair Managers' Association in Des Moines, Mrs. Marie C. Stokes, assistant secretary of the Mississippi Valley Fair and Exposition, Davenport, Ia., said she believed display space at a fair should be sold during the year and not just a few months before the opening of the event, feeling sure, she declared, that more careful consideration then would be given to the arrangement of the exhibits and that such a procedure would prove more profitable to both patrons and advertisers. We don't see how anybody could doubt the soundness of her arguments.

This situation can be likened to one concerning those fair men who subscribe to *The Billboard* for a period of three months prior to their fair and

probably think they are getting the same benefits from its fair news columns as the all-year-round reader. There are either fairs or fair meetings going on throughout the year, and unless fair men scan carefully the columns of *The Billboard*, the only weekly publication catering to their interests, they are not keeping abreast of the times and are without doubt only slowing up their progress thru not being thoroughly informed of developments in the fair world.

THAT the clean carnival has no greater champion in the ranks of fair men than Norman Y. Chambliss of Rocky Mount, N. C., director of the North Carolina Fair Operating Company, was again demonstrated last week when he spoke at the annual meeting of the Virginia Association of Fairs in Richmond. Norman has been a fighter for fair and square games for years, and he is now of the opinion that carnivals are actually trying to present clean concessions. After stressing the point that he is a friend of the carnival man, he said he knows fairs must have such amusement, and that when they show they are trying to do their best he will always champion their cause.

"We should help the carnival man," he continued. "He is, after all, our partner in business. I confess many fairs charge the carnival man too much for the privilege. So I want to congratulate the carnival in general for willingness to co-operate in this respect.

"I believe in the idea of 'live and let live.' So I suggest closer co-operation between carnivals and fair managements. In North Carolina the tax on carnivals is entirely too high for still dates, which has brought about promotional fairs, so I will be one to help the carnival man get a reasonable tax when the North Carolina Legislature meets in 1937."

And when Norman says he will fight for a reasonable tax for the carnival man, you can bank on him doing it!

SAN ANTONIO had some disagreeably cold, wet weather last week, with the thermometer registering as low as 25 degrees above zero. In consequence, they tell us that what would be a top-money attraction on any midway the coming season is a large collection of "live" icicles "captured" by members of the Beckmann & Gerety winter-quarters force in San Antonio. Also that if these icicles, which are the rarest of "curiosities" in and around San Antonio,



MUSEUMS

Philadelphia Houses

PHILADELPHIA, Feb. 1.—This has been a tough week on the museums here. Bitter cold weather has prevailed all week, keeping the streets clear of customers. Some days they have not opened. Slightly warmer end of the week helped some.

Eighth Street Museum has the following: Habu, iron-tongue man and musical act; Bill Pickens, cowboy entertainer; Jackie Mack, illusionist; Poses Plastique; Mme. Zaida, mentalist. Clementine Coffey joined the annex. Dixie Dixon still a favorite in the annex.

South Street Museum presents the Colored Revue, six people in specialties; Leo, magician; Alzora, turtle girl; Captain Sig, tattooed man; Mme. Verona, mentalist. Dancing girls going along in the annex.

Kortes, Traveling

DENVER, Feb. 1.—Kortes' World's Fair Museum is still enjoying nice business here. The last attractions to be added were Hoppie, the Frog Boy, and Art Hubbell, human bellows. Art and the missus arrived from Tulsa, Okla., and

can be kept "alive" until the fairs start, they will certainly be top-money getters.

THE Variety Club of Cincinnati has just issued membership cards, and on the back is printed its creed, as follows: Goodfellowship means when accounting Man's worth when his busy life ends, Not by dollars and cents do we judge him. But by number and worth of his friends. "Variety" claims you as brother, Be loyal thru thick and thru thin, Then on lists of life's lasting friendships, Be sure to count each member in.

Program at Des Moines

DES MOINES, Ia., Feb. 1.—The program for the Union Labor Temple Circus at the Coliseum here, January 30-February 1, was presented in one ring and on two elevated stages.

Eddie Woekener had the band; Harry LaPearl was producing clown; Leo Hamilton, equestrian director. The acts: Grand Entree; LaPearl Trio and Hodgini Brothers, comedy acrobats; Miss Corinne, cloud swing; Misses Orion and Kelley, swinging ladders; Farmer Burns' pig act; LaPearl's clown band; Corinne and Bert Dearo, slack wire; Bernice Kelley, tight wire; the Ortons, double traps; Ethel Marine, traps; Agnes Doss, traps and muscle grinds; LaPearl's burlesque snake dance; the Yoshidas and the DeKohls, perch; Burns' dogs, monkeys and ponies; Loyd's riding dogs; Frank Shepard, heel-and-toe trapeze; LaPearl Trio and Hodgini Bros., clown prize fight; Miss Collett, equilibrium; the Yoshidas, barrel kicking; bucking mule and football pony; Eddie Billetti, high-wire turn; Loyd's pony drill; LaPearl's long-shoe dance; D'Arcy Sisters and Miss Orion, iron-law; DeKohl Troupe, on rolling globes; Bert Dearo, contortion traps; Yoshidas, head stand on trapeze; clowns' crazy number; Bert Doss, flying act. The LaPearl clowns will play Minneapolis Shrine Circus for Dennis Curtis.

NEW COUNTY PLANT

(Continued from page 42)
pected in time for a fair next November. Mr. Franks, Mission Beach, is president; George Sawday, Dr. N. Matzen, Frank O. Forward, Fred W. Mitchell, John Barger, Robert Graham, directors, and D. A. Noble, secretary - treasurer. Buildings will be permanent, typical of colonial Spain, and 360 men to be employed daily.

Hoppie from Florida. Denver had a slight change in the weather and business fell off for about two days, but now the weather is back to normal and business is showing an increase. Manager Kortes arranged a small unit of acts to play at the Stock Show and enjoyed a nice business. The show now consists of 22 attractions and is the talk of Denver. Radio and papers, along with heavy billposting, is helping the good attendance. Visitors have included Jim Schneck, Western States Show agent, and Abner K. Kline, Loop-o-Plane representative.

Dime, Newark, N. J.

NEWARK, N. J., Feb. 1.—In spite of extremely cold weather business has held up to a very fair average. The bill this week is a strong one with plenty of variety. It includes: Sarkis, magic; Princess Margeret, midget—in her second week; Al Tomaini, boy giant—also held over; Professor Ely, bag puncher—impersonating old-time fighters; Delmar's Bird Circus, beautiful birds and beautiful flash; Kitty Smith, armless wonder; Shackles, handcuff and other escapes. All new girls in the *Oriental Revue* in the annex, which extra attraction continues to be a great drawing card.
GEORGE E. MOORE.

World Wide, Traveling

WEST POINT, Ga., Feb. 1.—The museum is held over for the second week here. Business better than was expected, considering unfavorable weather, altho all local mills are working steadily. The attractions remain the same as last listed, altho the annex attraction is heavily advertised and getting a good play.
BOBBY KORK.

"Stogie" Is Gone!

William A. Brown is gone, having passed away peacefully. "Stogie," as he was known to showmen thruout the land, had been a fixture in the St. Louis office of *The Billboard* for the last 12 years and was known as the "stogie" of the office. Loyal to the core, he will be sorely missed by the many showfolk of St. Louis and those passing thru.

Always with a stogie in his mouth, "Stogie" seldom if ever missed any circus or carnival people when they arrived in St. Louis. He would look them up at their hotels and then pass the news around to "regulars" in the Mound City. For years he made the night spots where showmen were wont to meet or hang out and was a familiar figure in downtown St. Louis, known to practically everyone in the blocks bordered by Broadway, Ninth, Washington and Market streets. He was the "official errand boy" of both local and visiting showmen for years.

No one knew "Stogie's" age, not even himself, as he always claimed his mother lost his birth certificate when he was a child. He was born in Ireland and came to America as a child. When still in his teens the wanderlust got him, and he embarked with a circus as paste boy on the advance car, following which he was for many years a full-fledged billposter with various large circuses. The last 12 years he made his home in St. Louis, going on the road on only two occasions.

Mighty Sheesley Midway

SALISBURY, N. C., Feb. 1.—Some "pickups" from the Mighty Sheesley Midway quarters—"Captain John" and Mrs. Sheesley returned for a few days' rest after attending a series of fair meetings and are preparing to make another trip in interest of the show's route for this year. Frank Tezzano, candy butcher of this show, is putting out stock in one of the theaters at Columbus, Ga. Ted Williams, formerly of this show, is spending the winter at Miami. Colorado Mack, of Pony Ride note, keeps his stock in good shape, and on days of favorable weather had kiddies riding and exercising the ponies. Mack knows his book relative to stock. During the late war he bought horses for the government. Elsie Henry, of the Kay Weiss Girl Show, is singing and dancing at the Empress Theater in Detroit until time of the Sheesley organization to again take to the road. WARD (DAD) DUNBAR.

Happy Days Shows

McMINNVILLE, Tenn., Feb. 1.—Ben Beno, the "man on the chair in the air," is signed for the free acts and Professor Cent signed his seven-piece band. L. E. Heth is in charge of transportation and going bits with Sally Rand's Show, headed for Florida. He will stay with that show until April 1. Col. and Mrs. T. L. Dedrick have attended the Indiana and Illinois fair meetings and are now headed to the Tennessee meeting at Nashville. Others of the show to be at Nashville are William R. Buell, Mrs. Albert Heth and Joe J. Fontana, general representative. Mike Conti has contracted for the Minstrel Show and Girl Show, building both new. Arthur E. Walsh contracted his Caterpillar ride and two concessions. He and the missus are now in Florida. Work at winter quarters here is in full swing, on new fronts and overhauling and painting the rides.
FLOYD R. HETH.

Kaus' United Shows

NEW BERN, N. C., Feb. 1.—With freeing weather work is at a standstill. As soon as the weather is warm again Manager Kaus will put on another crew of men. W. C. Kaus, general agent, writes that he has had a very successful booking trip and will announce the fair route upon his return to quarters. Manager and A. J. Kaus attended the fair meeting in Raleigh. W. C. and A. J. Kaus are attending the meetings in Richmond, Va., and Reading, Pa. The Shriners held their annual doings here last week and the warehouse was decorated beautifully by Doc Rash, who decorates it every year for this special event. "Mother" Kaus has returned to quarters after spending a month with her daughter in Washington. Doc Travis has again contracted his concessions, his second season with this show.
T. E. KAUS.

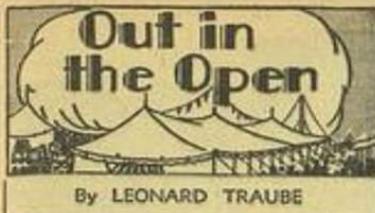
WORLD'S FAIR SIDE SHOW

CONEY ISLAND, NEW YORK

HEAR YE -:- -:- HEAR YE

Want FREAKS of outstanding nature who merit box-office appeal, also Novelty Acts, for long season in Coney Island. Can use good Feature Attraction, Double Sex Act, or what have you? Also A-1 Front Talkers. Send photo and lowest salary.

FRED SINDELL, Mgr., 3100 Brighton 2 St., Brooklyn, N. Y.



Around the Whirl

AFTER all that talk it looks now like Barnett Bros.' Circus will delay going the railroad way.—Incidentally, they say that another motorized outfit can convert itself into an over-the-rail show for only 10 grand. Sounds smallish, but not to showmentalties with English on the ball.—Watch for Bingo card manufacturers (plus merchandise moguls) will angle the campaign, taking a leaf from the book of playing-card companies which for years have had the Ely Culbertsons and the Sidney Lenses front for them to spur the sale of cards, not to mention bridge cloths for prizes.—Ontario Association of Palms will introduce something new at its convention this week—a banquet, Toronto's the place.—One Eastern booking agent had to do the unusual by asking a competitor to join him in the supply of entertainment for a fair association meeting at the request of the latter.—Talking about State meetings, William Glick, of Glick's Exposition, and Lee Schaffer, his general agent, performed an unbillied comedy turn at the Penny conclave. Schaffer was telling his boss how he talked contract to So-and-so fair secretary, but Glick roared, "Never mind telling me what YOU said—tell me what HE said," or words to that effect.—And the carnivals represented at the Virginia confab more than doubled the number of fairs.

All-Time Favorites

of H. GRIFFIN*
Circus Billposter

Frank A. ROBBINS JR., Outdoor Showman; Charles SPARKS, Downie Bros.' Circus; Al F. WHEELER, Circus Owner; H. F. HALL, Carnival Owner; Fred BECKMANN, Beckmann & Carey Shows; Joe HUGHES, George A. Hamid, Inc.; Leo BISTANY, Mohawk Valley Shows; John RINGLING, President American Circus Corporation; Sam ANDERSON, Tent Manufacturer; Matthew J. RILEY, General Agent Straits Shows Corporation.

(Send in your ballots nominating your 10 favorite showmen, living or dead, to Leonard Traube, New York office.)

*All these men are above the 50-year mark.

JOHAN J. (EMERGENCY) KELLY is back on Broadway after a battle with erysipelas.—Bill Lynch, of Canada's Lynch Exposition, in and out of New York.—That was Frank (Doc) Shean, of Dufour-Rogers attractions.—John H. Yost, retired trouper, of Rockville, Conn., was down with eye trouble, but is gradually improving.—He's making a bid for nothing but letters from friends.—Lorraine Wallace's Lions are a feature of *African-Edin*, an Italian war drama at the Venice Theater.—Mrs. Wallace brings out her charges during a festival scene, a gem.—Ernest Anderson celebrated his birthday anniversary in Atlantic City on January 23.—Rex D. Billings Jr., son of the manager of Montreal's Belmont Park, appeared at the Black Hawk Restaurant in Chicago with George Olsen, young Rex representing Chicago University. He offered card manipulation and hot stuff on the harmonica.—Before leaving for a Florida biz-pleasure trip Ben Williams, paying no attention at all to the near-zero weather, calmly announced that the carnival bearing his label will commence its Maine and Canadian tour next summer in Hallowell, Me., under auspices of the firemen, following which the show will make its usual string of fairs in the maritime provinces and Dominion. Ben has bought new rides and some new equipment, including canvas.

All-Time Favorite Leaders: 1—Charles Sparks; 2—John Ringling; 3—Fred Beckmann; 4 and 5 (tied)—J. W. (Patty) Conklin and Jess Adkins; 6, 7 and 8—Herman Blumenfeld, I. J. Polack and John M. Sheesley; 9—J. W. Gumpertz; 10—Matthew J. Riley. Among the deceased, Johnny J. Jones is first and J. J. Mugivan and Will Rogers are tied

for second. The next five, all with the same number of votes, are James A. Bailey, Al G. Barnes, P. T. Barnum, George F. Schott and Edward C. Warner.

Ray Coody, tight-wire artist, will do plenty of stepping in the next few days on indoor shows. New York to Minneapolis. Back to New York to make Orlando, Fla. Back to New York again. In between, a couple of days at Warner Bros.' Eastern studio to make movie shorts. Sounds like yon halcyon days.

CURRENT issue of The Standard Ring, organ of the British Circus Pans' Association, contains an editorial which fits the American shoe. "We have no desire to see a repetition of the stupid and senseless rivalry that used to exist among the old circus proprietors, who seemed to spend most of their time attempting to drive each other off the road—but there is still plenty of room in the country for two or three more large circuses without any undue strain being put on the other organizations. It has been suggested that the success which has attended the circus is due in no small measure to the glamour the circus never ceases to exercise over the public. Which is true, but only up to a point. The public will not continue to patronize a badly run show purely out of sentiment. The success the big circuses have met with of recent years is largely owing to the fact that their proprietors have realized that if they are to compete with the cinema and the many other multitudinous forms of entertainment their shows must not suffer in comparison. They must be well organized, well dressed and the acts well up to standard. However much one may regret the commercial element in an entertainment that used to be run as much for the love of it as financial gain, it must not be forgotten that we live in a different age and that if the circus is to continue to succeed it must keep up with the times.

CALM and collected at our charge that The Billboard must have employed an interpreter to handle his correspondence from a Connecticut park about five years ago, Edgar H. (Doc) Kelley, the Nutmeg med man, comes back with: "Received a letter from one of your three readers, Lee Norris, who had convulsions after reading your 'Open' of January 18. Since reading it I have myself been in a state of innocuous desuetude. If Billbooy employs translating hands, here's your chance to make 'em earn their money." I hereby declare Doc the winner by a technical knockout brought about because office lexicography took what may be described temporarily as a leave of absence. It is my impression that Kelley stole stealthily into the information bureau of this here rag on that Sabbath day when the missus virtually hissed him into New York and pilfered the Websterian word-book himself. This is in itself prima facie evidence of malicious intent. The State rests.

BABE AND JOE MILLER, concessioners, now in the South, go different by nominating their favorite show women as follows: Cal Glenn, now Mrs. Ed King; Mrs. G. A. Wortham; the late Johnny J. Jones sister, Sue; Mrs. Pelice Bernard; Mrs. Harry (Irish) Dore, Mrs. Charlie Jamison; Mrs. Eagle, mother of Nate Eagle; Mrs. Fred Beckmann, Mrs. Eddie Vaughan, the late Marie Dressler, Etta Louise Blake, Lillian Carson; Mrs. Harry Melville, the former Mrs. Nat Reiss; Alice Melville Strout, Elsie Calvert. "All these ladies," they say, "have suffered, staggered, battled in this outdoor show game." . . . Jerry Higgins, who was with Ralph Decker the past season, and Tommy Strunk intend to take out their own Girl Show, which will include some of the people now working for Higgins, notably Ken Harrison, emcee; Roxy Ryan, fan dancer, and Sonia Higgins, aesthetic stepper.

Rogers-Powell Shows

YAZOO CITY, Miss., Feb. 1.—Work at quarters is again progressing following the recent cold-weather wave. A new trailer with a 22-foot body is now under construction. The management has purchased a new automobile to be used in the interest of the show this year. Bill Coley arrived recently to take up his duties. Smiddy Smith is busy as usual. Pat Melhouse is working in the kitchen. All of which is from an executive of the show.

SOL'S LIBERTY SHOWS, Inc.

WANTED

SHOWMEN IN ALL DEPARTMENTS

Will have two Circuits of Fairs and Still Dates.

Will furnish Complete Outfits to anyone worth while, or book your own outfit if you have a good one.

Address SOL'S LIBERTY SHOWS, INC., Caruthersville, Mo.

UNDER THE MARQUEE—

(Continued from page 26)

The Tampa, Fla., fair date, he will do some "windows" for a candy firm, working drug stores in the principal South-eastern cities.

RECENT VISITORS to the Circus Room, Hotel Cumberland, New York, were Robert J. Vanderbeek, CPA; Jack Leontin, of Gothenberg, Sweden; Eugene Danwill, Willie Johnson, Jules Jacot, St. Stebbins, Jimmie Reynolds, Julius Kuehnle, Jean Belsaco, William Merrill, LaRue Dietz, Russell Alexander, Charles Withers, Jane (Skippy) Boland, Mrs. Cora Wilson, Oscar Decker and Bert Cole.

CHARLES BERNARD pens that news from Walter L. Main indicates progress by him and William Newton in putting the Walter L. Main Circus in condition to compete during the coming season with any and all of the motorized shows and to give more attention to the larger cities. He adds: "I like Walter's attitude of maintaining standard admission prices; have believed that flooding towns with 'merchants' tickets' and catch-penny schemes had a tendency to place the circus that used such methods in the 'gypsy camp' class of shows."

ABE GOLDSTEIN, since returning from Hawaiian Islands, being with the Fernandez Circus, has been working steadily on the West Coast in theaters, presenting show for kiddies at matinees and doing his act at nights in independent houses. Has also been at night clubs. He recently met several friends at Capitol Theater, Portland—Charles Arley, of Arley perch act; Larry Neal, of Larry and Preckles, and the Hartridges, who are billed as Cash and Carry, doing their hat juggling, and were featured. After playing the Capitol Theater Abe will go to San Francisco and Los Angeles.

GEORGE C. PAGE, general agent of Jones Bros.' Shows, advises that former manager, M. H. Allen, spent Christmas at Shokan, N. Y., with Sutton Family and Mrs. Laura Bartlett and many attended a big dinner. Party motored to Williamsport, Pa., and spent New Year's Day with Mr. and Mrs. George C. Page and son. Dinner was attended by several oldtimers, including Penman family, Mr. and Mrs. Russell Houseknecht, Mr. and Mrs. O. H. Bubb, Flying Bakers, Mr. and Mrs. John Hicks; William F. Lyon, owner of Rialto Theater, Sunbury, Pa.; Mr. and Mrs. Ernest DePrain, Mr. and Mrs. Jack Dibert and daughter, Irene Reany, Mr. and Mrs. Jack O'Brien and Harry F. Page. Allen left for Florida on business.

SHOWMEN'S LEAGUE circus notes: The shortest meeting of the Showmen's League ever recorded was night of January 23. The mercury tried to hide itself in the bulb at the bottom of the tube. All circus troupers were glad the "big cloth" was in the barn, and all were agreed it was a terrible night to be on the "bum." . . . Joe Abrams, concessioner long in the circus field, never loses a chance to drop in the clubrooms. And, by the way, that door is always open to all circus men. If visiting in Chicago drop in and put your feet on or against the radiator. Cut up some old dough. Any old story goes and there is a guarantee no indictment will follow your yarn. . . . The Old Reliable Stick and Relief Committee—Harry Cod-

dington, a veteran of the circus business dating back to the early '90s, has donated a bronze plaque to be awarded to the circus turning in the largest number of new members in 1936. . . . Tom Rankine, former secretary and former chaplain of the League, is smiling in his sleeve as he basks in the sun in Fitzgerald, Ga. There he reads press reports from Chicago telling how King Boreas reigns supreme in the Windy City. . . . Much interest is manifested in the League rooms over a report that another truck show will take the road this season, to give the natives a circus like grandfather knew, and with the 1936 trimmings.

Russell Bros.' Briefs

ROLLA, Mo., Feb. 1.—Ernie Peterson, boss mechanic of Russell Bros.' Circus, has reported to quarters at Rolla, Mo.

The Springfield (Mo.) Wagon Works has taken the contract to build bodies for several new semi-trailers, including a new elephant truck.

Jack Crippen is designing some elaborate trappings and wardrobe.

The management was shocked to learn of the sudden death of Dick Clay January 27 at Meridian, Miss., who had been with them for many years in various capacities.

Frank Miller is breaking several head of new menage stock, including a fine stallion.

New Outdoor Firm

DETROIT, Feb. 1.—An outdoor advertising firm in Detroit has been formed by Harry McDonald, well-known as the former president of Walker & Company. The name is McDonald Advertising Company.

The company has been acquiring many good locations thruout the Detroit territory, altho no statement of the actual number of stands available has been released. Company is expected to begin active operations within 30 days.

Dressen, Purcell To Open Outdoor Season in April

ALEXANDRIA, La., Feb. 1.—Dressen & Purcell Circus will take to the road approximately April 20, opening in Iowa and playing a few stands in that State. Will then make Illinois, Wisconsin and Minnesota territory, all one-day stands until the fair season. Show will carry about 20 people, with a five-piece band. Will feature balloon ascension at night and will have three high acts and 14 other acts. Stage will be 30 by 60 and show will have a public address system.

Purcell is breaking dogs, has purchased more monkeys and expects to add four more ponies. Dressen will handle the advance with three men. Management expects to open quarters at Chillicothe, Ia., April 1, to start work on some paraphernalia.

The winter unit is doing nicely thru the South.

James Sanger New Chairman

LONDON, Jan. 17.—James Sanger, English circus man, has been elected chairman of the British Circus Proprietors' Association for the current year. Retiring chairman was Bertram Mills.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by DON KING—Communications to 25 Opera Place, Cincinnati, O.

Digger Merchandise Fillings Show Definite Quality Trend

The trend of digger machines for the past five years has been to the more expensive merchandise but not until the past year was such merchandise used in any real volume.

An example of the rise of costs for "dressing" a digger, which interpreted means for filling the machine with merchandise, can be had from a short survey taken among some of the large operators of this equipment.

Operator A, who formerly valued his filling at approximately \$12, today values each of the fillings in his many machines at a \$45 average.

Operator B, who is one of the best known in the digger industry, valued his dressing at \$25 average, today values his dressings at approximately \$65.

Operator C, who confines his efforts to a large amusement casino, today values his fillings at \$100 each.

The reason given in each case is that the public has come to demand this better type of merchandise in the machines. They also state that the play is no more difficult than it ever was. In fact, certain operators report, the play has become less difficult now that the public has become better acquainted with the machines.

About six months ago one of New York's leading columnists, Ed Sullivan, in *The New York Daily News*, reported the fact that he and a crowd of his "dawn patrol" enjoyed playing one of the diggers located in a Sportland but that they were disappointed with the

merchandise which they had extracted from the machine.

Such news articles, plus the educational articles which have appeared in *The Billboard*, have proved effective and today the digger machines use only the finest merchandise obtainable to stimulate the play on their machines.

The fact that the cost of but a single dressing has in many instances jumped over 400 per cent is but an example of the manner in which the digger operators have come to recognize the public demand for better merchandise.

The merchandise industry can use this as one of its foremost cases for the constant introduction of better merchandise and the development of such merchandise for future use in all categories.

Digger operators are being credited as being among the most progressive of all merchandise users and being constantly so close to the public are the first to sense the various trends which the public make necessary by their acceptance of the merchandise displayed.

Prices Expected To Stay At or Near Present Levels

Prices for last December, according to the Fairchild Index, climbed to a new high of 3.2 recovery from the 1934-35 decline, or a 26 per cent increase over the 1933 low. Its economist, Zelomek, says the upping trend is due for something of a temporary halt as a followup of the outlawing of the AAA. Zelomek indicates, however, that prices in the home furnishings and leather goods lines will probably show some gains, the general prices are expected to remain pretty steady.

In view of the generally increased cost of our daily living, it will be just as well for business if prices were to stay on their present levels for a while and (See **PRICES EXPECTED** on page 60)

Educational Premium Items Show Promise of Real Future

There is a certain, as yet vague, classification in the merchandise field which is being more and more welcomed by premium purchasers due to its fine public reception. That merchandise is becoming known as educational merchandise.

Educational merchandise cuts a rather wide swath thru the industry, running from toys for children to advanced appliances, and is fast becoming one of the most popular divisions in the field.

The introduction of the movie camera was at first considered more or less a novelty. But as sales continued at a steady pace and as the demand began to grow merchandisers noted that in general they were being purchased because of their educational value and because the public was finding such items adaptable to educational purposes.

The same thought holds true of the movie projector and regular cameras. It is also true in cases of implements with which the public could educate itself to new uses.

Therefore, the no classification was at first attempted, the better merchandisers are now noting there is a definite category which can be classified as educational merchandise and that this merchandise is becoming more and more important.

The educational toys of the toy industry, which was probably the first to recognize the value of the word "educational" in conjunction with its merchandise, have always been among the best sellers and have therefore been able to attract better profit. The premium industry, because of this fact, also adopted the use of these toys and featured them to greater profit

Specialties To Be Active In '36 Political Battles

Interest in politics is at fever heat and may a bitter battle will be waged at the polls this year. The various political parties and factions within the parties will want to take advantage of every means of fostering propaganda for their own favorite in the race for the votes of Mr. and Mrs. John Public.

Important parts in every lively political campaign are played by the various specialties that are particularly adaptable to utility in politics, including badges, buttons, banners, pins and a great number of novel specialties conceived for individual circumstances.

Enterprising novelty houses are already hot on the trail of this brief but highly lucrative business.

Bonus Payment Brightens Outlook

The outlook for the merchandise industry was considerably brightened the past week with the passage by Congress of the Bonus Bill over the President's veto. The measure, calling for the distribution of \$2,237,000,000 to some 5,000,000 World War veterans and their families, has been termed the greatest stimulant to American business in the last six years. And those businesses which will benefit most from this tremendous addition to the national income for 1936 are those whose leaders give serious thought and study to the situation. Simple arithmetic reveals that each of the veterans or his family will receive in the neighborhood of \$500 in the bonus payment.

There are a great many fields of business planning to complete for this \$500, and consequently more and more premiums and novelties will be used in promotional campaigns—for this is a type of advertising which has attained an enviable degree of popularity in recent years.

While the actual distribution of the bonus funds will not be completed for (See **BONUS PAYMENT** on page 60)

Utility and Design Offset High Prices

One of the lessons the premium merchandise industry has learned to its advantage in the past six months is that there exists a definite demand for merchandise of better quality, character, more attractive beauty and utility, and that these characteristics combined in any item will readily overcome price objections.

For some years past the premium industry has been more or less frightened by the bugaboo of high-priced merchandise. Merchandisers were warned that no profit could result from use of merchandise at prices equal to those established by the usual outlets. It was believed that such merchandise had an outlet of its own and that the premium industry would serve itself to best advantage by abstaining from the use of such merchandise with which the public had become thoroughly familiar thru advertising.

Perhaps this development was more or less necessary and the gradual process of education which has since resulted has bettered general conditions to such an extent that the premium merchandise industry is today in a position to accept the highest and finest quality items and use these items for further development and profit as well as its own betterment.

It has been definitely learned in the past six months that merchandise with established utility, with outstanding beauty of design and general manufacture, regardless of the fact that the prices in merchandise of such character are always higher, is being more greatly appreciated by the public every day and that the demand for this merchandise continues to grow.

Price objections, which were formerly the major consideration of merchandise purchasers, have been overcome thru forced sales of better quality items. It is always to be remembered in the premium classification of merchandise that price does not appear as prominently as it does for general sale of this same merchandise thru the usual outlets. With this decided advantage the premium merchandise industry is therefore capable of introducing the finest merchandise the industry knows and profit tremendously by its use.

Merchandise with the modern beauty of design which is being featured at this time and with utility built in along the same superior craftsmanship lines brings very few objections to the slightly higher prices.

The tendency at this time is for the purchaser to choose between items of popular and higher price and to cleverly intermix the two so as to present an attractive display.

The merchandise industry assures its future by the use of such better quality merchandise which is being introduced at this present time and causes itself to be much more highly regarded by the average American family.

in automatic lighters and in various other merchandise.

The industry can therefore do itself a great deal of justice by establishing a separate group of "educational merchandise." Merchandise that is daily educating the general public to new modes and which is reasonably brought to the user only by the premium industry.

DON'T MISS

"Use of Merchandise in Parks"

By BILL GERSH

Appearing Next Issue

ON THIS PAGE

Designers Turn to Mdse. Improvement

Of the greatest aid to general merchandise improvement has been the entrance into the field of some of the country's most outstanding designers who, because of the demand of outstanding interior decorators, have turned to designing small merchandise accessories for the home.

These men have stimulated the leading merchandise manufacturers to greater design effort. Some of their accomplishments are truly remarkable.

Leading home media have shown such items as cigaret boxes, ash trays, bonbon dishes, etc., all in the home from a design standpoint that they immediately capture eye attention and are certain to be followed by manufacturers of such items for general sale thru the premium merchandise industry.

This same trend is becoming apparent in the two-faced electric clocks which are now entering into the premium merchandise industry in increasing number. These clocks were first introduced by outstanding designers on special assignments, but have since been followed to a certain degree by manufacturers of this type of merchandise and naturally the merchandise industry has benefited.

The same thought holds for many items for Mrs. America, which she is rapidly becoming acquainted with thru her home media and to which the merchandise industry must cater to create greater sales for their products.

One item in particular has captured popular approval. This is a small boudoir size electric clock made of a circular piece of blue glass with the hours of silver or gold stars and the movement itself so cleverly concealed that it appears as if the clock were working only on the cord.

Another clock especially designed for the home is a round ball of chromium with the figures placed on it in black strips of metal and the works in the center of the ball so that all that can be seen from the back is the wire.

Much to be complimented are the enterprising designers who turned their (See **DESIGNERS TURN** on page 60)



The Talk of the Nation

SHIRLEY TEMPLE SONG ALBUM

An artistic collection of the songs featured in Shirley's pictures. Surpasses the fondest dreams of her admirers the world over. Elaborately illustrated; cover page in full color.

THE BIGGEST MUSIC VALUE EVER OFFERED!

35 Cents Per Copy, Post Paid
(Write for Special Quantity Prices.)

MOVIETONE MUSIC CORP.
RCA Bldg. (Radio City) New York, N. Y.



Welder Operates Off Your Car Battery

George R. Allan has formed the Allan Manufacturing Company to manufacture a new type of welding tool, said to be especially adaptable to light work, such as automotive fender welding. The new Allan tool works on a 6-volt current and can be operated direct from an automobile battery. For work direct from a 120-volt lighting circuit a step-down transformer has been constructed by Allan and will also be placed on the market. It has a wire from the head of the tool, which is about the size of an ordinary screwdriver, and this is connected with the positive lead from the transformer or battery. An electrical circuit is established thru the metal to be welded, which is clipped or otherwise attached to a ground wire, when it does not furnish a natural ground, as on an automobile. With the use of this connection circuit is established which sets up heat in excess of 2,200 degrees Fahrenheit, according to Allan. It welds instantly, being effective on practically every common metal, including the job of welding copper wire onto tin, etc. For use in soldering the same tool can be applied by hooking up the battery or transformer to produce 4 volts instead of 6, while aluminum welding, because of the quickness of the action, requires two-volt circuit. Electrical resistance is measured as 200 amperes. The tool is already on the market, and over 3,000 have been sold in the past two months, Allan said. The tool retails at \$1.50. This new product has great possibilities of distribution thru pitchmen as premiums, etc., for every car owner, since it is portable and adapted to use by any "handy man."

New Style Pocket Knife

The Gits-Nife is a pocket knife with a new principle. The blade readily opens into four different positions. Simply press a button and the blade slides out of the handle. Safety and modern design are the main features of this new knife. No danger of breaking finger nails, nor can the fingers be caught between blade and handle. Handles are of baked enamel and come in wide variety of color combinations. Blade is replaceable, of high carbon steel and opens and closes with one hand. Has many uses and is especially appealing to men and boys. Made by the Gits Corporation.

Cellulose Beverage Coasters

Safe-Sorbs is the name of the smart new coasters that instantly absorb moisture yet, unlike the old-style coaster, do not pick up with the glass. Ideal for use on card tables, decorative and attractive. They are made of compressed cellulose, exceptionally absorbent material, with film of liquid-proof cement between layers. Even alcohol will not penetrate the special cement film. Made by Stanley Low & Company. May be had in individual monograms in a variety of smart styles and colors. Strong appeal to women. Very low in price.

Two-in-One Pen

A particularly interesting new novelty item is the Multi-Pen, made by the Multi-Pen Company, which consists of two complete pens, two ink chambers, all in one, yet readily separated into two writing implements. The unit is 5 1/2 inches over all. Chief advantage lies in the fact that red ink and black ink may be carried in the two units, handy for accountants and figure men. Pen is low in price on volume orders.

Novelty Wine Set

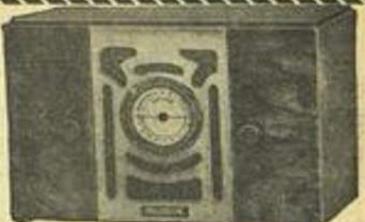
An attractive new wine set, made by L. F. Duck & Company, has a bottle and six glasses in rustic design with entire ensemble covered with imitation tree bark. A fine premium suitable to fairs, concessionaires, salesboards, bazaars, etc. Company reports orders pouring in.

GET A LOAD OF THESE

WITHOUT A DOUBT—THE BEST BUY IN RADIO TODAY.
This 1935 Seasonal Airplane Dial Radio amazes all who hear and see it. Volume production makes this buy possible. Take advantage now before prices advance. There's nothing in the market today costing 3 times as much that can touch it.

5 TUBE RADIO 5 R C A LIC. TUBES
With Dynamic Speaker.
Beautiful 2-Tone Walnut Cabinet, 10" wide, 7" high, works on A. C. or D. C. current. Super-Tone Quality. Powerful Dynamic Speaker. No ground or aerial required. Set and Tubes guaranteed. Everything brand new and comes packed and sealed in Air-Cushioned Cartons.

PLAYLAND SUPPLY CO.
118 E. 25th St., NEW YORK CITY.



\$6.45 In Lots of 6
\$6.95 Sample
F. O. B. New York, 25% Deposit.
Order Now Before Prices Advance.

PROFIT WINNERS FOR PITCHMEN AND STREET WORKERS

Always Fast Sellers!

Royal Crest BLADE

B1767—Czech 3-Blade Toothless Knives. Gross, \$1.40.
B1769—Czech 5-Blade Toothpick Knives. Gross, \$1.40.
B1768—The Old Reliable Glass Cutter Knife. Per Gross, \$12.00.

B144—Royal Crest Double-Edge Blue Steel Blades, 5 in Cellophane Wrapped Package. Per 1,000, \$4.00.

Automatic Wind Lighter \$16.50 Gr.
Made of Nickel-Plated Brass with sliding cylinder. When in use the flame is protected from the wind. A practical low priced lighter.

SEND FOR FREE COPY OF OUR LATEST BARGAIN CATALOG
GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

DIONNE QUINTUPLETS
IN FULL COLOR.



BEAUTIFULLY FRAMED
STYLE D-12—8x12 Picture \$3.84
Frame, Opaque
STYLE E-14—10x12 Photo \$4.80
Frame, Opaque
STYLE G-16—25x10 Mirror \$7.20
Opaque
25% With Order, Balance C. O. D.
VINCENT & HUGHES
Sole World Distributors,
1315 S. Cicero Ave., Chicago, Ill.

Factory Bargain Lot PHOTO HANDLE POCKET KNIVES
Assorted Models. Regular Size. Polished Steel, 2 Blades, Brass Bolsters and Lined.
A New Deal—Big Buy Per Dozen, \$2.25
Five Dozen for \$10.00
Send for New Catalog.
ROHDE-SPENCER CO.
Wholesale House,
223-25 W. Madison St., Chicago.

NEW EDITION COWBOY SONGS
Smash Hits heard daily on Radio, Stage and Screen. Songs everybody wants, needs and will buy for. Flashy Covers. Fast 10c Seller. Costs You \$3.00 per 100 Books. Sample, 10c. 1/3 Deposit. Balance C. O. D.
NUTRIX CO., 77 West 47th Street, New York City.

RUN-KNITTERS
NEW NEEDLES. 500, \$4.00; 1,000, \$7.00; \$1.50 Gross. 2 Dozen Samples, 50c.
Satisfaction Guaranteed.
RUN-KNITTER CO., Strongstown, Pa.

Every \$1.00 Gets you \$5.00
Yes, sir, a real profit. Goodrich Home Workers always have dough, and when you tell prospects, Home is made by the Goodrich Co., Inc. 1944, they buy with confidence. Pitchmen, Window Workers, Door, write for 50c samples. Best season's line. Sample, 10c.
GOODRICH,
1500 W. Madison, Dept. 89-2, Chicago.

New Massage Treatment

The Dermassage, a new electrical beauty massage machine, is said to be producing results in correcting facial blemishes, smoothing wrinkles and stimulating the skin, scalp, etc. Very simple and easy to operate and priced low enough to be attractive for premium use in connection with machines located where a large percentage of the play is from women. Item is cased in bakelite, chrome trimmed, light in weight, with no oiling or adjusting required. Operates on alternating current with special voltages to order.

Counterfeit Detector

The G Laboratories are distributing a product which will have a special appeal to pitchmen and demonstrators. The firm manufactures a material known as Counterfeit Detector. A small drop of their patented liquid on a spurious coin immediately produces a black mark, whereas when applied to a genuine silver coin no visible reaction takes place. It looks like a pretty good item for descriptive pitchmen. The Billboard's New York office will forward the address of the G Laboratories upon request.

"Spring" Tea Ball

An excellent small premium item is the new "Spring" Tea Ball. Women go for this one on sight. Contrivance is shaped something like a large safety pin, with the tea container at one end of the device. Tea is released by easy pressure on the body or spring portion of the gadget. Scoops up loose tea quickly and when dipped makes one or more cups of tea. The unit is made of nickel-plated brass and is guaranteed by the manufacturer, Gordon Manufacturing Company, not to rust or corrode.

Monopoly Indoor Game

An indoor adult game that is rapidly acquiring the popularity attained by such recent successes as the jig-saw puzzle and the Imp game is Monopoly. Having its inspiration probably in the old parcheesi game, Monopoly is far more intriguing, being based on the business of buying, managing, selling and mortgaging real estate holdings. It consists of a large board, set of dice, stage money and small colored blocks of different sizes representing houses and hotels. As many as eight can play at one time, and the one who monopolizes all the holdings is the winner. It is a good seller for the colder months, recently introduced by Parker Bros.

OPERATORS!!

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Ingersoll Mile WRIST WATCH

1.50 Each
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Pocket Watch—12 Size Thin Model Style. New Chromium Knife-Edge Case & 7-Jewel. Lots of 3, Each \$2.65
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CARTOON BOOKS, HOT VALENTINE CARDS, SPICY AND FUNNY NOVELTIES, Field Postcards, Duds, etc. Send for our 12-page Catalog and Special Bulletin, or 50c. for (25) Assorted Samples and Catalogs. T. R. PAYNE, 25 Cardinal Place, New York.

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100	Razor Blades, Dol. Edge	.24
100	Various	.45
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100	Perfumes of France, No. 109 (Quality)	.35
100	Perfumes of France, No. 109 (Quality)	8.64
100	Perfumes of France, No. 109 (Quality)	.18
100	Perfumes of France, No. 109 (Quality)	.72
100	Perfumes of France, No. 109 (Quality)	.38
100	Perfumes of France, No. 109 (Quality)	.89
100	Perfumes of France, No. 109 (Quality)	1.20
100	Perfumes of France, No. 109 (Quality)	1.44
100	Perfumes of France, No. 109 (Quality)	2.40
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SILK KNIT TIES
New English Styles. Sample Dozen, \$2.00.
EUREKA HOSIERY, 307 W. 38th, New York.

NOTES from SUPPLY HOUSES

Two numbers which are proving very popular are the Indian Head Bank and the Scotchman Scratch Lighter for cranes, diggers, salesboards and premium users. Herman-Sher Company, Inc., is distributing these numbers and reports big sales.

Many novelties are being introduced for the New Orleans Mardi Gras season. Among them is the Miss New Orleans doll, with double heavy dress, necklace, hat and cane. Harry Kellner & Son, Inc., report a big demand for this item.

Sam Gordon, of the United Balloon Company, New York City, returned this week from a two-week trip thru Eastern States. Sam combined both business and pleasure and reported that conditions looked improved throughout the New England States. During Mr. Gordon's absence Miss Jean Bayers took charge of the office.

The Gordon Novelty Company, New York, has employed the services of Jack Spigler, who will act as sales manager. Mr. Spigler is well known in the trade and has had many years of sales experience in the novelty business. Jack Gordon, proprietor, has also elevated Sid Schneider to supervisor of the shipping department.

The new framed mirror featuring the pictures of the Dionne Quints on the upper part of the frame in color, made by the Illinois Art Industries, is said to be a knockout and going strong with the Quints' fans.

Pakula & Company report strong sales on their interesting line of monogram jewelry, which type of merchandise seems to be going exceptionally well this year. The line includes the latest flash items in brooches, wrist bands, bracelets, tie chains, pins, bob pins and sport chains of various attractive designs.

Something new in the cigaret case line is the novel wood case in colorful inlay design.

on the market thru Joseph Hagn Company. The unit holds 10 cigarets. An

item especially suitable for pitchmen, demonstrators and premium use. Low in price and can be pitched for from 25 to 50 cents.

"You can't go wrong on globes for premiums," says the George F. Gram Company, maker of globes, atlases and maps since 1867. The new style illuminated globes are especially attractive and make a strong appeal to women and children everywhere. Prices on these new globes are especially low. Come under the head of educational premiums.

Now the kiddies can look at the Dionne Quintuplets reproduced on attractive breakfast sets, made especially for the youngsters by the Cronin China Company. Fine premium for combinations or radio teup. Each piece has a bright red decorative border with reproductions of the Quints fired right into the china in lifelike colors and poses.

The new hand-engraved Bohemian glass perfume lamp, by Irving Rice & Company, is doing something of a comeback for perfume lamps in the premium field. A small circular recess in the top holds a few drops of whatever perfume is desired. The globe comes in crystal, rose, blue and green. Very attractive number for less than a dollar.

The Lincoln Novelty Company is offering a salesboard assortment that not only features variety but attractiveness as well. This concern believes in providing something of particular appeal to everyone in order to please everybody.

The merchandise is said to be very reasonable in price considering its quality and its background of national advertising.



Wireless clocks are staging quite a comeback resulting from the popularity of the motorized electric clocks in recent years. The wireless clock is available for locations where power for the ordinary electric clock is not available or suitable. The wireless clock is operated from ordinary three-cell batteries concealed in the base of the clock.

The battery requires replacing only once a year. This type clock eliminates necessity of unsightly cords, connections, etc., and is an excellent timekeeper, the time-keeping being independent of the battery, being operated by gravity alone. Clocks are made by the Wireless Electric Clock Company and are available in several rich looking cases, walnut, mahogany, gold, etc., glass-increased models. Excellent high-class prize number.

BONUS PAYMENT

(Continued from page 58)
several months, manufacturers, premium and novelty men are not only optimistic but are already active in planning products and merchandising systems that will produce results. Altho it is true that the very magnitude of the stimulus to the trade that is in the offing is sufficient cause for high optimism, it is pointed out that greatest success can be gained only by studying the tell-tale trends on types of premiums that can be used to best advantage in any particular field. Whether the merchandise to be featured is to consist of expensive, flashy, low-priced, bulky, novelty or staple items depends upon their adaptability to a particular business promotion.

PRICES EXPECTED

(Continued from page 58)
leave further advances to a more distant date. To advance prices now might incur too great a risk of stiffened consumer resistance, considering the prospect for increased taxes and present prices, far in advance of levels of recent months.

DESIGNERS TURN

(Continued from page 58)
attention to items which can be used in the premium merchandise industry. But most important of all is the fact that when completed the usual unsightly working parts are so cleverly concealed the complete item itself becomes unique. Concealment of the working parts is one of the outstanding achievements of modern design. The two-faced electric clock is a current example of this type of craftsmanship.

There is no doubt that as more and more clever and original designers of this sort enter into the field the merchandise industry will more greatly profit and will gain more popular interest from the general public.
The approval of Mrs. America is something much sought after by the entire merchandise industry.

MAGIC

(Continued from page 26)
13 for a three-day engagement of the Minnesota Retail Druggists' Association for the seventh consecutive year and in March he goes to Atlanta to appear for the fifth consecutive year at the Coca Cola Company's convention.

TOMMY MARTIN, who has made a sensational rise in magic in the last year and a half, is headlining this week at Radio City Music Hall, New York, and clicking handily.

BILLY RUSSELL, chairman of the International Brotherhood of Magicians convention committee, promises lots of entertainment and action for the forthcoming IBM convlave to be held in Batavia, N. Y., June 9 to 12, inclusive. Russell, who also had charge of the 1934 IBM convention in Batavia and which he admits was the best IBM convention ever held, has mapped out an ambitious program for the 1936 meeting. A pre-convention party will be held on the night of June 9, with everything free and the sky the limit. Three public night shows will be staged during the convention and there will be a free matinee for all Batavia kiddies under the direction of Amy Lockwood. The

B & N'S FEBRUARY SPECIALS
NEW BENAGO—De Luxe Double-Edge, Blue Steel Blades, 5 to Box, Gillette, Wrapped, Per 100... **45c**
BENAGO—De Luxe Single-Edge, Blue Steel Blades, 5 to Box, Gillette, Wrapped, Per 100... **70c**
DREAM LK—A Last to Tin... **2.65**
ASPIRIN—6 to Tin, 50 Tin on Attractive Display Card, 1 to 10 Cards, Each... **65c**
ASPIRIN—12 to Tin, Gross... **1.85**
Order From This Ad, Or Write For Our Big Free Catalog.

The Pittsburgh and Detroit Stores Are OPEN SUNDAYS From 9 A.M. to 1 P.M. for the Convenience of OUT-OF-TOWN CUSTOMERS.

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CLEVELAND, O.—1444 West 2nd St.
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ST. LOUIS, MO.—12 North Broadway
PITTSBURGH, PA.—997 Liberty Ave.
Order From Your Nearest Branch.

NEW NOVELTY WATCH SENSATION I GREAT FOR SALESBOARDS
PRIZES—GRANES
With Lined Face and Border of Gold in Black Brown and Tan, Actual Size of Case, 1 1/2" x 1 1/2", in Brass... **\$9.75**
100 in Lots... **\$6.00**
Every Watch Guaranteed Perfect. Samples, 50c Each.
25¢ Deposit With Order. Balance C. O. D.
Send for Catalog of Complete Line of New Novelty Watches and Frankford Wallpapers and Elgins.
FRANK POLLA
88 Beverly, New York City.

Strange NEW KIND OF PICTURE
Excites Everyone—Sells on Sight
Hard to believe when you see it—Impossible to describe—a sensational rotary invention makes any snapshot into a Portrait that looks like it was painted on a Foreign wall. Indestructible, Everlasting, Breathtaking beauty makes sales on sight. Automatic repeater—low price—high commissions—monthly bonus checks. Send name and send out FREE how and where to see sample and get your portrait without cost.
LIFETIME PORTRAIT SOCIETY, Dept. 272
1037 Evans St. Cincinnati, O.

LET ME SEND YOU THIS TAILORED SUIT
AND TRY YOU UP TO 40 IN A DAY
Amazing new ideal Wear this splendid suit and try it for 10 days. If you like it you may plan and qualify. Choose suit from fine wools, tailored to your measure. Just show it to your friends. Make up to \$10 in a day—stay—representing big nationalities—tailoring homes. No experience needed. **ACTUAL SAMPLES FREE!** Write today for details of sensational new plan and actual samples. **SEND NO MONEY.** M. J. GRAVES, Pres. **STONE-FIELD CORP.**, 1900 W. Harrison, Dept. B-717, Chicago.

"magicians only" show will be staged by Elmer Eckman. There also will be the usual amateur contest and convention meetings and a demonstration show for dealers. The entertainment committee will direct a program of swimming, bridge parties, golf, soft ball, bowling and sight-seeing trips. It'll be a convention you can't afford to miss, even if you have to thumb-tip your way, Russell announces.

CHANDLER AND CLEMONS, presenting *A Whirl of Enchantment*, write in to complain of Palmer and Doreen using the *Whirl of Enchantment* billing. "The title, *Whirl of Enchantment*, was originated by us in 1932 and was used by us ever since as the billing for our magic act," Chandler and Clemens write. "We have plenty of proof to sustain this claim. It is strictly our own billing and we intend to keep it as such even if it is necessary to take legal steps."

A 14-YEAR-OLD trick was brought out of the attic, dusted off and performed to good results at the second anniversary meeting of Rhode Island Assembly No. 26, SAM, held January 18 at the Providence Biltmore Hotel. O. Foster Fenner, who originated and built the trick for a contest of the old Rhode Island Society of Magicians in 1922, revived it for this occasion. Others appearing on the program at the meeting were Jack Ellis and Company in a hokum comedy routine; Waldo Rouviere and Fred Poole, the latter a new member of the assembly. President Cliff Hard reported the assembly in its two years' existence had grown from a membership of 7 to 22 and looked forward to further
(See MAGIC on opposite page)

MICKEY MOUSE

TOSS-UP BALLOONS



Today's fastest street or store seller. Offered in flashy cellophane-window envelopes.

Exclusive Oak Brand—By Tex Novelty.

SOLD BY LEADING JOBBERS

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HEADQUARTERS FOR SPECTACLES AND GOGGLES

We carry a Complete Line of Goggles, Field Glasses, Microscopes and Optical Merchandise. Our prices are the lowest anywhere.

NEW ERA OPTICAL CO. Write for Catalog B-43. Optical Specialists. 17 N. Wabash Ave., Chicago, Ill.

SHOE LACES and FINDINGS

Most staple, best selling items. Buy direct from manufacturer. Send 25c for sample assortment and prices.

CAPITOL SHOE LACE AND FINDINGS CO., 185 Pitt St., New York, N. Y.

We carry Shoe Laces and Findings only and are therefore in a better position to give you lowest prices, perfect merchandise and prompt delivery.

Save 80%

Buy your Stationery, Specialties, Supplies, Blotting, etc., direct from manufacturer through our Mail-Order Department. All orders mailed postpaid. We have everything. Send for FREE mail-order catalog.

THE N-R MFG. CO., Dept. H-61, Box 353, Hamilton, Ontario.

E. Z. WAY AUTOMATIC STROPPER

W. M. MFG. COMPANY, Sandwich, Ill.

ALWAYS AT THE HEAD OF THE PEN PARADE. Blotter, Pens and Penholder Blotter, Fountain, Fountain and Combinations. My Pen is... It's All in the Pen Point. Send for My New Price List.

JAS. KELLEY, The Fountain Pen King, 487 6th Ave., N. Y. C. CHICAGO, 180 W. Adams St.

75,000 Pc's NOVELTIES and JEWELRY

Values from \$1 to \$7.50 Dozens. CHOICE—\$4.50 Gross. Sample Dozen, 50c.

TUCKER-LOWENTHAL CO.

Wholesale Jewelers, Five South Wabash Avenue, Chicago, Ill.

ELGIN—WALTHAM WRIST WATCHES

Brand-New Cases. Metal Bands. Send for Catalog. Biggest Bargain in Hand Watches and Diamonds in the Country.

H. SPARBER & CO., 100 North 7th Street, St. Louis, Mo. **2.95**

MEDICINE HEADQUARTERS

A Complete Medicine Show Line. Immediate Service. Wholesale Catalogue from nearest GENERAL PRODUCTS LABORATORIES, Mfg. Pharmacists, 137 E. Spring St., Columbus.

WILL ROGERS 1,000 LATEST JOKE. 10,000 Laughing Wiley Post History. 4c. only. 15c. Sample 10c. Veterans Magazine. John Book. Get good. VET'S SERVICE MAG., 157 Leonard St., New York.

SILVERITE SIGNS COST 5c-SELL 25c

1st Free. \$5.00 per 100. Postpaid. SILVERITE SIGN CO., 417-C South Dearborn Street, Chicago.

AUTO JOKER

Also known as WHIZ BANG, or AUTO BUBBLER ALBUM. The original made here. It is a sensational item for its performance. Now Seeking Display of Fireworks for Paris, July 4th, Paris, etc. Write or Wire for details. FROM THE DOOR OF OUR FACTORY TO YOU.

ILLINOIS FIREWORKS CO., Inc. Danville, Ill. Box 702.

for PITCHMEN

by BILL BAKER

(Cincinnati Office)

"IT IS WITH A TRULY . . . sad feeling that I shoot this pipe," writes Harry Corry, from Houston, Tex. "I have lost a pal and the pitch fraternity has lost a great pitcher. George Bedoni was a grand fellow and the greatest jam man in the business. I will sure miss him and know a lot more of the boys feel the same way. Am still making my headquarters here. I referee wrestling matches in Texas and Louisiana three and four nights a week. Have 10,000 miles on my new car already. Look for a very good season again this year and guess it will be a repeat with Hennies Bros."

GEORGE LONG PIPES . . . "Bill Carpenter, very successful rubber despite being a practical invalid for the past five years, left pipe for the Coast and an operation by a famous eye specialist recently. More power to him, he sure deserves the best. Saw Carl Wendt at Baker, Ore., also Carl Powell, R. D. Wells and James Murphy, Met Harry Roberts in Boise. Hear that S. B. Powell, Goldberg, Haugh and several more are in Denver. Just missed my old friend, O. Peck, this week. Heard he met up with Osborne from Salt Lake City, after trailing him across Wyoming. Am leaving for Nevada and Oregon."

"HAVE JUST CLOSED . . . two of the most successful years of my med career," tells Doc N. F. Tate from Waco, Tex. "Will open in March with a larger outfit than ever. Will have 22 trucks, cars, trailers and one yoke of oxen and a covered wagon. Also a free museum of relics collected from 17 nations and States throug the country."

AFTER A MONTH . . . in the Veterans' Hospital at Hampton, Va., Jeff Farmer is back in harness and cards from McKenzie, Tenn.: "Will make West Tennessee and West Kentucky the next three months, and then back to my regular route. Am now living at home (Dresden, Tenn.) and will welcome any of the boys to a mess of chittlings or country ham."

"PRACTICALLY NO . . . business in the store here, due to so much snow and cold weather," pipes Doc George M. Reed, from Parkersburg, W. Va. "Have one of the best store managers here I ever worked with. The entire force are boosters. This is my second trip here in the past 10 months. I have been telling the pitchmen and demonstrators what would happen if they didn't stop knocking. Here is my spiel: 'No, I have not got the only good remedy. Your drug stores are full of good remedies, but I have one just a little better than the rest. Remember your doctor is your best friend. He is the first man called and the last man paid. That is why I would not be a doctor, etc., etc.' Boys, try boosting instead of knocking and see if you don't get more business. In 1928 I remember a book worker at the York, Pa., fair who knocked everything in sight, including all the joints on the grounds. What did

it get her. It only caused a lot of hard feeling because there were plenty of us oldtimers there, including Mr. and Mrs. Parker, Doc Rosenberg, Jim Reid, the Beaver Oil man and about 10 more. We all got business and the book worker did not. So you see how it is. If you have to knock in order to sell you don't belong in this business. Remember, the courts can and will stop you. I love the pitch game and I think it is an honor to be a clean, honest-to-goodness pitcher. We go from here to Wheeling."

FRENCHY THIBAUT IS . . . enjoying the sunshine and grits in the South, according to word from Shreveport. He pipes: "On leaving New Orleans January 1 my partner, Al Rice, and I stopped in Baton Rouge and put in a good week's work. Free reader on your o. m. anywhere but Third street. This town (Shreveport) is also free to your o. m. on private property, which is hard to get. Biz here just fair. Wonder if Joe Morris found any more good pinocchio players in New Orleans. What has happened to Ma Vogt? I recently joined the Washo tribe and might add that it wasn't a blank. See where Jimmie Watson is headed for the West Coast. He'll have to watch out for those movie scouts. Also see Ted Pahlbrook is getting what it takes. Wonder if Ted remembers Oshkosh. Wonder where Robert T. Miller is and if he is going to run for district attorney. Still working the old reliable flukum. Would like to read 'em from Art Cox, Ma Vogt and Al Decker."

MRS. ART COX . . . piping from the Herman Kelfer Hospital, Detroit, says: "Bill Westfall and Art have left for points west, making their first stop at St. Louis, where they opened a demonstration at a chain store for a couple of weeks. They will move on to Nebraska, Iowa and then back to Illinois. Mike Byrd should have a pleasant vacation on the yacht with Doc Boyce and wife in Miami. We sure are having our share of winter these days in Detroit. Glad to hear H. S. MacCallum is still on the scene. I'm coming along fine and enjoy reading *The Billboard*."

H. L. CRUMPTON . . . cards: "Am here in Johnson City, Tenn., working about two days a week, waiting the other five for the rain and snow to stop. Looks good here when the weather breaks."

"CAN'T WORK HERE . . . without a s. r. so when you come be sure to get a reader and work low," tells H. M. Zorn from Lancaster, Pa. "The natives have all good doorways and it's hard to move 'em. Will try the farmers' market and see what happens. Am here for a week with flukum and shoe grease. Let's have more of the slowdown from the boys and girls."

GENE PLEAU, PIPING . . . from Miami: "During the summer months I struggle along with Doc Woods. In the winter, along with other members of the said company, entertain at Camp Keystone, near Miami, where Doc Woods inflicts additional punishment by acting as master of ceremonies. This year the camp is like a med show owners' convention. I will name a few who have been and are here: Doc Harold Woods (very much in evidence), Bert Cayton, Mrs. Cayton, Ross Dyar and the missus, Doc Silvers and his 'dictator,' Jack Moulton (also a member of a three-grain capsule company), Doc Worrel, Clarence Gehrue and wife, Sonia. But taking the bunch that are still here I would have enough for a swell cast for '10 barrooms in a night.' Doc Cayton gave us a duck dinner. Everything was free but the dinner. Imagine anything free in Miami (joke). The other night the med bunch got to talking shop so strongly that before I knew it I was handing Doc Dyar a buck for a bottle of tonic. This was the first time I had ever been with

so many med docs at one time. After listening to their ravings I am going to take the matter up with my congressman. They should provide a medal for bravery for the wives of all med docs. We also have rep people here. I am a former rep man but not bragging about it. Rep is represented here by the Nero family and Bunny and Floss Stricker. They had their own show. Bunny, however, has quit the rep field. Told me that every time he went to book a town he could raise a beard before opening. Will write the next pipe in blank verse, or would you rather have it on blank paper. The bunch are trying to put me on the spot so will make my getaway. It's a great life if you don't weaken, but I'm getting weak."

"HAVE NOTICED IN . . . recent issues complaints about advertisers running prices in their ads," writes Harry Moor from Detroit. "Personally I like to look over the different ads and compare prices. It all makes for good business as far as I am concerned. When a new item is put on the market and the gross price is right there in front of me I add up my b. r. and act accordingly. Naturally if I turn to the next page and find the same item at a less price the latter firm gets the business providing that quality remains the same. I have observed that when a squawker comes from the tip about my article, where I bought it, how much I paid, how I got it, etc., the squawker never buys even if you cut the price for him. Yet pitchmen send in a lot of pipes on the subject, take up valuable space in this column instead of giving the space over to info on conditions, new spots, etc. So think it over. And the next time a squawker butts in on you just smile at him and say: 'Yes, brother, that's my price and I get it. You can't eat it, sleep on it or use it in your car or in the barn, but for the purpose I am demonstrating here there is no finer article in the world.' Enough for that. I do, however, suggest that jobbers put a display card or banner in our orders so that we can use it on our stands so as to make a nice front on the joint. It would help make many a sale for the demonstrator. In a retail dealer's window the article is always backed with a sign or display card, but I never have seen it that way on a set of tripes. We have had fair breaks on

IT PLUNGER FILLER VAC

SELLS ZIP! ONE PULL—IT'S FULL!

EVERYTHING IN FOUNTAIN PENS & SETS. JOHN F. SULLIVAN, 485 Broadway, NEW YORK CITY. Fast Service Sully.

FUR COATS

SEALINES at \$1775

CONEYS \$1200

Sizes 14 to 48

Merchandise Shipped C. O. D.

Prepay All Telegrams.

We also carry Rugs at various prices.

KOST FUR CORP.

145 W. 29th St., New York City.

BRAND NEW 1936 EDITION

LUCKY NUMBER (1000) 1000 ANSWERS

DREAM BOOK 1000 ANSWERS

YOUR HOROSCOPE

GOING LIKE WILD FIRE. Pitchmen, Streetmen, Dealers—Hurry! Orders for 1936. Fastest selling item in America. Large (9x12) flashy, amazing, illustrated Dream Book with Lucky Numbers for each dream. Get you \$4.00 per 100. Sample, 10 Cents. 25 C. Deposit. Bal. C. O. D. Our name or ads do not appear in this book.

NUTRIX NOVELTY CO. 77 W. 47th St., N. Y. C.

NEW PRODUCT MAKES OLD RAZOR BLADES SHARP

New Blades sharper. Write for Information. NU-SHARP PRODUCTS, Fremont, O. P. O. Box 24.

WANTED PITCHMEN. WANTED PITCHMEN. To Pitch Fruit-Lax. Loop Location—60 W. Madison St., Harvey, Chicago, Ill.

SELL HANDKERCHIEFS—Staple, Profitable. Specialty Men, Jobbers, Agents. Write **HANDKERCHIEFS**, Dept. B, 3 W. 23rd, New York City.



TEAM OF OXEN that Doc N. F. Tate, of the Tate-Lax Medicine Company, will use with his show this season. Show will open some fine in March, probably in Texas. Quite a flash, Doc, and should get plenty of attention.

the weather here in Detroit and all of us got over in a nice way during the holidays. The shops are all working and I don't look for them to shut down during 1936. The heat has been on at the front gates in Pontiac and Flint, also at some shops here in Detroit. But they are nice about it. We haven't been bothered with the 'some for 5-cent' boys for some time now, since the weather has been so cold. But we expect them again when the weather turns warmer. As Brother Andy would say, 'Now there's scampin' we can get along without.' Will close and get out to the lake, where they're ice skating, and sell a couple gross of Sterno so the boys and girls can keep their hands warm. This 1936 will be the biggest thing yet, as Frank Vall would say, as he sharpens the ice skates."

GRETA KEEPER . . . working a Glad-Rag (polishing cloth to you) demonstration in a Cincy chain store, was a desk visitor Saturday. Says the cloths are going good and that she is booked ahead for Newark (this week), Indianapolis, Port Wayne, Toledo (2) and several weeks in Cleveland.

DOC RAGGETT . . . Old Doc Colby, Guy Warner and Mary Regan and husband are working court days and tobacco markets in Tennessee and from reports biz is on the upgrade.

"SEE WHERE MY . . . good friend George Bedoni passed away," inks Tom Evans from Macon, Ga. "I have known him all thru the years and can say he was a real troupier and always willing to lend a helping hand at all times."

W. H. KNOX . . . pipes a long one from Wichita, Kan., but after reading it I think you'll agree that the space is well deserved: "Here I am again. Hope this does not wear out my welcome, but when I like a thing I cannot keep still, and that Christmas Number was a honey. Like the old gentleman in Ople Read's *The Jackfins*. He believed in the good book from kiver to kiver, and that's me—I believe in the old reliable *Billboard* from cover to cover. That Christmas Number had something on every page to interest anyone. Thru the Christmas Number I secured one of the best items I ever demonstrated or pitched for the yuletide season. A toy, and did it go. *Tallspin Tabby*, by Fisher-Price. *The Pitchman* and *The Supply House* and remarks by others should go far to point the way to many of the boys and many of the houses selling our line of merchandise. The remark by Mr. Gelber, of Berk Brothers, is an absolute, undeniable fact, 'value for the money' will let us work a spot time and again and make friends every time. Have worked in and around here for some time and it is not uncommon to have people stop me on the street or in front of my stand and say, 'Hello! How are you? What have you got this time?' There is a thrill in having those who are seemingly strangers to you advance in a friendly manner after they have been in your tip and bought. Too many are working on the old gag 'never give a sucker a chance.' The sooner they wake up the sooner their business will pick up. *Hot-Shot Austin* also was correct, the dollar days are not here yet, but they will come back and we can all educate them up to it if we sell quality merchandise and the lower price of up to 50 cents, then when you repeat on a spot with an item for a dollar the good will you created when there before will work to your benefit. Here is a thought for all good workers pertaining to published prices in all selling publications. It will only cost us a nickel or two each. Drop a card to novelty and specialty houses with a courteous request to discontinue publishing prices on merchandise the pitchman and demonstrator and window workers handle. It would take but a few minutes, and if all the real workers do it I believe the merchants and advertisers will fall in line. It's worth a trial and cannot do any harm. Frank Heathcox is also correct regarding high license and the public being fair when it is brought to their attention. He contends that the manufacturer and merchant and jobber could do much if they used their influence in lowering local license. I took a tip from that and here have taken the matter up with the Independent Business Men's Association in an effort to have the license lowered. As a result I will go before the city

Pitchmen I Have Met

By SID SIDENBERG

One of the cleverest workers I have ever met is Leo E. Eymann, who has been in the business only four years, but who acts like a veteran of 20 that has been in the habit of being a success in the business. Every time I see this boy in any town where I meet him, he is working. I have my first time to meet him and have him ask me where to go and where to find a spot. It seems that he doesn't have to look for spots, for when I see him he is always in a spot and the beauty of it is he is working to a tip. This boy is one of the best grind men in this business. He refreshes from the minute he starts to work until sloughing time. I have still my first time to see his tripe and keister up in place and him not working to a tip or ballying one up. He works doorways, fairgrounds, corners, stores, lots, alleys or what have you, but he is always working.

The last time I saw him he was working to one of those honest-to-goodness tips switching from revelation boxes to dancing dolls and back. Every time he made his talk and his demonstration he always managed to get a few or more touches. Judging from the number of rehearses he makes and figuring the time that he is putting in, this boy is among the top-notch dough gatherers in the game.

Eymann saw service in the World War. Right after the conflict he returned to the old home town, Detroit, and got into the direct selling field, canvassing house to house. He made good at that, but stumbled right into the portals of Pitchdom by lending one of the boys some dough for stock. The stock was razor paste and honea. Not long after, Eymann was pitching the items himself and since then has been taking on everything in the game and he has been making good.

Eymann claims that he finds making short jumps and working every town along the line is much better than making long jumps to spots one is not so sure of working and feels that he will get a better average trying all of the towns than by depending on a few where everybody works and where the dough is split among so many no one manages to come out with a real-sized bank roll.

Eymann is 37 years old and his permanent address is the Letter List, *The Billboard*, Cincinnati, O.

commissioners and make my appeal in an effort that not only myself but others may work. I pointed out to the secretary of the above organization a dozen items now sold locally that never were handled until demonstrators created a demand for them, and he admitted that was right. I'll back up my talk to the commissioners with a petition signed by some of the best firms in this city. If some of the boys capable of making a five-minute talk, and there are scores of them, would forget that selfish thought of self and do some constructive work along the above lines and then, to repeat, follow it with real QUALITY merchandise, the result will be surprising. Of course, it cannot be done in a day, but from now on I pledge to our profession this much: every town I find with a prohibitive license I'll take time to try at least to rectify it. Let's have an echo from some of you fellows. James Kelly's remarks on organization of pitchmen are well put. It really is next to impossible. We tried it on the West Coast, Southern California, no go, but I call on Kelly, Doc Reed, Austin, Heathcox and all the real ones to give my remarks some thought. Perhaps we can organize by remote control, so to speak. If we all do this and by our example show we have a code of ethics of a sort at least and we meet with success it is reasonable to assume that others will fall in line. I enjoyed the pipes from Frank Libby and others I do not know and would like to read 'em from Bob Weidman and Earl Kittridge, also Earl Gaines and wife in California."

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ALVIN BUICKROOD, 1738 Coleman St., Brooklyn, N. Y.

Business Tips

News items in this column are published for what they may be worth to pitchmen and demonstrators. If you like the column and the type of news it carries, let us hear from you. Comments, suggestions and contributions are welcome.

The Baer Silk Company plant at Berwick, Pa., closed for the past four months, reopened recently.

Distribution of over \$500,000 to farmers of Western North Carolina for burley tobacco recently sold in Asheville will be no small factor in the winter purchasing power of the mountain counties.

Cheering news to pitchmen is seen in the recent statement of the National Machine Tool Builders' Association that nearly \$1,000,000,000 worth of new building and equipment started among factories in the past six months. The general feeling is that nothing can stop recovery now. With the expansion activities among factories will come higher wages, increased pay rolls and more and bigger tips for the boys and girls who work factories.

The Hygrade Sylvania Corporation, maker of incandescent lamps, radio tubes, etc., has announced it is building a huge new plant on Loring avenue, South Salem, Boston, Mass. Some 1,100 people are employed in the company's present plant at Boston and Bridge streets, and the new location will call for the employment of additional hundreds. Plant is expected to be in operation some time this summer.

The Elgin National Watch Company factory, Geneva, Ill., reopened January 6, with 3,000 employees going back to work on a 5½-day schedule.

General Motors will resume partial manufacturing operations in the large Brown-Lipe-Chapin plant in Syracuse, N. Y., this month, employing some 400 workers. Plant has been closed since 1932.

Around 500 men will be given employment at the plant of the Fairbanks-Morse Company, Northwestern avenue and 21st street, Indianapolis, Ind., as soon as repairs can be made. A subsidiary company will occupy the building and will make radios and various electric appliances.

The average price of all types of tobacco produced in 1932 was 10½ cents a pound. The present estimate is that the 1935 crop will average 18½ cents, which is about the same as the average annual price for the years from 1925-'29. Looks like some sections of the South should be pretty good this winter.

A plant to employ around 500 men is under construction by the Allis-Chalmers Manufacturing Company at La Crosse, Wis.

MRS. RETA MURPHY . . . The pipes from Terre Haute, Ind.: "The passing of my father, Chief Bearfoot, leaves a vacant spot in the med-show field as it does in mother's and my heart. He was an old-time troupier and had been in the game since childhood. He was clean-cut in his business dealings and treatment of his audiences. Mother and I are going right ahead where Chief left off. Mother (Virgie Myers) and my husband (The Texan) and I will remain here until the start of the season. We now must find a first-

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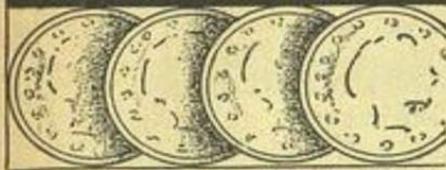
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class lecturer and office worker. Mother and Tex work Western style and my father and I always worked Indian. If we can only continue the business half as well as Chief we will have nothing to worry about."

MRS. JOE (MARY) PERRY . . . Louis is considering closing their St. Louis demonstration in order to join Joe at Indianapolis.

THE CLARKS ARE STILL . . . operating in a St. Louis store after more than a year there with the stocking darners.

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AMUSEMENT MACHINES

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Greetings to BAMOS

THE second annual coin-machine exposition, which opens in London on February 25, is an occasion for felicitations and greetings from the American coin-machine trade. The exposition opens under the auspices of the British Automatic Machine Operators' Society and with representatives and visitors present from Europe and the Colonies it is an occasion when the American trade can express its good will to the widest possible representation.

The American trade has recently staged its eighth annual exposition and enjoyed the presence of a number of European visitors. These expositions have grown in America, each one exceeding the previous exposition in many ways, and have served to benefit the trade directly and indirectly. The magnitude of these displays of coin-operated devices has served to focus attention on the commercial and industrial importance of the automatic trade and thus contribute much toward breaking down certain prejudices which still exist.

The annual expositions also bring many benefits to members of the industry themselves. Not the least is the softening of the intense competition that sometimes prevails and the creation of a feeling of fraternity. Pride in the importance and commercial value of the industry also develops when its newest and best creations are seen on dress display. Faith in its future is also a natural consequence of seeing the vast displays of automatic machines and allied products.

European visitors have now seen the American display and have been able to judge of the favorable and unfavorable points. The increasing number of visitors to the American trade during the past year has been a significant and highly appreciated fact. The fact is a certainty that an increasing number of Americans will visit Europe and especially as exhibitions of the coin-machine industry become an annual event. During the year 1935 a number of American manufacturers and representatives did visit in Europe.

These annual exhibitions in Britain, France, Germany and America should continue to stimulate the international development of a great industry. The use of amusement games has already become world wide in its scope, and not only does the American trade receive orders from all parts of the world but British firms handle a much larger volume of resales to the Colonies and other trade territories. The annual exhibitions will also develop wider interest in the high quality of merchandise vending machines, in which the European trade greatly excels its American neighbors.

The spirit of fraternity expressed at the annual exhibitions also reveals a mutual and common problem for the amusement games division of the coin-operated machine industry. Apparently the trade in all countries is engaged in breaking down prejudice and ancient restrictions which handicap a modern development in the amusement field. Customs, statutes and legal opinions made before the amusement games were common seem to be a problem in all countries where the coin-operated

machine trade shows progress. The display of progress at these exhibitions will help in some measure to break down prejudice and will also prove inspiring to the members of the trade to continue the development of new ideas.

As the 1936 exhibitions are held it is extremely encouraging to reflect on the political leaders that are at the helm in most of the English-speaking countries. In King Edward VIII, Mackenzie King and Franklin D. Roosevelt there are three great liberals who will certainly promote the cause of liberalism in such far-reaching methods as to benefit even the amusement games industry.

These political leaders, each in his own way, hold to a philosophy of the "greatest happiness for the greatest number." Such a philosophy of government, when worked out to its logical conclusions, will mean great encouragement to all forms of popular amusement. Whatever criticism may be made of their methods, these great leaders contend that the average man should have more money with which to enjoy himself. They are also definitely liberal in their viewpoints of life and would be for less regulation and restriction of the average man in seeking his personal enjoyment.

Perhaps there has never been a time when the leaders of three great nations held to such mutual and common philosophies of life and government. It is entirely possible that the coin-operated machine industry in Britain, Canada and the United States may appropriate the philosophy and ideals of these great leaders and make it the rallying cry for consideration and reason in the regulation of the coin-machine industry.

The coin-machine industry may also share in the mutual trade agreements which these heads of governments favor. When Mr. King came to the head of the Canadian government an early act was the arranging of liberal trade agreements which will be adjusted from time to time as experience shows the need. The value of such trade agreements will prove to be one of the strongest factors in promoting commercial progress and peaceful relationships.

The American people hail the accession of Edward VIII to the head of the British Government with the greatest confidence and anticipation. His liberal views are well understood in America. He has visited in America and his name is well known to the masses. Under his leadership the American people expect Britain to promote continued advances in mutual business relationships among the English-speaking peoples.

With these favorable political ideals overshadowing the London exhibition, the trade members and representatives from Canada, the Colonies, Germany, France, America and other countries can rub elbows during the four days of the show and learn much from each other. While competition will always be an element, mutual trade advances mean the "greatest good to the greatest number."

The American coin-machine trade extends its greetings to the British Automatic Machine Operators' Society, to members of the industry who come from other nations and to all who help to make the exhibition a success. It is a genuinely American wish that the second annual exhibition of the British trade may be greater in every respect than previous exhibitions and that it may promote the spirit of fraternity and progress in many ways. The Billboard will expect to publish for its American readers in an early issue a complete account of the exhibition.

SILVER SAM.

Greetings From the American Trade to BAMOS

From the Manufacturers

We cordially extend greetings to our European friends, and especially to the British Automatic Machine Operators' Society.

The task of sponsoring and placing before the people of Britain a coin machine exhibition as fine as yours has been a tremendous responsibility and this spirit of friendly co-operation and understanding is deeply appreciated by the whole of the American industry.

We also wish to thank the many visitors from abroad who made the long journey to be with us at the recent annual convention held in Chicago and who have helped in no small way to make our entire organization a success.

The National Association of Coin Operated Machine Manufacturers (NACOMM) feels it an honor and privilege to extend our hearts and hands in the sincere wish that your society will thrive and prosper with each succeeding year.

NATIONAL ASSOCIATION OF COIN-OPERATED MACHINE MANUFACTURERS

By W. A. Tratsch, Pres.

From the Distributors

The coin machine distributors of America, thru their organization, the National Automatic Distributors' Association, send greetings to the distributors of coin-operated machines of Great Britain and other nations that gather during the second annual exposition in London.

Our organization was formed to establish and promote higher trade standards in the distributing division of the coin machine industry and we are glad to report that much has been accomplished. Some of our members have met personally some of the distributors from Great Britain and members of our organization also have business dealings with European distributors.

It is in a spirit of real friendship that we express our greetings to distributors, manufacturers and operators across the sea and we wish you a very successful and happy convention. Our good wishes will not cease with the closing of your exposition but we invite your members to visit America and also hope to enjoy a mutual exchange of ideas on trade problems as our great industry goes forward. We are sure that the distributors of Europe are seeking to maintain the same high standards within the trade as our organization does in America.

J. D. LAZAR, President,
Nat'l Automatic Distributors' Assn.

From the Operators

To the British Automatic Machine Operators' Society the coin machine operating fraternity of the United States extends greetings when convened in their second annual exhibition, February 25, 26, 27 and 28, 1936. It is gratifying to consider that fellow operators across the seas are also united in a constructive program for mutual help and protection.

The news of your exhibition and trade problems will be read with much interest by operators in the United States, for many members of our organization were engaged along with members of your organization in the World War. As operators we have our own trade problems and it is interesting to learn that operators' problems are very much the same the world over.

We would like to be present at your exhibition, enjoy the fellowship, see how your operators' society meets the problems of the operator, and exchange some good jokes. Altho we will be busy with our machines, every operator in the United States wishes you a happy and a very successful convention and a prosperous year.

RALPH T. YOUNG, President,
National Council of Coin Machine Operators' Associations.

Tony and Felix Manage Chicago Coin for a Day

CHICAGO, Feb. 1. — Tony Gasparro and Major Felix Samson, the go-getting hustlers of Weston Novelty Company, London, spent a large part of their stay in America at the plant of the Chicago Coin Corporation. Both Tony and Felix were so enthused with Chicago Coin's novelty games, Cue and Ginger, that they placed volume orders for both of these games for immediate delivery. In order to make sure of the prompt delivery of Weston's order Felix came into the factory early each morning to personally help supervise the production lines. And what a general manager he was. "Too bad he can't be here all the time," say Lou Koren, Sam Gensburg and Sam Wolberg, owners of Chicago Coin Corporation. "He certainly made the wheels go round and round."

The Weston Novelty Company is European distributor for the game tables of the Chicago Coin Corporation. In 1935 they distributed over 14,000 of Chicago Coin's games in the British Isles and Europe. The Weston firm has made the name Chicago Coin synonymous with dependable quality and profitable equipment in Europe.

Lou Koren joins with Sam Wolberg and Sam Gensburg in extending to their distinguished English friends, Tony and Felix, the best of luck and a hearty wish for continued success.

EPCO Ends a Crime Wave!

DETROIT, Feb. 1.—Payout table operators have been quite concerned about the recent crime wave. And when you add up the losses for all payout operators who have been having trouble with the boys who cheat tables by pulling out AC cords to manipulate games, you'll find the figure in the grand-larceny class.

But that's all over now, for EPCO, otherwise known as Electrical Products Company, of Detroit, has again demonstrated its foresight and ingenuity by introducing the new Electrolok to the pin-game industry. The little device is a constant, unflinching and thoroughly dependable 24-hour watchman. It is installed simply and quickly in any electrically operated payout table and absolutely prevents anyone—player or location owner—from "making" a table.

It functions in a split second to prevent a payout which is not earned by the proper number or game-skill and cannot be reset except by the player inserting another nickel and clearing the board. The boys who want to try to beat it are invited cordially. For every try means another nickel to the operator and the only payoff to cheaters is a nickel's worth of experience.

distributors adhere to the standards set up by the NADA that the coin-machine trade will have a much better reputation publicly at the end of the year. He says that any attempts to violate the principles fostered by the distributors organization will not gain anything for any distributor or jobber who violates them.

He plans to make his administration a continuous effort to promote better standards in the industry, he said.

Proposes Trade Unity Program

CHICAGO, Feb. 1.—A. H. Bechtol, of Daytona Beach, Fla., remained for some time after the convention period to report on benefits derived from the organization of merchants, storekeepers and business men who support State operators' association in behalf of regulations, laws, taxation and other items favorable to practical, profitable and constant operation of coin-controlled products.

"Every modern industry feels the necessity of enlisting the moral support and backing of as many individuals and voters as can possibly be mustered in support of a reasonable attitude toward their means of livelihood or substantial portions of their income," he said. "Law-makers, enforcement officials or persons in a position to regulate the operation of coin-controlled equipment are only human. They usually attempt to satisfy as many persons as possible. They usually feel that our equipment is not actually favored by any considerable volume of business men, because practically no effort has ever been made to assemble the facts and offer them in evidence.

"When such organized effort has been

made it has not failed to produce material benefits in a single instance. The only means available to our industry to organize a large block of sincere business men is by the operators, and fortunately it is a far easier job than can be imagined. The number of splendid citizens and voters who operate independent retail stores are no doubt the most tremendous group of unorganized voters in America today and they also have great influence with many of their customers as well as those from whom they acquire the goods they sell, or with whom they spend their money.

"These business men are eager to have amusement items to please their customers and provide substantial revenue, and many stores find such items an absolute necessity to remain in business and pay their obligations. To assure 52 weeks per year of uninterrupted profit these business men will give 100 per cent in moral support and backing, and with this strength the State Operators' Association can be assured of reasonable consideration anywhere."

This subject was taken up by Messrs. Tratsch, Donahue, Darling, Maloney, Rocko's, Huber, Jones, Seeburg, Capehart, Gebert, Stoner and various other individuals at several meetings and all seemed to favor the plan as explained by Mr. Bechtol. The latter is Southern distributor for the A. B. T. Manufacturing Company.

NADA President Urges Standards

PITTSBURGH, Feb. 1.—J. D. Lazar, of B. D. Lazar Company, recently elected president of the National Automatic Distributors' Association, in his first public statement to the trade urged that all members of the coin-machine industry join in a concerted movement for better business ethics.

Mr. Lazar is well known to the coin-machine industry and his influence thru the distributors' organization is expected to be an important factor in promoting the general welfare of the industry during the year.

"One of the important factors to be stressed in the matter of better business ethics at this time," Lazar says, "is to use truth in advertising. This is a time when the operator must really know what he is purchasing. The business methods which we need in the coin-machine industry may be described as similar to those in other reputable lines of business. We want our industry to be on a par with other industries. We should adopt as our national slogan that shady practices are out as far as the present members of the coin-machine industry are concerned."

Mr. Lazar feels that if jobbers and

OSCAR YENI



Distributor to the French coin machine trade, Marseille.



THE BURROWS FAMILY—Maggie (left), "Sir" Arthur of the Piniabes and Carrie, photographed on their last visit to Chicago.

JACK CAPALDI



Of Capaldi & Company, distributors, London and Edinburgh.

Seeburg Presents

By a Staff Member
J. P. Seeburg Corporation, Chicago.

One of the most interesting exhibits at the 1936 coin-machine show was the versatility of excellent new machines displayed by the J. P. Seeburg Corporation. Seeburg leadership was decidedly emphasized in the presentation of a most elaborate showing of the new advance models of the Symphonola and the Selectophone.

The Melody King Symphonola, one of the many Seeburg surprises, was an instantaneous hit. Attracted by the lavish beauty of the cabinet, veteran music operators were completely overwhelmed with the marvelous tone and volume control of the J. P. Seeburg masterpiece.

For many years there has been an unfulfilled demand for an automatic phonograph that could be placed in large auditoriums, dance halls and exhibition halls. Previous attempts to produce an instrument of this kind were hampered by the distortion of tone when volume was needed. The Melody King is the first perfect automatic phonograph to be used in the locations as stated above. In addition to being an automatic phonograph the new Seeburg Symphonola is easily converted into an excellent public-address system.

Available in three attractive models, the new Seeburg line of high fidelity Symphonolas affords an extensive selection to the operator's own particular liking. Each one of these models is offered in a variety of unique color combinations.

True to the Seeburg standard of high quality production, the mechanisms are rigidly constructed to withstand all location abuses.

Crowds literally swamped the J. P. Seeburg exhibit upon the presentation of the Master Drink Dispenser. Revolutionary in the annals of coin-machine history, this new Seeburg product takes its place as one of the most ingenious of all vending machines.

Carbonation is the most important factor in a soft drink. The Seeburg Master Drink Dispenser has a carbonator that is positively sensational in its operation. It is possible with this new carbonator to carbonate water to a saturation point. The carburetor is controllable as to the amount of carbonation desired for a specific drink.

Of vital importance to the refreshment value of a soft drink is the uniformity of each and every drink. The new Seeburg Master Drink Dispenser is equipped with Seeburg's own patented draft arm that draws a measured amount of syrup and carbonation. The amounts of syrup and carbonation that go into the making of the vended drink are adjustable. A refrigerating unit provides the proper temperature desired.

The entire machine is portable and uncanny in its operation. By simply plugging in the extension cord the Master Drink Dispenser is ready to vend the most perfect carbonated soft drink you have ever tasted. The machine will vend all kinds of carbonated soft drinks. Eye-catching mirrored signs attractively advertise the drink vended. These signs are very easily installed within a few minutes.

All the patron does is insert a coin which automatically turns on a switch bringing the cup on the platform ready to drink. In less than four seconds after the coin is inserted the drink is ready.

The Master Drink Dispenser is housed in an all-metal cabinet. This cabinet is indescribably beautiful. Its very appearance reflects sanitation and invites continuous patronage.

Operators herald the production of the Master Drink Dispenser as "the dawning of a new era" in legitimate operating.

Another Seeburg surprise, the Ray-o-Lite Rifle Range, was one of the most popular at the show. "Two gun" atmosphere was added to the demonstration of this phenomenal Seeburg machine by gorgeous Irene (Tex) Park, a former Vestfies beauty. Miss Park, appropriately dressed in cowgirl regalia, demonstrated the adeptness of skilled marksmanship possible with the Ray-o-Lite Rifle Range. Her unusual demonstration of difficult trick shots amused and delighted the throng that crowded the Seeburg exhibit. According to Miss Park, over 9,000 people stepped up and tried their marksmanship on the range. The reaction of these thousands of peo-

R. SCOTT



Of Scott, Adickes & Company, distributing firm.

ple was one of unequalled fascination and thrills. In practically every instance, after completing the 10 shots, the "shooter" wanted to try it again.

Modernistic in design, the Ray-o-Lite Rifle Range cabinet is 17 inches deep, 45 inches wide and 63 inches high. The beautiful cabinet is constructed of matched and figured panel walnut and maple. The target chamber depicts a terrestrial scene, typical of "good duck hunting." Indirect lighting emphasizes the brilliant coloring of the scenery. The target can be shot at from a distance of 60 feet.

The Ray-o-Lite Rifle Range is fully automatic. When the patron deposits a coin the ducks in the target chamber start to move. Holding the gun in regular position, the marksman pulls the trigger and instantaneously a beam of light shoots to the target. If the shot is accurate and hits the photoelectric cell on the moving duck target the duck falls over, automatically registering and totaling the score on an illuminated panel.

Judging from the consensus of opinion of leading coin-machine men and the tremendous advance booking of orders, the Ray-o-Lite Rifle Range further substantiates Seeburg's "over 30 years of automatic leadership."

Operator Enjoys Trip

NEW YORK, Feb. 1.—Now back home, cotmen attending the 1936 Coin Machine Exposition in Chicago report that Frank Parletti, of Nyack, operating in Rockland County, was one of the liveliest operators attending the Chicago convention. While Parletti did not get involved in the politics of the association, etc., he was quite in evidence in a social way. Frank supplied quite a bit of comedy on the train from New York to Chicago, was one of the reception committee to the Texas delegation upon their arrival, and was all over the convention floor and the Hotel Sharmar having a good time.



WHERE BRITISH SHOW IS HELD—American readers will enjoy the above view, where the coin machine show is held in London.

GM Ships Three Carloads

CHICAGO, Feb. 1.—A. G. Bradt, of the GM Laboratories, reports a record shipment of three carloads of its games, Shoot the Chutes and Soccer, to Weston's of London. Both Major Samson and Tony Gasparro were enthusiastic about these games and expressed the opinion that these machines would meet with instant approval in England and Europe.

Shoot the Chutes is a highly interesting game which cleverly adapts the use of kickers. The abundance of skill holes on the board adds greatly to the interest of the game. Shoot the Chutes is housed in an attractive cabinet designed for both beauty and durability.

Soccer is one of the most unique games ever to be placed on the pin table market. Instead of shooting for holes the player tries to send the ball to one of the animated soccer players on the board who either advances it to another player or tries a shot at the goal. The goalie automatically moves in an attempt to block the kick. The object of the game is to place as many balls in the goal pocket as possible. Mechanical and electrical perfection are guaranteed inasmuch as the kickers, contacts, etc., are all designed and made right in the GM Laboratories factory.

The Weston Novelty Company, of London, is the exclusive European distributor of the amusement device products of the GM Laboratories in Chicago.

Operator's Success Story

BRISTOL, Conn., Feb. 1.—One of the interesting stories concerning cotmen here is that told of Al J. Novickas. He went into the coin machine business some years ago at the age of 16, when he bought 15 penny bull's-eye machines. He spent his last dime on these machines and to earn a living had to keep working continuously. From these 15 bull's-eye machines Novickas today has developed into one of the largest operators in Connecticut. He runs 200 Wurliizer phonographs (and expects 60 more within a few days), 75 Seeburg electric pianos and operates a very large route of pin games. In addition to this prolific route of coin-operated machines Al owns his own dining car.

Promotes Cigaret Sales

CINCINNATI, Feb. 1.—Bill Marmar, of Sicking Manufacturing Company, Inc., tells of a large cigar merchandising machine operator who uses the sensational cigar reel counter game, Penny Pack, to help stimulate sales of packs of cigars from his machines.

Bill says that Arthur Stern, who handles the U-Need-a-Pak cigar machines in his territory, started to increase sales by placing Penny Pack machines on the same locations and whenever the players would be entitled to a pack of cigars the location owner would purchase the pack from the cigar machine on the location.

It was ideas of this character which brought about such a great sale of Penny Pack machines by Sicking Manufacturing Company, Inc., thruout the large territory it covers.

Modern Games Go Electrical

CHICAGO, Feb. 1.—Modernizing of the modern table games by making them electrical was amply shown in the displays of electrical firms at the 1936 coin-machine exposition. Among the firms in this field which exhibited their products at the national show were the following:

Electrical Products Company, Detroit. Exhibits: Electropak, Electrolok and Adaptapak.

General Dry Batteries, Inc., Cleveland, displayed King Pin dry cells and Hy Watt block batteries.

Guardian Electric Manufacturing Company, Chicago, displayed a line of electrical units for games and other devices.

National Carbon Company, New York, displayed the Eveready Columbia dry cells and Eveready vibro motors for table games.

Standard Transformer Corporation, Chicago, displayed the Stancor "Univerter" device for games.

Webster Electric Company, Racine, Wis., displayed amplifiers, pickups and microphone attachments for phonographs.

The presence of these well-known firms at the national convention indicated that coin machines are large users of electrical equipment and devices at the present time.

Huber Issues Warning

CHICAGO, Feb. 1.—Joe Huber, of the Huber Coin Machine Sales Company, has sent out a warning to the trade that "one A. J. Schumacher, formerly of Rochester, N. Y., has fraudulently represented our company, as well as others, by taking orders and deposits on merchandise. None of the orders or money were turned in. He also worked this racket in New York State (where there are now several warrants for his arrest) and in Pennsylvania. He was last heard of from Kane, Pa. Be on the lookout for this man. Instruct your locations to do likewise. When you catch up with him turn him over to local authorities and we will prosecute him to the fullest extent of the law."

Capaldi Has Turf Flash

CHICAGO, Feb. 1.—Operators of Great Britain and the Continent will have an opportunity to inspect the new Pari-Mutuel betting machine, Turf Flash, made by the Grootchen Tool Company, of Chicago, and distributed thru S. Capaldi & Company, of Edinburgh and London.

Mr. Capaldi, when visiting the United States last fall, expressed great enthusiasm over the possibilities of Turf Flash in Great Britain and Europe and had some of the first samples shipped to his offices for the inspection of his firm's customers. The S. Capaldi & Company will present Punchette for the first time at the London show.

Reports Record Number Of Ops To See Showrooms

CHICAGO, Feb. 1.—Joe Schwartz, head of the National Coin Machine Exchange, announced today that the four days of the 1936 Coin Machine Convention established a new attendance record for his showrooms.

"More operators," said Joe, "visited our display rooms during the four days of the show this year than ever before. We were gratified by the number of orders placed with us for the latest games as featured at the convention. Operators all over the country have recognized our new game department as one that gives immediate service. In most cases the games are shipped the same day the order is received.

"Our used-machine department," continued Joe, "has gained prominence by leaps and bounds. We are receiving orders right along from almost every State in the Union. We feel that the ideal combination for the operator is to run used machines on certain locations in conjunction with the very latest games so that profits can be higher. We specialize in offering only games that we know are well fitted for real service at prices that will enable the operator to really make money on every machine placed.

"Every machine that comes into our used game department is given a thorough inspection to assure complete satisfaction with regard to the working order of the game."



MAJOR FELIX SAMSON

WELCOME TO THE BRITISH COIN MACHINE EXHIBITION



TONY GASPARRO

Royal Hotel - London, Eng. - Feb. 25-26-27-28-1936

We are factory representatives for the following manufacturers:

**CHICAGO COIN CORP. G. M. LABORATORIES
PACIFIC AMUSEMENT MFG. CO.**

Also direct factory representatives for the

EMERSON RADIO CO. and The FERGUSON RADIO CO.

See Us First For The Latest

WESTON NOVELTY COMPANY, LTD.

311 Grays Inn Road

W. C. I.

London, England

Successful Year Is NADA Report

CHICAGO, Feb. 1.—"NADA has had the most successful year of its career," said J. D. Lazar, newly elected president of the National Automatic Distributors' Association, "and our program for 1936 is an ambitious one."

Founded in 1933 by nationally known distributors, NADA has become recognized as an important factor in helping to shape the policies of the industry. Its efforts have been directed toward the betterment of relationships between each of the three branches of the trade, namely, the manufacturers, distributors and operators; to the maintaining of ethical practices in the merchandising of coin-operated devices and to the adoption of a constructive program for the general welfare of the trade.

In 1935 NADA devised a legal program which was adopted by the manufacturers. It was responsible for the time being set aside at the show for distributors and jobbers only and assisted members in putting on a public relations program that helped to build up public confidence and good will toward pin games. It also fought the bootlegging of games into other territories and worked with the manufacturers' association in settling the controversy between the industry and the Koolox Shaving Cream people, which resulted in the Koolox company being 100 per cent behind the coin-machine industry.

The association held three important meetings prior to and during the convention and the accomplishments of 1935 have secured several new members, and other nationally known distributors have signified their intention of becoming NADA members at an early date.

The officers for 1936 are as follows: J. D. Lazar, B. D. Lazar Company, Pittsburgh, president; William Marmer, Sicking Manufacturing Company, Cincinnati, secretary-treasurer. Board of directors: M. M. Marcus, the Markepp Company, Cleveland; I. H. Rothstein, Banner Specialty Company, Philadelphia; S. Carl Mantell, National Coin Machine Corporation, Baltimore; David S. Bond, Tri-

mount Coin Machine Company, Boston, and Louis Wolcher, Advance Automatic Sales Company, San Francisco. R. L. Wilds is managing director.

Since 1935 NADA has maintained its national headquarters in Chicago, being located in the LaSalle-Wacker Building.

Robbins Starts Push on New Convention Games

BROOKLYN, Feb. 1.—In addition to the new Stoner game, Mad-Cap, D. Robbins & Company announce that they have taken over the Eastern selling

rights on the Lite-a-Basket game, by H. C. Evans & Company, and Shoot-the-Chutes, by GM Laboratories, Chicago firms.

Dave Robbins claims that these three games are all splendid moneymakers and they are perfectly constructed for trouble-free operation. Dave reports that he has booked large orders for these games. Each game is an original creation. Mad-Cap is a five-ball game. They are all real games of skill.

Robbins has placed large orders for these games with the factories and the games are now on hand in Brooklyn for immediate shipment to jobbers and operators.

Southern Distrib Will Push Groetchen Games

NEW ORLEANS, Feb. 1.—Sam Gentilich and Julius Pace returned from their recent visit to Chicago with another feather in their cap. While attending the coin-machine show they contracted with the Groetchen Tool Company, of Chicago, for the distributorship of the Turf Flash Pari-Mutuel horse-race machine in their territory.

The Gentilich & Pace Distributing Company, located in New Orleans, is a newly formed organization which brings together two widely known coinmen. Sam Gentilich has earned for himself a nation-wide reputation for his business acumen. Julius Pace is president of the Louisiana Operators' Association and enjoys the respect and admiration of all Louisiana operators.

Turf Flash has created a tremendous appeal for Louisiana players and operators are greatly surprised and delighted with the large earnings of this attractive low-priced machine.

The Groetchen Tool Company has made arrangements for substantial weekly shipments to the Gentilich & Pace firm and expects that a goal of 500 machines will be reached in the very near future.

Distrib for Punchette

NEW YORK, Feb. 1.—New York Distributing Company has been appointed metropolitan New York distributor of Groetchen's new Punchette ticket vending machine.

Punchette is arousing a great deal of favorable interest among operators. Mr. Lichtman reports, as its appearance is of great help to operation in closed territories. Inasmuch as the operators have a definite checkup on the rewards paid out by the location, they are enabled to receive the full return on their investment.

New York Distributing Company has made arrangement for quantity shipments of Punchette and recommends this counter machine to all its friends.



GROUP OF BRITISH COINMEN—Seated, left to right: W. H. Willmott, president British Automatic Machine Operators' Society; W. Thompson, Amusement Caterers' Association. Standing: Arthur (Sir Arthur of the Pintables) Burrows; Edward Graves, exhibition manager; G. E. Booth, and S. Sheffras, chairman of the Manufacturer and Distributors' section.



Weekly MUSIC Notes

Selling Music

By GRANT SHAY

Mills Novelty Company, Chicago

Phonograph Operators—What have you got that other operators haven't got? Answer: Phonographs, good money makers if merchandised right.

That's really not all. Besides phonographs, you have a business that's bound to bring you a very fine revenue all the time. But—you must merchandise your music. The fact that you may own a fleet of phonographs doesn't necessarily mean that you're a phonograph operator—oh, no! You may be at a standstill—you probably haven't increased your earnings or the amount of phonographs you own year in and year out. Why?

Well, sorry to say, mister, you're either a bit lazy or negligent. Music must be merchandised. You must study all the ins and outs of the business. You must be a competent service man or have competent ones in your employ. You must analyze your prospective locations; if you don't, you lose money moving your equipment around. You may be making the mistake of overlooking good spots. You may always be considering big spots with large dance floors on the night club style. It isn't always the big places that pay well—good operators say that the small taverns where peppy crowds gather every night pay best of all. Many of these places during the daytime look dull and drab and you will probably say, "That joint looks like

a morgue"—but call back there in the evening. You'll probably find out that the crowds stay into the wee small hours and that, as they imbibe the giggly water, they play the phonograph continually.

Records play a big part in boosting the intake. Some spots like music as pushed out by Louis Armstrong or Cab Calloway, others like the smoother style as rendered by such bands as Wayne King or Guy Lombardo, but it's up to you to find out. How? Simply by leaving a sheet asking the patrons' suggestions or by talking to the owner. Change the records as often as twice a week in good spots. Make friends with your location. Buy the proprietor's kid a lollipop or the old man an El Topo once in a while. Don't run in and out like a fiddler's elbow, but spend a little of your time asking questions and getting information.

When service is needed make the Western Union look like a tramp steamer. Get there or send someone over in a hurry to right the wrong. Dig in the jeans and pay back the price of the call to get you. You can and you will make big money operating phonographs if you really merchandise your music.

Years ago when electric pianos were used the operator made good money. And what a tin-can rattle they were. To compare them today with modern phonographs would give anyone a good laugh. And they cost the operator three times the price of the present-day phonograph.

Remember you are giving your cus-

tomers thousands of dollars' worth of music for a nickel. Flaunt the idea around the location. Advertise on menus by printing a little slip, as for example: "Paul Whiteman gets \$5,000 a night to play in New York. You can hear him here for only a nickel—play our Do Re Mi" (or any other make you may be operating).

Have a special big orchestra week and have 12 good records of some popular orchestra. Think up ideas of your own to promote phonograph play—you can if you'll make the small effort.

Your chances of good phonograph operating success depend entirely upon your own initiative. You have a big year before you. Times are better, all people like music, it's up to you to sell it.

During the recent Coin Machine Convention at the Sherman Hotel, Chicago, over 50 per cent of the operators were interested in our Do Re Mi exhibition in the penthouse.

The music-operating fever must be contagious, because in our experience at the show booths in years gone by if 5 per cent showed any interest at all we were overjoyed. It's really amazing how phonograph operating has grown amongst old-time coin-machine men. Years ago in the Mills Novelty Company mailing rooms we used to send separate mailings to the coin machine and phonograph operators, but today

One Friend Tells Another

To The Billboard: "I called on an account yesterday located in Youngstown, O., and was advised that they needed some legal information to help meet a local situation. From what information these men gave me, they do not have any data that you printed some time ago that might be beneficial to them in working out their arguments in favor of pinball games.

"Won't you please get some of this printed matter together and send it to These fellows are pretty good operators and they are sincere in trying to establish the legality of pinball games. Any literature that you send them that pertains to the legality of pinball games will be very much appreciated. We know that you always stand ready to assist anyone in need and that is why we are making this request. We would appreciate your sending them all the material you can at once."

J. D. LAZAR,

B. D. Lazar Company, Pittsburgh.

because practically all coin-machine operators operate phonographs we send the same mailing to both.

The phonograph has come a long way since the days of the old honky-tonk piano. The chief reason is that men have come into the business who know how to merchandise and thru their efforts the business has grown and grown until today phonograph operating is a prosperous nation-wide enterprise.

Learn to merchandise music successfully and you will be well on the road to financial permanence.

Radio Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period is from Friday, January 24, to Thursday, January 30, both dates inclusive.

Alone	35
Moon Over Miami	32
Feather in the Breeze	28
Lights Out	27
Cling to Me	25
I'm Shooting High	25
With All My Heart	23
Building Up to Awful Letdown	21
You Hit the Spot	21
If I Should Lose You	20
Rhythm in Nursery Rhymes	20
Broken Record	19
Eny Meeny Miny Mo	19
I'm Gonna Write Myself a Letter	17
Beautiful Lady in Blue	16
Please Believe Me	16
It's Been So Long	14
Music Goes 'Round	12
My Romance	11
Lovely Lady	7

10 Best Records for Week Ended Feb. 3

	DECCA	BRUNSWICK	RCA-VICTOR	COLUMBIA
1	651—"A Beautiful Lady in Blue" and "Moon Over Miami." Jan Garber and orchestra.	7591—"The Broken Record" and "Too Much Imagination." Freddy Martin and orchestra.	25212—"Lights Out" and "Moon Over Miami." Eddie Duchin and orchestra.	3111-D—"Broken Dreams of You" and "Yes! Yes!" MBBs Blue Rhythm Band.
2	671—"The Music Goes 'Round and Around" and "I'm Gonna Sit Right Down and Write Myself a Letter." Boswell Sisters.	7587—"The Music Goes 'Round and Around" and "Dinner for One, Please, James." Hal Kemp and orchestra.	25210—"The Broken Record" and "Alone at a Table for Two." Guy Lombardo and orchestra.	3110-D—"The Music Goes 'Round and Around" and "There'll Be a Great Day in the Mornin'." Frank Preba and his Swing Band.
3	657—"Moon Over Miami" and "With All My Heart." Connie Boswell.	7584—"I Wanna Woo" and "A Beautiful Lady in Blue." Leo Reisman and orchestra.	25209—"With All My Heart" and "A Beautiful Lady in Blue." Ray Noble and orchestra.	3101-D—"At a Little Church Affair" and "It's Dangerous to Love Like This." Mario Braggiotti and orchestra.
4	652—"With All My Heart" and "Lovely Lady." Glen Gray and Casa Loma Orchestra.	7580—"Mrs. Astor's Horse" and "Mama Don't Allow It." Ozzie Nelson and orchestra.	25187—"Where Am I?" and "Dinner for One, Please, James." Ray Noble and orchestra.	3104-D—"Stop, Look and Listen" and "Yankee Doodle Never Went to Town." Joe Venuti and orchestra.
5	658—"Let It Be Me" and "Weary." Joe Sanders and orchestra.	7579—"Just One of Those Things" and "Lights Out." Freddy Martin and orchestra.	25197—"I Dream Too Much" and "The Jeckey on the Carousel." Paul Whiteman and orchestra.	3103-D—"Twenty-Four Hours a Day" and "Eny Meeny Miny Mo." Joe Venuti and orchestra.
6	578—"The Music Goes 'Round and Around" and "Lookin' for Love." Reilly-Farley and Onyx Club Boys.	7565—"Where Am I?" and "With All My Heart." Hal Kemp and orchestra.	25215—"Goodbye" and "Sandman." Benny Goodman and orchestra.	3100-D—"A Little Bit Independent" and "Remember Last Night." Herbie Kay and orchestra.
7	659—"I Found a Rose in the Snow" and "I'll Never Forget I Love You." Joe Sanders and orchestra.	7562—"I Got Plenty o' Nuttin'" and "It Ain't Necessarily So." Leo Reisman and orchestra.	25201—"The Music Goes 'Round and Around" and "If I Had Rhythm in My Nursery Rhymes." Tommy Dorsey and his Clambake Seven.	3099-D—"If You Were Mine" and "Alone." Mark Allen and orchestra.
8	678—"Just One of Those Things" and "I'm Gonna Sit Right Down and Write Myself a Letter." Ted Fio-Rino and orchestra.	7559—"One Night in Monte Carlo" and "A Little Bit Independent." Freddy Martin and orchestra.	25207—"Little Rose of the Rancho" and "Cool Casa." Cugat and his Waldorf Astoria Orchestra.	3096-D—"Where Am I?" and "Stars Over Broadway." Little Jack Little and orchestra.
9	647—"I Feel Like a Feather in the Breeze" and "I'm Shooting High." Jan Garber and orchestra.	7552—"It's Dangerous to Love Like This" and "Alone." Hal Kemp and orchestra.	25189—"I Feel Like a Feather in the Breeze" and "You Hit the Spot." Richard Himber and Ritz Carlton Orchestra.	3095-D—"On Treasure Island" and "No Other One." Little Jack Little and orchestra.
10	663—"You Hit the Spot" and "Will I Ever Know?" Victor Young and orchestra.	7553—"I Feel Like a Feather in the Breeze" and "Will I Ever Know?" Hal Kemp and orchestra.	25222—"You Stayed Away Too Long" and "When Somebody Thinks You're Wonderful." Fats Waller and his Rhythm Boys.	3087-D—"Ride, Red, Ride" and "Congo Caravan." Mills Blue Rhythm Band.

Sheet-Music Leaders

(Week Ending February 1)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, songs listed are a consensus of music actually sold from week to week.

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

1. Alone
2. Moon Over Miami
3. Beautiful Lady in Blue
4. Music Goes 'Round
5. Lights Out
6. Dinner for One
7. Red Sails
8. Feather in the Breeze
9. Broken Record
10. With All My Heart
11. Rhythm in My Nursery Rhymes
12. Please Believe Me
13. Shooting High
14. If I Should Lose You
15. Treasure Island

Automatic Music Machines

Seeburg, Jr., \$110.00; Seeburg Selectaphone, \$130.00. A-I (continued) Electronic Amplified Phonographs, as is, \$27.50. All kinds Arcade Machines, low prices. Autophoto, takes 4 picture for 10c. \$95.00; Pile Driver, Automatic Pay, \$95.00; Quick Silver Pin Game, \$19.50. We trade. Write us what you have and what you want. Terms 1/3 Deposit. Est. C. O. D. & M. DISTRIBUTING CO., 28 West Broadway, Muskegon, Mich.

Winner of Dodge Plans for 1937

CHICAGO, Feb. 1.—The lucky man of the 1936 coin-machine exposition was Arthur Herman, of Kingston, N. Y.

With more than 20,000 tickets deposited by the thousands of operators, jobbers and distributors at the show for the prize drawing, Art, as he is familiarly known, held the winning ticket and became the proud possessor of the beautiful Dodge sedan offered by the National Association of Coin-Operated Machine Manufacturers to the lucky operator, jobber or distributor.

Mr. Herman, who operates under the name of Art Novelty Company, is just completing his fourth year as an operator. He entered the operating business in April, 1932, with eight amusement tables after several years of successful traveling experience selling cigars.

His ability as an operator is demonstrated by the fact that recently he had 200 amusement tables on location in addition to 50 phonographs and 22 cranes. At the show he purchased more phonographs, as well as a substantial supply of cigaret machines.

One of Mr. Herman's strict rules, which undoubtedly has had much to do with his success as an operator, is "the same commission to all." He believes this to be the secret of success for an operator.

Naturally Mr. Herman was overjoyed at being the one man in 5,000 to win the car. We expect that Mrs. Herman was still more pleased, for one of his first words after winning the car was, "This is going to be Mrs. Herman's car."

Already Art has declared that nothing will keep him away from the 1937 coin-machine show.

Exhibit Gives Novelties

CHICAGO, Feb. 1.—The novelty bells which Exhibit Supply Company gave away during the 1936 coin-machine exposition certainly caused tremendous excitement and interest on the final day. Imagine 1,000 operators each with a bell in his hand ringing vigorously and you have some idea of the bedlam that broke loose. Exhibit certainly takes top honors for this advertising stunt. On each bell was printed the slogan, "Exhibit Rings the Bell Again."

Another clever advertising stunt by Exhibit was the paper mustaches. These mustaches were made so they could be easily affixed to the nose. Even your best friend didn't know you when your Exhibit mustache was in place. A real laugh-getter and thanks go to Exhibit again for this bit of enjoyable publicity.

J. Frank Meyer at Show

CHICAGO, Feb. 1.—Many of the old-time coinmen were happy to see J. Frank Meyer at the 1936 coin-machine show. J. Frank, as he is called by all his friends, is founder and president of the Exhibit Supply Company.

J. Frank Meyer probably owns more patents on diggers, arcade machines and other coin-operated games and devices than any other man in the industry.



SMASH ALL RECORDS AT MILLS. D. F. Wertz wins Chevrolet prize for volume sales record. Left to right, two friends of Mr. Wertz, then Al Sherman, zone sales manager, handing key to clasping hand of Danny Wertz himself; and George Hoddnott, district sales manager.

Craneland Idea Boosted By Mutoscope Broadside

NEW YORK, Feb. 1.—In an attractive broadside the International Mutoscope Reel Company, Inc., hails a "remarkable new development in the coin-machine business" known as Cranelands. The broadside shows seven photographic illustrations of the new type amusement parlors, in which the crane type of machine is the chief feature. The cranelands are a new trend in the sportland field, it is said.

"First came the arcade era," says the folder, "spawned and developed by Mutoscope. Next it was sportland—introduced with the help of Mutoscope, which also furnished some of the finest and largest sportlands located in the East.

"And now it's cranelands . . . a radical departure, an outgrowth of the sportland idea . . . in which you see rows of Mutoscope cranes lined up in neat, soldierly array, each crane attractively loaded with countless premiums of every size, color and shape. Picture yourself stepping into one of these beehive cranelands any hour of the day or night, where six or more people are playing at the same time. It's 10 to 1 you won't be able to resist the temptation to try your skill at least once or twice. You just can't help it, the many machines and endless array of prizes stir up the urge or desire for one of the many valuable premiums so temptingly displayed.

"Wherever, whenever you see progress, profitable advancement, in the coin-machine business, there you will see the Mutoscope crane—the very first of its type, an invention of Bill Rabkin, of Mutoscope—the crane machine which continues to be the leader in its field.

"There's money, plenty of it, to be made with the crane—whether you plan to place it in individual locations or in groups of five or more, the method popularized by New York cranelands."

Distributors Will Open Joint Cleveland Office

CHICAGO, Feb. 1.—A joint announcement by Gerber & Glass, of Chicago, and Sicking Manufacturing Company, of Cincinnati, will be made in the next issue of *The Billboard* of the opening in Cleveland of a new distributing office to be known as Sicking of Cleveland, Inc. The Cleveland branch will be operated jointly by both firms.

Located at 4606-4608 Prospect avenue, Cleveland, the headquarters of the new branch promises to be the finest and the most lavishly equipped coin-machine headquarters in the country. Startling new innovations in the presentation and merchandising of coin-operated devices will be arranged. Special departments are planned for skill games, pay-out tables, counter games, vending machines, automatic dispensers, automatic photograph machines, coin-controlled novelty devices, automatic phonographs, diggers, digger supplies, etc.

The service department is to be divided into two sections. One section, under the supervision of factory-trained experts, will completely recondition all trade-ins, while the other will handle the servicing of operators' equipment.

A gala opening has been planned, with many, many surprises in store for those attending.

The BEST in VENDING MACHINE CANDY

is Sure to Show Steady and Substantial Profit

It will pay operators of merchandise vendors, diggers and breath pellet machines to get in touch with us.

PAN CONFECTION FACTORY

(National Candy Co., Inc.)

345 W. ERIE STREET

CHICAGO

SALESBOARD OPERATORS

Superior Salesboards are Superior, Original, Attractive, Fast Sellers and Complete Sellouts. Write for New Catalog and Price List. EARLIEST WITH THE LATEST.

Est. 1923 SOUTHERN AUTOMATIC SALES CO. Phone WAbash 5464
540-542 S. 2nd Street, The House That Confidence Built. Louisville, Ky.

Orders for Bally Derby Show Game's Popularity

CHICAGO, Feb. 1.—Jim Buckley, sales manager of Bally Manufacturing Company, states that Bally Derby, introduced some time before the convention, was one of the most popular games on display in Chicago.

"Judging by the number and size of Bally Derby orders booked at the show," Jim says, "you'd almost think it was a brand-new number. In spite of the rivalry of new games in our own and other booths, it was one of the most talked-about machines at the show and certainly one of the best sellers. As a result the factory, which was turning out 150 games daily during the convention, is again on a peak production schedule to fill orders on this popular changing odds one-shot game."

In addition to Bally Derby the Bally concern reports heavy buying of Ray's Track race game, Peerless, Peerless Multiple, Rambler and other games introduced at the show and officials of the company look forward to an unusually busy winter and spring season.

New York Coinmen Relax

NEW YORK, Feb. 1.—Executives and managers of coin-machine firms here are relaxing for the time being in order to recover from the strenuous period of the Chicago convention. The prevailing belief is that there will not be much activity until the new games are being shipped in quantities. There is some caution among buyers also, awaiting the final decision on pending legal cases here.

Jobbers and distributors report that operators are anxiously awaiting the arrival of games shown at the Chicago convention. The outlook is that an unusual demand will be felt as soon as the games are here in quantities. Distributing firms are disposing of their used equipment during the interim, it is reported.

Punchette Before Trade

CHICAGO, Feb. 1.—The Groetchen Tool & Manufacturing Company's new counter device, Punchette, has proved to be an instantaneous hit with operators. It is a new type of a ticket game entirely different from any other type of machine. The player inserts his coin, the last three of which are always visible, turns the selector handle to his selection and then presses the punching lever. The player's choice is then vended. If the player's punch is a winner it will indicate so on the round ticket that is vended. There are 1,050 punches on every roll of tickets in Punchette. These rolls are replaceable and can be purchased direct from the manufacturer or from a jobber. The payout percentage may be determined by the operator by his choice of rolls.

Punchette has already been sent out to prominent coin-machine distributors and jobbers and soon will be ready for volume shipments.

Carl Klein expressed gratification for the wide acclaim the products of the Groetchen firm received at the show. He promises several surprises in the near future that will startle the industry.

Guaranteed Used Machines	
ACTION, JR.	\$ 5.00
BALL PAN	12.50
FRISKY	15.00
SCREAM	22.50
JUNCO (Tiger)	27.50
DE LUXE "48"	30.00
SPORTSMAN (Visible)	29.50
FLYING COLORED, JR.	5.00
TANGO	22.50
THREE-IN-LINE	5.00
BEARON	7.50
SHOOTING STAR	5.00
TRAFFIC (Model A)	21.50
LIBERTY BELL	20.00
SILVER STREAK (Counter Auto)	7.50
TICKETTE	7.50
HOLD & DRAW	12.50
MILLS O. T.'s (64)	35.00
Terms: 1/3 Down, Balance C. O. D.	

BESSER NOVELTY CO.
3029 OLIVE ST. ST. LOUIS, MO.

ATTENTION CANADA OPERATORS

We are offering Mills Extraordinary Gold Award, Mystery Payout Venders with colossal or compulsory skill attachment. These machines have been used less than one month and are new. Serial Nos. 370,000 up.

In Lots of 5, \$100.00 Each.
In Lots of 10, \$92.50 Each.
1/3 Deposit, Bal C. O. D.

MARITIME SALES CO.
70 Charlotte St., (Rear),
St. John, N. B., Canada.

Guarantee Operators

\$2,000.00 Yearly Net Profit with Ten of Our Custom One-Roll Automatics.

NEW PLAN—NO INVESTMENT.

G. BURY
HAMLIN, TEX.

SPECIALS

In Electro-Ball Reconditioned Games and Slot Machines

The world's best reconditioned equipment at prices as low as any. We can do it because of tremendous volume and a big, modern repair department. A trial order convinces!

— ONE-BALL AUTOMATIC PIN GAMES —

CHAMPION	\$15.00	FUT 'N' TAKE, late	\$15.00
DO OR DON'T	17.50	RED ARROW	15.00
COLD AWARD	27.50	ROCKET	12.50
COLD RUSH	19.50	STAMPEDE	25.00
GIANT	40.00	TRAFFIC, A or B	17.50

— LATE MODEL POPULAR "SLOTS" —

MILLS GOLDEN SIDE VENDOR, (Indian Head), 309,000 up	\$57.50	Sands SKILL KATCH Floor Samples in Bird's-Eye Maple or Walnut, Extra Special, \$47.50.	
MILLS ESCALATOR, front vendor, 285,000 up	40.00	JENNINGS DUCHESS, 1c or 5c play, 13,000 up	\$32.50
MILLS EXTRAORDINARY, front vendor	67.50	JENNINGS "LITTLE DUKE", 1c play, practically new	35.00
JENNINGS TRIPLE JACKPOT, Century, 111,000 to 112,000	40.00	BURNAM-MILLS BABY VENDOR 3.00	
MILLS VENDOR AND BELL, dummy jackpot	17.50		

Terms on all above one-third cash with order, balance C. O. D.

ELECTRO-BALL CO., Inc.

1200 CAMP, DALLAS, TEX.

Reports Two Games at Convention Made Hit

CHICAGO, Feb. 1.—Two games displayed at the 1936 coin-machine exposition which attracted wide attention were the Turf Champs and Madcap, both made by the Stoner Corporation, of Aurora, Ill.

"The operation of Turf Champs game is unique. As many as seven players can play simultaneously, or one player can place bets on seven horses, and the winner pays out at odds as high as 40 to 1. Yet the odds are not announced until the starting gun is fired, adding still more suspense and fascination to the game.

"As the player inserts the coin he also selects the horse he wants to bet upon, turning a dial pointing to the proper number. Then as the coin chute is shoved forward the name and number of the horse appear on an illuminated board. A slight movement of the plunger sends all of the horses up the track at once, and at the same time the odds show up in electric lights. The horses race around the turf and start down the home stretch toward the player, each entering a numbered stall at the finish. The first horse to cross the finish line wins the game and the indicated odds are paid out thru a standard Jimmy Johnson payout unit.

"This game is reported to be one of the best payout and payoff games yet introduced so far this year. Its cabinet is a work of art, finished in iridescent silver with beautifully enameled black and orange trimming. The mechanism is electrically and mechanically simplified, the entire playing board arranged to be lifted out without disturbing the parts, permitting easy servicing. The game is equipped with an A. B. T. coin chute and is manufactured of quality materials thruout.

"Progressive dealers thruout the country are now exhibiting the new Turf Champs and deliveries can be made immediately.

"The other game which attracted so much attention at the show is the new Madcap. This is a regular five-ball game and the payout percentage can be changed by adding or removing one or more balls. As coin is inserted the payout odds are shown in six lighted circles on either side of the electric score board and three numbers automatically appear in lights across the top of the screen. The object of the game is to match these three numbers by skillfully playing the balls into similarly numbered pockets on the playing board, and the successful player is rewarded according to the odds announced on the board. There is an unusual amount of fascination and suspense in this game. It looks easy to match up the lights and if the player falls the first time the temptation to try again is almost overwhelming."

lighted on the back rack, the indicated odds will be automatically paid.

Officials of Chicago Coin claim that the addition of the idea of making every hole a winner will add greatly to the powerful appeal of the game.

Besides Track Odds, the Chicago Coin Corporation manufactures two other automatic pay-out games, Straight Eight and Casino. Straight Eight is an odds-changing game with a lighted back board. Casino embodies an idea that doubles the payout if the skill hole is made.

Ginger, Cue Junior and Cue Senior are three straight non-payout games made by Chicago Coin that are meeting with immediate acceptance by operators.

The factory is going full blast, turning out games ordered at the recent Coin Machine Show. Two complete shifts are working and the plant is going at top capacity. Carload shipments are going forward to large coin-machine centers in both the United States and Europe. Large shipments are also being sent to prominent Canadian jobbers and operators.

Joint Promotion Plans To Sell Target Machine

NEW YORK, Feb. 1.—Modern Vending Company here has formed a joint promotional program in conjunction with the Electro-Ball Company, Inc., of Dallas, to promote the Pay-o-Lite target machine manufactured by the J. P. Seeburg Corporation in Chicago.

The plan of co-operation will include an extensive advertising program. Nat Cohn, of Modern Vending Company, states. It will be one of the most impressive campaigns ever attempted in the coin-machine industry, Cohn added. The Modern firm is also planning to install the target machine in some outstanding locations in New York City in order to introduce it in a big way in metropolitan territory. Plans are being made to rent prominent store space on Broadway and install from six to a dozen of the machines, with pretty girl attendants.

While the Modern firm is carrying on intensive promotion here the Dallas firm will be following similar plans in the territory.

Big Party for Reynolds

DALLAS, Feb. 1.—Mr. and Mrs. Earl E. Reynolds were honored January 23 on their 10th wedding anniversary with a surprise house party at Harry Drollinger's country home, near Dallas. Luncheon and refreshments were served.

The guests, all in the coin-machine business and its allied industries, included Mr. and Mrs. Earl E. Reynolds, Mr. and Mrs. Harry Drollinger, Mr. and Mrs. Don Laws, Mr. and Mrs. Dick Cowan, Mr. and Mrs. Tom Murray, Mr. and Mrs. Joe Morris, Mr. and Mrs. Arthur Lee Moore, Mr. and Mrs. Weldon Keys, Mr. and Mrs. Ed Furlow, Mr. and Mrs. W. P. Snodgrass; Mr. and Mrs. Charlie Nowell and daughter, Little JoAnn; Ned Ringold, Ann Ware, Ed Morris, Charlie Thompson, Senator W. O. Reed, Bryan Karr and Gregg Wellinghoff.

Chicago Coin Announces New Payout Award Plan

CHICAGO, Feb. 1.—The Chicago Coin Corporation announces a new reward system on its giant-sized automatic pay-out table, Track Odds. The payout has been changed so that every numbered hole on the board pays out two coins, and if the hole is made, as shown

DUETTE—The Newest—Smartest Nut and Candy Machine. 2 Machines in One. Vending Two Products. Modernistic—Durable—Public Appeal.

LEAP FROG—Snappy Counter Dice Game. As many as six can play at one time. Surprise Action. Takes all sizes of coins. A Knockout at \$14.50 each.

KING'S HORSES—The Race Horse Game six can play at one time. Alluring—Peppy Money Maker, \$24.50 each.

X-CAVATOR—The Modern Electric Crane, complete with Floor Stand, \$115.00. Counter Model, \$98.50.

THE AD-LEE COMPANY, 827 Wabash Ave., Chicago, Ill., U. S. A.

Builders of Coin Machines.
Forty Years In Business

MR. OPERATOR, Here's Your Best Pals.

Bally Derby	\$115.00	Repeater	\$99.00	Pamco Parlay	\$115.00
Sunshine Derby	\$9.50				

USED MACHINES—A-1 CONDITION

Jumbo, Like New	\$60.00	Model A Traffic With-out Electric Tilt	\$27.50	Match the Dial	\$17.50
Prospectors	50.00	Autocounts & Auto-banks	5.00	Rapid Transit	15.00
Kings	7.50	Rockets	8.50	Chicago Express	7.50
Model A Traffic with Electric Tilt	32.50			Mills Blue Front Slot Machines	60.00

Let Us Have Your Name for Our Mailing List.

COX VENDING MACHINE CO., Salisbury, N. C.

CLOSE-OUT BARGAINS IN GUARANTEED USED MACHINES

COUNTER GAMES

Flying Colors, Jr.	\$6.50	Jennings Win-A-Pack (Divider) ..	\$12.50	Get-A-Pack	\$9.00
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PIN GAMES

Beamlight	\$ 7.00	Creek Shot (1c or 5c) ..	\$ 4.00	Scar Lite	\$ 9.00
Beacon	6.00	Flying Colors	14.00	Sink or Swim	9.00
Cannon Fire (Large) ..	7.50	Gridiron (1c or 5c) ..	5.00	Subway (1c or 5c) ..	4.00
Cavalade	7.50	Major League, Jr.	5.00	Three-in-Line	9.00
Crisis Cross-Air	8.00	Manhattan	15.00		

Write For Special Prices on Any Other Used Machines You are Interested In.

TERMS: 1/3 Deposit, Balance C. O. D.

These Games have been overhauled from top to bottom. The Cabinets are washed and polished. All batteries are tested for voltage. Playing fields are fine and clean. No dirt rings around playways. No bent pins. Legs are strong and firm. Coin chutes smooth.

MILLER SALES CO., 4404 Manchester Ave., St. Louis, Mo.

SCREAMO \$17.50

BIG GAME	\$14.00	FLASH	\$19.50	MATCH THE DIAL ..	\$19.50
CHEER LEADER	18.50	FRISKY	14.50	RAPID TRANSIT ..	17.50
GYLONE	12.00	HIGH HAND	20.00	SQUADRON	22.50
FIVE & TEN	18.00	HOP SCOTCH	21.50	WINNER, AWT	12.50

One-Third Cash With Order.

SUN SALES CO., 949 Terminal Parkway, Cincinnati, Ohio

SOUTHERN OPERATORS KNOW THAT AUTOMATIC MAKES FIRST DELIVERIES ALL NEW GAMES.

LOWEST PRICES-QUICKEST DELIVERIES TO SOUTHERN JOBBERS AND OPERATORS

Bally Peepies	Ti-Toe	50's-A-Pak
Bally Derby	Harmony Bell	Punchetta
Reliance Dice	Repeater	

AUTOMATIC AMUSEMENT COMPANY

683 Linden Avenue, MEMPHIS, TENN. 1304 Throckmorton Street, FT. WORTH, TEX.

USED MACHINES THAT CAN BE USED

BEAM LITE	\$ 8.00	EVANS FUTURITY	\$18.00	RODEO, ticket	\$30.50
CANNON FIRE	7.50	LITE-A-LINE, counter model	8.50	SPIT FIRE	14.50
CRISS CROSS-A-LITE ..	9.00	PAR GOLF	15.00	TARGET, automat ..	6.50
CHEER LEADER	14.50	PLAY BALL, automatic ..	40.50	TREASURE ISLAND ..	13.50
CHICAGO L	16.50	PLAY BALL, ticket	48.50	TRIA-LITE	13.50
CROSS COUNTRY	15.00	RAPID TRANSIT	17.50	TIT FOR TAT	13.50
DISCOVERY, ticket	39.50			TICKETTE, late model ..	7.50

TERMS: One-third deposit, balance C. O. D.

CALVERT NOVELTY CO. 213 EAST MT. ROYAL AVE., BALTIMORE, MD.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



THREE-HUNDRED DIGGER SMILES—Dinty Moore (center) buys 300 Digger machines from the Buckley Manufacturing Company during the 1936 convention. W. W. Woolens (left) and Pat Buckley smile appreciation.

Drug Store Has A Real Playland

DETROIT, Feb. 1.—A veritable playland in a drug store is the latest installation of amusement machines placed by the Lemke Coin Machine Company in the No. 80 store of Cunningham-Economical Drug Stores, Detroit's largest chain. Located a block from the City Hall, this is one of the best paying locations in the city in the drug field.

Space was so valuable in the store that no room could be found for the machines on the first floor, so they were installed on the balcony. Doubtful about the success of machines placed somewhat out of the line of store traffic, the chain officials made an arrangement with Lemke to use a man for ballyhoo.

The bally consisted of a man dressed in evening clothes and silk topper strolling thru the floor daily for a week. On his back was a sign, "Play Top Hat—follow me to the balcony," and he would occasionally walk up there, drawing the attention of the thousands of daily customers to that location.

The 10 machines are laid out in a row, with a neat series of signs back of them. All play for a nickel. The leading manufacturers are all represented, but the Top Hat model, perhaps because of the special introductory ballyhoo, has led other models five to one in returns, Lemke said. Two of this model are now installed. A variety of machines, including the target type and other pin-game models, is installed.

This has proved an excellent use for an out-of-the-way corner of an important store, drawing steady patronage, and has been a tribute to the ability of the coin machine to fit into a high-class type of drug store. This is believed to be the first installation of its kind.

All machines are played, as the sign reads, "for amusement only." No prizes are given—despite the idea of operators elsewhere that they are needed—and a steady play results.

Ray's Track Called Hit

CHICAGO, Feb. 1.—It is commonly said that to be a customer of Bally Manufacturing Company is to be a personal friend of Ray Moloney, Bally's president. And the truth of this statement was borne out at the Coin Machine Show by the enthusiasm with which operators and jobbers welcomed the news that Bally's new race-horse game had been christened Ray's Track. One leading distributor pointed out that, "altho Ray Moloney has always been an outstanding leader in the industry, he has remained plain Ray to his host of friends, and the use of his given name is particularly appropriate for a machine which will undoubtedly be Bally's greatest hit."

The industry's delight at the informal Ray's Track name is said to have been equaled by its complete satisfaction with the beauty, appeal and mechanical simplicity of the machine. A special display model was used at the show to demonstrate the mechanism, and operators who were able to push thru the crowds and get a look at the "guts" invariably expressed astonishment at the

Detroit News Notes

DETROIT, Feb. 1.—Henry C. Lemke's pair of boxing cats are to be joined by "Joe Louis," a black feline now in training here. Lemke is booking the animals for a large number of engagements in Detroit and Chicago and threatens to get out of the coin-machine business in order to promote the cat act.

Dearth of buyers for new machines is reported by several local jobbers. The fact that many operators have delayed buying until they could secure the new 1936 amusement machine licenses has brought a number of them into the market at one time, and most of them are buying the used type of machines.

New models are also slow in appearing on the local market, despite the activity of the jobbers, and this accounts for slow sales.

Ida Stouffer has resigned after several years as office manager for the Lemke Coin Machine Company. Her place has been taken by Arthur Hernden, who has been with the company for more than six years. Elizabeth Rambaum has been added to the office staff on a full-time basis after being temporarily associated during the last two years.

Lemke has bought a new truck for delivery and service of machines and plans to buy another as soon as new models are ready.

More than 50 Detroit operators attended the Chicago convention, making the round trip by special car.

The Skill Game Operators' Association, at a dinner and meeting held at the Detroit-Leland Hotel last week, installed its officers for the ensuing year.

Licenses for coin amusement machines are in a new form this year, showing the owner's name and address, as well as the type name of the machine. This prevents the license from being transferred except to a machine of the same type.

The new licenses are all on machines and there is no change in fees this year. This is the second year for the Detroit license setup, the plan having been adopted in a model ordinance last year.

simplicity, positive action and freedom from wearing parts.

Jim Buckley, Bally's sales manager, reports large sales on Ray's Track and predicts that it will be one of the most popular machines the industry has ever known. "In addition to the mechanical refinements offered in Ray's Track, its increased earning power and unique beauty," Jim stated, "operators are strongly impressed by the exclusive Daily Double feature, whereby the regular odds of 2 to 1, up to 20 to 1, may be increased to 50 to 1. This feature is a positive play producer and will increase Ray's Track earnings on any location."

Pacific Obtains Patent

CHICAGO, Feb. 1.—Fred McClellan, president of Pacific Amusement Manufacturing Company, announced that a new patent has been granted to his company embodying broad coverage on the principle of changing values on play-board pockets. This protective instrument, U. S. Patent No. 2029177, was issued thru the well-known patent law firm of Thrededy & Cannon, who represent Pacific's interests in all matters pertaining to its original inventions. Claims involved in this patent cover the principle of changing values in Pamco Parlay, Pamco Palooka, Pamco Speedway, Pamco Handicap and all other Pacific game releases employing this popular playing idea.

A license to use the idea in Bally Derby was granted by Pacific Amusement to Bally Manufacturing Company some time back. To date McClellan advises that no other licenses have been granted to other manufacturers now building games which employ the principles involved.

"Patents on coin-operated devices are rapidly commanding more respect in the coin-machine industry owing to the outcome of several infringement suits. As a result responsible manufacturers are today asking for license rights, which when obtained promote more harmony and are less costly to those concerned," McClellan stated.



VISITORS TO THE LONDON Coin Machine Exhibition
The Above Propositions Apply to you. See the ELECTRO-HOIST at the Booths of the WESTON NOVELTY COMPANY.
STAR ELECTRO HOIST CO.
"Builders of Quality Machines Since 1913"
175 Fifth Ave., New York, N. Y.

Coin Machine Men

★ STAR ★ ELECTRO HOIST

"The Aristocrat of Digger Machines"

- ★ The ONLY Digger with a Crane that actually Travels! The Player gets Real ACTION!
- ★ The ONLY Digger where the merchandise is 100% active!
- ★ More INTERESTING—More FASCINATING—and DIFFERENT

YOU INVEST NO MONEY

Proposition No. 1—

We will send a man to set up ten ELECTRO HOISTS on locations you will select. He will operate these Hoists for two weeks. If results are satisfactory you buy cash or terms. If not satisfied you do not buy.

TWO WEEKS FREE TRIAL

Proposition No. 2—

You place a deposit on one or more Hoists. You operate the Hoists for two weeks—if you are not completely satisfied we return your deposit. No questions asked.

IT WILL PAY YOU TO MAIL THIS COUPON TODAY!

(COUPON)
STAR ELECTRO HOIST CO.,
175 Fifth Ave., New York, N. Y.
Gentlemen: Please send me further information about your
 Proposition No. 1.
 Proposition No. 2.
Name
Address

Newark Jobbing Firms Weigh Trade Problems

NEWARK, N. J., Feb. 1.—Coin-machine jobbers of this city met recently to discuss the various problems of distribution and the steps which may be taken to remedy unfavorable conditions.

Present at this meeting of the distributors' division of the New Jersey Amusement Board of Trade were George Ponsler, of George Ponsler Company; Milton Green, of American Vending Company; Irving E. Orenstein and Samuel Glaser, of Hercules Sales Organization, Inc.; Dave Stern, of Royal Distributors, Inc.; Dick Steinberg, of Stirling Novelty Company, and Al P. Loudon, of Eastern Machine Exchange.

The six firms are among the prominent distribution outlets in the city and in the State, acting strictly as distributors and jobbers of games. They are now organized into a strong group for the protection of distributors in their State.

The group came to the decision that it would co-operate fully with manufacturers and distributors who reciprocate in the same spirit. It also agreed on a new listing of trade-in allowances for used machines. This listing is made each week and one of the members has been informally delegated to do the work. Group also decided that in the future there will be complete listings made of all the new machines and distributors immediately designated for the product in this State.

Many problems are yet to be solved, but it is understood that the general agreements already reached have benefited every member. Meetings are held each week by the group and manufacturers are invited.

Portno Acquires Coin Exch.

ROCHESTER, N. Y., Feb. 1.—Jack Portno, formerly of the Rochester Coin Novelty Company, has purchased all rights of the Coin Machine Exchange, this city. Latter firm will continue to operate under the same name, with Nate Portno in charge.

Selling Out All Used Games and Slot Machines

Drop Kicks \$ 3.75	Fly's Colors \$14.75
Big Bertha 3.75	Jockey Clubs 8.75
Subways 3.75	Manhattan 9.75
Grid Cross 5.25	T. N. Y. 8.75
Dodgers 6.75	Criss-Cross
Sensations 6.75	Lite 10.75
Spot Fire 9.75	Equity, 1-B
Yr-A-Loo 9.75	Payout 26.75
Genco Base	Rodeo, 1-B
Ball 10.75	Payout 36.75
Army & Navy 3.75	Rodeo, 10-B
Star Lite 10.75	B. Ticket 36.75
Put 'n Take	Rapid Fire
1-B Pay 18.75	1-B Payout 28.75
Criss-Cross 10.75	Turf Flash 14.75
Ball Py 18.75	Bally Rang
Penny Smoke 9.75	36.75
Wills Six 4.75	Pace's Brnd
P-Slot 5c	New Games
Play 17.75	Dois. J. P.
Battle Up 8.75	5c Play 63.75
Big Game 12.75	5c Play 6.00
Crazy Lane 12.75	10c
Dum Ball (100 Pieces), Box	10c
100	10c
Marble, Six 1". All Colors, Set	10c
100	10c
All Used Machines Guaranteed Perfect Condition and Look Like New. Terms are 1/3 Deposit With Order, Balance C. O. D.	
OHIO SPECIALTY COMPANY 129 W. Central Parkway, Cincinnati, O.	

WHOLESALE MERCHANDISE DEPARTMENT

In This Issue

Immediately preceding
Amusement Machine Section

SAVE MONEY BY
BUYING THRU THIS
DEPARTMENT

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

Punchette

SENSATIONALLY NEW!
It's the game with the \$1,000,000 idea. \$19.75

ATLAS NOVELTY CORP.
2200 N. Western, Chicago.
1705 5th Ave., Pittsburgh.



\$149.50

F. O. B. CHICAGO

Tycoon

It's out-earning any three pay tables combined—easily the STANDOUT of all time! Completely automatic with automatic payout, from one to seven players can play at a time, all seven coins can drop on a finger push of the coin bar. Fast—takes in an average of 15c per game. Hurry with your orders—shipments are being made in sequence orders are received.

Mills Novelty Company

4100 Fullerton Avenue • Chicago, Illinois • Capital 2110

World's Largest Manufacturers of Coin-Operated Machines

TORPEDO, \$47.50

ANOTHER WEST COAST NOVELTY GAME SENSATION

We are Midwest Distributors for this Winner

CLOSE-OUTS IN GUARANTEED USED MACHINES

Merch-Jax	\$ 5.00	Wahoo, 1 ball	\$12.50	Rodeo, 1 ball	\$39.50
Cannon Fire, large	7.00	Big Launcher, 10 ball auto	42.50	Chicago Club House, coin divider	5.00
Wells Q. T. Pay Table	27.50	Match Play, 2 ball	25.50	Flying Trapesse	8.00
Auto Bank, with extra top	15.00	Put 'er Take	17.50	Flying Colors	12.50
Winner, with extra top	15.00	New Yorker, 10 ball	29.50	Skyracer	10.00
Red Arrow	17.50	Sportsman, visible	30.00	Iron Claw, model "G"	49.50
Major League	6.00	Giant (1 Ball)	42.50	(4 for \$190.00)	3.50
Do or Don't	27.00	Jockey Club	11.00		
Ivory Golf, 2 ball auto	39.50				

Foreign Distributors Get in Touch With Us for Bargains on Guaranteed Rebuilt Machines

IDEAL NOVELTY CO., 1518 Market St., St. Louis, Mo.

MONARCH'S RECONDITIONED GAMES MEAN PERFECT GAMES

SPECIAL (BRAND-NEW MACHINES) ORIGINAL CARTONS (400 LEFT)	Angle Lite	\$10.00	High Hand	\$22.50		
Split Second	15.00	Action, Jr.	8.00	King	15.00	
Golden Arrow	15.50	Ball Fan	15.00	Miller	8.00	
SPECIAL (Used 2 Weeks), Just Like New. All 10-Ball Automatic Payout, Check Separators.	Exhibit Whirlpool	\$50.00	Batter Up	12.50	Merry-Go-Round	5.00
Exhibit Rodeo	50.00	Seamite	5.00	Push Golf	17.00	
Exhibit Playball	60.00	Blue Ribbon	4.00	Push Over	5.00	
Exhibit Football	60.00	Beacon	10.00	Pyramid	22.50	
		Castle Lite	8.00	Rebound	8.00	
		Contact, Jr.	7.50	Rosa-Ola 21	14.00	
		Chicago Express	13.00	Rota-Lite	15.00	
		Crisis Cross (Slides)	7.00	Soreno	25.00	
		Drop Kick	0.00	Sigbee, Jr.	7.00	
		Five & Ten	17.50	Score-A-Lite	6.00	
		Flying Colors	17.50	Subway	0.00	
		Flying Trapesse, Sr.	10.50	Traffic Model C	9.00	
		Golden Gate	5.00	World Series	3.50	

TERMS: 1/3 Deposit, Balance O. O. D. COMPLETE LINE OF NEW MACHINES. Be Smart! Get on Our Mailing List. Bargain List Every Month. MONARCH COIN MACHINE CO., 2308-08 Armitage Ave. (our New Home), CHICAGO, ILL.

Atlas To Open Eastern Branch Office Feb. 8

CHICAGO, Feb. 1.—The secret of all the hustle and bustle going on in the offices of Eddie and Morrie Ginsburg, of the Atlas Novelty Corporation, is at last explained. The Ginsburg brothers announce the opening February 8 of a new Eastern branch of the Atlas Novelty Corporation at 1705 Fifth avenue, Pittsburgh.

The Ginsburg brothers will bring to the Eastern operators their well-known "personal service" which has spread their name far and wide in Chicago and thru the Middle West. Their business methods and square dealings with operators have earned for them an enviable reputation in the coin machine world. The Atlas Novelty Corporation is strictly a distributing business and does not compete with its customers by operating.

The new quarters, located on a main thoroughfare of Pittsburgh, were selected for their convenient location, being easily accessible to Pittsburgh and out-of-town operators. Ample parking space has been arranged for. The entire sales-room is being redesigned along the same lines of the Atlas firm in Chicago. The private offices will be furnished so as to offer the utmost comfort to visiting operators. The new-game salesroom is being arranged and fitted with special lighting so as to present the new games featured at their very best. Here the latest offerings of the leading manufacturers of coin-operated devices will be attractively displayed.

The used-games department will feature a wide and varied assortment of thoroughly reconditioned machines. Every used game or device offered for sale in this department will have been thoroughly reconditioned by factory-trained experts and will carry the Atlas guarantee.

A complete service and parts department has been installed which will render a repair and supply service to Atlas customers and will also take care of reconditioning of used games traded in for new equipment. This service department is being fully equipped with a complete line of parts and accessories so as to expedite repairs for operators, thereby minimizing the time lost while the equipment is out of order.

Eddie Ginsburg, co-owner of the Atlas Novelty Corporation, will personally supervise this new Pittsburgh branch and will divide his time in the future between both offices. Eddie is widely known thruout the coin machine industry and is personally acquainted with hundreds of Middle West operators who rely upon him for solutions of their operating problems. His pleasing personality and genuine whole-heartedness will be appreciated by the new friends he will make in the East.

Phil Greenberg, formerly of Chicago, will be general manager of the Pittsburgh branch of the Atlas Novelty Corporation. Phil can boast of a wide and varied experience in the automatic field. Being an engineer, Phil is perhaps better acquainted with the manufacturing and building of tables than the average coinman. Many of his ideas have been adapted by coin machine manufacturers. Phil's broad smile and gleaming red hair will soon be familiar to Eastern operators. Phil personally invites the Eastern operators to come in and get acquainted.

Art O'Melia has been appointed sales manager of the Pittsburgh office. Art is a native of the East and numbers

Punchette

COIN OPERATED MECHANICAL PUNCH BOARD
WE HAVE IT FOR YOU!

IMMEDIATE \$19.75 DELIVERIES

H. G. PAYNE COMPANY
312 Broadway, Nashville, Tenn.

200 GAMES WANTED!

Trade your Games in Now on the "Hit of the Show" RAMCO PARLAY, SR. Get Our "Used Bargain List."

LEARY, MANGUSON & JENSEN CO.
56 East Hennepin Ave., Minneapolis, Minn.

among his friends hundreds of Eastern operators. He has spent many years in the business and knows and understands the local operating conditions. He will be on deck at all times to show the newest creations of the business. His counsel and advice are trustworthy and will be appreciated by all.



THE TWO GINSBURG BROTHERS, owners of the Atlas Novelty Corporation, and their two managers. The upper left-hand figure is Morrie Ginsburg, while shown in the upper right is Eddie Ginsburg. The lower left-hand figure is Phil Greenberg, general manager of the Pittsburgh branch, and in the lower right is Art O'Melia, sales manager of the Pittsburgh office.

Idle Hours, Nickels, Combined They Create a Large Industry

When Americans find themselves with time on their hands, what do they do? They spend money.

The National Coin-Operated Machine Manufacturers' Association, meeting in Chicago, tells you that the industry produced \$35,000,000 worth of "pin games," coin-in-the-slot phonographs, etc., in the past two years.

Novelties to be given as prizes earned another \$20,000,000 for THEIR manufacturers.

Chicago, first in many endeavors, is also first in the production of these nickel-in-the-slot games and vending machines.

Ninety per cent of the factories are here, and they provide jobs for thousands of working men and women.

Nickels are IMPORTANT.

Every one, even little children, has them to spend.

Produce an idea that will attract the nickels and your financial worries soon will be over.—Editorial appearing in The Chicago Evening American, January 14, during the 1936 Coin Machine Exposition.

MERCHANDISE MACHINES

Merchandisers Show Progress

CHICAGO, Feb. 1.—Rapid progress in the merchandising machine field was indicated in the large number of displays of vending machines and supplies during the 1936 coin-machine exposition. Most novel of the new machines shown were the drink dispensing machine shown by J. P. Seeburg Corporation and the popcorn venter shown by the Corn Popper Sales Company.

Among the firms showing merchandising machines were Ad-Lee Company, Chicago, which displayed the attractive nut and pan confection Duetto, a small machine with two compartments.

The Advance Machine Company, Chicago, pioneer in the merchandising machine field, exhibited its wide line of machines covering almost every product used in the vending field.

Atlas Vending Machine Corporation, Cleveland, exhibited the Goretta cigaret vending machine in several models. These machines have coin chutes for each package column.

Culvert Manufacturing Company, Baltimore, exhibited a novel nut and small confection venter that has a premium sales feature. Also golf confection was shown.

Corn Popper Sales Company, Chicago, exhibited the Peerless all-automatic popcorn vending machine.

General Metal Products Company, St. Louis, exhibited the Smok-a-Taire penny cigaret venter.

Lindblade-Wilson-Tenney, Inc., New York, exhibited the sanitary postage stamp venter and a penny cigaret venter.

Little Nut Vendor Company, Lansing, Mich., exhibited a complete line of midget vending machines for nuts, small confections, etc.

Malkin-Illion Corporation, Newark, N. J., exhibited its new cigar venter, which has attracted wide attention for this product.

National Vendors, Inc., St. Louis, exhibited a full line of the National cigaret vending machines, a line well known in the vending field.

Northwestern Corporation, Morris, Ill., exhibited its line of bulk merchandising machines, pioneers in this field.

Robot Vendors, Brooklyn, exhibited the U-Need-a-Pak cigaret vending machines in several models. The revolving turret model has been on the market many years.

Rowe Manufacturing Company, New York, exhibited its line of cigaret vending machines in the latest designs and colors. Beautiful designing is seen in this line.

J. P. Seeburg Corporation, Chicago, entered the merchandising machine field by exhibiting a new Masterdrink dispenser, vending bulk drinks.

Simmons Coin Machine Company, Chicago, exhibited the bulk vending machines for nuts, confections and toys.

Stewart & McGuire, New York, exhibited their attractive line of cigaret vending machines, also newest machines for vending gum, nuts, etc.

Trimount Coin Machine Company, Boston, also not showing on the floor, had at the Hotel Sherman the new Smack, three-compartment bulk merchandising machine developed under the

personal supervision of Dave Bond.

Hanson Scale Company, Chicago, exhibited its line of scales, classified in the line of service machines.

Among the firms exhibiting merchandise and supplies for the vending machine field were American Chic Company, Chicago and Long Island, showing Five-Star ball gum.

American Pistachio Corporation, New York, and John N. Germack, Detroit, exhibited complete lines of pistachio nuts for venders.

Goudey Gum Company, Boston, displayed full lines of ball gum and penny stick gum.

Penny Cigaret Venders Called Novel Devices

CHICAGO, Feb. 1.—Commenting on the 1936 coin-machine exposition here January 13 to 16, *Advertising Age*, advertising trade weekly, said that "novelties shown at the National Association of Coin-Operated Machine Manufacturers' convention and exhibition here include a slot machine which dispenses single cigarets at one penny each and acts as an advertising medium at the same time.

The machine, the Smok-a-Taire, holds 100 cigarets. It is equipped with four wings, on which advertising cards for laundries, tailors, etc., may be placed. The machine owner can sell space on each wing at \$8 each for an entire year and pay the cost of the machines, \$24. General Metal Products Company, St. Louis, points out.

According to this company, the manufacturers of Lucky Strikes and Old Golds are now packing special cartons of 100 each for use in the machines.

Another penny cigaret machine on display is made by Midget Vendors Company, St. Louis. The manufacturers of Kentucky Winners and Twenty Grands, promotional literature on the Midget declares, are packing those brands in special packages containing 24 cigarets each for use in the Midget.

Describing Twenty Grands, a Midget booklet tells machine prospects that this smoke is "made of as pure a tobacco as any cigaret on the market and instead of spending millions of dollars in high-powered advertising the consumer is receiving the benefit of this saving in the selling price."

W. A. Tratsch, of the A. B. T. Manufacturing Company, Chicago, was elected president of the association Monday. He succeeded Fred L. Mills, Mills Novelty Company.

Firm To Operate Service Machines

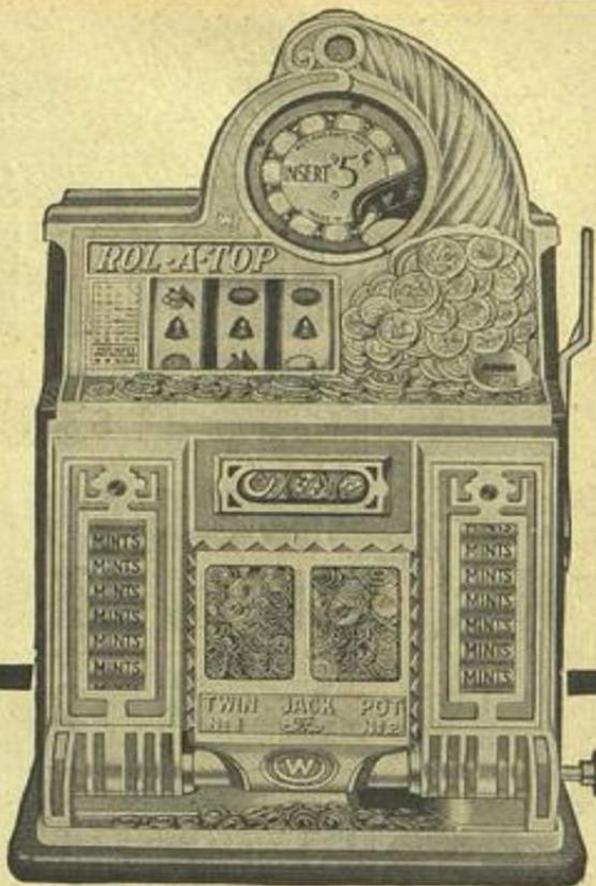
DETROIT, Feb. 1.—Louis A. Colen has formed the Commercial Automatic Vending Sales Company to operate a line of special service machines in this territory. Colen is no newcomer to the industry, having been an operator in his own name for the last three years here.

He is specializing in the Planatellus Astrology machine, which is becoming highly popular in Detroit locations, such as the high-class diggers swept the town a year or two ago. A dozen or more are now placed in theaters, and many of the houses call attention to the machine in their lobby with the use of a special trailer on the screen to advertise it.

The new machines, while they represent a heavy investment, also usually mean a good return upon it. Their large size and high-class fronts make them a desirable asset in a theater lobby.

Colen has also placed a number of the Astrology machines in downtown department stores, where they are an especial feature on various floors and occasionally mentioned in the store advertising.

The other line being operated by Colen is that of the automatic typewriter manufactured by the Coin Automatic Company, San Francisco. Giving 30 minutes of use for 10 cents, they have proved very valuable to a number of hotels in the city where they have been placed by Colen. This line, because of



QUALITY
IN EVERY DETAIL
ROL-A-TOP

English Distributor:

GODDARD NOV. CO., LTD.

High Holborn House

11-12, Brownlow St., London, W.C.1., England.

WATLING MANUFACTURING COMPANY

Established 4640-4660 West Fulton St., Chicago, Ill., U.S.A. Tel. COLUMBUS 2770.
1889. Cable Address "WATLINGITE," Chicago. All Depts.

its novelty and its essentially limited field, is progressing more slowly, but it is developing a sound growth as a definite service of the modern hotel to commercial travelers and others.

Voluntary petition in bankruptcy has been filed by the Mechanical Sales Company. The corporation was formerly one of the largest operators of cigaret machines in this territory, starting in business a number of years ago with the old Smoketeria. It withdrew from the active operating field voluntarily last summer on account of excessive taxes, which literally drove the company out of a profitable business, according to statement of officers. In the present petition in U. S. District Court liabilities are listed at \$9,378.54 and assets at \$2,765.01, while an exemption of \$350 is claimed.

International Vending Corporation, local operating company, has been dissolved. The company, originally capitalized at 15,000 shares, no par value, and \$50,000, has its headquarters in the Penobscot Building. All affairs of the company have been liquidated, according to John W. Smith, a former mayor of Detroit, who was a director, and dissolution papers have just been filed.

The company was formed several years ago to operate a newspaper vending machine, which apparently has been abandoned.

NEWSPIX PHOTO SERVICE

88 W. WASHINGTON ST., CHICAGO

COIN MACHINE PHOTOS

We specialize in Coin Machine Photographs—every description. Also Gaudin Camera photos of special events—Individuals or groups. Day and night service. Low Prices.

**PUBLICITY and
COMMERCIAL PHOTOS**
PHONE FRANKLIN 3632

OPERATORS HEADQUARTERS
FOR INFORMATION ON GAMES AND SYSTEMS

WRITE FOR CATALOGUE AND LOWEST PRICES

REX NOVELTY COMPANY
1818 GEORGE ST., CHICAGO
ESTABLISHED 1918

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

USED MACHINE BARGAINS

Put 'n' Take \$20.00	Three & Five
Rapid Fire... 25.00	Jacks... \$ 5.00
Fast Harbor... 25.00	Little Duke (Jackpot) 25.00
Jump... 25.00	Little Dutchess (No Play) 30.00
Sportsman... 25.00	
De Luxe "46" 45.00	

All Machines Guaranteed To Be in A-1 Shape.

1/3 Deposit With All Orders.

TREADWAY NOVELTY CO.

413 Main Street, Joplin, Mo.

WE'RE TELLING YOU-YOU-YOU
that these are the Games
you'll make real PROFITS with



HIT No. 1

SOCCER

A thrilling ten ball play—excitingly different. The players shoot for the animated kickers on the board that either kick to another or try for the goal. A goalie automatically moves to block the kicks. You'll like SOCCER!

\$39.50



HIT No. 2

SHOOT the CHUTES

Six skill holes on the board keeps the interest of the player at a high pitch. Each skill shot causes the corresponding kicker below to send a ball up and around to a high progressing score pocket. Fast, furious action.

\$39.50

EXCLUSIVE EUROPEAN DISTRIBUTOR

WESTON OF LONDON
211 Gray's Inn Road, W.C.1.
LONDON, ENG.

TONY • FELIX

G. M. LABORATORIES Inc.
1731 - 35 BELMONT AVE. CHICAGO



Punchette
SENSATIONALLY NEW

Buy It From Kentucky's Oldest Distributor. Established in 1915.

KENTUCKY SPRINGLESS SCALE CO., Inc.

514-15 S. 2nd St., Louisville, Ky.

New Orleans Notes

J. Fred Barber, local manager for Electro Ball Company, has returned to his desk after having been confined to his home for several days. Illness or anything else, however, fails to hamper Fred's swell smile. He celebrated his return to the office with receipt of Electro Ball's fourth carload of Seeburg phonographs here, tho the local office was only opened 10 weeks ago.

Frank Gleason, Mills' local manager, has a great drawing card at his office and you ought to see them flock in every afternoon when Frank gets to work and demonstrates the excellent output of Mills' new ice cream counters. Yep, everybody gets a large helping of Frank's cream, little knowing that it contains salve that makes them want to own a counter themselves. Result, Frank sold two of these counters within an hour this week.

With the holding of the first masked ball of the season, New Orleans Mardi Gras started off with a bang this week. From now on until February 25 thousands of visitors will arrive to help the city celebrate, and coin-machine operators are already feeling the increase of the influx of Northern and Eastern capital.

R. N. McCormick, territory manager for Decca, is on a three weeks' trip thru Louisiana and East Texas that will carry him as far away as Dallas. But even while Mac is away, his New Orleans office continues to sell records at the fastest clip in several years. Several out-of-town visitors were in this week to buy records, including Robert Clemons and Sam Russell, operators of Baton Rouge, La., and Ralph Smith, who operates at Mobile for F. A. Bialock, of Pensacola.

The news is out, Jack Sheehan, of New Orleans Novelty, has revealed his new baby and has christened it Whisk It Out. Jack is using a regular digger,

but instead of giving away merchandise he has made arrangements with several large whisky distributors for the awarding of pints and quarts of some of America's best brands for those skillful enough to hook the right numbers out of the candy.

"I am having little trouble placing this new idea," Jack says. "Everybody likes to win a bottle of whisky instead of merchandise that may be of little use to them. An idea of how good this liquor award pulls is revealed in the fact that I have run out of machines, as restaurants and cigar stores go for it in a big way.

"How is the return? Why, I have never seen anything better as long as I have been interested in coin machines."

Another recent visitor to New Orleans was Nick Malsel, the live-wire operator of De Ridder, Southwest Louisiana. Nick says that the oil boom in his area is being reflected in bigger plays.

R. N. McCormick, New Orleans and Atlanta branch manager, returned this week from what he terms "one of the best business trips in my life." McCormick says that the demand for records is the heaviest in some time all the way from New Orleans to Dallas.

A month old and still going strong. That's the latest dope on New Orleans' Music Machine Operators' Association. It seems to have filled a real need and there is a noticeable decrease in complaints about location chiseling or sell-outs. J. H. Peres, president, is working hard to bring about the final setup and says that at next meeting group will be ready to announce its final approval of a code of ethics. M. Mallory is secretary-treasurer and a more interested young operator for such an important office would be hard to find.

Robert Clemons and Sam Russell, partner-operators of Baton Rouge, spent a few days in New Orleans recently, calling on exhibitors and renewing old acquaintances. They got some new ideas and bought some new equipment for their locations in Southern Alabama.

Louis Bossberg continues to rave about the keen demand for Big Shot. Louis says that he is falling further and further behind in deliveries and has asked for a hurry-up delivery by the A. B. T. Manufacturing Company. "It's the most popular one-ball machine to come our way since we have been in business," Louis says, "and if I had the machines available this machine would well cover the town."

Gentilich Distributing Company reports a brisk demand for Pamco's new Parlay throuth this territory. "The Parlay Senior has an unexcelled pulling power and creates an immediate urge to play," Gentilich says. The automatic payoff, odds-changing and Daily Double purse features make this machine a bit different," he says.

Gentilich also announces that he has formed a partnership with J. Pace and H. T. Batt, well-known local operators, to be known as Gentilich & Pace Distributing Company, which has contracted with Bally Manufacturing Company, Groetchen Tool & Manufacturing

Company and J. H. Keeney & Company, for Louisiana distribution of their coin machines.

Robert O'Hara, 1228 St. Andrew street, is a new New Orleans operator. Robert is widely known in machine circles where he has worked as office assistant and repair man for some time. He has contracted with Mills Novelty Company for Do Re Mi photographs and pin machines.

Bjarne Olsen, New Orleans operator, is receiving congratulations of the local trade. His wife has presented him with a baby girl. Wife and baby are both bubbling over with health, but Ole is too busy trying to increase locations for the increased expenses to worry about how he came thru it all. Here's our hand, Ole.

Manufacturers Consider Twin-Tube Payout Device

CHICAGO, Feb. 1.—After being acclaimed one of the finest pay-out units on the market, the Gottlieb twin-tube payout is being sought by some of the leading manufacturers in the field.

Dave Gottlieb, head of D. Gottlieb & Company, inventor of the unit, said that his firm has been approached by as many as five of the leading table-game manufacturers. Negotiations are under way whereby the payout games manufactured by these firms may be equipped with the Gottlieb payout unit.

One of the exceptional features of this unit is its twin-tube. The twin-tube solves the problem of keeping the tubes properly filled in spite of liberal payouts. One of the tubes contains nickels or tokens and the other silver dollars or tokens the size of a silver dollar.

The ordinary unit on a \$2 payout will disburse 40 nickels or tokens, thus causing a heavy drain. Operators and locations have many times experienced loss of play due to shortage in payouts. Dissatisfaction results not only with them but the play as well. The Gottlieb twin-tube payout unit, on the other hand, overcomes this objection. It disburses only 20 nickels or tokens and one silver dollar or token. This divides the payout between the two tubes and does not draw excessive amounts from the nickel tube.

Rigorous tests in the laboratory and on location have proved the Gottlieb unit to be without equal in mechanical efficiency. The vibrator motor is the product of the National Carbon & Carbide Company, whose reputation is based upon years of success in their field. This type of motor has been developed to such a degree that laboratory tests conclusively prove less drain on the batteries than with any other motor used on any pay-out unit. The payout slide is cam-gear in such a manner that the slide is at a full stop when it loads or unloads tokens, making it impossible to jam and assuring an absolutely correct payout. The electric step-up switch and the solenoid are products developed by the Guardian Electric Manufacturing Company. The entire unit is composed of parts perfectly engineered and the best quality materials suited for each particular purpose.

Mrs. Cohn Recovers Watch

NEW YORK, Feb. 1.—Jeri Colton, of Leon & Eddie's, internationally known night club, this city, proved that there are honest persons among the night clubs here when she returned a valuable diamond wristwatch to Mrs. Nat Cohn, wife of the prominent distributor of coin machines in this city.

Miss Colton has been a member of Leon & Eddie's for some time and her honesty, it is reported, was well rewarded by the club as well as by Mr. Cohn. She is sincerely thanked thru these columns by Mr. Cohn for the return of the watch and also for the trouble she went thru to discover its owner.



NICKELBUILT, NEAR DALLAS. Harry Drollinger's country home, so named because it was paid for by nickels from automatic phonographs.

**Fitzgibbons Heads ASC;
O'Ryan Special Counsel**

NEW YORK, Feb. 3.—The official roster of the Amusement Service Corporation as announced Saturday consists of



JOHN A. FITZGIBBONS

John A. Fitzgibbons, president; David M. Goldsmith, secretary and treasurer. Directors are John A. Fitzgibbons, Myron L. Summerfield and David M. Goldsmith. General John F. O'Ryan has accepted the position of special counsel. O'Ryan,



—Photo Wide World.
GENERAL JOHN F. O'RYAN

Loucks & Cullen also form the general counsel.

The organization is functioning temporarily at 305 Broadway, and a permanent repair shop and offices will be leased in Brooklyn.

**New Advertising Policy
Inaugurated by Pacific**

CHICAGO, Feb. 1.—Following the 1936 convention, the Pacific Amusement Manufacturing Company has instituted a policy of inserting weekly human-interest advertising messages that come in from operators, jobbers and distributors, voicing the whys and wherefores of their approval of the new Pamco line. A photograph of the coin-machine man who has commented on Pamco machines accompanies the story he has to tell on his experience with Pacific games. It may be a word about the demand for a certain Pamco number, approval of the manner in which Pacific has assembled the machines, the quality of materials and parts used or some spectacular record of earnings. And with reports coming in to Pacific from all parts of the country on Pamco Parlay and other Pamco products, the way should be open for an unending series of messages accompanied by the photo of the one who has something to tell the rest of the coin-machine world. The idea for this type of advertising sprang from the unsolicited testimonial of Harold W. Daily, whose photographic likeness appeared, together with his message, in South Coast Amusement Company's recent advertising in The Billboard. This was followed by Joe Calcutt, of the Vending Machine Company, of Payetteville, N. C., one of the South's largest and most progressive distributors.

When asked the order in which these jobber, operator and distributor teletype are going to be published, Fred McClellan and "Irv" McCarthy, of Pacific, answered that it would be difficult to select any special continuity. They said

that any user of Pamco machines, whether an operator, distributor or jobber, could mail his message and photo to Pacific's Chicago office and find his story and likeness staring him in the face sooner or later. And as McClellan put it: "Who'll be next? Ask McCarthy!"

Eastern Chatter

Of the many events that transpired during the 1936 coin-machine exposition in Chicago, some of the most important—and the most hilarious—were contributed by Eastern comen, who formed quite an influential group for general betterment of conditions. Some of the events were comical, some tragic and many will be long remembered by those who attended.

After much entertaining in their beautiful Suite 1200 Nat Cohn, who had already been present a week, flew down to Florida for a rest and took along a little pall and shovel to amuse himself on the sands of Miami Beach. Nat intends to return to New York all tanned and rarin' to go for a big year.

It was at this convention that Irv Sommers passed out of the picture to discover that "Life Begins at 40."

Jack Gardino challenged all the chefs in the world to a contest as to who could cook the finest spaghetti dinner. Jack got all set for the contest and had asked many special requirements—among these that his sauce be allowed to simmer for three hours and that all ingredients be supplied for a party of eight—and then was disappointed when no one awoke in time to make the purchase of the necessary victuals.

"Little Caesar" Jerry Kertman came thru from Rochester by auto and met with a severe accident near Erie, Pa. After spending a few days in a hospital Jerry continued on to the show, where he made some of the best deals of his lifetime. He now represents the leading manufacturers in his territory.

And at the convention J. D. and B. D. Lazar, well-known Pittsburgh distrib, went musical. After many moons of thought the men at last came to the decision that music is one of the biggest hits of the year and are now in it with a will.

Henry W. Seiden surprised everyone in Chi when he announced the opening of purchasing offices at 2753 West North avenue, Chicago. Henry is moving his family to Chi, where he will remain in long-distance contact with his five offices in New York State and will see to it that they receive all the latest machines in a hurry.

Sammy Getlan became an enthusiastic Neighbors fan at the show. This little straight pin game presented by Mills at the show got Sam hot and bothered and he believes that it will be one of the biggest hits of 1936 in this part of the world.

Bill Marmer and Paul Gerber were so enthusiastic about Daval's Tit-Tat-Toe game, which they consider the greatest counter-game hit of any show in history, that they joined hands to set up their own booth in conjunction with their private room, where they entertained, and are reputed to have sold more of these smart little counter games than all other games combined.

And down in the Celtic Cafe George Posner, Howard Kass, Mike Gensburg, of Genco, Inc.; Al Adickes, of Scott, Adickes & Company, Ltd., London, and George Lague, of Capetown, South Africa, were noticed shooting spoonful of clam chowder at each other in a new sort of contest. It is believed that these men were in partnership with the cleaners and dyers and the work that worthy association received the next day ran into a sizable amount.

Mike Munves couldn't miss the show, sick as he was after that horrible automobile accident, and instead of going direct to Florida as his doctors had ordered he came to Chicago. He fell sick after a few days and Bill Rabkin, Bill Gersh and a few others took time off to cheer him up.

That Eric Wedemeyer display of premium merchandise occupying four

IT MUST BE GOOD!

ELECTRICAL PRODUCTS COMPANY

MANUFACTURERS OF
ELECTRICAL SPECIALTIES

3455 MURKELL STREET
DETROIT
January 23, 1936

Mr. Fred C. McClellan
Pacific Amusement Machine Co.
4223 W. Lake Street
Chicago, Illinois

Dear Mr. McClellan:

When an engineering and manufacturing organization can turn out an electric mechanical device which will take the punishment given to the Pacific Odds Changer in the Electro-pak booth at the recent coin machine exposition they certainly are deserving of the heartiest commendation.

You will be interested, we believe, to learn that the Odds Changer loaned to us for this demonstration recorded continuous operation at the rate of 59 plays every sixty seconds from the opening to the close of the show, in addition to about six days of similar operation at our factory prior to the show—a total of over 300,000 operations—without the failure of a single part.

Certainly no pin game would ever be called upon for this type of performance and we, as an engineering organization, can appreciate the vast amount of time, research, and money which must have been expended in the development of this device.

The merit of this device, in our opinion, has been proved beyond question, and we consider it our obligation to you and to the industry to offer this unsolicited testimonial.

Very truly yours,

ELECTRICAL PRODUCTS COMPANY

A. B. Chertus
A. B. CHERTUS
PRESIDENT

Order PAMCO PARLAY!

*** We announce
with pleasure the appointment of

WESTON WIRELESS LIMITED

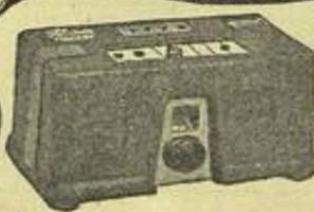
311 Gray's Inn Road, London, W.C.1., England
Sole Distributors for FERGUSON PRODUCTS in Great Britain

**FERGUSON RADIO & TELEVISION
COMPANY INC.**

745 Broadway

New York, N. Y.

Cable: FERGURAD, NEWYORK



Punchette
SENSATIONALLY New!
The New Automatic, Mechanical Punch Board. Made by Goetchen, so you know it's okch!... \$19.75

SPARKS SPECIALTY CO. SOPERTON, GEORGIA

booths was considered the most marvelous he has ever made. Here Seth Thomas and Telechron electric clocks created a sensation, bringing back the electric clock stronger than ever before. The merchandise as displayed by this firm is considered among the finest seen in the coin-machine business.

Charley Lichtman looked like a deluxe salesman in his position behind the games at the A. B. T. booths. Charley is reputed to have done plenty

of business for A. B. T. and also enjoyed noting the many changes which came to Clark street in the past year.

One of the most interesting meetings ever held at the Sherman, and it happened in the Celtic Cafe, was that of Charley Pey, the inventor of the Bell; Tom Wating, one of the outstanding personalities in the coin-machine business; Walter Tratch, of A. B. T., who is one of the best beloved of comen, and (See EASTERN CHATTER on page 77)

To Whom It May Concern:

IN GREAT BRITAIN AND CONTINENTAL EUROPE

"A.B.T." initials are not strangers to the amusement loving public in your countries. One of the reasons why YOU enjoy playing all kinds of coin-operated amusement devices, pin-tables, etc., is because these machines are equipped with A.B.T. Patented Coin Chutes. 92% of all coin operated amusement machines are A.B.T. chute equipped! There is an A.B.T. Chute for every coin operated machine made—whether for one English penny, three pence, six pence or a shilling; whether for one franc or twenty-five centimes; whether for Dutch or Danish coins. Let us know your needs and we will meet them!

Location owners and players prefer machines equipped with A.B.T. Tape or Ticket Units. These units, built in the body of the machines, keep an accurate and dependable record of all moneys received and paid out. For profit insurance, and to end settlement troubles specify that your machines be equipped with A.B.T. Tape or Ticket units!

WRITE TODAY FOR DESCRIPTION OF OUR COMPLETE LINE!

Ten-Ball Pin Tables With Tape or Ticket Units

Archer	Lighthouse	Four Roses
Olympics	Tunnelway	Speedboat

Automatic Payout Machines

Grand Prize (one ball)	Transpacific (one ball)
Captain Kidd (three balls)	Three-in-a-Row (nine balls)
Combination (three balls)	A.B.C. (ten balls)
Big Shot (one ball)	Homestretch Horserace (ten balls)

Counter Games

Wagon Wheels	Smoke-Up	Three Cadets
Sportland	Prosit	Three Marines
	Half Mile	

And last, but not least, our famous BIG GAME HUNTER—a Pistol Machine.

A. B. T. MANUFACTURING CO.

3311-19 Carroll Ave., CHICAGO, ILLINOIS, U. S. A.

CABLE ADDRESS — TARKILL

KELLY'S ODDITIES OF 1936

WORLD OF MIRTH SHOWS

Outstanding Freaks and Novelty Acts for the outstanding and most copied SIDE SHOW in the U. S. A. Opening latter part of April. Long season, salary sure. Please STATE ALL in first letter. NO PITCH ACTS. Address THOS. W. KELLY, General Delivery, Sarasota, Fla.

KRAUSE GREATER WANT

FOR SARASOTA COUNTY FAIR AND PAGEANT, Sarasota, Fla., Week Feb. 17, and Fairs in Florida to follow until middle of April—Good Plantation Show, will furnish outfit; also one more Show not conflicting, also legitimate Concessions. Address, this week, De Land, Fla.; next week, Sarasota, Fla.

COLEMAN BROS. SHOWS

TO OPEN AT MIDDLETOWN, CONN., APRIL 23.

WANTED—First-class Ten-in-One Side Show. Will furnish outfit (all new) to reliable party. Any new Show, any new Ride, Pit or Platform Shows, legitimate Wheels. Have opening for a few good Grind Shows. Mr. Layton write. Would like to hear from Bill Corbitt. THOMAS J. COLEMAN, 505 Main St., Middletown, Conn.

ZIMDARS GREATER SHOWS WANT

RIDES—Loop-o-Plane, Ponies. SHOWS—With or without outfits that don't conflict. CONCESSIONS—Diggers and Mitt sold. Will sell X on Cook House, Corn Came, Mug and Frozen Custard. All others open. Sailer Harris wants Working Acts for Side Show, Half-and-Half or Freak strong enough to feature. Clyde Curran wants Girls for Nite Club and Girl Shows. Ride Help, Foreman for Parker Swing and Twin Wheels. Show opens March 14. Address ZIMDARS GREATER SHOWS, Magnolia, Ark.

KEYSTONE SHOWS 12th ANNUAL TOUR

OPENING DATE APRIL 30, WESTERN PENNSYLVANIA.

WANT Loop-o-Plane and Kettle Auto Ride. CAN PLACE two seasonal Free Acts. Have opening for several good Shows. WANT Manager for Five-in-One Show that can furnish Attractions for same. CAN PLACE Girl Show that can work to season during the week. Will furnish outfit to any money-getting Shows. Will sell exclusive on Cook House and Buns. All Concessions open. WANT Foreman for Big Wheel, Little Beauty Merry-Go-Round and Chairplane. Also Ride Help and Arcade Manager. WILL BUY good Show Tents and Monkey Snowway. All address O. A. HARTZBERG, Manager, Punta Gorda, Fla.

Cincy Judge Alters Muny Court Decision

CINCINNATI, Feb. 1.—Judge Robert N. Gorman, of Common Pleas Court, in reversing a Municipal Court conviction of Bernard Nader, local merchant, stated today that mere possession of a device that may be used for gambling is not a crime, but display or use of such a device for gambling purposes is an infraction of the law.

Nader had been arrested in his place of business by police, who said they found a Spit-Fire marble machine. Officers quoted Nader as saying he received one-half of the profits. He appealed to Common Pleas Court after being fined \$50 and costs in Municipal Court.

Judge Gorman found that there was no evidence that the machine was being operated as a gambling device or that any gambling feature was connected with the machine. "Such machines are not gambling devices per se, but proof must be shown of illegal operation before they become gambling devices in the eyes of the law," the court stated.

"Because the statement fails to prove that the device was exhibited for gambling purposes, the judgment of the Municipal Court is reversed and a final judgment of dismissal for plaintiff in error will be entered in this court," the opinion concluded.

ROUTES

(Continued from page 55)

Turtle, Wm. C. Magician; (Blue Danube Tavern) Portland, Ore., 3-8.
Zimhad, Mentalist; (Rialto) Paterson, N. J., 2-8.

CARNIVAL COMPANIES

(Routes are for current week when no dates are given.)

Barfield's Cosmopolitan; Cocoa, Fla.; Titusville 10-15.
Great Cony Island; Baton Rouge, La.
Great Southern; Bahra, Ga.
Green's, Doc. United; Eucharist, S. C.
Metropolitan; Delray, Fla.
Reid Greeter; Canal Point, Fla.
Royal American; (Fair) Tampa, Fla.

REPERTOIRE

Rhythic Players; Westminster, Md., 3-8.
Harvey Players; Dyersburg, Tenn., 3-8.
Princess Stock Co.; Elkhart, Tex., 5-8.

Additional Routes

(Received too late for classification)

Blossoms of Dixie Show; New Iberia, La., 3-8.
Daniel, 2-10. Magician; Beaver Creek, Ill., 3-8.
Harian Med. Show; Frankfort, O., 3-8.
Lang & Lee; (Electric) Kansas City, Kan., 6-8.
McNally Show; Great Mills, Md., 3-8.
Purif's, Marie, Say It With Ladies; (Pal) Roxboro, N. C., 5-6; (Nail) Greensboro 7-8.
Texas Max Show; Hondo, Tex., 3-8.

BIRTHS

(Continued from page 29)

of Blatany's Mohawk Valley Shows, a boy January 26 at Miami.

DIVORCES

Artie Steinhardt, Coney Island showman, from Elaine Perry, nonpro, in Bayonne, N. J., recently.

Rose Gittler, former actress, filed suit against Mack Gordon (Gittler), songwriter, in Los Angeles January 28.

Wald Zels, actor, road showman and advance agent, from Myrtle Zels in Toledo, O., January 21.

Bernice Spore, actress, filed suit against Bert Wheeler, comedian, in Hollywood January 29.

Myrtle A. Rose from Harry Rose, entertainer, in San Francisco January 27.

Iris Adrian Over, screen dancer, filed suit January 29 in Los Angeles against Charles Henry Over Jr.

AGENTS CREW MANAGERS, WAGON MEN

Seasonal New Window Washer "WASH-WASH" Cleans, Dries and Polishes. Sells like Wildfire. Big Profits.



EASIEST
HANDIEST
FASTEST
CHEAPEST

FREE SAMPLE—Send 25c to cover cost of packing and mailing, or write for free circular and details. \$1.50 per Dozen, Prepaid; \$14.00 Gross. F. O. B. Chicago.

World Specialties, Inc., 804 W. Van Buren St., CHICAGO, ILL.

Concessionaires...

NOVELTY SUPPLY FOR FAIRS, CARNIVALS, CIRCUSES, GRAND STORES, WHEELS, PAGES, CORM GAMES, ETC.

Catalog with New Low Prices THE TIPP NOVELTY COMPANY TOPEKA, KANSAS CITY, OHIO

WANTED AT ONCE

For 5 Big Weeks in Florida, then regular season North. Rides of all kinds. Wire immediately. Curley Hyda get in touch with me.

LEO M. BISTANY, Yantani Hotel, Miami, Fla.

WANTED

RIDES AND CONCESSIONS FOR BIG TWO-DAY CELEBRATION, JULY 4-5. Aunston Lincoln County Agricultural Society and Fair Association.

JENS S. BOLLESEN, Secretary, Tyler, Minn.

SILVER STATE SHOWS WANT

Shows, Concessions and Free Acts.

BOX 816, Carleton, N. M.

BUNTS' GREATER SHOWS

Now Booking for 1936 Shows, Concessions, Ride Help and Sideshow People. Address

W. J. BUNTS, Crystal River, Fla.

GREATER DICKERSON SHOWS

Want Shows and Stock Concessions that don't conflict. Address 803 Cokey Rd., Rocky Mount, N. C.

SUNSET AMUSEMENT CO.

Now booking Shows and exclusive Concessions for 1936. Address P. O. Box 348, Darvill, Ill.

WEST BROS. AMUSEMENT CO.

Now booking Shows and Concessions for Season of 1936. BOX 97, Morley, Mo.

SOL'S LIBERTY SHOWS, INC.

Now booking for 1936. Address

Winterquarters, Caruthersville, Mo.

EYERLY LOOP-O-PLANE

Write for Our Special Finance Plan. ABNER K. KLINE, 3024 Olive St., Kansas City, Mo.

TILLEY SHOWS NOW BOOKING

Shows and Concessions. Address La01, Ill.

MOTORIZE

Write for Our Finance Plan. CHAS. GOSS,

Standard Chevrolet Co., East St. Louis, Ill.

Late Deaths

Gladye E. Obmstead filed suit January 28 in Los Angeles against Edwin S. Obmstead, Coast publicity director for Columbia pictures.

Margarita Levy from Sam Levy, dance director, known professionally as Sammy Lee, in Los Angeles January 29.

F. H. Bee Jr., manager F. H. Bee Shows, from Hattie Bee at Wynne, Ark., January 30.

HANLEY—William J., 63, international circus-carnival showman and former theatrical manager, in New York January 31.

Punchette



Radically Different

You Can't Go Wrong in Ordering This Machine From Us in Large Quantities.

IMMEDIATE SHIPMENTS. \$19.75

Moseley Vending Machine Ex., Inc.

80 Broad Street, RICHMOND, VA.

EASTERN CHATTER

(Continued from page 75)

Frank Bering, manager of the Sherman. These four oldtimers met and discussed in the presence of one of the younger set the days when for \$2.50 at the Sherman one not only received a fine room, but three meals a day, and the menus carried pheasant, quail, etc. If you don't believe it, ask any one of the gentlemen or, better still, have Frank Bering show you one of these old menus.

Art Herman, of Art Novelty Company, Kingston, N. Y., drove home in the brand-new Dodge presented free by the manufacturers. All of Art's friends gave him a great big sendoff when he drove out the doors of the hotel with the car.

What it takes to be an artist was studied by Irv Sommer, Roy McGinnis,

Joe Mahoney, Mike Russo, Jack Gardino, Steve Delewin, Nat Cohn, Bill Gross, Joe Fishman, Ben Haskell, Teddy Blatt, Art Herman, Si Lynch and Bill Gerah in the Modern suite, 1200.

One of the musical quartet successes of 1936 show was John A. Fitzgibbons, Art Garvey, Jim Buckley and Sammy May. How these boys could soulfully sing the songs of yesteryear was heard in the Bally suite in 2088.

At the show there was a marching delegation headed by Milton Green, of American Vending Company, and composed of Dave Stern, of Royal Distributors, Inc.; Irv Orenstein, Hercules Sales Organization, Inc., and Frank Hart, Eastern Machine Exchange. These boys brought a new side to the Jersey picture.

WPA BAND

(Continued from page 3)

claiming the men were dismissed by the music project timekeeper and did not walk out.

Rosenberg says the band was expected to play from an open band stand, with the temperature at 21 degrees. Men were clad in thin park department summer uniforms, too, he claims.

ONE-JOB RULE

(Continued from page 3)

"steady" job at a time, limiting members to no more than three commercial dates, electrical transcriptions or recordings a week; limiting members earning \$35 or less to no more than two outside engagements; prohibiting members holding a steady job earning more than \$35 a week to play outside engagements, and compelling "name" bands to engage a complete new set of men for all work outside of "steady engagement."

The union administration opposed all four points. On radio work the administration felt the resolution would do more to create new injustices than to eliminate old ones, due to wide variation in broadcasting salaries. The resolution would have lumped a \$120-a-week man on a Class A station with an \$18-a-week man on a smaller station. CBS and NBC use around 150 musicians weekly for special jobs, the union minimum scale being \$12 an hour and \$6 an hour for rehearsals. These men are compelled to pick up three or more jobs a week to make a living wage.

The broadcasters leave it to their contractor to pick his men. The unemployed faction has claimed the contractors play favorites and throw most of the jobs to a small clique.

Out-of-town musicians on local jobs were vitally affected by the voting, as they, too, would come under any job restriction.

SHOWS COMPETING

(Continued from page 3)

carnivals are there this week conferring with centennial committees and city officials. Two shows are already contracted for Davenport for early summer, and one of the shows is understood to have contracted available lots in neighboring cities in an attempt to shut out competitors. The keen competition has resulted in the shows offering unusually liberal contracts.

POLICE SHOW

(Continued from page 3)

three months' tour of the Hawaiian Islands, where he was general manager and equestrian director for the show which E. K. Fernandez took to the Islands last fall.

Blue Ribbon Shows Now Have Nine Fairs

FLORENCE, S. C., Feb. 3.—The Blue Ribbon Shows, which have quarters here this winter and now have a unit playing winter fairs in Florida, this week at Vero Beach, have so far contracted the following fairs (besides their Florida engagements at Fort Pierce, Melbourne, Fort Myers and Plant City) for this year: Montgomery County Fair, Crawfordsville, Ind.; Elkhart County Fair, Goshen, Ind.; Lawrence County Fair, Lawrenceburg, Tenn.; North Alabama State Fair, Florence; Houston County Fair, Dothan, Ala.; Madison County Fair, Huntsville, Ala.; Cobb County Fair, Marietta, Ga.; Troup Agricultural Fair, Lagrange, Ga.; and Sandersville (Ga.) Fair. Starr DeBelle, writer of the "Bally-hoo Bros." column in *The Billboard*, has just taken up his duties as press representative with the winter unit of Blue Ribbon Shows.



PRICE TALKS!
WHY PAY MORE?

50"x24"
\$89.50

Check Separator and Mint Vender \$10 extra (5-Ball Play \$10 extra).

CHANGING ODDS

SUNSHINE DERBY ONE-BALL AUTOMATIC PAYOUT

Sunshine Derby permits the player to leave the odds stand, or he has ONE opportunity to change odds. Ball returns for play. Giant, modernistic, gold finished cabinet. Sixteen award pockets set into a colorful, dazzling field. Boosts profits amazingly! **SUNSHINE DERBY** is the **LOWEST PRICE** payout in its class. You'll know why when you see it!

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

Punchette
WE HAVE IT!



*** A NEW SENSATION!**
The Coin-Operated Mechanical Punch Board Ready for delivery! **\$19.75**
See it!
D. ROBBINS & CO.
1141 De Kalb Ave., Brooklyn, N. Y.

FRISK GREATER SHOWS

WANT for 1936 season, opening May 16, Loop-9-Town Shows, Athletic, Model Farms Life, Tennis-Que, Comedy, any clock, raffle shows. Consider shows that work for stock all open except Bingo. No Gift. WANT Cook House, Banner Mass, Ride Hair, Sidewalk, Electric Cabs, McIntyre, Wells Warack write. Fairs and Committees write. Address 3710 Emerson Ave., No., Minneapolis, Minn.

WANTED CIRCUS ACTS

That double, all kind. These weeks' work. Also opening February 10, Concessions all kind. Also Phone and Advertising Man. Also place Demonstrators, all kind. All address J. S. ROBERTS, Manager, Legion Circus, Greenville, N. C.

LAST CALL

ARMORY, open February 8, Glass Falls, N. Y. Shows, Shows, Gold Shows, Photo-Ten Win, Ball Games, Scales, Mitt, Photo, Shooting Gallery, Fish Pond, Baseball. No time for correspondence. Orders via ROSS, Amateur Civil Association, Co. K, 105 1st. Circus Acts.

FRANK J. KELLY

(Formerly with Gold Medal Shows and United Shows of America), or anyone knowing his present address or whereabouts: Wire or write G. B. WILSON, 1200 Marine Tower, Milwaukee, Wis.

WHOLESALE MERCHANDISE DEPARTMENT

In This Issue
Immediately preceding Amusement Machine Section
SAVE MONEY BY BUYING THRU THIS DEPARTMENT

EXCLUSIVE WISCONSIN DISTRIBUTORS FOR

SUNSHINE DERBY **\$89.50**
Check Separator and Mint Vender \$10.00 Extra.
5 or 10-Ball Play \$10.00 Extra.

Electric BAFFLE-BALL **\$89.50**
LONG SHOT **\$69.50**
SKILL SHOT **\$19.50**

Write for Information on All Latest Games and Price List of Used Games.
TERMS—One-Third Deposit With Order. Balance C. O. D.
MILWAUKEE COIN MACHINE CO.
3725 W. CENTER ST. MILWAUKEE, WIS.

NOW IN COLORS at no extra cost

The Famous Groetchen Built

PENNY SMOKE

Legal Ball Gum Vendor

The greatest of all cigarette machines is now more attractive than ever in richly colored, velvety finished cabinets. Midnight blue or Oxford gray with a trim of brilliant gold bronze. Send for sample, or write at once for further particulars.

NO "DOG TROUBLE" 100% Mechanical Perfection Guaranteed. Make Sure You GET A GROETCHEN PRODUCT.

GROETCHEN TOOL COMPANY **\$12.50**
124-130 N. UNION ST., Chicago, Illinois

Texas Trade Twinkles

The comptroller's office at Austin has sent out a circular letter advising all operators that their 1936 taxes are now due and payable. So, judging from this letter, the State is ready to accept the 1936 coin-machine tax. A number of Texas cities have refused to accept any tax payments, but some of the largest cities have, according to reports, accepted city tax on machines. However, the prospects for 1936 are pretty fair and predictions are to the effect that operating activities will not be hampered to any great extent.

Operator and merchant co-operation is growing in the Lone Star State. Ops are holding banquets and having as guests their location owners. They are educating location owners along various lines whereby the location owner can render a real assistance to the operators. If location owners will inform their landlord, grocery, insurance and other business men with whom they do business that it is the coin-operated machines that help to make it possible for them to pay their bills we will soon have a better public opinion created for our business. Texas operators are alert to this greatest of all opportunities for their business.

Fisher Brown, S. H. Lynch, John Backman and several other leading Texas coin men made the trip to Chicago ahead of the regular delegation. This was made necessary, as all of these men were needed in Chicago to assist with program arrangements and other important business matters.

Big things are going to happen in the Southwest during 1936. The coin-machine business is going forward as never before. Business conditions are better and prospects are very bright. Backed up with many new machines and a strong determination, operators are going places during the new year.

The Hamilton Manufacturing Company, maker of salesboards, with headquarters in Minneapolis, has opened its first branch house at 1016 Jennings avenue, Ft. Worth. Joe Sherburn is in charge and will be surrounded by some 10 or 12 people. Several office people will be active at the Ft. Worth branch and a number of representatives will be in the field at all times. Sherburn will remain at the office and manage the activities of the firm. The largest stock of salesboards ever displayed in the Southwest are now in stock at the Ft. Worth branch.

Nick Michale and his P. & M. Amusement Company, of Houston, are doing a nice jobbing business on all the new types of pin games and other coin-operated equipment. This is one of Texas' newest jobbing firms.

Harold W. Dally, manager of the South Coast Amusement Company, of Houston, and State distributor for Pacific Amusement Manufacturing Company, reports heavy sales on all the Pacific machines. Pamco Parlay is still going strong in Texas and Dally expects just as heavy sales on the newer Pacific games.

The Ft. Worth local organization of pin-game operators continues to meet regularly every second Monday in each month. Its attorney always meets with the members and to date the boys have kept operating conditions in the cow town in fine shape. The Ft. Worth ops are to be commended upon their swell co-operation with each other.

All of the Texas folks who attended the Chicago coin-machine show are back home and headed into a big year of operating activities. Everyone had a swell time and would not miss one of these shows for love or money. During the show most of the Texas visitors were entertained in The Billboard rooms at the Sherman and they all speak only high praises for The Billboard boys.

Roy E. Jones and his Operators' Amusement Company, Dallas, made a number of profitable contacts during the big show. His firm was appointed Southern distributor for the Lohmuller Four-in-One merchandise machine, as well as for the products of the Pan Confection Factory, maker of vending machine candies. Roy is looking forward to a big year in 1936.

Nothing has been reported to date as to who will have the coin-operated machines in the Centennial grounds at

REMOVAL

RELIABLE AMUSEMENT MACHINE COMPANY

Announce Their Removal to Larger Headquarters at

305 WEST 54th ST., NEW YORK CITY

(Corner 8th Ave.) (Tel. No., Columbus 5-8618)

OCCUPYING THE ENTIRE BUILDING

EXTRA!! EXTRA!!

SPECIAL SALE OF ALL TYPE SLOT MACHINES—PARTS AND STANDS AT BARGAIN PRICES.

Also large stock of Used Pin Games. All New Tables ready for delivery.

WRITE FOR PARTICULARS.

Dallas. No doubt that this will be well taken care of by some large operating firm. There are various types of machines that will go well in the Centennial grounds.

Texas operators should pay their State and county tax without delay and post their tax receipt on the machines. This will help to build good will and create a better public opinion. The case that is to come up before the Court of Criminal Appeals at Austin will soon be decided. Texas operators should inform their city and county authorities that they should await the outcome of this case before taking any action against marble machines.

Texas coin-machine craft is looking forward to the big annual State meeting in San Antonio early in April. This meeting is expected to revive State and local association activities and create a larger plan of organizing every city and county in the entire State. Fisher Brown, president of the State association, will have an announcement regarding this meeting for publication shortly. The session will run for two or three days. The San Antonio boys are looking forward to the meeting and are reported to be getting things in condition for a grand time for the visitors.

Fisher Brown, Dallas, has been appointed distributor for Western Equipment and Supply Company's products. Fisher says he is certainly proud of this connection and expects to go places with Jimmy Johnson's money-making products.

John Backman, secretary-treasurer of the State association, wishes to advise all Texas operators that their membership fees are now due and payable. All operators should pay their 1936 dues at once as the State association has many expenses to be met. With the big and deciding case just around the corner, it is no time for operators to lay down on the job. Please send your \$10 dues to John Backman, 5400 Goodwin avenue, Dallas, at once.

EPCO Devices Give Extra Profits to Pin Game Ops

DETROIT, Feb. 1.—If anyone in the pin game industry hasn't heard of EPCO, he just hasn't been around lately. This trade name for the Electrical Products Company, of this city, has become a byword wherever operators gather. Starting last year with the Electropak, this outfit has consistently "rung the bell" with new devices designed to increase earnings and profits for the operators.

It would have been impossible for anyone but a deaf, dumb and blind person to pass their attractive exhibit at Booth No. 70 at the recent coin machine show. It was an attractive and instructive exhibit in which three panels were set up to show various and complicated pin game mechanisms in operation on Electropak units. All operations and mechanisms were in plain sight on the panels and baseboards and were visibly operated thru voltmeters and ammeters, so that anyone could see exactly why batteries wear out.

One of the panels demonstrated a pin game mechanism involving a payout unit, together with an odds-changer, a counter, a motor and various switches. This one registered more than 300,000 5-cent plays from the opening to the close of the show. Imagine a game taking in more than \$15,000. Naturally it would be impossible to feed nickels that

Punchette

WE HAVE IT!



A NEW SENSATION!

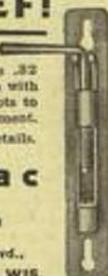
The positive payout coin-operated mechanical punch board. Ready for delivery!

\$1975

BIRMINGHAM VENDING CO.

2117 3d Ave., N., BIRMINGHAM, ALA.

STOP THIEF!



A sure-fire Burglar Alarm. Holds .32 caliber blank cartridge. Discharges with terrific "Bang," as intruder attempts to open door, window or remove equipment. Write for quantity prices and details.

Fond du Lac Novelty Co.

\$1.75 Ea. 83 E. Scott Blvd., FOND DU LAC, WIS.

fast, but operating electrically and continuously at the rate of 59 plays every 60 seconds, this game saw more service in five days than would be probable in two years on locations. And the Electropak was as good at the end as when the show opened.

Compare then the cost of one Electropak, plus less than 30 cents of AC consumed, against the cost of the untold number of batteries and service calls which would be necessary to service such a game for more than two years. EPCO claims the use of Electropak will save from \$30 to \$100 yearly per location.

Eastern Machine Exchange Distributor for Groetchen

NEWARK, N. J., Feb. 1.—Eastern Machine Exchange, 350 Mulberry street, has been appointed exclusive New Jersey distributor for Groetchen Tool Company, Frank Hart and Al Loudon, of this company, are putting their entire efforts behind the new Punchette machine, which they claim is one of the finest counter games to appear on the market in a long time.



America's
Greatest!
Counter Game



OPERATORS - JOBBERS
New York
New Jersey
Connecticut

IMMEDIATE DELIVERIES
\$17.50 Register and Double Door \$2.00 Extra
Rush Your Orders TODAY for this Sensational Money Maker.

1/3 Deposit,
Bal. C. O. D.

MODERN VENDING COMPANY

656 BROADWAY, N.Y.
WORLD'S LARGEST COIN MACHINE DISTRIBUTORS

Charlie Fay—An Industry Salutes You!

By WALTER A. TRATSCH
President A. B. T. Manufacturing Company

I am taking a little time off to render tribute to the grand old man of our industry, Charlie Fay, better known to his many friends as "good old Charlie Fay."

If all that Charlie Fay ever did was to be the man who conceived and built the first coin machine, known as the Liberty Bell, then all of us should be grateful, especially those men who made millions from his brain child.

He would be deserving of our respect and good wishes if we knew of him only as the oldest man in our industry—our first pioneer.

We would respect him for his active and fertile mind, devoted with a single-minded purpose to the best interest of our industry.

These in themselves would be enough honor and more for any man, but it is not of these that I am going to speak now.

Charlie Fay has other qualities that endear him to us and they are more important qualities.

Let me go back about 30 years.

At that time Charlie Fay and I were working together. Let me say here that he was the best mechanic that I have ever known. Much that I have learned from him has been responsible for the many developments of the A. B. T. coin chutes and other contributions of the A. B. T. Manufacturing Company to our industry, and I say this without putting myself on the back. It is a sincere statement of gratitude to Charlie Fay.

In those days, being a young man who felt he was going to be chained to a mechanic's bench all his life, who could blame me for being discouraged once in a while and "singing the blues."

Charlie, with his deep human understanding and sympathy, would realize how I felt and would begin to talk of what the future would bring, providing I worked at the bench, mastered my trade, looked for the big opportunity, and when the time was right my dreams would come true.

While no man ever realized his destiny completely, I feel that I owe much to Charlie Fay for his encouragement and his efforts in giving me a part of his vast knowledge of mechanics and his ideas of coin-operated machines. The chances are if it had not been for Charlie Fay Walter Tratsch would be something other than president of the A. B. T. Manufacturing Company—whether for better or worse I don't know, but I thank Charlie Fay.

But Charlie Fay did something still finer than this—he drilled into me a philosophy that man does not live by bread alone—that all work and no play makes Jack a dull boy. Certainly these are old and time worn saws, but they register, and many a night Charlie and I would go out, put one foot on the rail and while holding a foaming glass would talk about the future and the things we would do when our ships came in. Those were wonderful nights.

Charlie always disliked "high-hat" business and anyone who "put on the dog." To him the greatest sin a man could commit was to be disloyal or one who couldn't say that there was more to life than grabbing for nickels. Charlie would say: "Show me a man who won't take a drink, who can't laugh at a good joke or who doesn't like the company of a good-looking woman, and I will show you a man who won't amount to a damn and who can't be trusted. And if you can't get any fun out of being with your fellow men or going out to shoot ducks and rabbits and don't enjoy the pleasant things in life, then that man may just as well not live, because he is not any good to himself nor anybody else."

The many years have passed since Charlie said this and unnumbered wild ducks and geese have flown south in the fall and north again in the spring. I have yet to find a single exception to this rule of Charlie's. But the outstanding trait and the most lovable of Charlie's is his humanness. When you say that about a man you say the most that can be said.

Last week at the convention—it was an important convention to all of us—many trying problems were before the industry demanding urgent action. All of us were keyed up to a high pitch and everybody straining at the leash, and believe me, most of us didn't know what we were straining at—and then the word was passed around that Charlie Fay was in town. Instantly the tension eased up and we relaxed. The place became friendly, easy and pleasant, and when Charlie Fay and his son walked in how

we flocked around him to shake his hand, to bid him welcome.

Then came to me the highlight of the convention—the real big moment, when I sat side by side with Charlie and began to speak of the days gone by. Thru the magic of his memory and his voice men who are now dead and gone for many years were brought back to life again. Instances that were in the limbo of forgotten memories were revived and again enjoyed, and when Charlie Fay left to return to Frisco, where he is still in the game, as capable and resourceful as ever, what he got was not a good-by from us, but the most enthusiastic "glad you were here and come back again" that ever shook the walls of the Sherman Hotel.

Yes, I feel our industry is the better for having Charlie Fay as one of its pioneers. I feel that we owe him more than we can ever repay. But in closing I am sure all who know him well join me in saying: "Charlie Fay, here's to you! We are proud of you! May your years be many and filled with achievements and friendship! Prost!"

Los Angeles Notes

Distributors and jobbers report a fine pickup in sales during the past week. Many out-of-town buyers have been looking around. Especially San Diego and Long Beach territory seems to be showing increased activity.

Many coinmen who visited the 1935 coin-machine exposition in Chicago have returned, bringing reports of a great time. Harry Stearns, president of California Exhibit, reported as making a stay in Chicago to visit among the manufacturers. Joe Orcutt also staying over in Chicago for a few days. He represents one of the largest operating concerns on the Pacific Coast. Irving Bromberg returned via San Francisco to confer with Joe Ziff, in charge of the Bromberg branch in that city.

Mack Mohr returned from his Eastern trip after visiting the Rudolph Wurlitzer factory following the Chicago show. He reports being much impressed with the Wurlitzer plant. Stated that he placed an order for three carloads of phonographs, 195 machines, and that sales of phonos are going fine. Major Mohr has left for Texas points on a buying trip. Mack is due to leave for a trip north, while Dan Mohr stays in charge of the local office of Mohr Bros.

National Amusement Company has completed remodeling of its newly acquired building. This adds a lot of floor space to the already immense plant. Henry Stewart and George Schwartz are managing the local business. Jack McClelland returned from the Chicago show via San Francisco to spend a few days at the branch located there. It was reported that this firm had en route a carload of the Rock-Ola phonographs. Sale of phonos is said to be growing rapidly.

Mrs. Frank Brindell, formerly Polly Klassen, secretary to Jack McClelland, of National Amusement Company, has resigned that position "just to be at home," she said. She recently married and is widely known among operators.

Soucci Brothers, large operators of Tulare, Calif., were guests of Henry Stewart this week. . . . Sol Gottlieb much pleased with his sales of ticket games. Sol hit on an idea that produced fine results. Made a special drive on the movie folks, wrote personal letters and received orders for games to be installed in their homes. One of the stars, he reports, ordered four games.

A. F. Klassen, local distrib for Advance Machine products, reported he was having good sales on Astro-Vend, a machine for vending horoscopes. Will P. Cansan reported to be adding to his force because of increased sales of merchandising machines.

Paul Laymon, much improved in health, is back on the job and reports big business on phonographs as well as

YOU CAN'T BEAT THIS FOR VALUE

Only \$12

BETTER BUILT BY BUCKLEY

CENT "A" PACK

PATENT REGISTER AND DOUBLE DOOR \$1.50 ADDITIONAL

Buckley's Amazing New Counter Cigarette & Gum Vender!

It's the greatest counter machine ever produced! Place CENT "A" PACK on any bar or counter. This Buckley winner will positively astound you with its consistently heavy earnings. We urge you to order CENT "A" PACK now! It's the "buy" of a lifetime. CENT "A" PACK IS GUARANTEED MECHANICALLY PERFECT



JOBBERS-DISTRIBUTORS—

Write us for money-making plan on CENT "A" PACK

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NEW LINE of EASTER NOVELTIES

Novelty Designed Fur Rabbits and Other Animals—All Sizes—Shapes—and Prices. Large Chocolate Rabbits—Eggs—and Deals.

SALESBOARD OPERATORS

Line up with our New Lighthouse Lamp. Plenty Hot—A Real Flash—Priced Right.

1.50 each Immediate Deliveries 1.50 each

1936 CATALOG WILL SOON BE READY
New Premiums—New Novelties—New Specialties.
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WISCONSIN DELUXE Corp.

1902 No. Third St. MILWAUKEE, WIS.



Punchette

SENSATIONALLY New!

The Coin-Operated, Mechanical Punch Board. Made by Groetchen—so you know it's okeh! . . .

\$19.75

VIKING SPECIALTY CO. 632 Polk St., San Francisco, Calif.

games. . . . Mr. and Mrs. Herb McClelland, en route from the Chicago show, stopped on business at points in Texas, Arizona and New Mexico. . . . G. R. Pettijohn, at Pacific Amusement, stated that sales on Parlay are going good. . . . At Automatic Amusement Dad Williams stated they were about ready to test a new five-ball game not yet given a name. Percy Shield is associated in this.

Keeney Making Torpedo

CHICAGO, Feb. 1.—Torpedo, newly improved and now made by Keeney, is a 10-ball action game which enjoyed a seven months' run all along the Pacific Coast. And reports from Keeney have it that there are no Torpedoes on the resale market yet, owing to the fact that

practically all of these machines have held their original locations up to this time. As Keeney builds it, Torpedo comes out in a de luxe model novelty machine, with four double-action principles of scoring involved. It is a 44-inch game, and from all reports should make a splendid showing in novelty game territory as its popularity becomes recognized over a national scope.

FOR IMMEDIATE DELIVERY
ON
GROETCHEN'S PUNCHETTE
PRICE \$19.75
ORDER FROM
W. B. SPECIALTY CO.
2507 Marcus Ave., ST. LOUIS, MO.
Missouri and Southern Illinois Distributors.

International
MUTOSCOPE
 Reel Co. Inc.
 presents the
3 GREATEST
MONEY MAKERS
FOR 1936

Keeney Reports Growing Demand for "Free Games"

CHICAGO, Feb. 1.—With operators and jobbers back home from the 1936 coin-machine show, Jack Keeney, of J. H. Keeney & Company, reports very favorable reactions on his one-shot odds-changing Repeater payout game. And, according to Jack, Big Five, another massive Keeney payout table, is running neck and neck with Repeater shipments now in capacity swing. Big Five, convertible from five to two-ball play by simple lever adjustment, is working its way toward extraordinary popularity in payout territory to such an extent that Keeney has decided to make this machine in four distinct models. As it stands now Big Five is a large 50-inch pay table. But there'll also be a senior Big Five equipped with Keeney's free games recording device instead of the payout mechanism for non-payout territory. Then a smaller size straight payout table at a lower price identical in principle to the senior model. Likewise the junior model will also be obtainable with the free games unit instead of the payout mechanism at a lower figure.

This, according to Keeney, gives operators in non-payout territory an opportunity to operate Big Five via the free games route in a large and small model, with a senior and junior Big Five in straight pay-table equipment for payout areas.

Repeater in the large size is furnished as a straight payout machine for payout territory, while for non-payout areas is obtainable with free games instead of the payout mechanism.

The free games idea is considered an excellent substitute for cash payouts, with the added advantage of taking back a considerable portion of awards on account of players replaying their accumulated free games, and is an exclusive Keeney patented creation.

SHOWBIZ HELPS

(Continued from page 3)

places. According to Commissioner Allen, 70 per cent of the receipts would go to Children's Hospital and the remainder to the Warm Springs (Ga.) Foundation. Hotels donated use of their ballrooms and provided special decorations, in addition to agreeing to house any visiting stars without cost. At the Washington Hotel Arthur Godfrey was master of ceremonies, assisted by Jim McWilliams, with his own orchestra and the Marine Band assisting. At Wardman Park Hotel Gordon Hittentmark was master of ceremonies, with the regular Wardman orchestra furnishing the music. Arch McDonald was in charge at the Raleigh, with Larry Hendricks as emcee and with the Army Band furnishing music; Boyd Sparrow officiated likewise at the Mayflower, assisted by Jimmie Wallington as emcee and with Sidney's Orchestra furnishing the dance music. At the Shoreham Hardie Meekin and Frank Taylor were in charge of the ball, with "Barnes" and the Shoreham orchestra providing music and Phil Baker assisting as emcee. At the Willard Hotel S. L. Sorokin and Lionel Newman officiated, with Arthur Rielly as emcee and Johnny Slaughter's Orchestra furnishing the music.

AFM ISSUES

(Continued from page 3)

embodies most of the union regulations on working conditions.

Latest agents receiving licenses from the AFM are:

ALABAMA — Birmingham: Pickwick Club.
 CALIFORNIA — Merced: Madelyn E. McEl-Roy. San Francisco: Blaine & Amber, Inc.
 CONNECTICUT — Middletown: James V. Corvo. New Haven: Leonard N. Reed.
 FLORIDA — Clearwater: Rocco Grella. West Palm Beach: Henri C. Godio.
 ILLINOIS — Chicago: Howard LeRoy. Decatur: Walter M. Wismer.
 INDIANA — Bloomington: Charles E. Smithburn. Connersville: United Orchestra Service. Michigan City: Gene Cook. Muncie: Teeny Swain.
 IOWA — Burlington: Mid-West Amusement Service. Des Moines: United Artists' Bureau. Mason City: Albert W. Coe. Spencer: Frank Hastings Jr. Webster City: Continental Attractions.
 KANSAS — Atchison: Ted Gillmore. Topeka: Randall Ryan. Wichita: Red-Field Attractions.
 KENTUCKY — Louisville: John

AMERICAN SALES CORPORATION
 CHICAGO, ILL.
 936 WRIGHTWOOD AVE.
AFTER CONVENTION RECOMMENDATIONS No. 2
 "CAPTAIN KID." A New Game Made by A. B. T. (3-Ball Payout).
 Tried . . . Tested . . . and Proven ON LOCATION.
PRICE \$89.50
 CREDIT TERMS TO OUR CUSTOMERS.
 P. S.—Don't be "Mike" shy . . . step right up and broadcast to us
 no static on our line.

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IMMEDIATE DELIVERY
 The Sensational Ticket Counter Game. New and different. Straight 5c play. Last four coins played are visible. Selective hole punch. Uses roll of one thousand (1,000) tickets. Pays out from 10c to \$2.50. Cheatproof and trouble free.
RUSH ORDER TODAY FOR \$19.75
PROMPT DELIVERY
Southern Automatic Sales Co.
 540-542 S. Second St., Louisville, Ky.
 Est. 1923. Phone, Wabash 5464
 The House That Confidence Built.

RECONDITIONED SPORTSMAN BROWN, LATE MODELS. \$17.50
 TICKETTES, LIKE NEW, WITH \$5.95 | BARREL ROLL. \$8.95
 500 TICKETS. RESOUND, SR.
 TICKETS FOR TICKETTES. Lots of 1,000, \$1.25; Lots of 5,000, \$1.15; Lots of 10,000, \$1.00.
EXHIBIT WHIRLPOOL TICKET GAME, \$27.50
FLOOR SAMPLE WURLITZER SIMPLEX P30 PHONOGRAPHE \$169.50
 Immediate Delivery of Winners of 1936 Coin Show. Write US for Prices: Liberal Allowance on Old Games and Stots. One-Third Deposit Required on All Orders. **Minneapolis, Minn.**
ACME NOVELTY CO., 25 N. 12th Street,

The "PHOTOMATIC"
 Trade Mark
 An Automatic GOLD MINE!
 If you think that is an exaggerated claim, you should try it. The operator who were lucky enough to get the first delivery—now you are now winning a new big as though this were a new day! Same hit of the gold old days!
 ENTIRELY KEENED
 NO ATTENTION NEEDED
 DELIVERED INSTANTLY
 PICTURED IN APPROXIMATELY ONE MINUTE FOR 100

The "MAGIC FINGER"
 Just an Experiment last year ED SUCCESS.
 A few enterprising operators bought Magic Fingers to receive their locations. The MAGIC FINGER is now accepted as a MUTOSCOPE CRANE. Because they are seen in so many locations operating side by side—the MAGIC FINGER have come to be known as "MUTOSCOPE CRANE MAKERS" OF MONEY

The "MUTOSCOPE CRANE"
 Acknowledged the world over as the finest digger point of view, appearance mechanics—EARNING POWER.
 CORDIAL GREETINGS TO THE VISITORS AT THE 2D ANNUAL LONDON COIN OPERATED MACHINE EXPOSITION

WRITE OR WIRE TODAY FOR COMPLETE DETAILS

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Brookens.
 MASSACHUSETTS — Brookline: Joe Rines. Boston: Louis E. Walters. New Bedford: Eddie Payton, Kemp Reed.
 MICHIGAN — Battle Creek: Kenn Whitman. Detroit: Shan Austin, Dave Diamond Organization.
 MINNESOTA — Minneapolis: Goldie Booking Agency. St. Paul: Northwestern Amusement Company.
 MISSOURI — Kansas City: Earl M. Coleman.

NEBRASKA — Lincoln: Selk Orchestra Service.
 NEW YORK — Albany: Art S. With. Buffalo: Ebert George Smith. Ithaca: Student Orchestra Agency. Mechanicville: Universal Artists' Service. New York City: Bruce Chapman Company. Joe Glaser, George A. Hamid, Inc., Alex Holden, International Orchestra Company, Sidney K. Lamden, Lovejoy, Cordes & Marks, Ralph H. Revile, Harry A. Romm, Edwin W. Scheuing, Rochester: H. S. Vaunderville Exchange, Mutual Entertainment Exchange. Schenectady: Knox Broadcasting Company. Troy: Jack O'Meara.
 NORTH CAROLINA — Charlotte: Howard Ross, Greensboro: Trionon Amusement Company. Winston-Salem: Erma Pegram.
 OHIO — Akron: C. A. Sarcobet. Canton: N. W. Sutmsler. Cincinnati: Vincent Thomas. Cleveland: Monroe H. Felton. Orchestra Music Service. Columbus: Lane Askins. Delaware: Stark & Polasky. Mansfield: Dewey Powers. Newark: George W. Pugh. Toledo: Albert S. Usher. Gene Williams. Youngstown: Lawrence M. Stolle.

PENNSYLVANIA — Allentown: Walter K. Bahr. Conshohocken: Joseph Nanaszko. Lebanon: Art Zellers. Norristown: Arena's Orchestra Service. Philadelphia: Howard Lanin, Albert N. Hoxie, Frank Wolf, Bernard Berle, Jay Raymond, John B. Siegman, Abe Neff, Universal Artists' Bureau, Inc., Louis J. Giroux. Pittsburgh: Eugene LeMoyno Connelly. Ellis Amusement Company, Rose Natalie Yost, S. D. Rodgers. Shamokin: John J. Laughlin Attractions, York: Steven Taasta.
 SOUTH CAROLINA — Columbia: South-eastern Orchestra Service.
 TENNESSEE — Memphis: Clarke Tate Music System, Rudy Whiling.
 TEXAS — Beaumont: Brazil J. Grissaff. Houston: Johnny Collins, Harry Reynolds Amusement Service. San Antonio: Joe Erwin.
 VIRGINIA — Danville: Price-Powder Attractions. Norfolk: Paradise Amusement Service.
 WASHINGTON — Aberdeen: L. T. Thornton.
 WISCONSIN — La Crosse: Alton O.

Schoepp, Milwaukee: Len and Lou Artists' Bureau, Racine: Ed J. Tecktonius. Stevens Point: Central State Music Association.
 DISTRICT OF COLUMBIA — Washington: Alliance Amusements, Inc.

GOV'T FILM
 (Continued from page 3)

conspiracy are evident. Attorneys and important officials of the defense, however, already departed from the scene of battle, expressed the opinion that the suit is definitely on the shelf, with little likelihood of its being revived.
 Attorney Wood, of Warner, pressed for a continuance of the case and a decision, stating that the defense was willing to allow the government to petition additional witnesses, but to no purpose. Phillips, of Paramount, ventured to remark that Hardy ended where he began, by assuming a conspiracy and failing to prove it.
 The proceedings this week were marked by a definite upturn in favor of the defendants. In addition to having Judge Molyneux rule out Arthur's testimony, they were successful on Monday in eliminating financial documents purporting to show, according to Hardy, that the Shubert-Rialto and Orpheum theaters are operated by Warners with the intention of furnishing unfair competition to Fanchon & Marco's New Grand Central, Missouri and Ambassador houses.
 The long-drawn-out litigation, begun January 6, thus closes on an indefinite note.

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 DOES THE TRICK!
 DOUBLE EDGE BLADES
 Packed 8 Blades in a Pack. 20 Pkts. in a Carton.
\$3.68 a 1000
 Octagon Shaped Lighters \$0.24 \$4.00
 15" Smitten Pearl Neckties30 2.25
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 No. 6225 Men's Fancy Ties20 2.50
 No. N376 Sewing Needles, 10 in Pkg. 100 Pkg. U. S. Mfg.39
 No. 1 Rays Sew. U. S. Mfg.85
 OVER 3,000 Bargain Specials. Write for New 1936 Wholesale Catalogue. It's Free.
SPORS CO., 2-36 Erie St., Le Center, Minn.

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

N. Y. Coinmen Hear O'Ryan

The General explains his purposes at the first public meeting



SAM GENTILICH, president Gentilich Distributing Company, New Orleans, exclusive distributor for Pamco line in Louisiana and Mississippi. One of the South's most progressive coin machine men.

NEW YORK, Feb. 1.—At a special meeting called by the two associations in metropolitan New York, the Greater New York Vending Machine Operators and the Amalgamated Vending Machine Operators' Association, General John F. O'Ryan addressed the largest group ever to attend a trade meeting in New York City Thursday evening. Due to the great deal of trouble the New York people have been having, the interest was extremely high and all branches of the coin-machine business were represented.

The General made a short address, in which he explained the reason for his accepting the position as special counsel for the Amusements Service Corporation. He said:

"I have asked the privilege of attending this meeting tonight of distributors, jobbers and operators engaged in the mechanical amusement industry to say to you first-hand that I have accepted the job of serving the industry here in the metropolitan district of New York as special counsel for the Amusements Service Corporation.

"This corporation, as you must know, has been organized to supervise the industry in this district in such manner as to eliminate from it any individuals who would operate in violation of the law and also better to serve the public who appear in increasing numbers to enjoy in the house as well as in public places the amusement offered by these games.

"The fundamental policy of the Amusements Service Corporation, aside from its job of servicing the equipment of its members, is to so supervise the use by the operators of these games that any who violate the decisions made by myself as special counsel will find themselves not only denied the service of the corporation, but without the right to purchase equipment from jobbers or distributors. In other words, the source of supply will be closed to such persons. That is the fundamental policy.

"What I should like to emphasize is the fact that this policy will be carried out impartially and effectively. As I see it, much depends upon the operators. Only operators of good reputation will be permitted to contract with the company—men who live up to the terms of their agreements. Some of them will be subjected to temptation and so I emphasize that those who do not live up to the standards will find the sentiment not only of the distributors and jobbers against them, but also the sentiment of the great body of operators who have

sense enough to know that this industry can be best served when all conform to the rules prescribed.

"I predict that you will do this. It will be in your own interest so to act. It will not be long, in my opinion, when this supervising organization and all who give it their allegiance will have the confidence of the public authorities and that this will be reflected in the success and profit that will come to you.

"I hesitated, as you may know, for several weeks while studying the problems of this industry before I accepted this job, and only yesterday did I formally agree to serve. I am now under way to serve the industry. All I ask now is to have the honest man-to-man loyalty and support of all of you."

The General explained that the reason he held out so long before accepting the position of czar of the metropolitan coin-machine business was not his concern for the reputation of the people in the business, but whether or not he could benefit the industry. The only way he could function would be to set up rules and be in a position to enforce them. After a meeting with the manufacturers Mr. O'Ryan claims these rules can be enforced, because the manufacturers, distributors and jobbers have all agreed to co-operate to their fullest ability. With this co-ordination of all parties, the General stated that anyone violating any of the rules will be forced to go out of business thru legal methods.

He also appealed to the operators to report to his organization anyone who violates any rules set down by both his organization and the city departments. "This will not be telling tales or squealing, but will help preserve the business in New York."

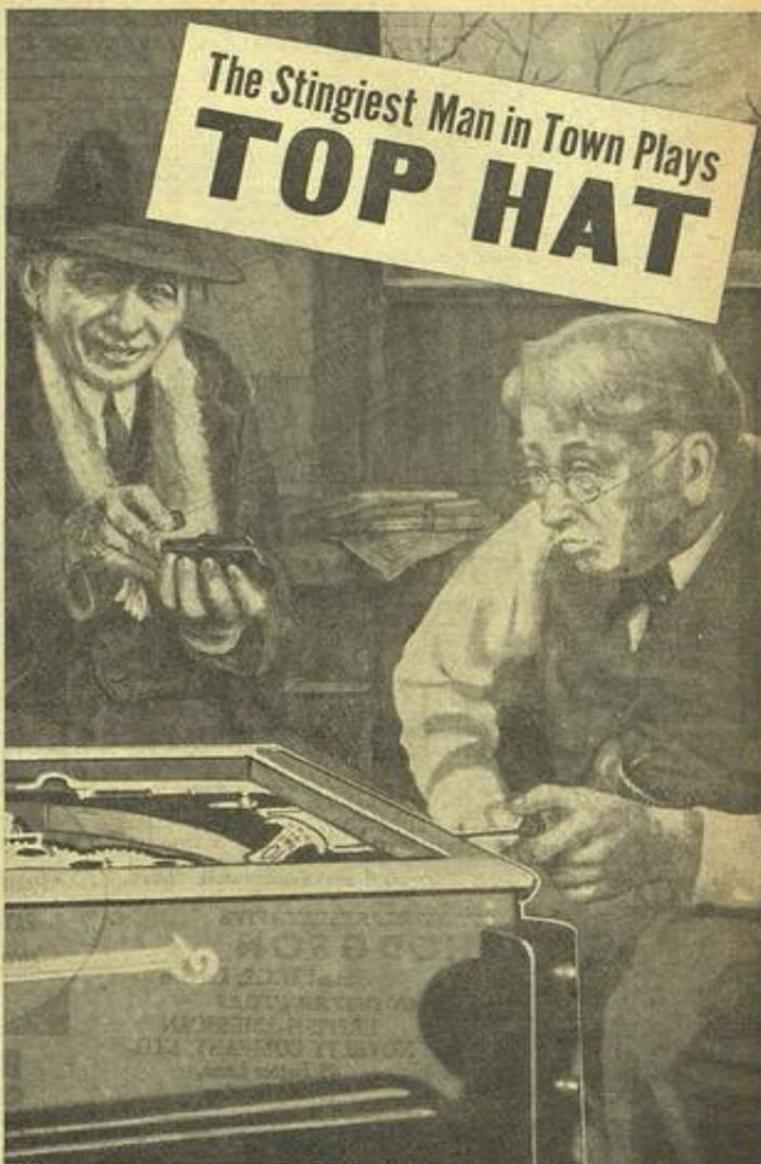
Louis Goldberg acted as chairman of the meeting. Joe Fishman and Saul Kalson, executive directors of the Amalgamated Vending Machine Operators' and the Greater New York Vending Machine Operators' associations, respectively, were given credit for bringing about the large attendance at the meeting. Teddy Blatt and Ben Haskell, attorneys, addressed the gathering and expressed great hope for the legalizing of the amusement games within a very short time.

Milwaukee Concessions Co. Wis. Distributor for Buckley

CHICAGO, Feb. 1.—Congratulations and good wishes continue to pour in on W. J. Carstens' Milwaukee Concessions Company upon its appointment as Wisconsin distributor for the Buckley Manufacturing Company.

"W. J." is one of the real "vets" of the coin-machine business, having been engaged in the business for many years. His fair and square policy of doing business is responsible for his thousands of friends all over the country, which include the "400" of the automatic field.

The Milwaukee Concessions Company will carry a complete stock of Buckley machines and will prominently display Pay Day, Sure Shot, Pair Play, Cent-A-Pack and other Buckley winners. Carstens invites Wisconsin operators to drop in and inspect his new line of games. Every game this firm shows will be ready for immediate delivery.



The Stingiest Man in Town Plays
TOP HAT

STONER Corp
AURORA, ILL.

LATEST PIN GAMES READY FOR DELIVERY!

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| STONER'S MAD CAP
Operator's Price...\$44.50 | EVANS' LITE-A-BASKET
Operator's Price...\$47.50 | G. M. LAB. SHOOT THE CHUTES
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D. ROBBINS & COMPANY - 1141-B De Kalb Ave. - Brooklyn, N.Y.

TICKETS FOR MILLS TICKETTE MACHINES \$1.00 per 1000 IN 25,000 LOTS

New Type Tickets for Mills Tickette Machines. Figured to pay out about 42% and guaranteed to work better than any tickets made for this machine to date. In Lots of 10,000, \$1.20; in Lots of 5,000, \$1.40; in Lots of 1,000, \$1.50. 1/3 Deposit. Balance C. O. D.

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|-------------------------------|--------|--------------------|--------|
| BABY SHOES | \$5.00 | MAGIC CLOCK | \$4.00 |
| SPARK PLUGS (Like New) | 7.50 | WORLD SERIES | 3.50 |
| GOLD RUSH COUNTER GAMES | 3.50 | BIG BERTHA | 5.00 |

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1605-7-9 E. 39th St. KANSAS CITY, MO.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Punchette
COIN OPERATED MECHANICAL PUNCH BOARD
WE HAVE IT FOR YOU!

It's an investment in permanent profits. \$19.75

Eureka Novelty Co.
of Saginaw, Mich.

THE GAME YOU'VE BEEN AIMING FOR - AT A PRICE THAT IS

A BULL'S-EYE FOR VALUE!

SURE SHOT



NEW 7 BALL DELUXE LIGHT UP GAME!

Beautiful beyond description—thrilling playing features that depend entirely upon skill—quality built . . . and mechanical perfection guaranteed—SURE-SHOT is your sure way of making big money! Only 7 balls, but there's real excitement and fascination as each ball rolls down the attractive playing field. Every pocket is one of a combination of pockets that automatically lights up the brilliant backboard. Chromium striping around the moulding of the designed cabinet keeps the cabinet looking perpetually new and also protects the players' clothes.

NEVER BEFORE SUCH VALUE

We know that after you see SURE-SHOT you will appreciate this BUCKLEY value. Never in the history of the business have you been offered so much value for your money. See SURE-SHOT today . . . and you'll see the greatest "buy" of all time!"

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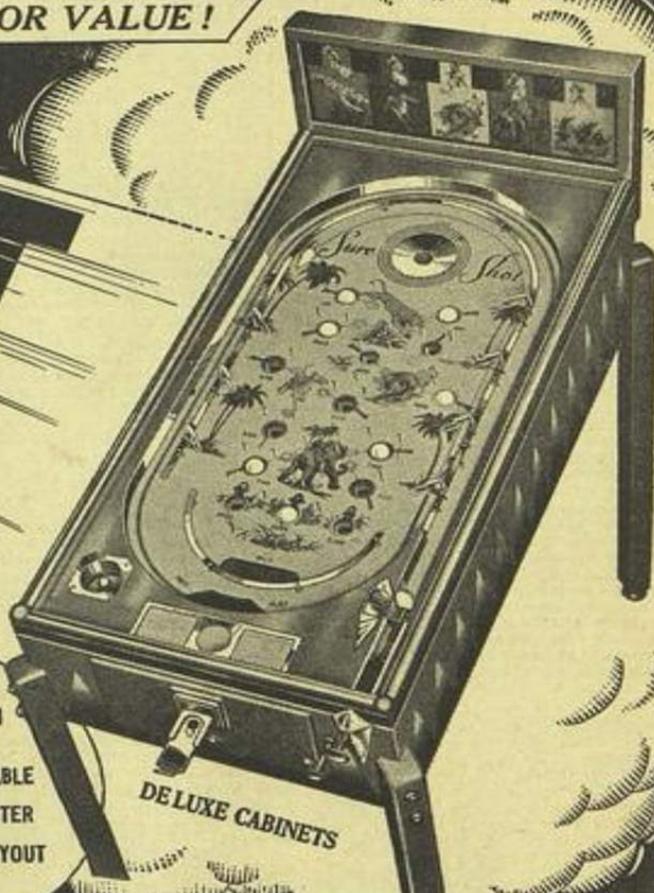
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PAYOUT REGISTER

AUTOMATIC PAYOUT

DELUXE CABINETS



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CHICAGO, ILL. - - - - - NEW YORK, N. Y.



WE HAVE 'EM Machines of All Kinds

LET US QUOTE FIRST.

Send us \$5.00 deposit on Penny Smokes, Cent-a-Pack or what you want, balance C. O. D. Hundred used Pin Games and Slot Machines. Send for List.

**NATIONAL HANDBOOK
COIN MACHINE EXCHANGE,**
1612 State St., Erie, Penna.

Stoners See Big Year

AURORA, Ill., Feb. 1.—Encouraged by the prospects for the year 1936, Ted Stoner, of Stoner Corporation, reports that his firm is preparing for the biggest season. The coin-machine industry has ever seen. The Stoner firm is an important factor among the commercial enterprises of Aurora, and this will be encouraging news for many local citizens. The Stoners recently attended the national coin-machine trade convention in Chicago.

Thousands of operators of coin machines all over the country use amusement games made by Stoner, and the news of their plans for the new year will be of special interest. The Aristocrat line of games has gained a national reputation. The firm reports that the new line of 1936 games is already available at distributors all over the country.

Explains Odds Device

CHICAGO, Feb. 1.—In lieu of the splendid engineering job accomplished by Pacific Amusement Manufacturing Company's chief engineer on Pamco's odds-commutator and other mechanisms embodied in Pacific's latest game releases, Irwin W. Eisenberg, the man behind it all, comes in for high commendation from Fred McClellan, president of Pacific.

By no means an easy electro-mechanical device to build, this odds-commutator called for some fine experimental and development work, according to McClellan. It called for electrical genius of the first order; in fact, few others than the skilled hand of the talented and electrically schooled Irwin Eisenberg could have accomplished such splendid results, in McClellan's opinion. This device appearing on the back-

board of Pamco Parlay, Pamco Palooka, Pamco Speedway and other Pamco odds-changing games accomplishes the purpose of changing values on playboard pockets automatically. In pay-out machines it serves to give visible evidence of the amount due on any winning pocket before the player begins and after an award is paid. Tied in with the pay-out mechanism in perfect co-ordination, payouts are made in exact account with values displayed on the changing-odds commutator. Mr. Eisenberg states the device is constructed to never default on or confuse the player. In his own words: "It's as simple as A B C but took lots of labor and experimental work to bring it to so high a degree of perfection for quantity production."

Many operators, distributors and jobbers who visited the Chicago convention took particular pains to visit Pacific's booth and private suites in order to obtain the real "lowdown" on "changing-odds." Mr. Eisenberg was there to outline the mechanism in graphic detail.

Export Trade Increases

CHICAGO, Feb. 1.—Monarch Coin Machine Company, owned and operated by Roy Bazon, reports an increase in export shipments that is promising. About two years ago, while making no serious effort to secure foreign orders, Bazon found it to be increasing with such rapidity that he organized an export department.

He now finds that the volume of business shipped to other countries is very favorable. Accordingly, the firm is now well equipped to handle export trade with speed and efficiency. Special coin chutes to handle foreign coins and factory-trained men are on the job to comply with any special instructions.



MARKEPP

AUTHORIZED DISTRIBUTORS OF

Punchette

\$19.75

ORDER THIS SENSATIONAL COUNTER GAME.

From MARKEPP CO., Inc., CLEVELAND OHIO
CINCINNATI

Thank You for Mentioning The Billboard.

P-I-N-D-E-M-O-N-I-U-M

Convention Palaver Served With Spice

One of the most interesting people at the show was Howe Louis, the only Chinese operator in North America. Louis, who in addition to operating machines owns the Roxy Theater in North Regina, Canada, came into Chicago in a party of five. His friends are Marty Morosnick, Winnipeg; Joe Myers, Winnipeg; Ed Zerif and Mike Green, who with Louis come from Regina.

J. Caouette, of the Empire Machine Company, Amherst, Nova Scotia, Canada, distributor, was seen on the exhibit floor. Mr. Caouette had a deal on with J. P. Seeburg Corporation and informed *The Billboard* that his company intended to manufacture a scale.

It is said that the pins are taboo with the fashionable man of today. Let that be a lesson to you, Bill Marnier.

Dinty Moore will have to add a few more railroad cars to his carnival this season to transport his newly acquired midway attraction—300 Buckley diggers.

Jack Rosenfeld, of the Union Novelty Company, St. Louis, experienced a bit of bad luck during the floor show at the night of the banquet when his charming partner fell from a chair and was injured to the extent that Jack was compelled to escort her home. When he came back he was like a lost child, altho he furnished company for some of the other single operators from St. Louis, who were able to give him the merry ha-ha's.

Nathan Wolff, of St. Louis, had the time of his life. He made one mistake, that of flashing a century note in front of some of the wolves. In order to save his shekels he put same in the hotel safety deposit box and upon awakening the next morning forgot that he had done this. He found his watch in his shoes and finally remembered that he allowed the hotel to hold his money, which was certainly a relief for Nate.

Bill and Arthur Weinschke, St. Louis operators, had the pleasure of being personally introduced to Margaret Lillie, well-known comedienne, who was a specially invited guest in *The Billboard* Dog Fight Room Tuesday night.

Carl Luyties, of the Carlot Products Company, and Walter H. Bowman, of the Peerless Vending Machine Company, St. Louis, were among those who had choice balcony seats for the banquet and floor show, being with Carl Tripp at the central table as the guests of the Bally Manufacturing Company.

In making the rounds of the main exhibit hall we failed to find a single exhibitor who did not report a noticeable increase in business over last year.

Francis (New Orleans) Mills' cocktails were responsible for 14,268 of those next-morning headaches.

What did Eddie (Baltimore) Ross do 10 minutes before he caught his train out of Chicago? Ask Bill Marnier. He'll tell you the Photomatic is a handy device to have around.

Paul Gerber tells us a little story about a Bowling Green (so he says) operator branching into the jewelry business without investing a dime and being foreclosed a few minutes later.

A. E. Sandhaus, president of the Great States Manufacturing Company, Kansas City, blocked traffic repeatedly in the exhibit hall with his Mousie-Mousie and Buck-a-Day games. An exclusive story appeared in Tuesday's *Chicago Tribune* on Mousie-Mousie, and *The Herald-Examiner* sent a special photographer and story man to see Sandhaus. The photographer took quite a few pictures of the game and special stories are to appear in those papers.

Joplin, Mo., was represented at the convention by the presence of J. L. Treadway and George Tatum, two of the most prominent operators in that city.

Noticeable at the festivities were the charming wives of some of the opera-

tors, principally among those present being Mrs. William Betz, Mrs. Louis D. Morris, Mrs. Herbert Besser, Mrs. Dick Westbrook, Mrs. Jake Rudman and Mrs. R. C. Kinsloe.

Mrs. H. Witbeck and Mrs. Bernice Hutchings, women operators from St. Louis, did not arrive until late Tuesday, but got there in time for the banquet and took in the exhibit hall Wednesday and Thursday.

Basil Neel, of the Vending Machine Sales Company, arrived with the St. Louis delegation Sunday evening, but after Monday morning around 10 o'clock he was among those missing for the rest of the convention days.

Martin (Chappy) Chapman, formerly headline vaudeville act, visited the various acts in Chicago, spending most of his time back-stage of the Chicago theaters.

Fitzgibbons Rushed in Getting Into Building

NEW YORK, Feb. 1.—John A. Fitzgibbons, head of Fitzgibbons Distributors, Inc., feels that he is probably the busiest man in the country since the 1936 coin-machine exposition in Chicago. He is busy every day with the architect, plumbers, planners, electricians, jobbers, operators, advertising agency, salesman, his repair and stock department workers and his office help while the new Bally Building is being completed and the new Bally games, which were shown at Chicago, are on their way in.

There has been such a rush and hustle and bustle at the offices of the firm since Mr. Fitzgibbons' return that he is bewildered by the movement which is under way.

Plus all these problems, he is preparing for the arrival from Chicago of the Bally officials to officially dedicate the new Bally Building. He is expecting to have with him very soon Ray T. Maloney, Jim Buckley, Roy Becker, Art Garvey, Herb Jones and others from the Bally organization and will invite jobbers, distributors and operators to the greatest dedication ceremonies in the history of Eastern coin-machine business.

Many unique and interesting souvenirs are being prepared for the big event when the Bally Building will be completed. Mr. Fitzgibbons is also at his wit's end while attempting to choose floor coverings, desks, typewriters, files, folders and a myriad of other necessities. Someone will call by long distance and demand immediate delivery of the new Bally games. His salesmen are constantly on the phone answering dozens of inquiries from everywhere.

Lew Wolf has left for another extended road tour and the firm is already shipping many games to fill his orders. Lew reports that it isn't a problem of selling the new Bally games on this trip, but rather a problem of placating the operators by giving them as many as possible until larger shipments are available.

Reliable in New Office

NEW YORK, Feb. 1.—Reliable Amusement Machine Company, formerly located on lower Broadway, has recently moved into the entire building at 305 West 54th street. Mrs. Estelle Anid, proprietress, informs *The Billboard* that its new location has been entirely renovated from the basement to the roof with modern equipment. Two additional mechanics have been put to work in the repair department. An additional truck has been bought to take care of all deliveries.

The concern is well known thruout the country as one of the largest dealers in slot machines. Mrs. Anna Burke is in charge of the office staff as well as manager of the sales department. With the added facilities at its new headquarters, Reliable will have in its showrooms at all times the very latest equipment and a large stock of used machines.

\$42⁵⁰
F.O.B. CHICAGO



Neighbors

The straight amusement table that's so good it can be run without a reward! Or with a reward card, if you desire. A table that stimulates fast competitive play—simple to understand; any two adjacent holes make a light. Complete variety and terrific suspense, because one single shot can sometimes net one, two, three, or four lights!

\$42.50 F.O.B. CHICAGO

Mills Novelty Co., 4100 Fullerton Ave., Chicago, Ill.

Largest, Oldest, Most Active Coin Machine Manufacturers in the Entire World



HERE'S PROTECTION FOR SLOT OPERATORS THE ODOM-WIGGINS SPECIAL CHECK

A sure protection against loss by booting checks. You can use it without attachment. You can install special checks on location if you are vending drinks. We furnish attachment FREE. There is not one bad angle in your experience that the special ODOM-WIGGINS Check does not cover.

Write for Details and Special Territory Rights. AMERICAN SALES CO. 932 WRIGHTWOOD AVE. CHICAGO, ILLS.

WE ARE EXCLUSIVE FACTORY DISTRIBUTORS

Punchette



Metropolitan N. Y. and Vicinity Distributors
RADICALLY DIFFERENT!
A NEW SENSATION!
Ticket Counter Game \$19.75
COUNTER GAMES.

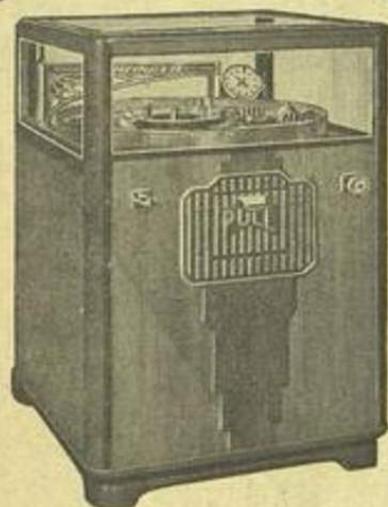
3 CADETS	\$13.50
WAGON WHEELS	19.75
PROBIT, Beer Payoff	19.75
SMOKE-UP, Cigarette Payoff	19.75
HALF MILE (Horse Race)	32.50
SKILL SHOT	19.50
PAY TABLES.		
ART BIG SHOT	\$85.00
ART COMBINATION	72.50
GOTTLEB'S SUNSHINE	Ball,
Chicago, Cdn.	59.50
INSERTS for All ART Games	21.00
ART NEW TUNNEL ARCHER TICKET GAME	97.50

NEW YORK DIST. COMPANY

544 West 125th St., NEW YORK CITY, Tel. Mon. 2-6525.

TO MEET PUBLIC
DESIRE FOR NEW
SKILL AMUSEMENT

GREATEST
LOCATION
ATTRACTIONS
... TO-DAY



NEW PATHFINDER

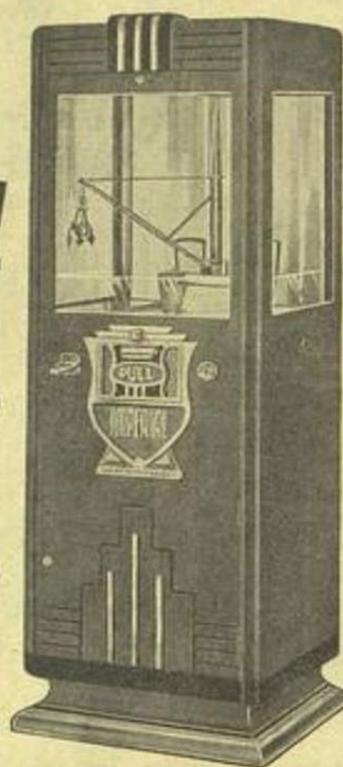
A NEW NOVELTY MERCHANDISING MACHINE that opens new Profit Fields. Percentage of Profits automatically controlled. No special skill required to "dress" display field with merchandise. Has proved a new thrilling Sensation everywhere. Write for all facts—NOW.

Manufactured by

EXHIBIT SUPPLY CO.

4222-30 WEST LAKE STREET
CHICAGO, U. S. A.

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Here is Beauty and Mechanical Perfection combined with many exclusive EXHIBIT features—that will be a challenge to any Crane Type Digger machine for many years to come. We are now experiencing a great increased demand for EXHIBIT DIGGERS from Everywhere. Dependable—uninterrupted mechanical performance year after year on location—has won the world's preference for EXHIBIT products.—Let us tell you more—WRITE.



SILENT
LIGHT-
BEAM
SHOOTER

"ELECTRIC EYE" PISTOL TARGET PRACTICE

Not to be confused with any other type of pistol or target machine now on the market. IT'S AN EXCLUSIVELY DIFFERENT SCIENTIFIC GAME. WITH THE "CHANGING ODDS" feature—it has all the thrills of a Fruit Slot machine—plus the mysterious thrills of the "Electric Eye." A 100% skill game—with and without automatic payout.—Write for complete details.—NOW.

SCOTT, ADICKES & CO. LTD.

34-5, Furnival St., Holburn, Lond., E. C. 4
SOLE EUROPEAN & COLONIAL DISTRIBUTORS
BRANCHES IN ALL PRINCIPAL CITIES

TICKETTES \$5⁰⁰

EACH
IN LOTS
OF 5 OR
MORE

MILLS' LATEST MODEL TICKETTES. All with New \$6.00 SINGLES
Mechanisms, Used Only ONE Week.

MILLS TICKETS for TICKETTE \$1.25 per 1,000 in 5,000 Lots \$1.50 per 1,000

READY FOR IMMEDIATE DELIVERY NEW MILLS GAMES
TYCOON - DOUBLE HEADER - TEN GRAND

1/3 Deposit, Balance C. O. D., F. O. B. New York.

MILLS EASTERN FACTORY DISTRIBUTORS

UNITED AUTOMATIC SALES CO.
692 BROADWAY (Tel. GRamercy 7-7072) NEW YORK CITY

METROPOLITAN NEW YORK DISTRIBUTORS
FOR WESTERN EQUIPMENT'S SENSATIONAL
HARMONY BELL

A New Marvelous Automatic Payout Sensation!
Win or lose, player always gets music if oper-
ated with photograph. May also be operated as
a separate unit. \$67.50

Write for Information on All Latest Games. Also Price List of Used Games.

Eastern Dist. J. H. KEENEY

New York
State Dist. PAGE

Eastern States
Representatives SUPERIOR
SALESBOARDS

KAUFMAN I.C. 455 West 42nd St. Tel. Medallion 3-0468
NEW YORK CITY

Start the money rolling in with the following counter games:

PUNCHETTE, \$19.75; EXHIBITS, \$12.50 (11 different kinds); Beat It, \$17.50

Iron Olives, Slot, New Cakes, Cigarette Vendors, Taverns, Penny Smokes, Cent-o-Smokes, etc.
One-third down, balance shipped C. O. D.

LEHIGH SPECIALTY CO., 2nd & Green Sts., Philadelphia, Pa.

Claims Largest Display

POUGHKEEPSIE N. Y., Feb. 1. — Al Schlesinger, president of the Square Amusement Company, has announced the opening of probably the largest display of club equipment, counter games and pay tables in the East.

Mr. Schlesinger has made a surprising success by specializing solely in pay tables and also advancing information to operators on how to operate these games in their territories. His firm in this city has become the headquarters for many operators who are interested in payable equipment.

Mr. Schlesinger again steps ahead with a complete display of club equipment, which is made possible by the close affiliation of the firm with H. C. Evans & Company, of Chicago. The firm is distributor for Evans in this area.

Irving Taub, genial sales manager of the firm, is now on the road contacting operators and giving complete details as to how the club equipment may be installed. He has complete information regarding every type of layout which a club may desire and will also supervise installing the equipment.

The new games which the firm brought back from Chicago are now included in this unique and large display, plus all of the new counter games which were shown at Chicago.

Coin-O-Matic Expands

PITTSBURGH, Feb. 1.—Coin-O-Matic Sales Organization reports having taken an extra store at 2037 Fifth avenue, two doors from its present headquarters, for a repair department and stock warehouse.

The present quarters will become salesrooms and offices of the firm. The new export department is also function-

ing at this address and they state that they have already been forced to increase the sales force in this department due to the business received.

The firm states that the first move in its expansion program is bringing in many new customers. Salesmen are on the road constantly contacting operators in the vicinity of this city and bringing many customers back to the offices with them.



Punchette

IS THE NEW, SENSATIONAL \$19.75
TICKET COUNTER GAME

Straight Go Play. Last 4
coins played visible. Selective
hole punch. Uses roll of 1,000
tickets. Pays out from 10c to
\$2.50.

COIN-O-MATIC
SALES ORG.

2041 Fifth Ave., PITTSBURGH, PA.

AGAIN! Keeney scores 2 BIG WINNING PAY TABLES! Operators & Jobbers RUSH TO RECOMMEND "REPEATER" and "BIG FIVE"

"CHANGING ODDS" via Repeater Hole!

A 5 BALL PAYOUT--CONVERTIBLE to FAST 2 BALL MACHINE ---



SIZE: 50" x 25"

A. B. T. COIN CHUTE.

Look at that Top Pocket! It's the "REPEATER" Hole! Shoot the 1-Shot Ball into that Skill Hole for a Green Light, and the ball replays. Repeat—and the White Light accompanies a Payout of 30%. Hit "REPEATER" Hole again for Amber Light, and a Total of \$1.00. FOUR TIMES in succession for Red Light and the round sum of \$2.00 automatically. SEE IT—PLAY that "REPEATER" Hole—then Size Up the rest of that HUGE PAYOUT LAYOUT! Balance of board good for 10c to \$1.00 and \$1.50. A "Mystery" Payout, too!

Priced at **\$99.00**

For Non-Payout Territory—Both "BIG FIVE" and "REPEATER" Come Equipped with Keeney's Patented "FREE GAMES" Mechanism at No Extra Cost! BOTH MACHINES

IN HEAVY PRODUCTION--READY FOR IMMEDIATE DELIVERIES TODAY!!!

"BIG FIVE" scores call for a ball in "Voltage" Hole. Then two more balls in same value pockets bring a Payout of 10c to \$1.50. Two more shots paired alike, offer still another payout. A Left and Right "Wild" Hole—and a Center "Wild" Hole to help build up the score!

A 2-BALL PAYOUT TOO!

By throwing a Switch—"BIG FIVE" becomes a 2-Shot Machine. "Voltage" and "Wild" Holes all become Skill Holes. Scores then made by 1 shot in Skill Hole, with another in any Winning Pocket:

Keeney's New Time-Controlled Payout Unit Never Jams!!



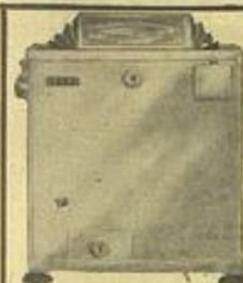
PRICED AT **\$99.00**

Size: 50" x 25"

A. B. T. COIN CHUTE.

J. H. KEENEY AND COMPANY

2900 South Michigan Blvd., CHICAGO ILLINOIS



CENT-A-SMOKE

Greatest Buy in History

Comes in Three Models

\$12.50 Each
Send \$5.00 Bill for Sample, Balance C. O. D.

WITH Double Back Door and Special Built-In, Take-In Register, only \$2.00 extra.

RUSH Your Order TODAY!



SICKING MFG. CO., INC. 1922 FREEMAN AVE. CINCINNATI, OHIO

LIMITED NUMBER FOR LIMITED TIME ONLY

BRAND NEW Groetchen's . . .

PENNY SMOKES, \$10.50

TURF FLASH, - \$25.00

ALL BRAND-NEW, IN ORIGINAL CARTONS. Rush 1/3 Deposit, Balance C. O. D., F. O. B. New York.

EASTERN AUTOMATIC SALES CO.,

697 BROADWAY

(Tel.: ALgonquin 4-6610),

NEW YORK, N. Y.

STARS OF THE SHOW

- ★ **CLIPPER** Follow the big Clipper Ship on its flight. A ten-ball pin table. 42"x21". \$41.50 (As Illustrated)
- ★ **ROLL-ETTE** A perpetual life, automatic payout with the fascination of real roulette. Three coin machine. \$262.50 triple-earning capacity. 45"x20"
- ★ **LITE-A-BASKET** A snappy basketball game with new "Midlight" scoreboards. 10 balls. \$43.00 42"x21".

H. C. EVANS & CO.,
1522-28 W. Adams St. CHICAGO

TIT-TAT-TOE

The Sensational Counter Game! Get Yours Now!

THE HIT OF THE SHOW—Greatest Penny Collector ever made. Beautiful modernistic cabinet. Easy and fun to play. Double door and register model which counts all pennies entering machine. \$2 Extra.

\$17.50

Immediate Deliveries!

GERBER & GLASS

914 Diversey Blvd. Chicago, Ill.



The Operator's WINNER!
A two-day sell-out on average location. Best seller at Shows. Order yours today.

ITALY vs. ETHIOPIA

649 Holes. Advanced step-up tray. Guaranteed two \$2.50 and two shots at the \$10.00 Top, also over 40 other winners. It pays off fast and big. Fine attractive cabinet.

Takes in . . . \$32.00
Average Payout . . . 14.90
Average Profit . . . \$17.10

Write for new Circular and Catalog. State your business.

GLOBE PRINTING CO.

1023-27 Race Street, Philadelphia, Pa.
418 So. Wells Street, Chicago, Ill.
16-18 W. 22nd Street, New York, N. Y.
477 Third Street, San Francisco, Calif.

PRICE

Thick Board—Jump Ticket, \$2.00
Thin Board—Small Ticket, \$1.50
Including Metal Enamel, Plus 10% Government Excise Tax. 20% Deposit, Balance C. O. D.

1352 N. E. 1st Avenue, Miami, Fla.
272-274 Marietta Street, S. W., Atlanta, Ga.
3502 1/2 McK Inley St., Tacoma, Wash.
227 S. Pross Street, San Antonio, Tex.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

"Personal Service" Expands!
ATLAS NOVELTY CORP.
Announces the opening on
Saturday Feb. 8th. of the New
PITTSBURGH, PA. Branch



LOCATED AT 1705 FIFTH AVENUE

● WE'RE BRINGING THE EASTERN OPERATORS THE SAME PERSONAL SERVICE THAT HAS MADE US FAMOUS IN CHICAGO AND THE MIDDLE WEST

DISTRIBUTORS FOR THE LEADING MANUFACTURERS OF COIN-OPERATED EQUIPMENT!

Eastern Operators: You're invited to our opening—Free souvenirs for all attending, valuable gifts free to all purchasers C'mon in and get acquainted—make our office your operating headquarters. See that your name is placed on our special mailing list and we'll keep you informed as to what's what.

ATLAS NOVELTY CORP. 2200 N. Western, Chicago
 1705 5th Ave., Pittsburgh

CONGRATULATIONS
ATLAS NOVELTY CORP.
on the opening of your
PITTSBURGH BRANCH

You've Done a Marvelous Job on Stoner Games in Chicago and We Know You will in Pittsburgh!

You Can Recommend These Stoner Games Without Hesitation!

MADCAP \$4750
 Stoner's New Game With the "Night Life" Thrill!

TOP HAT \$4450
 The Game They Can't Stop Playing! It's Stoner's!

DOUBLE UP \$8750
 Stoner's Payout Game That Has 'Em All Talking!

STONER CORP.
 328 Gale Street,
 Aurora, Ill.

GREAT STUFF!

Eddie & Morrie!

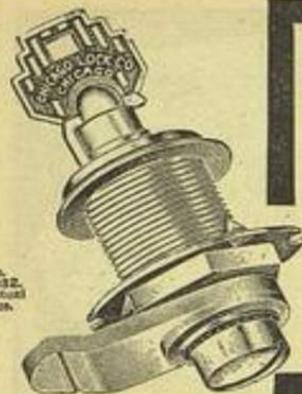
WE KNOW THE NEW PITTSBURGH BRANCH OF
ATLAS NOVELTY CORP.

IS GOING TO DO A SWELL BUSINESS — ESPECIALLY WITH THESE NEW WESTERN WHIRLWIND AUTOMATIC PAYOUTS

- **HARMONY BELL** \$6750
- **The SHELL GAME** \$8750
- **STOCK MARKET** \$115.00
\$123.00
TICKET MODEL
- **PUNCH A LITE** \$4950

WESTERN EQUIPMENT AND SUPPLY CO.

925 W. NORTH AVE. CHICAGO, ILLINOIS



STRENGTH and RUGGEDNESS

... have always been characteristic of Chicago Locks, but in the new ACE LOCK and the New Chicago MAGNETIC COIN CHUTE, these qualities are especially prominent. That is why you can depend on CHICAGO LOCKS and COIN CHUTES for trouble-free service for the entire lifetime of a pin game, vendor or music machine.

Chicago Locks and Coin Chutes may be obtained as STANDARD EQUIPMENT or on special order on ANY Coin-Operated Machine. They provide satisfaction, safety and consistency of service well worth insuring on.

Details, Specifications and Prices on Request.

Write for Catalog.

CHICAGO LOCK CO.,

2024 N. RACINE AVE., CHICAGO, ILLINOIS

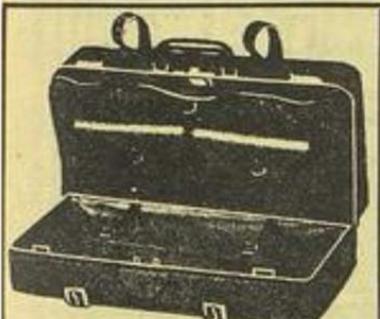
Mangan's Book in 2d Edition, Selling Fast

The first large edition of James T Mangan's book, *You Can Do Anything!*, recently published, is reported to be a complete sellout, and the second edition, just off the press, is selling even faster than the first. Mr. Mangan is advertising manager of the Mills Novelty Company and is widely known in the advertising profession.

The book which he has written is an inspirational volume of 238 pages, beautifully designed and bound, and is loaded with a thousand practical ideas on increasing business, overcoming obstacles, developing your personal powers for the definite purpose of bettering your income. Coin-machine operators who have admired Mangan's inspirational articles in *Spinning Reels* will find even greater help and interest in this big book.

Every operator in the business should have at least one copy. Every agent and service man on your staff should be given a copy, too. You can also make a big hit with your best locations by giving them a copy. Everybody who's going anywhere in the coin-machine business is reading this great book.

Published by Dartnell Corporation, Chicago; \$2.50, postage paid. If requested on your order the author, James Mangan, will autograph your book or books before they are sent to you.



Greatest Buy in History—Beautiful New Genuine GLADSTONE BAG

Fully lined. Metal. Lab- el pockets. Tie Rack. Big, roomy double compartments. Sensational money getter. Rush 25¢ cash deposit, balance shipped C. O. D. WRITE FOR NEW FREE CONFIDENTIAL CATALOG ALL NEW ITEMS ADDED!

Each \$4.25
Lots of 6 \$3.95

JERSEY TRADING COMPANY
11-15 East Raritan St., NEWARK, N. J.

Sell VALENTINES

and fill in the seasonal stock

Comics are in BIG demand

X3495—Comic Valentines. 144 Designs. Size 7x10 inches, printed 4 colors on newspaper. 1 complete assortment in the printed envelope. Packed 1 Gross in Package. 10 Gross Lots, Gross (Post Extra) 40c

SAMPLE GROSS (Postpaid), 50c.
CIRCULAR OF NEW VALENTINES, With Complete Price List Upon Request. Deposit is Required on All C. O. D. Orders.

LEVIN BROTHERS
TERRE HAUTE, INDIANA

Kertman Has Full Line

ROCHESTER, N. Y., Feb. 1. — Jerry Kertman, "Little Caesar," as he is popularly known to the coin-machine industry, has undertaken the distribution of many lines in the industry for his firm.

Among the manufacturers' products which he will distribute, he reports, are those of J. H. Keeney & Company, Inc., Chicago; Western Equipment and Supply Company, Chicago; Northwestern Corporation, Morris, Ill.; Genco, Inc., Chicago, and Bally Manufacturing Company, Chicago.

Jerry states that he is certain there will be a great revival of machine purchasing in his territory and his firm is preparing for an avalanche of sales sure to be forthcoming the moment that conditions right themselves sufficiently throughout the entire country.

Kertman is specializing in the sale of merchandisers and states that greater interest than ever before has been apparent in the sale of these machines. He is also preparing a special catalog on merchandisers and believes that operators will soon be calling on the firm for more of these machines.

Texas Coinmen Recover

DALLAS, Feb. 1. — Returning home after a week of buying, walking, celebrating, arguing and imbibing in the refreshments offered by the representatives of the amusement machine industry, the large Texas delegation returned last week from Chicago to resume the regular routine of operating coin machines.

Tired and wiser; tired from the strain of taking in an enormous show in four days and wiser from the many lectures, meetings, sale arguments and exchanging ideas with operators from other parts of the country. All agreed it was a grand show.

Ten bucks for a slug. That's what the Texas coin-machine operators who remained in Chicago for the Joe Louis-Retzlaff fight paid . . . 20 bucks for seats to see Joe Louis slug Retzlaff twice on the button.

Harry Drollinger, popular Dallas music machine man, was called to Austin early this week because of the illness of his son, who is attending school in that city.



IRWIN W. EISENBERG, chief engineer, smiling in triumph over splendid success of Odds-Commutator, designed and produced in Pacific Amusement Manufacturing Company's plants.

IF YOU WERE AT THE SHOW YOU SAW IT—PLAYED IT—AND JOINED THE THOUSANDS THAT CALLED . .

Punchette

THE GREATEST COUNTER MACHINE EVER MADE



CHEAT PROOF
PROFITS
LONG LIFE
ADJUST-ABLE PAYOUT

ITS APPEARANCE MAKES IT ACCEPTABLE EVERYWHERE!

The sensational, different counter game you've waited for! Nothing like it to compete with on your locations. Player turns dial to select one of the 1050 possible punches on the ticket roll. Insertion of a nickel connects mechanism and a round paper slug which indicates the reward is punched out and vended. PUNCHETTE gives you a printed record of all payouts —it's cheatproof.

THE COIN-OPERATED MECHANICAL PUNCHBOARD \$19.75
It's a Knockout!

COIN-O-MATIC SALES ORG.
2041 Fifth Avenue
Pittsburgh, Pa.

THE MARKEPP CO., Inc.
3904 Carnegie Avenue
Cleveland, Ohio

AUTOMATIC AMUSEMENT CO.
683 Linden Avenue
Memphis, Tenn.

NEW YORK DIST. CO.
544 West 125th St.
New York, N. Y.

VIKING SPECIALTY CO.
632 Polk Street
San Francisco, Calif.

J. & J. NOVELTY CO.
2272 Gratiot Ave.
Detroit, Michigan

BIRMINGHAM VENDING CO.
2117 Third Ave. No.
Birmingham, Alabama

SOUTHERN AUTOMATIC SALES
542 So. Second Street
Louisville, Kentucky

W. B. SPECIALTY CO.
2807 Marcus Avenue
St. Louis, Missouri

EASTERN MACHINE EXCH.
350 Mulberry Street
Newark, New Jersey

VENDING MACHINE CO.
205 Franklin Street
Fayetteville, N. C.

R. F. VOGT
21 Cullen Hotel Bldg.
Salt Lake City, Utah

European Distributor

S. CAPALDI & CO., Ltd.

173 Shaftsbury Ave.

London, WC2, England

GROETCHEN Tool COMPANY
124-130 N. UNION ST. CHICAGO, ILLINOIS

LOCATION TESTED
and
PROFIT PROVEN!

FLASH! FLASH! CHICAGO COIN presents THE GREATEST NON-PAYOUT GAMES ON THE MARKET

GINGER

THE WHIRLWIND ACTION GAME WITH SIX KICKERS — BALLS LOOP THE LOOP—SHOOT AROUND CURVES AND DOWN ELEVATED

RAILS Ginger is about the fastest, most thrilling ten-ball skill game you've seen in a long, long time. Clever kicker action is combined with a new progressive scoring idea. Three skill holes—6 electric kickers. A beautiful, highly colored playing field and de luxe cabinet **\$39.50**

CUE Standard

THE GAME OF BILLIARDS CLEVERLY ADAPTED TO A TEN BALL PIN TABLE—INTRODUCING THE NEW MAGICAL LITE RACK FOR THE VERY FIRST TIME!

Make the skill hole and the balls "break" on the rack. Every hole made then records on the rack. Miscues, 2 and 3 ball combinations with one shot **\$44.50**

SENIOR DE LUXE CUE Same smart action as the standard. Housed in a larger, more beautiful 6' x 14' x 6' cabinet **\$52.50**

• ONE SHOT PAY TABLES •

STRAIGHT EIGHT	\$115.00
TRACK ODDS	115.00
BIG CASINO	87.50

Be Sure and See 'Em Before You Buy!



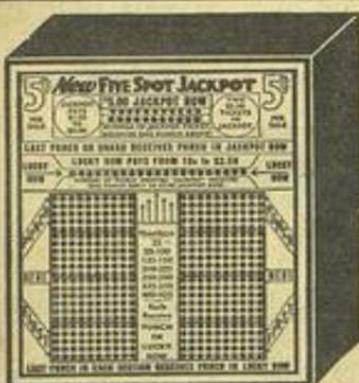
EXCLUSIVE EUROPEAN DISTRIBUTOR

WESTON NOVELTY CO.

SUPREME VENDING CO. Brooklyn, New York
Met. New York Distributor

CHICAGO COIN Corporation

1725 W. DIVERSEY PARKWAY · CHICAGO · Cable Address: CHICOCO



Another Winner by HARLICH NEW FIVE SPOT JACKPOT

Two \$5.00 Tickets in Jackpot. Two Shots at the Jackpot.

No. 445—440 Holes. Takes in \$22.00. Average Payout, \$8.56. Average Gross Profit, \$13.44. Equipped with Essels.

PRICE \$1.70 EACH

A Harlich Jumbo Board—The Best in Salesboards. Extra Thick, with Extra Large Easy-to-Read Tickets for Extra Fast Play.

Our New Flyer Showing 20 Sensational Profit-Makers, Is Ready. Write, Stating Your Line of Business, To

HARLICH MFG. CO.

1417 W. JACKSON BLVD., CHICAGO, ILL.



BEAUTIFULLY COLORED PILLOWS

On High Luster Satin, Ocean, \$6.00 | On Quality Satin, Ocean, \$3.75

(Size 20x20, Including FRINGE)

FREE CATALOG—LARGE VARIETY DESIGNS—MOTTOES—COMICS—PATRIOTICS—"ROOSEVELT," etc. 25¢ Money Order Deposit Required.

Halifax, N. S., B. Free Quik Action, Wire Money With Order.
WESTERN ART LEATHER CO., 1646 Arapahoe St. (Manufacturers), DENVER, COL.



HIGH-LOW — PIPPIN (New in original cartons) \$32.50

ACTION	\$4.00	RELAY	\$4.00	SIGNAL SR.	\$ 7.50
CONTACT	4.00	SURWAY	4.00	BALANCE	10.00
CRISS CROSS	4.00	SUPER 8	4.00	KINGS	10.00
DROP KICK	4.00	BIG BERTHA	6.00	KINGS of the TURF	10.00
ELECTRO	4.00	CRISS CROSS Alike	7.50	PAR GOLF	10.00
GOLDEN GATE	4.00	ROCKOLA'S 24	7.50	HOP SODOM	15.00
LIVE POWER	4.00	MAJOR LEAGUE	7.50	SCREAMO	15.00

Any Game Equipped With English Slots, \$2.00 Extra.
TERMS: Full Cash With Order, P. O. B. Brooklyn, N. Y.

SUPREME VENDING COMPANY INC.

557 Rogers Ave. 1416 Webster Ave. 922-8th Avenue.
Brooklyn, N. Y. Bronx, New York. New York, N. Y.

RUSH YOUR ORDERS DIRECT TO US TODAY

Genco's TRICKS	\$39.50	Evans' LITE-A-BASKET	\$43.50
Genco's GOLD MEDAL, New 6-Ball Pay Table with Ticket Combination	\$9.50	Evans' GLIPPER	41.50
		Stoner's MAD CAP	47.50

Enclose 1/3 Deposit—Write for Complete New List Today!

GEORGE PONSER CO. 11-15 E. RUNYON ST., NEWARK, N. J.

READY FOR IMMEDIATE DELIVERY

Mills' Tycoon, Double Header, Ten Grand, Keeney's Repeater, Grotchen's Punchette.

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SENSATIONALLY New!

Positive Payout! Machines in Stock—We Can Deliver! **\$19.75**

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350 MULBERRY STREET, Newark, N. J.
Exclusive Distributor NEWARK, N. J.

PAMCO PARLAY

"NO BUGS--NO BEEFS" Says SILENT SALES-
with **BILL COHEN** PUSHING

PAMCO PARLAY



WILLIAM COHEN

Head of SILENT SALES COMPANY.

The "House of Winners."

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1 OR 5 BALL SENIOR 50"x24" PRICED RIGHT AT

\$115.00

JUNIOR 40"x20" A REAL BUY AT

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"CHANGING ODDS" GET HEAVY LONG RUN MONEY! LET THESE WINNERS PROVE IT TO YOU!

Those **"CHANGING ODDS"** Get ALL THE MONEY Says **Bill Cohen** to Operators - "Call me the 'Sphinx'—or anything you like—

I BELIEVE IN AUTOMATIC CHANGING ODDS and PAMCO PARLAY! I'm here to tell every operator in America that PAMCO PARLAY—and I've distributed Hundreds)—has no 'bugs'—brings no 'beefs'—and Steadily INCREASES in POPULARITY and EARNING POWER. I say—It's a WISE INVESTMENT. Order and Operate PAMCO PARLAY in 1 or 5-Ball Play!" **BILL COHEN**

PAMCO PALOOKA!

Nothing can equal this 6-Coin Chute—Bowl-Type—ODDS-CHANGING Lite-Up 1-Shot AUTOMATIC PAY-OUT Machine! Super de luxe in quality construction—"PAMCO PALOOKA" is THE machine for Payout Territory. With UNLIMITED MONEY-GET-TIN ABILITY—you MUST recognize this SUPER-VALUE! **\$169.50** A "BUY" at

These "Pamco" Machines Protected by U. S. Patent 2029177

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4223 West Lake St. CHICAGO, ILL. 1320 South Hope St. LOS ANGELES, CALIF.

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TIT-TAT-TOE

WITH GUM VENDOR.

Three Games in One

Use for Cigarettes, Soap or Cash Prizes.

Just Change Card on Piece of Machine.

THE SENSATIONAL COUNTER GAME OF '36.

The Most Beautiful, Most Fascinating Counter Game Ever Made. Positively the Greatest Penny Collector You've Ever Seen.

\$17.50 Register and Double Door **\$2.00** Extra

BALL GUM—Box of 100, 15c. Case of 100 Sizes for \$12. 1/3 Deposit, Balance C. O. D.

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MILLIONS OF DOLLARS worth of CANDY, TOBACCO and other merchandise are sold annually through the use of Brewer Boards and Push Cards.

BREWER BOARDS . . . because of their superior quality are the undisputed leaders in the Sales Board and Push Card Field.

CHAS. A. BREWER & SONS
Largest Board and Card House in the World,
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BARGAIN SPOT
SPORTSMAN
NON-VISIBLE SLOT
\$17

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PIN GAMES	PIN GAMES	1-BALL PAYOUTS
Six-Sixty-8's \$22.00	Frisky . . . \$15.00	Rodeo . . . \$32.00
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Scraper . . . 20.00	Chicago Expr. 10.00	Rapid Fire . . . 16.00
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Rapid Transit 15.00	Cyclone . . . 14.00	(Slide D'r) 13.00
Hunter . . . 31.00	Dealer . . . 8.00	Carlota . . . 13.00
Soft Fire . . . 20.00	Cross Cross . . . 8.00	TICKET GAMES
Banker . . . 23.00	Lite . . . 10.00	Play Ball . . . \$38.00
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Swelling Boy . . . 9.00	Drop Kick . . . 6.00	Sharpshooter . . . 37.00
Star Life . . . 11.00	Beam Lite . . . 7.50	Gateway . . . 33.00
Flying Colors 15.00	Score-A-Life . . . 8.00	COUNTER GAMES
Traffic 'n' G' . . . 10.00	Kelly Pool . . . 5.00	Select 'Em . . . \$ 5.00
Five & Ten . . . 18.00	Seacon . . . 8.00	Horseback . . . 5.00
Big Game . . . 15.00	Jumbo . . . \$23.00	Big Game Tar- . . . 11.00
Texas Square . . . 15.00	Bonanza . . . 32.00	gok . . . 7.00
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Most Beautiful
PENNY PLAY **Cigarette Machine**

THE GEM

THE GEM OF ALL FOR PROFIT MAKING

AND ONLY **\$12.95** Buys This Jewel

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Beautiful in color—striking in design—full of class and flash. Simple, positive mechanism—the most silent ever built. 7-Day Return.

Buy GEMS TODAY—they're JEWELS for Big Profit Making.

GARDEN CITY NOVELTY CO.
4331 RAVENSWOOD AVE. CHICAGO



SALESBOARD OPERATORS

2,400 to sales takes in \$24.00, nets \$19.36 after Cleverly support. You can sell outright to dealer for \$7.75. Or 50% commission per orders \$9.50. We carry a large line of Penny and Nickel Boards, complete with Merchandise. We manufacture Black Boards, a complete line of Cash-Run Boards—In fact, any kind of Board you want, at the right price.

WRITE FOR SAMPLES AND PRICES.

General Sales Company
121 4th Avenue, South, NASHVILLE, TENN.

Takes in **\$24.00**
Costs You **\$2.90**

One-Third Cash with Order, Balance C. O. D.

Bally ANNOUNCES *No. 1* SHOW SENSATION!

PEERLESS

Super giant 1-SHOT payout or ticket game

DOUBLE PAYOUT • \$7.00 GOLD AWARD

PROGRESSIVE PAYOUTS ON free play ELECTRIC BALLY HOLE

NEW ODDS-BOOSTER LIGHTS BOOSTS PAYOUTS ON ALL HOLES

IMAGINE a game with SIXTEEN \$1.50 HOLES! A board on which EVERY HOLE PAYS \$1.50! That's PEERLESS when the Green Light stays lit! Three ODDS-BOOSTER LIGHTS flash every time a coin is deposited . . . and, if one light stays lit, any hole on the board pays \$1.50, \$1.00 or 50 cents, depending on which light stays lit! Will they go for it! You know the answer! PEERLESS ODDS-BOOSTER LIGHTS are the greatest REPEAT PLAY stimulators ever created!

And the new PEERLESS ELECTRIC BALLY-HOLE combines all the appeal of the old-time Bally-Hole . . . fascination of Progressive Payouts . . . the satisfaction of Free Play . . . and the thrill supreme of a Gold Award! Each ball shot into the Bally-Hole returns for free play and pays progressive awards as Bally-Hole indicator clicks from B to A to L to Y and finally to Y, when a shower of coins and a special Gold Award is released . . . a total of \$7.00.

These are only a few of the many sensational PEERLESS features. You've got to see the game to appreciate the beauty of its colors . . . and the "sure-looks-easy" appearance of its wide, roomy field. You've got to play it to get an idea of the teasing frenzy of action produced by its 5-WAY SPRINGS and other new action devices! You've got to give it just a few hours on location to see how fast and continuously it takes in the money! Get the jump on competition! WIRE YOUR JOBBER FOR SAMPLE PEERLESS TODAY!

**BALLY
DERBY**

1-SHOT CHANGING ODDS

JUMBO

ORIGINAL GIANT 1-SHOT

GOLDEN HARVEST

18-BALL PAYOUT OR TICKET



50 IN. BY 26 IN.

PAYOUT
\$ **115.00**

TICKET
\$ **125.00**

F. O. B. CHICAGO

Licensed by Consolidated Pat. Corp. (Pat. No. 1,802,521) and Ace Pat. Corp. (Pat. No. 2,010,966)

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BRITISH DISTRIBUTORS: World Novelty Co., Ltd., 14 Brownlow St., London, W. C. 1



**NO BATTERIES
NO KICKERS
NO SPRINGS
NO LIGHTS-NO PINS**

TRICKS

THE TALK OF THE Show!
New Type of Amusement Table—Has No Pins

Again GENCO leads with a positive winner! People cannot pass TRICKS by without playing it . . . and when they do they go wild over it. Larger saucer type holes and curved buffers send the balls off at amusing angles without using kickers or springs. No out holes—action clear to the bottom of the board.

SENIOR MODEL
62 1/2 x 26 1/2 inch cabinet. Uses Extra Large 7 1/2 inch Balls. Can be used with from 5 to 10 balls. Priced Tax Paid, F. O. B. Chicago, ILL.

\$74.50

JUNIOR MODEL
40 x 21 inch cabinet. Uses Standard Size Balls. Same baffling action as the Senior model. Priced Tax Paid, F. O. B. Chicago, Ill.

\$39.50

CRISS CROSS JUNIOR COUNTER MODEL
F. O. B. CHICAGO, ILL. TAX PAID. IMMEDIATE DELIVERY.

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IT'S A GRAND NEW STEP-UP DEAL

Priced at **\$7.95** Only
2,000—Eo. Sales, Total In. \$150.00
Awards . 72.50
F. O. B. Chicago Net Profit \$77.50

55 Winners, 12 of which secure certificates paying \$1.00, \$2.50 or \$5.00. Within each of these certificates a key is enclosed—three of these keys open the three aluminum treasure chests, paying an additional award of \$5.00, \$10.00 or \$15.00, making it possible to get as much as \$20.00—odds of 400 for 1.

Step up your profits with this new salesboard sensation.



LINCOLN NOVELTY Co. 4333 E. RAVENSWOOD AVE., CHICAGO

BEST VALUES IN U. S. A.

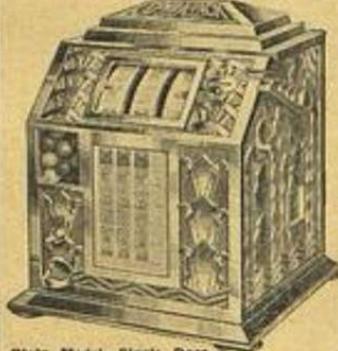
- SAME AS NEW**
- Bally Ranger \$25.00
 - De Luxe 16 55.00
 - Mammoth 65.00
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 - Jennings's Ky. Derby 55.00
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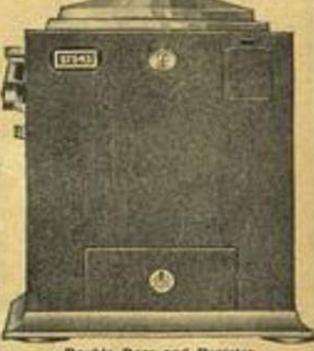
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"SPIN-A-PACK" CIGARETTE MACHINE WITH GUM VENDER

Hundreds of locations waiting for this new, 10 stop Reel Cigarette Machine. SPIN-A-PACK location tested and guaranteed for 2 years against mechanical defects. Average payout 50%. Double Door and Register are made for the purpose of allowing the operator to leave key with location for lower door. Register keeps track of all plays. Register shows through special window. Operator retains key for upper door. No one can tamper with register.



Plain Model, **\$12.00**
With Register and Double Door, **\$1.50 Extra**



BALL GUM
15c a box (100 pieces)
CASE LOTS,
100 Boxes, \$12.00.
1/3 Deposit With Order.

Plain Model, Single Door
SICKING MFG. CO., Inc. 1922 Freeman Ave., Cincinnati, O.

THE GREATEST SUCCESS

IS ASSURED ONLY WITH THE BEST MACHINES. WE ENDORSE NO OTHERS, Jackpot Bell—Counter Size Machines—AMUSEMENT PIN GAME TABLES OF EVERY DESCRIPTION.
ALWAYS FIRST WITH LARGE STOCK OF THE LATEST CREATIONS.
BANNER SPECIALTY COMPANY, 1530-32 Parrish St., Philadelphia, Pa.

NOTICE!! MILLS TICKETTE OPERATORS!

New Type Tickets for Mills Tickette Machines. Figured to pay out about 42% and guaranteed to work better than any tickets made for this machine to date. In Lots of 1,000, \$1.50; In Lots of 5,000, \$1.40; In Lots of 10,000, \$1.30; In Lots of 25,000, \$1.10. 1/3 Deposit, Balance C. O. D. Be sure and send for Our Big Bargain List. Bargains plenty.
WANTED—500 BABY BELLS AT \$3.50 EACH.
SPECIALS IN USED MACHINES.

- Mystery Blue Fronts (Brand New) \$85.00
- Worf Heads (Mills) \$37.50
- Jennings Triple Jack Pots (Like New) 42.50
- War Eagles Escalator \$0.00
- Disc-O-Matic \$4.50
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- Selection 8.50
- Brothers 6.00
- Street Rally 6.00

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- If you're jittery about facing the spotlight—better cast Spuds in your smoking-role. Because they keep the heat out of smoke—you keep a fresh, clean mouth. They taste better, too. With a natural tobacco fragrance unmarred by heat.

OPEN A PACK OF SPUDS

and smell them. Notice that Spud's process doesn't change the fragrant odor of fine tobacco—though it takes the heat out of smoke.

Cork tips or plain. Cork tips are packed *à la* so that even your own fingers don't touch them.

20 FOR **15^c**
(25 for 25c) in Canada

