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FEBRUARY 15, 1936

# The Billboard

The World's Foremost Amusement Weekly

PERIODICAL ROOM  
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DICK BUCKLEY  
California's Chatterbox



HI-DE-HIGHLIGHTS OF A  
SERIES OF COAST TRIUMPHS!

HIS HI-DE-HIGHNESS OF HO-DE-HO

# CAB CALLOWAY

and his  
COTTON CLUB ORCHESTRA

SENSATIONAL  
BOX-OFFICE DRAW AT  
LOS ANGELES PARAMOUNT  
EARNED A  
RETURN  
ENGAGEMENT!

PICKED FOR  
FEATURE SPOT  
WARNER BROTHERS  
PICTURE  
"THE SINGING KID"!

GUEST  
ARTISTS ON  
AL JOLSON'S  
COAST-TO-COAST  
BROADCAST!

**NOW...  
EASTWARD  
BOUND!**  
HEADLINING LOEW'S  
INDIANAPOLIS  
IND.

CHOSEN TO  
PLAY THE  
FILM COLONY'S  
FAMOUS  
MAYFAIR BALL!

SET A  
NEW HIGH AT THE  
MAYFAIR THEATRE  
IN  
PORTLAND, OREGON!

PLAYED TO  
CAPACITY CROWDS  
AT SEBASTIAN'S  
COTTON CLUB  
CULVER CITY!





# The Billboard

Vol. XLVIII  
No. 7

February 15,  
1936

The World's Foremost Amusement Weekly

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## \$500,000 FOR TEXAS TALENT

### ITOA-Allied Contract Hit

**N. Y. court denies Allied injunction against 306—calls Allied company union**

NEW YORK, Feb. 8.—Allied Moving picture Operators' Union was walloped plenty in court yesterday when Supreme Court Justice Frank F. Adel ruled that it "at all times was and still is a company union" and that its 10-year contract with the Independent Theater Owners' Association is "against public policy." Allied had applied for an injunction to force operators of three Brooklyn theaters, members of the ITOA, to fire Local 306 men and replace them with Allied members.

Unless the decision is reversed it virtually invalidates the 10-year master contract between ITOA theaters and Allied. Local 306 has been battling to smash the contract and sign up the theaters itself.

Judge Adel found Allied had failed to enforce its union wage scale and, on the contrary, gave some theaters lower wage schedules. He found Allied "was organized and sponsored by" the ITOA, and that both were organized by the same lawyer. Before signing the 10-year contract August 21, 1933, the judge points out, Allied never selected a committee of members to negotiate the terms of the agreement, nor did it conduct "strikes, picketing or organization work of any kind."

### Unions Demand Strict Laws On Licenses for Operators

**Local 306 asks new re-exam system of New York's 5,000 licensed projectionists — operator bill in Albany — Charlotte city council considers bill**

NEW YORK, Feb. 8.—Joseph D. Basson, president of picture operators' union, Local 306, this week attacked the system of licensing operators in this city. He is asking Mayor La Guardia to reform the system, which permits annual renewals of 5,000 operator licenses for \$10 each, pointing out that most of the licenses were secured under an antiquated examining setup. There have been no re-examinations of license holders, some of whom took out their licenses 25 years ago in the film pioneer days of the nickelodeon. Basson recalls the report of Commissioner of Accounts Paul Blanshard last year, which said the old license system was marked by "reckless favoritism and improper political influence."

Of the 5,000 licensed operators, 2,000 are constantly unemployed. Many are incompetent, says Basson, and "some have never worked in a projection booth." He adds, "Altho talking pictures revolutionized the industry in 1928 nothing was done to re-test the operators."

Licensing of operators is now in the hands of the Department of Water Supply, Gas and Electricity. The Blanshard report recommended transfer of the entire exam system to the Civil Service Commission.

CHARLOTTE, N. C., Feb. 8.—L. H. Hardin, city electrical inspector, has drafted an ordinance, presented to the city council, which would govern the qualifications of moving picture machine operators and provide for the closing of any theater failing to meet the require-

### Holdup

DETROIT, Feb. 8.—A record novelty in theater holdups was reported this week by Samuel Ackerman, owner of the East Side Theater. Mrs. Ida Detone, cashier, received a note from an apologetic bandit who announced she should get the money ready, because he was coming back for it soon. She called Ackerman, who called police, who caught Edward Holcomb when he came back, unarmed, to call for the money.

Holcomb said he had slept several nights in empty theaters, being broke, and theater men are wondering if show business "got" him.

### Musicians' Union Revokes 9 Agency Licenses; First Time

NEW YORK, Feb. 8.—Nine agent licenses were canceled by the American Federation of Musicians this week, four of them being local offices. This is the first time the AFM has taken this step, altho it has warned band bookers they would have to observe every clause in the license contract. Those losing their AFM licenses are Harry Pearl, Universal Amusement Enterprises; Tommy Curran and Jack Hart, local agents; Amusement Service, Omaha; Midwest Orchestra Service, Wichita, Kan.; Kramer Music Service, Winona, Kan.; V. Thompson Stevens, Kansas City, Mo., and Ted Gilmore, Atchison, Kan.

The AFM invoked Article 13 when it canceled the licenses. The article reads, "This license may be terminated by either party at any time. Such termination shall not affect any then existing contracts or obligations properly created (See MUSICIANS' UNION on page 9)

### Centennial Lining Up Program Of Diversified Entertainment

**Several night clubs, six opera companies, a symphony orchestra and name bands included—motors concerns to use talent instead of elaborate exhibitions**

NEW YORK, Feb. 8.—Texas Centennial Exposition, opening in Dallas on June 6 and which has \$15,000,000 to its credit in Texas banks, will spend approximately \$500,000 for entertainment and talent for its visitors, according to one of the exposition's officials now in New York closing deals for radio network tieups and for a steady stream of leading chain shows to originate at least one broadcast each on the exposition grounds. Henry Ford, who is spending \$2,500,000 as his share of the above mentioned \$15,000,000, will say it with entertainment instead of an elaborate exhibit. Other national advertisers who are taking part include General Motors, General Electric, Du Pont, Westinghouse, Kellogg Company, Kraft-Phenix Cheese, Beechnut Packing Company, Standard Brands, Texas Company, Gulf Oil, Continental Oil, Portland Cement and many others.

Altho some drawbacks have to be ironed out in the way of wires to the nearest National Broadcasting Company and Columbia Broadcasting System points capable of originating network programs, these items are being worked out and radio itself will have an important place in the exposition with an auditorium shaped like a horseshoe, showing patrons every phase of broadcasting behind the glass panels in front.

### Rain Crimps Tampa Fair; Kids' Day Big

TAMPA, Feb. 10.—Due to excessive rains on three out of five days, attendance during the first week of Florida Fair, February 4-15, dropped to 170,362, as compared with 193,472 for the same period last year. Altho grand-stand and midway receipts suffered, fair officials are still optimistic, as the only two days of good weather brought out excellent crowds, and they believe the law of averages will bring good weather on the remaining days.

Opening day was beautiful but was followed by two days and nights of almost continuous rain. However, Florida's famed sun shone again for Children's Day on Friday, when attendance of 102,023 broke the record of 98,037 set in 1935. As usual, a school holiday was declared all over the State and children and teachers were admitted free, with special grand-stand acts and a track meet during the forenoon. Royal American Shows on the midway welcomed

(See RAIN CRIMPS on page 59)

Four or five night clubs will be operated on the grounds, part of which are on the fairgrounds, which usually play to over 1,000,000 in 10 days. Six opera companies are being signed, as well as symphony orchestras and other music.

A pageant costing \$150,000 will get a four-show-a-day workout, and less tame (See \$500,000 FOR on page 10)

### NVA Not in Benefit Cut

**Request refused by Theater Authority — Actors' Fund gets half of \$10,000**

NEW YORK, Feb. 8.—The Theater Authority, joint organization to regulate benefit shows, cut its second \$10,000 Thursday. Half of the sum went to the Actors' Fund, while \$1,000 went to each of the religious guilds (Catholic, Episcopal and Jewish) and to the American Federation of Actors and the Stage Relief Fund.

Biggest issue involved is understood to have been the status of the NVA, Inc., and the NVA Fund. Henry Chesterfield, representing the NVA, Inc., is listed on the Theater Authority's executive board (See NVA NOT on page 10)

### Cole Opens Chi Stadium April 11

CHICAGO, Feb. 8. — Cole Bros.-Clyde Beatty Circuit will open at the Stadium here April 11 for a three-week run, closing May 3.

The contract for the Stadium was made yesterday by Zack Terrell and Jess Adkins. Adkins states that the show will be the biggest seen in Chicago for many years.

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# WPA Projects Under Way In All Sections of U. S.

**Negro theater, first of New York units, gets started— Boston theater squabble — Connecticut unit starts — Southern work moves along—Pitt music activity**

NEW YORK, Feb. 8.—The first WPA drama production opened Tuesday at the Lafayette Theater in Harlem, with the entire WPA organization excited to think that finally one of its drama brain children had reached a formal opening. The Lafayette is quite crowded these days with paid admissions and WPA workers watching Frank Wilson's *Walk Together, Children*, which was staged by Wilson and produced by the Negro Theater unit of the Federal Theater Project. Walter Hart, Broadway producer, has joined the Federal Theater Project as assistant to Philip Barber, head of the New York section.

The WPA circus played its first paid admission showing Wednesday at the Jamaica Arena, where it will play for three weeks.

BOSTON, Feb. 8.—Local WPA drama project is having quite a battle with Mary Young, stock producer, over tenancy of the Copley Theater. The WPA has *Valley Forge* in rehearsal and hopes to open it at the Copley. Miss Young reopened the house with a revival of *The Ghost Train*. The Shuberts own the house.

The WPA claims it outbid Miss Young for the house. But Miss Young journeyed to Washington last week and raised a rumpus, claiming the WPA was trying to put her out of business. Then she appealed to Governor James M. Curley, who is an anti-New Dealer, and he promised her support.

NEW HAVEN, Feb. 8.—Local unit of the Federal Theater Project presented its second offering, *The Tavern*, at the Lincoln Theater. Will run until February 13. Walter Klavun is general supervisor, Edward Samlow production manager, Charles Atkin technical director and Charles Blaney house manager.

Auditions were held this week at the Lincoln for a proposed WPA combination vaudeville and dramatic unit, which is to open shortly at the Park Theater, Bridgeport. Audition board included Homer B. Mason, of Mason and Keeler, now living in Southport; Joseph Weston, of Weston and Elaine, now living in South Coventry; Miss Cecil Spooner, stock company favorite; and Samuel A. Lefkowitz, AFA and *The Billboard* representative in Bridgeport. It is understood Miss Spooner will have charge of drama in Bridgeport.

LOS ANGELES, Feb. 8.—Frank Gillmore, president of Equity, before sailing for New York today put a stout okeh on local WPA theater project. Gillmore said the Los Angeles unit was the best in the nation.

NEW ORLEANS, Feb. 8.—Fifty-five former legit actors, vaudeville performers and other one-time affiliates of the stage have been rounded up by the WPA dramatic project, Bernard Szold, State director of the project, announced. He says that he is casting *After Dark*, with *Nellie*, the *Beautiful Cloak Model* next. Provisions are also being made for Negro productions with choruses.

All of the productions in New Orleans are to be in the Little Theater.

PITTSBURGH, Feb. 8.—With four musical projects already touring Allegheny County territory and six more to start next week, the local professional department of the Works Progress Ad-

(See WPA PROJECTS on page 9)

## SEND IN ROUTES

The Route Department (appearing in this issue on Pages 33 to 35) represents one of the most important functions that this paper performs for the profession. Certain listings are obtainable only thru the consistent co-operation of the performers and showmen involved.

How about helping your friends in their efforts to locate you? This can be done only by keeping THE BILLBOARD Route Department informed of your whereabouts, and sufficiently in advance to insure publication.

ALL ROUTINGS SHOULD BE SENT TO ROUTE DEPARTMENT, BOX 872, CINCINNATI, O.

## Letter Speaks for Itself

"Editor The Billboard: "In the course of the past 18 weeks this church has been able to give articles of clothing to more than 100 persons, to men and women of the profession who have come to be in great need. Thru solicitations in the newspapers and in our religious publications, we received a most generous response in gifts of wearing apparel from people outside the profession. "But the need for proper clothing is becoming more acute, and it is essential that we seek assistance in this matter in every avenue possible.

"Women of the profession desire good outer coats that are in style, that they may be presentable when seeking employment. The same applies to men in matter of good suits and overcoats. Also shoes of various sizes for both men and women are wanted.

"In giving clothing to the needy actor or actress there is no 'red tape' at this church; no charge is made; all that is essential is to show credentials that the person is a member of some branch of the theater or to be identified as having been of the profession.

"There may be those, directly or indirectly connected with the theater, who would like to share with others by contributing some articles of clothing which they do not need so much, to the Actors' Clothing Bureau. Sincerely yours,

"HENRY F. WILSON, "Manager Actors' Clothing Bureau of Union Church, 229 West 48th street, "New York City."

## Paris Theater Firm Fails

PARIS, Feb. 1.—The important theatrical firm Societe Theatrale des Freres Isola has been placed in the hands of liquidators. Emil and Vincent Isola several years ago launched this firm to operate the Mogador Theater, where they presented French versions of American musical comedies, such as *Rose Marie*; *No, No, Nanette* and *Hit the Deck*. The firm was capitalized at 2,250,000 francs (\$150,000), and in addition to the Mogador also operated the Theater Sarah Bernhardt.

# Second Program of Pix Curios Includes Pickford, Hart, Bara

NEW YORK, Feb. 8.—The Film Library of the Museum of Modern Art on Tuesday, February 4, presented its second program of early movies illustrating the development of the American cinema. The screening, which was held at the Dalton School Auditorium, 108 East 89th street, panicked the audience with four classics: *The New York Hat* (1912), directed by D. W. Griffith, with a cast including Mary Pickford and Lionel Barrymore; *The Fugitive* (1916), directed by Thomas H. Ince, with William S. Hart and Enid Markey—the latter vyeled the Belle of Chuckawalla; *The Clever Dummy* (1917), a Mack Sennett slapstick comedy, with Ben Turpin, Chester Conklin and Wallace Beery, and *A Fool There*

Was (1914), directed by Frank Powell, with Theda Bara and Edward Jose. The nostalgic value of the evening was high, with a pianist tickling out such tunes as *They're Wearing Them Higher in Hawaii* and *By the Sea*.

*New York Hat* was produced by the Biograph Company, and presents Pickford before she tried God. It is still a curiously affecting little film centering around a scandal resulting when the clergyman presented Mary with a hat. *The Fugitive*, produced by the W. H. Production Company, features the regular Western routine as we know it today, with honest-to-goodness Indians, desert scenes, contemplated lynching, saloons (See SECOND PROGRAM on page 10)

# Bannister, Beebe and Krimsky Open Meller-Vaude-Drink Spot

NEW YORK, Feb. 8.—A week ago tonight Harry Bannister, with reinforcements in the persons of Lucius Beebe and John Krimsky, reopened the American Music Hall, where his production of *The Drunkard* scored heavily a couple of years ago. With Dick Maney, the demon press agent, handling the publicity, the affair took on all the aspects of an event. The current attraction in the made-over church is *Murder in the Old Red Barn*—or such portions of it as are needed to sketch the outlines of its plot.

Presentations continue on the same general plan, but with immensely im-

proved details. Customers still sit at tables, but bought drinks can now be consumed, instead of the former free lunch of beer and sandwiches. The bar downstairs is open early to give enthusiasts a head-start, and there is dancing below-decks after the show and after the inevitable community singing. Also, the entr'acte entertainments have been spruced up considerably, now including some top-flight acts.

This reporter may be a lowbrow (and so's his old lady), but both he and she had as elegant an evening as they have (See BANNISTER, BEEBE on page 10)

# Autograph Fiends Mob Celebs In Riot at Chaplin Premiere

NEW YORK, Feb. 8.—On the marquee of the Rivoli Theater were clearly visible the words, *Modern Times*, which uttered a brief but savage commentary on the proceedings that were taking place in the vicinity of 49th street and Broadway the night of February 5, the occasion of the long-heralded Chaplin opening. Ce-

lebrities in plenitude attended the premiere and were reminded of the eminence they enjoyed in the eyes of their constituents when their admirers attempted to carry home with them cherished souvenirs of the occasion, even if such mementos were only a strip of fabric from a satin evening gown or a button from an ermine coat.

To those with good memories the sight produced a nostalgic sensation. Surely no opening had been so frenzied since the halcyon days when a Douglas Fairbanks opening was the occasion for a half-holiday and a Griffith premiere an event of international concern. Intitaded showmen attending the Chaplin first night had little time for such com- (See AUTOGRAPH FIENDS on page 10)

# B. of E. Takes Chi McVickers

**Theater company more than quarter million in arrears for rent**

CHICAGO, Feb. 8.—Following litigation over rentals which has lasted for 10 years, the Chicago Board of Education took possession of the McVickers Theater Building this week on an eviction order signed by Judge Adamowski in the Municipal Court directed against the McVickers Theater Company, headed by Aaron Jones Sr., which held a 99-year lease on the property. Ousting was for \$286,945 arrears in rent.

Legal difficulties over the property dated back for several years and were all based on an attempted readjustment to the assessed value of the property as applied to the ground rent.

According to the law, the McVickers Theater Company has 15 months in which to redeem the building by the payment of the defaulted rentals. Also it is reported that the board is preparing to negotiate new leases for the property, legal authorities here claim that a good lease cannot be consummated as long as the owners of the building continue to have a legal interest in the property, which they have until they fail to redeem it within the allotted time.

## LeQuorne Adds Drama

NEW YORK, Feb. 8.—Fred LeQuorne has added a drama department to his enlarged dance studio here, getting away for the first time from operating a strictly dance school. Victor Morley, veteran director of Broadway shows, is in charge of the new department. A miniature theater is being installed in the studios.

# D. of J. Shelves St. Louis Suit

NEW YORK, Feb. 8.—The Department of Justice has shelved the St. Louis conspiracy suit against Warners, Paramount and RKO, according to a statement made in Washington Thursday by Attorney General Homer Cummings. Tho this seemingly bears out the contention of the major attorneys of the defense, Cummings did not definitely exclude the possibility of reopening the trial based on further consideration of the facts. No information was forthcoming as to whether similar civil actions would be taken up in other parts of the country. This statement may be considered a corollary to that of Russell Hardy, chief government counsel in the recent litigation, that the St. Louis situation is only a minute manifestation of conditions which are rife thruout the country.

This announcement negatives earlier statements of the Department of Justice expressing the intention of resuming the equity proceedings as soon as possible.

## DICK BUCKLEY (This Week's Cover Subject)

DICK BUCKLEY, California emcee, has a background in the legit field, where, in stock, he went thru the gamut of characterizations. He did musical comedy, character parts and leads. Since then—his career started 10 years ago—he has been heard over a considerable number of radio stations in the United States and is credited with starting the first after-midnight broadcast, at KJR, Seattle.

Buckley's engagements include three years with Leo A. Seltzer's enterprises in Chicago, including endurance shows as featured comedian. For six months he was at Al Hoffman's Spider Kelly cabaret, San Francisco, and 14 months at the Congress Restaurant, New York. He is now in Chicago with Colonel Seltzer's Arcadia Gardens and will leave in the spring to open his own night club in Hollywood. He is also slated to do picture work while in the film center.

**TICKETS** ROLL OR MACHINE FOLDED  
**100,000-\$17.00**  
 SPECIAL PRINTED CASH WITH ORDER  
 RESERVED SEAT TICKETS  
 PAD STRIP TICKETS-COUPON  
 BOOKS-RESTAURANT CHECKS  
**ELLIOTT TICKET CO.** 409 LAFAYETTE ST., N. Y. C.  
 127 N. DEARBORN, Chicago  
 615 CHESTNUT ST., Phila.







Conducted by M. H. SHAPIRO—Address Radio, Music and Orchestra Communications to 1564 Broadway, New York City.

# Kobak Resigns as NBC Sales Head; Joining Lord & Thomas

*Will work with Lohr on selecting a successor, possibly Roy Witmer or Niles Trammell—many rumors afloat concerning NBC officials, but none given credence*

NEW YORK, Feb. 8.—Edgar Kobak, vice-president in charge of sales of National Broadcasting Company, has tendered his resignation effective March 15. Mr. Kobak will then join the Lord & Thomas advertising agency as vice-president. Coincidental with the resignation of the sales head came a flock of rumors concerning various NBC officials, all of them getting no credence at NBC offices. Successor to Kobak has not yet been chosen and it is understood that during the rest of his stay at NBC he will confer with President Lohr on who is the most logical choice. Pending a final decision, Roy C. Witmer will again become acting head of the sales department. It is believed that final choice will be in either Witmer or Niles Trammell, vice-president in charge of the Chicago NBC offices and Midwest activities.

Kobak, who came to NBC two years ago from McGraw-Hill, has an unusual first-hand knowledge of the advertising field and personal friendship with important advertisers. He is chairman of the board of the Advertising Federation of America and has been serving in official capacity for this organization for some time. As yet new duties at Lord & Thomas will not result in a definite assignment for a few months perhaps for Kobak, inasmuch as he plans to "get the feel" of the agency for that length of time, and in the meantime will sit in on sales and policy conferences. Eventually, selling, advertising will be the important angle.

## Status Amicable

Kobak laughed at the reports of any rift between him and NBC officials. He stated that he believed his job had been accomplished at NBC in the way of reorganizing the sales force and setting it on the right track toward better sales without creating a shakeup in its ranks. No financial problems were concerned either in the decision to resign, since Kobak said NBC had been more than generous in such matters and that the Lord & Thomas offer was even more remunerative. As a matter of fact, Kobak was considering going to Lord & Thomas just before joining NBC. Kobak resignation was originally handed in a few weeks ago but officials sought to change his mind.

Sales staff of NBC seems to be up in the air at present and is worrying about a bonus or commission adjustment for the coming year. Staff considers Kobak a fighter for his men and under his plan which was in operation the past year, nearly 100 sales and sales promotion men received a bonus equal to about 15 per cent of their annual salary. This was based on a quota in net revenue from sales during 1935. Prior to that year the Trade Ways, Inc., commission setup was in effect for a year. Over \$60,000 in bonus money was distributed a short time ago.

NBC gross revenue for January was approximately \$2,600,000 and the correct CBS gross revenue is reported at \$1,901,023. Erroneous reports printed elsewhere gave CBS some two hundred thousand dollars less than this figure.

## Various Rumors

Past week saw a new crop of rumors relative to NBC officials being on the spot. These include Mark Woods, treasurer; John Royal, program department head; Frank Mason, R. C. Patterson, executive vice-president, and one or two others. While something may be in the wind, it is pointed out that Woods recently turned down an outside job of importance and has more NBC duties than ever, which also goes for Mason. Patterson was more or less relieved of his duties automatically when the new president, L. R. Lohr, issued an order to the effect that all department heads would report to him directly. One wild rumor went so far as to have M. H. Aylesworth going with CBS and Frank Mason to Chicago for NBC. Not a little talk linked David Rosenblum, NBC official from Trade Ways in the middle of much commotion, but this does not seem to be substantiated. Lord & Thomas, incidentally, handle both RCA and NBC advertising accounts.

Dick Richards, owner of WJR, Detroit, sailed from here February 1 with his pro football team bound for Hawaii.

## MBS To Cover Both Dem and Rep Shows

NEW YORK, Feb. 10.—Mutual Broadcasting System will give full coverage of both the Democratic and Republican conventions next June, with WGN looking after the latter in Cleveland and WOR after the former in Philadelphia. Present plans are to have WGN handle the "mechanics" out of Cleveland with Quin Ryan as program director. Arthur Lewis Henning, Washington correspondent for *The Chicago Tribune*, will be the chief reporter at Cleveland.

G. W. Johnstone, press department head for WOR, will be program director at the Philadelphia gathering June 23, and Gabriel Heatter will be chief commentator. Heatter, incidentally, will sail on the *Georgic* May 17 and return on the new *Queen Mary* when she makes her maiden voyage. BBC is handling the broadcasts from the ship and Heatter will be heard for Mutual each evening during the voyage at 8 p.m., EST, for 15 minutes.

## David Seeks \$26,000 From Rose and Jumbo

NEW YORK, Feb. 8.—Benjamin David, agent and manager, has filed suit in the Supreme Court against the Billy Rose *Jumbo* corporation for \$26,000 damages alleged to be due for breach of contract and commissions in connection with the selling of the broadcast rights to the Texas Company. Thru his attorneys, Kaufman, Weitzner & Celler, of 60 Wall street, David avers that he had a contract with Rose and Jumbo, Inc., to represent the show in selling the broadcast rights and that the contract was an exclusive one. Subsequently, David sets forth, an agreement was made with the Texas Company and Hanff-Metzger, Inc., advertising agency, for putting the show on the air and that he was not considered in the transaction.

It is understood that David sought to reach an agreement out of court with Rose, but they could not make a decision. That the suit was contemplated was printed in these columns last fall.

## WFIL Seeks Air Clients Direct Via Station and Plugs Itself

PHILADELPHIA, Feb. 8.—WFIL has begun a campaign of self-exploitation, using its own time to sell itself to the advertiser. Radio stations have always used spots to exploit their feature programs as an audience builder-upper, but this is believed to be the first time that spots are being used from a station's sales angle.

Spotted six times daily, the spots are semi-direct and semi-institutional, not only plugging WFIL but radio advertising in general. Announcements read as follows: "Are you using radio advertising in your business? If not, you are neglecting to use one of the most powerful and effective mediums of advertising of the day. The Classified Section of *The News* offers the advertiser an opportunity to use effectively this medium at a low cost. Radio advertising is effective because it reaches your prospects in the home when they are in a receptive mood to listen to your message. For rates,

## Local Good-Will Tour

PHILADELPHIA, Feb. 8.—Col. Bill (William Gallagher), kiddies' story spieler, is being groomed for a good-will tour in behalf of sponsor, Suppliee-Willis-Jones milk and ice-cream company. Will visit schools, hospitals, orphanages, etc., within limits of WIP's listening area. The Colonel airs nightly on that station. Promotion being arranged by the N. W. Ayer & Son agency, handling the account.

## Canadian Inquiry Promised by King

OTTAWA, Feb. 8.—Canadian independent broadcasters and most Canadian listeners are placing great hope in the remarks made by Premier MacKenzie King Thursday at the opening of Parliament. It is generally conceded that the expected change will soon come to pass and free the broadcasters from numerous unwelcome restrictions and once more capture Dominion audiences for Dominion stations.

That a definite change in Canadian Radio Commission policies is forthcoming is absolutely certain, considering that the Premier said in part, "It is proposed to make the present position of radio broadcasting in Canada subject of an inquiry by a special committee of the House of Commons." Now everyone concerned is looking forward to the inquiry which will definitely set the policy more to the advantage of broadcaster and listener alike.

Broadcasters especially are hoping for a free hand again in signing commercial business, not a little of which may come from the States.

## NBC Fixes Thesaurus

NEW YORK, Feb. 10.—Influenced by suggestions from subscribers and several months of intensive study, the new NBC library of recorded programs, issued today, has been in many respects altered from previous thesaurus continuities.

Salient among the changes is the increase of furnished time to 17¼ hours weekly, a leap of 3¼ hours over that afforded previously. The more popular series have been expanded at the expense of less satisfactory shows and there is little duplication of artists and type of program offered.

## Rohrbaugh Heads New Philly Agency

PHILADELPHIA, Feb. 8.—C. B. Rohrbaugh, who resigned from McKee-Albright, Philadelphia advertising agency, last week, has opened his own agency which immediately becomes the fourth largest in this city. New organization is called Rohrbaugh & Gibson, Gibson having also resigned from McKee-Albright to join hands with Rohrbaugh in the new venture.

The two partners took three clients along with them, most prominent of which being the Wheatena account, sponsor of the *Popeye* show.

## Lee Artist Bureau Expansion Program

SAN FRANCISCO, Feb. 8.—Thomas Lee Artists' Bureau, affiliated with the Don Lee Broadcasting System, of which Tommy Lee is president, is in for an extensive expansion program.

Ellis Levy, head of the local office of the Artists' Bureau, has taken on the additional duties of Pacific Coast booking manager, with Wilt Gunzendorfer, his assistant, in charge of band bookings for Northern California and the Pacific Northwest as far east as Denver. Bob Braun, brother of Ted Braun, who managed the Los Angeles bureau, has been put in charge of all dance bands for the service in the South. Nan Elliott, 10 years head booker for the old Pantages circuit and for the past six years in charge of bookings for the William Morris office in Chicago, has taken over the duties of general booker at the Los Angeles bureau. Sam Rossey, formerly with Cross & Dunn, music publishers, who has also been heard over the airlines with Rudy Vallee, is handling night-spot bookings, working out of San Francisco.

Ted Braun, who has been with Lee for several years on the Coast, is in New York, establishing the Artists' Bureau's first Eastern office. He'll be in charge and book Lee and other radio attractions for personal appearance, east and west, as well as for network.

## Pearce Has Hard Luck

CHICAGO, Feb. 8.—Al Pearce, of Al Pearce and his Gang on NBC, is having his troubles. Last Saturday his comedian, Morey Amsterdam, was operated on for appendicitis and will be in the hospital for another week. Early this week as Pearce and Monroe Upton, who plays Lord Bilgewater, were returning from a visit to Amsterdam at the hospital something went wrong with their car and they pulled to the side of the road to investigate. A car traveling in the same direction attempted to turn out as it neared Pearce's car, but the icy road caused the car to skid. It struck Upton and he suffered a broken collar bone.

Pearce and his Gang are to open a week's engagement at the Palace February 14 and both Morey Amsterdam and Monroe Upton will work under difficulty if they are able to appear at all.

## Palmolive Is Set With "Follies" Show

NEW YORK, Feb. 8.—Rumors of Palmolive's intention of shelving its operetta series in favor of a network version of the *Ziegfeld Follies* are now definite. The new show, which will feature Fannie Brice, James Melton and Al Goodman's Orchestra, is set to start on February 22, with retention of present time and network.

Formula of the new series is a show within a show, with central dramatic character a Ziegfeld usher who has aspirations for the stage. Contrary to other reports, David Freedman, who authored the legit production current on Broadway, will not handle the script, which will aim at the embodiment of dramatic and variety show features. Instead, Gertrude Berg, who furnishes *The Goldbergs* continuity, will supply the material.

Need for the change is ascribed to the strong competition provided by the *Hit Parade*, which is aired at the same time on NBC. Sponsor, and Benton & Bowles, agency, believe the new show will offer more formidable opposition.

## McCoskers Go South

NEW YORK, Feb. 8.—Alfred J. McCosker, president of WOR and MBS of fiscal, left for Palm Beach with Mrs. McCosker. Couple will stop over at Washington as guests of President Roosevelt and will attend the dinner tendered by the President to the Speaker of the House on Tuesday night.

NEW YORK, Feb. 8.—Hugh Boice Jr., formerly of the radio production and media departments of Benton & Bowles, has joined the sales staff of WNEW, where he will contact agencies and handle national accounts exclusively. Boice is the son of Hugh Boice, sales manager and vice-president of CBS.



# WRITERS BERATE WARNERS

## Wash.-ASCAP Suit Reprinted by NAB

WASHINGTON, D. C., Feb. 8.—NAB Reports, issued weekly by the National Association of Broadcasters as a means of disseminating various items of membership interest, has reprinted the entire proceedings of the State of Washington monopoly suit against the American Society of Composers, Authors and Publishers. Copies of the original complaint filed in the Superior Court of the State of Washington; Temporary Restraining Order and Order to Show Cause, motion for Restraining Order and affidavits in support thereof; memorandum decision by Judge Cushman of the United States District Court remanding the case; Receiver's Report to the Superior Court of the State of Washington and Supplemental Order of this Court.

Certain radio stations in the State are also defendants on the grounds of aiding the alleged illegal combination and the list of publisher and writer members of ASCAP are attached as exhibits.

It is believed that this move on the part of James W. Baldwin, managing director of the NAB, is in effort to help along similar moves in States that have laws like those of Washington, or those that desire to seek such legislation.

ASCAP's business in the State of Washington is being handled by receivers appointed by the courts. The receiver is not appointed in the sense that there is a bankruptcy but a violation of Washington laws.

PORTLAND, Ore., Feb. 8.—Group of broadcasters here were told by a Washington authority that certain laws of the State are similar to those of Washington and suitable for a monopoly suit against ASCAP.

## WMCA To 'Develop' Comedy

NEW YORK, Feb. 8.—In an effort to enable the unknown comedy writer to gain recognition, WMCA and associated stations of the Intercity group will present a new series starting February 15, consisting of material submitted by aspiring gagmen. Idea is that of Richard Fishell, WMCA's director of special events.

The same station will present another program with a similar formula inviting hopeful but unrecognized song writers to submit their compositions under the same arrangement. Harry von Tilzer, of the Von Tilzer Music Publishing Company, will be in charge of this series, which starts February 23 and will be called *Search for a Song*.

## Amos 'n' Andy to California

CHICAGO, Feb. 8.—Freeman F. Gosden and Charles Correll—Amos 'n' Andy—will leave on February 14 for a two-month vacation at Palm Springs, Calif. With them will go their families and Bill Hay, their announcer. As during their last year's stay, they will broadcast their program from the tower of the El Mirador Hotel.

## Pierre Andre To Free Lance

CHICAGO, Feb. 8.—Pierre Andre, for many years announcer on WGN, is leaving the station and will do free-lance work. For a long time Andre was emcee on the Midnight Flyers air program from the Blackhawk. At present he is handling the *Little Orphan Annie* and *Molly of the Movies* programs.

## WTAQ on the Air

GREEN BAY, Wis., Feb. 10.—Green Bay's new radio station, WTAQ, observed its official opening yesterday. Owned and operated by St. Norbert College, which also owns and operates Station WBEY, the new broadcasting station has 1,000 watts power and is heard on a frequency of 1330 kilocycles. Auditions to select announcers and entertainers for the new station are now being held. In addition to local talent, WTAQ will carry some NBC Library transcription programs and will become a member of the Affiliated Broadcasting System when it starts operating. The Rev. James A. Wagner is director of WTAQ.

## Tailor-Made Idea

NEW YORK, Feb. 8.—WOR has a novel hunk of sales promotion in packet of swatches such as are used by merchant tailors. Regulation set of samples of cloth is entitled "Suit yourself with a WOR tailored program." On each swatch, however, is attached info on one or two programs and cost thereof.

Return postcard to Walter Neff, sales manager, reads: "Thanks for the samples—send one of your tailors to measure me for a program suitable for ———." Samples are of the latest suit fabrics.

## New Biz, Renewals

NEW YORK, Feb. 8.—New business signed the past week by the National Broadcasting Company is as follows:

THOMAS COOK & SON (travel bureau) thru L. D. Wertheimer Company, Inc.; starts February 23, Sundays 5:30-5:45 p.m. EST on WJZ and seven additional stations to Chicago. The Man From Cook's travelog.

CITIES SERVICE CO. (gas and oil) thru Lord & Thomas, Inc.; renews from February 7, Fridays 8-9 p.m. EST on WEAF network to the West. *Cities Service Concert* (same talent).

GENERAL FOODS CORP. (Jello) thru Young & Rubicam, Inc.; renews from March 1, Sundays 7-7:30 p.m. EST on WJZ network to the West and repeat broadcast to Coast 11:30-12 midnight. *Jello Program* starring Jack Benny.

J. W. MARROW MFG. CO., thru Heath-Seehof, Inc., Chicago; renews from February 19, Wednesday and Friday, 2:45-3 p.m. and 4:45-5 p.m. EST. First show WEAF plus two U. S. outlets and two Canadian. Later broadcast includes WMAQ and 16 stations to the Coast. *Mar-O-Oil Review*.

## Newark

OVERHAUL ORGANIZATION, thru Bess & Schillin, series of spot announcements for indefinite period, on WNEW.

PHILADELPHIA DAIRY PRODUCTS, Philadelphia, thru Schuck Advertising Agency; spot announcements for indefinite period, on WNEW.

TAPPIN'S JEWELRY STORE, INC., thru Bess & Schillin, Inc.; started February 3, for indefinite period; series of 15-minute programs six days a week, on WNEW.

## Philadelphia

OLD AGE REVOLVING PENSION PLAN, Ltd. (Townsend plan), placed direct, starts February 8, ending May 30, 1936, Saturday, 7:30-7:45 p.m. Talks. WIP.

SUPPLEE-WILLS-JONES MILK CO. (ice cream), thru N. W. Ayer & Son, Inc., renewal from February 3 for 26 weeks. Monday thru Friday, 5:45-6 p.m. Kiddies' show, with Col. Bill. WIP.

ROSDEX HEALTH PRODUCTS (sea vegetable tablets), thru Thomas F.

## Taking a Hand in the Copyright Battle Fearing the Duffy Bill

Meantime Warners unlimber another \$1,000,000 NBC suit and withdraw \$600,000 CBS action—one writer threatens suit for non-exploitation of song—SPA gets busy

NEW YORK, Feb. 10.—Developments in the copyright situation in regard to the Warner Brothers and the American Society of Composers, Authors and Publishers, is leading the latter to believe that they will be out of the woods more or less in another month and the former reports progress in its infringement suits and licensing of stations. Two outstanding features of the Warner suits is one that just took place and the other just about to break. The suit against Columbia Broadcasting System

Harkins Agency, starts February 10 for 13 weeks, 18 spot announcements weekly. WFIL.

WEISBERG & HESS (beer), placed direct, starts February 10 for two weeks, daily spot announcements. WFIL.

PIERCE SCHOOL (business college), thru Richard A. Foley Agency, starts February 10 for one week, 18 spot announcements. WFIL.

HARDWICK & MAGEE (rugs), thru Feigenbaum Agency, starts February 10 for 13 weeks, three spot announcements weekly. WFIL.

## Chicago

WGN reports the following business: KELLOGG CO., thru N. W. Ayer & Son, Irene Wicker, the Singing Lady, a local commercial supplied to WGN by direct wire from NBC, has been renewed for 52 weeks, beginning February 3 to and including January 29, 1937. Program is heard daily except Saturday and Sunday from 5:30 to 5:45 p.m. CST.

PIE BAKERIES, INC., thru J. M. Mathes, Inc., New York, a local commercial called *Life on the Red Horse Ranch* will be heard every Tuesday and Thursday for 13 weeks, beginning February 18, 7:30 to 7:45 p.m. CST.

HEALTH PRODUCTS, INC., thru William Esty & Co., Inc., an MBS commercial titled *Feenamint National Amateur Night*, every Sunday from 5 to 5:30 p.m. CST, beginning February 23 for 52 weeks.

MILK MINERALS CORP., thru Campbell-Sanford Adv. Co., *High Road to Health*, part of the *Good Morning* record program, a local commercial taking 7:45 to 8 a.m. daily except Sunday for 52 weeks, beginning February 10, 1936, to and including February 6, 1937.

JOHN MORRELL & CO., thru Henri Hurst & McDonald, Inc., part of the *Good Morning* recorded program, a local commercial taking 8:15 to 8:30 a.m., Monday, Wednesday and Friday, beginning February 7, 1936, for four weeks to and including March 4, 1936.

## NAB Board OK's Baldwin's Work; Outlines Assn.'s Music Policies

CHICAGO, Feb. 8.—The board of directors of the National Association of Broadcasters approved and ratified the actions of Managing Director James W. Baldwin and his advisory committee in the field of copyright since the December meeting at a two-day meet held this week at the Palmer House here. They commended particularly the action of Baldwin and his associates in their attempts to negotiate a better license agreement with ASCAP and their acceptance in the interim of a temporary agreement cancelable on two days' notice, also of their attempts to negotiate a better license agreement with Music Publishers' Holding Corporation and in acting as intermediary for stations to accept said contract.

Among the policies adopted with respect to the copyright situation were the following:

That the resolution adopted by NAB at its 1935 and earlier conventions declaring in favor of the per-piece or measured service plan of compensation for performing rights be reaffirmed.

That all discriminations in license agreements in respect to commercial

stations be declared wrongful and against the best interests of the broadcasting industry and of the public, and such discriminations should be done away with.

That in the case of network programs the NAB declare itself in favor of clearance of copyright at the source so that only the originating station will be held responsible for infringement and affiliate stations will be under no obligation to secure licenses with respect to such programs or to bear responsibility for any infringements that may occur therein.

That the action of ASCAP in refusing to reduce its fees by an amount corresponding to the diminution of its repertoire consequent on the withdrawal of the Warner Bros.' group be declared to be arbitrary and unjust.

The managing director was instructed to bend every effort to bring about the enactment of the Duffy Copyright Bill (S. 3047) in the form in which it passed the Senate and to oppose any attempt to insert or restore minimum statutory damages or penalties for infringements. The association seeks further amendments to the bill that will render

any licensing pool illegal unless it operates on a per-piece or measured service basis and to confine infringement suits, in the case of network programs, to the originating station.

The importance of the copyright questions to be discussed at the U. I. R. meeting to be held at Paris, beginning February 27, 1936, were talked over and plans made to take any steps that may be necessary to protect the interests of American broadcasters in the questions to be discussed and decided.

Several recommendations were rejected by the board, among which was the suggestion (See NAB BOARD O. K.'S on page 9)

## Writers Take a Hand

Two angles from the author and composer angle are on tap, one of them being in the nature of a letter from the Song Writers' Protective Association, which will probably come from its attorney, Arthur Garfield Hayes. This is in answer to the Warner letter to its authors and composers, dated February 5, and reporting progress on its licensing of some 216 outlets. The other is a contemplated action for \$100,000 to be filed against Warners by Mabel Wayne, song writer who claims that she has suffered that much damage because her song was not properly exploited over the air, etc. This song, published by Harms, is entitled *I Wanna Woo*. Her attorney is Benjamin Schivertz.

In the Hays letter for SPA Warners are strongly called to account for having endangered the writers' usual performing rights fees by licensing only a small number of stations on a temporary basis; that the \$5,000 damages asked for each infringement is exorbitant since such an award was never won in the case of so-called "small rights" and not a major infringement; that Congress is being attracted to the situation because of the huge suits against the stations and that the Duffy copyright bill is being given a better chance of being passed and the minimum damage fee of \$250 being eliminated. Several other points of complaint by the writers are embodied in the letter.

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**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 Swing 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** Shell Oil Program.  
WITH **AL JOLSON**  
**YOUNG**  
WEAF, Saturday, 9:30-10:30 P.M. NBC Network.

**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

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

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

**JUDY CONRAD**  
AND HIS ORCHESTRA  
98th Week on the Stage.  
TOWER THEATRE, KANSAS CITY, MO.

**ED WEEMS**  
AMERICA'S MOST VERSATILE ENTERTAINING ORCHESTRA  
Now Playing  
**EMPIRE ROOM**  
OF THE **PALMER HOUSE**  
CHICAGO.

**STATION NOTES**

Address All Communications to the New York Office

**HELEN GREY**, well-known Philadelphia commentator on events of interest to women, returns to KYW on the 13th for a weekly spot.

**DR. RODERICK MacDONALD**, curator of the Philadelphia Zoo, begins a weekly discussion on animals over KYW on the 15th.

**BLAKE RITTER**, announcer at WDEL, leaves the Wilmington station for a similar post with WPEN in Philadelphia.

**WIXBS**, Waterbury, Conn., joining the Inter-city chain means the exit this week-end of three announcers—Edward Lush, of New Haven, and Gordon Hayworth and Vernon Crawford, of the Waterbury studios. The station now operates 16 hours daily, 8 to midnight. The Hotel Taft Ballroom in New Haven becomes the setting for WEL's weekly *Round-Up* at 3 p.m. on Sundays, with 500 tickets available to visitors.

**SALVATION ARMY** radio show in Philadelphia originates in the WIP studios, station pumping it locally to WFIL and WDAS. Celeb roster, headed by Richard Barthelme, Ben Lyon, Bebe Daniels, Tony Wines and Sammy Cohen; all appearing on the local boards.

**KTAT**, Fort Worth, has moved its unique *Trading Post* program from its noonday spot to 8 a.m. in order to take advantage of the additional mail that it might pull at the earlier hour. Feature is expected to go commercial shortly and uses a fiddle outfit along with Mike Gallagher, who conducts the "post." Listeners wishing to trade anything of value use Mike for the contact. He announces it over the ether and someone who wants the article in question writes in and the various parties are put in touch with each other thru the medium of the broadcast. Offers are made by mail, phone or wire and no charge is made by the station for its services. Everything goes, from guinea hens to tractors.

**GEORGE M. COOTES**, formerly with WJR, Detroit, and the builder of CKPC in Brantford, Ontario, later manager of Radio Station CKTB, in St. Catharines, joined the commercial staff of Senator Hardy's CHML in Hamilton. Cootes has a wide agency connection and was formerly connected with the *Southern papers* on the staff of *The Hamilton Spectator*.

**BOB DRAKE**, "one man with a dozen voices," also billed as the *Jackson Family*, has started an a.m. sustaining period on WHAS, Louisville. Drake just completed a 42-week commercial series on WROL, Knoxville, for the Southern Coal and Coke Company and has appeared over many Midwest outlets.

**CAMBELL COAL CO.**, has started a new series of broadcasts on WGST, Atlanta, taking the air for 15 minutes with songs by Ruth Lockhart and Norman Crane, with Lola Allen Wallace at the piano. Formerly the company had weather report flashes on its program.

**KDYL**, Salt Lake City, set a new high for commercial auditions the past week, no less than 29 being held for accounts prospective and otherwise. That the station is doing okeh is further evidenced by the fact that W. E. Wagstaff, credit manager and agency relations director, and Aaron Rosenthal, credit man, are both expecting additions to their respective families soon.

**KOIL**, Omaha, has added another studio and now originates programs for several major outlets in its area. Its *Man on the Street* program is now sponsored by the Nebraska Power Company and is giving listeners a set of theater tickets for the best question submitted, and each person interviewed on the street gets a special gift offered for each interview, as well as a pair of ducats. Program formerly originated at the Orpheum Theater in Omaha.

**WSYR**, Syracuse, N. Y., is all set with its new transmitter, and by way of celebrating Manager Howard C. Barth took the staff on an inspection tour and later threw a party. Altho the station has been granted an increase in power from

250 to 1,000 watts, the new high fidelity transmitter will not use the additional power until early next summer, when a new vertical antenna and transmitter house are erected.

**JOE WEEKS** has joined the staff of WKZO, Kalamazoo. He was formerly with WLW, WGN, WJR and other high-powered spots. Another addition to the staff is Jim Kelly, assigned to cover the Man in the Street broadcast for the program department.

**WBIG**, Greensboro, N. C., finds that its champ draw for studio audiences is its own house orchestra conducted by Lew Gogerty on a new program entitled *Open House*. Program is a combination of old-fashioned minstrel and musical comedy, plus new local stars. Incidentally, the late Dr. Richard B. Harrison, of *Green Pastures* fame, was first heard on WBIG.

**KFBK**, Sacramento, is surely the pride of *The Sacramento Bee*, especially since it went to 5,000 watts. Some fancy promotion pieces have been gotten out, showing the CBS and other important features that the outlet carries. Excellent illustrations are included.

**WBT**, Charlotte, N. C., allows that it was a pioneer highway safety campaigner long before the newspapers got wise to themselves. Outlet is now devoting more time than ever along these lines, using skits, bulletins and various other methods to make drivers safety conscious.

**KOMO-KJR**, Seattle, reveals that Carl W. Smith, general sales manager of the Centennial Flour Mills, is well satisfied with his recent series of broadcasts in the Northwest over a 15-week period. During the period the mill's business increased 38 per cent, which he attributes largely to radio. Contest for worthy prizes resulted in thousands of entrants making the necessary purchase of \$2 or more. Program was worked up by Botsford, Constantine & Gardner, under the supervision of Charles Constantine.

**Brooklyn Outlets Win a Reprieve**

WASHINGTON, Feb. 8.—The Federal Communications Commission temporarily rescinded its previous order eliminating three Brooklyn stations, WARD, WLTH and WVFW, pending re-examination of the case. On December 17 FCC ordered the discontinuance of the stations named on the ground that their presentations were not consistent with standard broadcast quality. Some of the charges at that time maintained that the stations in question were guilty of offering programs which were trivial, inconsequential and inordinately commercial in content. At that time, also, FCC denied similar charges against WBBC, another Brooklyn station, and permitted it to continue operation. Enforcement of the original ruling, which had already been extended to February 6, is now extended indefinitely.

Particularly interested in the case is *The Brooklyn Daily Eagle*, which is anxious to obtain a license for full-time broadcasting over its proposed station. Currently, the three stations under fire and WBBC are each given quarter-time broadcast privilege, which *The Eagle* would like to supplant by assuming full time over its proposed station. Meantime, even if the original ruling is reissued, *The Eagle* would still have to contend with WBBC, which stands to gain half-time broadcast rights in place of its present quarter-time license. If such is the decision, WBBC and *The Eagle* would, in all probability, share equal half-time rights.

Indicative of the stations' defense is the statement of Chairman Conroy of the House Labor Committee. Bitter in his denunciation of the original order, Conroy contended that it clearly showed the commission's predilection for the large broadcasting interests at the expense of smaller, less influential stations.

James Burroughs, NBC vocalist, is taking a flier in teaching. He's opened a studio in Hollywood.

★ **HENRY HALSTEAD**  
AND HIS ORCHESTRA  
COCOANUT 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  
ANSONIA SHOES PROGRAM,  
Station WOR, Sundays, 12:30 P. M.

"New King of Syncopation"  
**JIMMIE LUNCEFORD**  
AND HIS ORCHESTRA  
Now Playing College Dance Dates,  
Duke University, February 21 and 22.  
Direction,  
**HAROLD OXLEY**,  
17 E. 49th Street, New York, N. Y.

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

**TED JENNINGS**  
AND HIS ORCHESTRA  
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**.  
FKO Building, Radio City, N. Y.

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

**DON RICHARDS**  
AND HIS MUSIC  
Smart Rhythm for the Smart Set

**FRANK ANITA JOE ROSS • PIERRE • SCHUSTER**  
THE BIG BROADCAST OF 1935.  
NOW ON TOUR  
JACK KALOHEIM, Western Rep., Chicago.  
ROGER MURRELL, RKO Rep.

# PROGRAM REVIEWS

(EST Unless Otherwise Indicated)

## Dr. Clyde Fisher

Reviewed Wednesday, 10:45-11 p.m. Style—Astronomy talk. Sustaining on WABC (CBS network).

This broadcast was in place of the regular monthly program put on by Dr. Haps Christian Adamson, of the American Museum of Natural History, by way of letting listeners in on the wonders of the recently installed Hayden Planetarium and a general discussion of the stars and planets and their position in the heavens during the current month in question. Dr. Clyde Fisher, also an official of the museum, acted as pinch hitter and was interviewed by a confrere. Rather Dr. Fisher answered letters from those who listened in on previous broadcasts.

Possibly most of the queries and answers may have sounded to some students like elementary stuff, but the fact remains that few dial twisters, comparatively speaking, have bothered to take up astronomy or read a book or two, even of popular nature, on this particular subject. For this reason it makes interesting fodder and saves one the trouble of reading and enlightens those who have neither the time nor near-by book emporiums. Answers included reason why Mars is probably not inhabited, with lack of oxygen the cause if anything; plant life is possible, however. Are Venus and Saturn hot, and is it true that there are stars actually beneath us as well as overhead? We only see one side of the moon, and the brightest of the planets, Venus, is really not visible due to the ever-present mists and clouds. These and various other questions were answered in simple terms. Transcript of the talk, plus some info on the planetarium, is available for 10 cents in stamps or coin.

Handled as smoothly as this program, there is no reason why a show of this type couldn't go commercial and be classed as an educational feature as well, attractive to both adults and children. This broadcast proves that it can be done without becoming too technical nor scientific to the point where it loses general appeal. There is nothing to prevent it being made extremely interesting for a wide range of listeners.

M. H. S.

## "The Show Shopper"

Reviewed Wednesday, 5:30-5:45 p.m. Style—Movie chatter. Sponsor—Independent theater exhibitors. Station—WWSW (Pittsburgh).

Mr. and Mrs. Walter Frammer have made this program one of the most popular of its nature. Frammer is a radio movie reporter, giving his views on current bills, bits of news from Hollywood and plugs the current programs of his sponsors, all neighborhood house operators. An interest stimulant is the periodic distribution of movie-star photos and occasional passes to listeners. Mrs. Frammer (Hannah Golding) is known as "Cinema Lady," who reveals the latest in fashions among the cinema notables. Program is on twice daily—at 12:30 p.m., for a 15-minute period, and for a similar length at 5:30 p.m.

The program is always interesting due to Frammer's fast talk on subjects most popular with movie fans and because of Mrs. Frammer's novel lady-fan angles.

S. H.

## "Mardi Gras of Melody"

Reviewed Wednesday, 9:30-10 p.m. CST. Style—Music and talk. Sponsor—Public Service Company of Illinois. Station—WGN (Chicago).

Arranged to attract the prospective home builder, this program is a combination of orchestral and vocal selections by staff artists and featuring Dudley Crafts Watson, of the Chicago Art Institute, in talks on the home.

The musical angle of the show is well taken care of by Harold Stokes' fine orchestra; a vocal ensemble comprising the Doring Sisters and the Four Grenadiers; Bob Hanon, tenor soloist, and Sally Jo Nelson, songstress, all of whom were excellent in their particular lines.

Dudley Crafts Watson, author and lecturer, spoke on the home in his best women's club manner. In speaking he used a sewing-circle delivery, purring

over and caressing every word and at times actually crooning them. Those who enjoy women's hours on the air will like Mr. Watson. He promises the girls some ducky household hints next week on how to make the home comfy and to tell why red paint is better on a barn than in the kitchen. F. L. M.

## Irene Lee Taylor

Reviewed Tuesday, 11-11:15 a.m. CST. Style—Talk and music. Sponsor—Acme White Lead and Color Works. Station—WGN (MBS chain).

This twice-a-week program, aimed at morning women audiences, had entirely too much commercial copy on its first shot. After the theme song *In Our Little Dream House*, sung by Doug Nevin, Irene Lee Taylor, introduced as a home-decorating expert and economist, touched lightly on hints for a Valentine Day party and used most of her time in plugging two of the sponsor's home products and telling about a contest and get-acquainted offer. Between breathes Nevin, a capable soloist, tenored *Your Song for Today* and *Love Came Out of the Night* to the accompaniment of the organ played by Len Salvo.

If Miss Taylor is going to be looked forward to by feminine listeners there will have to be more household hints and less product plugging. F. L. M.

## The Other Woman's Diary

Reviewed Thursday, 8:15-8:30 p.m. (PST). Style—Dramatic. Sponsor—Gordon-Allen, Ltd. Station—KFRC (Columbia-Don Lee network).

Jack Van Nostrand, author of this new weekly quarter-hour Columbia-Don Lee network feature, has devised a novel method of creating atmosphere and shifting the scenes of his dramatic offerings. A voice, accompanied by the unmistakable sound of writing, begins each scene with "Dear Diary—" adds a few words apropos of the action and then fades into actual presentation. Tonight's episode of the serial was titled *A Portrait of Judas* and was rather a complicated tale. It evolved around a woman and two men, one of whom was supposedly killed in the World War, leaving the other to marry the gal. The show was well written, well produced and well acted, but too complicated to be perfectly fitted into a quarter-hour broadcast. It was also strongly reminiscent of a movie which this reviewer saw several seasons ago.

The three principal roles were played by Beatrice Benaderet, John Hughes and Lou Tobin. Aside from these three, the first two of which were excellent and the third adequate, there were two minor characters. One, a reporter, was handled by Harris Brown. The other, a monotonous, metallic and malignant voice, symbolic of "the other woman's diary," was portrayed by Cora Burdick, who is the wife of Hal Burdick, NBC's *Night Editor* narrator.

Commercials were read at the beginning and end of the broadcast. Surprisingly enough, they were okeh and not too long. They were made additionally listenable by Mel Venter, one of the Coast's best announcers. This third broadcast in the series, sponsored by the manufacturers and distributors of Par Soap, gives every indication that the program will become increasingly enjoyable with each succeeding pres-

entation. Van Nostrand's dialog, for the most part, might well be a real conversation. It's natural and unaffected. The two leads, Ben Benaderet and John Hughes, read lines, especially love scenes, well enough to be on anybody's air. D. H. G.

## "On Wings of Song"

Reviewed Tuesday, 9:15-9:30 p.m. Style—Soprano and string ensemble. Sponsor—Consolidated Gas Company. Station—WBNX (New York).

Foreign language series on eight times weekly by one of the leading public utility concerns of the world is somewhat of an innovation. Chief aim is good will, of course, and seven different nationalities are covered. Same talent is used in Florence Leffert, concert soprano, who knows her languages and an excellent string ensemble. With the exception of Sunday, when two matinees follow each other, the shows are at varied times in the evening. Tongues are Hungarian, German, Italian, Spanish, Greek, Jewish and Polish. Jewish gets a double break, an augmented show with 50 voices being used late Saturday night. Another Jewish show is heard Sunday afternoon and following on its heels is the Polish quarter hour.

Idea and type of show appears to be a happy thought, in that a complicated program has been avoided and a smooth song and instrumental entertainment is sold to good advantage. All talk, of course, is in the tongue concerned and institutional copy pertains to the lower comparative cost now of gas and electricity for all household uses as well as its manifold advantages. At the close an offer is made of a free card index system for keeping recipes, etc. The gesture seems to be a timely proposition. This particular program revealed Miss Leffert as a versatile and fine-voiced artist, and the string ensemble a very competent organization. Miss Leffert sang a typical German lieder plus a song from *The Merry Widow* in German. Orchestra played tunes by Franz Schubert, Beethoven and Oscar Strauss.

Consolidated Gas has its English program on NBC's WJAF on Sunday evenings, which has been on for a few months. M. H. S.

## MUSICIANS' UNION

(Continued from page 3)

thereunder, during the existence thereof, except that no such obligation or contract shall have the effect of continuing the agency or other such license. Such right of termination of this license shall be absolute at all times, without cause or reason. In the event of termination of this license, at any time, for any reason, such license represented by this certificate shall be returned to the Federation and canceled.

The AFM licenses, which went into effect January 1, have passed the 700 mark.

## UNIONS DEMAND

(Continued from page 3)

ments. Ordinance would require all operators to obtain a license at \$2.

ALBANY, Feb. 8.—Senator N. A. O'Brien has introduced a bill in the legislature to amend the civil service laws and prohibit public school teachers doubling as picture projectionists or stagehands in schools. The bill is being pushed by the State Federation of Labor, which, in turn, received suggestions for such a bill from Local 308 and up-State operator unions.

## WPA PROJECTS

(Continued from page 4)

ministration has given work to over 200 musicians, singers and conductors.

Dr. J. A. Rauterkus, federal district superintendent, revealed that units have been playing settlement houses and schools under the WPA wing since January 9 and include a symphony orchestra (40 men), a concert band (35 men), a gypsy string ensemble (32 men) and a colored dance orchestra (14 men). Pierre DeBacker, musical project head, says that by the end of next week the office will send on the road two additional dance bands of 20 men, a string orchestra of 20 men and two choruses of 40 men. A project consisting of teachers who will offer lessons at settlement houses will also begin operation next week, DeBacker revealed.

Musicians average 96 hours of work a month and get \$94 per month. Current projects will operate thru May 9 when, it is believed, more time will be added.

Conductors engaged for these units include Harry Hoehle, Domenico Caputo, Victor Saudek, J. E. Manion, Charles Pasetti, Jo Tyler, James G. Borrelli and James DeBacker.

SYRACUSE, Feb. 8.—After weeks of delay, local WPA theater project snapped suddenly to life this week, putting nearly 300 actors, technicians and house employees on the federal pay roll. Forty already are signing their names to U. S. checks. The rest start next week.

George M. Gatts, State regional director, announced appointment of John F. Wright, managing director; Edward E. Davidson, assistant; George Chenet, business manager and agent-treasurer; Ned Lynch, play director, and Earl Arnold, publicity.

Recognizing that purpose of project is to get show people off relief, WPA seems to have eliminated theater folk from relief in whole county.

WPA has subleased Civic Theater from Syracuse University for three days each week. Plan to run Thursday, Friday and Saturday, with matinees Thursday and Friday.

Opening tentatively set for February 20 and negotiations are on for *January Sixth* as opener. Last fear of union opposition to plan faded when representatives attended all conferences.

## NAB BOARD OK'S

(Continued from page 7)

gestion that the entire contents of the report of the two-day meet, together with other facts pertinent thereto, be brought to the attention of the Attorney-General and to urge upon the Attorney-General the imperative necessity for an immediate study of the government suit against ASCAP and to urge the imperative necessity for an early resumption of the prosecution of that suit, either in its original or in amended or modified form.

Among the members who were present were Gardner Coles Jr., KSO, Des Moines; John J. Gillin Jr., WOW, Omaha; Gordon Persons, WSPA, Montgomery, Ala.; William S. Hedges, NBC, New York; I. R. Lounsbury, WGR-WKBW, Buffalo; Ralph R. Brunton, KJBS, San Francisco; J. O. Maland, WHO, Des Moines; W. Wright Gege, WMBC, Detroit; Leo J. Fitzpatrick, WJR, Detroit; Frank M. Russell, WRC, Washington; Harry C. Butcher, WJSV, Washington; H. K. Carpenter, WBEK, Cleveland; Arthur B. Church, KMBC, Kansas City; Edwin W. Craig, WSM, Nashville; T. W. Symons Jr., KFPY, Spokane, and James W. Baldwin, Washington.

## "MIKE" DURSO

The Voice of the Golden Trombone NOW ON TOUR.



RAYMOND McCOLLISTER

"The Paganini of the Saxophone."

Featuring JAZZ, NOVELTY AND CONCERT SOLOS.

Address: The Billboard, Dallas, Tex. RKO ARTIST

## Network Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is from Friday, January 31, to Thursday, February 6, both dates inclusive.

Alone	43	If I Should Lose You	15
I'm Shooting High	26	Gonna Write Myself a Letter	15
I'm Building Up to an Awful Letdown	26	Alone at a Table for Two	14
Moon Over Miami	23	Little Rendezvous in Honolulu	13
With All My Heart	23	Beautiful Lady in Blue	12
Cling to Me	22	Got My Fingers Crossed	12
Feather in the Breeze	22	Never-To-Be-Forgotten Night	11
Lights Out	22	Red Sails	10
You Hit the Spot	18	Blue Illusion	9
Dinner for One	17	Green Fields and Bluebirds	9
It's Been So Long	17		



## West Coast Notes; Kraft-Phenix Auds

SAN FRANCISCO, Feb. 8.—NBC is auditioning a new 30-minute show for the Kraft-Phenix Cheese Corporation. Also plans are very much under cover as to the type of program it will be, if scheduled for the Western network early in March.

Under a new arrangement Hearst's KYA, affiliated with NBC, starts taking 15 Blue network sustaining programs weekly on Monday. As a result practically all the station's vocalists are out. In fact, Agatha Turley, soprano, is the only one left on staff. Station has canceled its most popular feature, the Thursday night *Opera Mirror*. Also off the schedules are the twice-weekly *Fiesta* program and the Saturday night *Bath-day Party*, a weekly feature for the past two years.

The Harmonists, vocal and instrumental trio, heard over KGGC for several months, are now a KROW feature. Heard thrice weekly, the trio includes Jeanne Carole, vocalist; Henry Tomei, accordionist, and Jack Martin, banjoist. Kay Sherry, another former KGGC'er, has switched to the KROW studios here as staff pianist. Dell Perry continues as staff accompanist at the KROW Oakland studios. Sally Coy, heard over KOA, Denver, with Carol Lofner's Orchestra, is another addition to KROW's staff. She has a 15-minute spot four afternoons weekly.

### Los Angeles

LOS ANGELES, Feb. 8.—*Calling All Cars*, most popular air series west of the Mississippi, starts a 15-week personal-appearance tour tomorrow, which will take the troupe thru film houses of California, Nevada and Arizona. Play slated to be used is *The Human Bomb*, story of the masked madman of last year, who, loaded with dynamite, held the entire city's police at bay with threats to blow up the city hall.

Cast of six KHJ stock players has been selected for the booking. Troupe is accompanied by a ballyhoo sound truck.

While the first five weeks will be spent in local theaters, weekly broadcasts will be remoted when troupe takes to the road. *Calling All Cars* has been on station two years, but another unit was inaugurated recently thru KNX.

C. Ellsworth Wylie, general manager and sales manager of the Don Lee Broadcasting System, resigned last week, effective March 1. He has been with the organization since 1932. No successor will be named this week.

Naylor Rogers returned this week from an Eastern business survey for KNX.

## SECOND PROGRAM

(Continued from page 4)

and dancing women. "Sheriff, that gal Mercedes is sure easy to look at," says noble William, but before he can do anything about it the Apaches cut him down.

Ben Turpin's comedy is funny today—not unintentionally, but in its own right. The slapstick is decadent at present, Sennett is given credit for influencing Rene Clair and Chaplin. Fox Film Company's *A Fool There Was* is credited with giving the word "vamp" to the English language. The first of the screen's great man-wreckers, the film's slithering, panting piece of fluff, had only to say, "Kiss me, fool!" and when the dawn came mother and child were deserted. As a result of her portrayal in this film Theda Bara was forced to similar portrayals in 40 subsequent movies.

The resources of the Film Library are available to non-commercial groups, such as museums and colleges.

PAUL ACKERMAN.

## AUTOGRAPH FIENDS

(Continued from page 4)

parative reverie, for reflection is difficult when breathing is irregular and ribs are almost splitting from the bodily pressure of hundreds of excited neighbors.

It was not long before the police knew they were undermanned. As early as 7-15 crowds began to gather and, as they increased with speedy accumulation, it became apparent that the original 25 cops assigned to the beat were going to be in need of re-enforcements if they wished to avoid resorting to tear gas. An emergency call delivered 100 policemen to the scene and they had all they could do to handle the 5,000 celebrity-gapers and autograph-seekers who milled about

## AIR BRIEFS

By K. K.—Batting for Jerry Franken

A SERIES of transcriptions featuring B. A. Rolfe, the Mills Brothers and the Boswells has been completed and will take the air for Goodrich, starting some time in March. Ruthrauff & Ryan is the agency. . . . The first of the new Dodge series will be broadcast Sunday, February 16, with WOR the New York outlet. Harry Richman is the star and will have as his guest performers Frank Parker, Kay Thompson, Gertrude Niesen, Howard and Sheldon and Tim and Irene at different times during the 13-week transcription series. In its last season show Dodge used 230 stations and hopes to achieve that number with the new show, effectiveness warranting. . . . Jimmie Allen, the kid appeal show, which discontinued last April, resumes on March 2 with Richfield Oil of New York, Richfield of California, Skelly Oil (Missouri) and Hickok Oil (Ohio) again sponsoring. Incidentally, Paramount will soon release *The Sky Parade*, which features the Jimmie Allen character. Radio's Jimmie Allen plans many tieups with his celluloid counterpart. . . . Fifteen stations will soon be added to the 11 now carrying *Scoop Ward's News of Youth*, news dramatization series with juvenile appeal. . . . Edwin C. Hill, who is now being aired thru only nine stations because of time conflicts, will get a network, starting March 7.

February 27 is the starting date for the previously announced Pittsburgh Plate Glass show, which will feature, patriotically enough, the Pittsburgh Symphony Orchestra. BBDO is handling this program which takes the ether Thursdays from 8 to 8:30 over NBC's Blue. . . . *March of Time* is considering a special program commemorating its fifth anniversary on the air. Idea under consideration is to present the five most significant items enacted on the program since its aerial inception, with significance judged by both

historical and dramatic values. . . . Remington Rand gives costliness as the reason for its proposed withdrawal from the sponsorship of the *March of Time*. . . . Paul Wimbusch has recently returned from the West Coast and Florida, where he was supervising NBC's ork booking activities in those regions. . . . American Washing Machine's program, which discontinued in the fall, is to resume as soon as station time can be cleared. This transcription series is called *Helpful Harry* and is handled thru Meldurn & Pewsmith Agency.

Associated Laundries has signed Ted Flo-Rito and Jack and Loretta, song team, for a new show which awaits suitable spot on the aerial calendar. . . . Starting March 30 Mennen Shaving Cream sponsors Transradio news items over Mutual. . . . R. H. Macy renewed for 26 weeks *Martha Manning—Sales Talk*, morning program over WOR. . . . Jack Flynn resigned from his NBC booking post.

Bosco, Philly food concern, has bought *Robinson Crusoe Jr.*, transcription series, from World, with Tom Mealy doing the sales job. The script was written by Peter Dixon, who will continue with additional material as needed. . . . Dr. William H. Voeller, Conquest Alliance exec, recently returned from California with contracts from West Coast transcription companies sufficient to make his organization sales representative of 60 per cent of the transcriptions emanating from California. Companies signed include: Titan Productions, Audist Corporation, San Francisco; Mertens & Price, Los Angeles; Radio Release, Ltd.; OKO Sound Studios, Radio Productions, Inc.; American Radio Features, National Radio Advertising, Barrett Company, Radio Program Syndicate, Hollywood.

## CHI AIR NOTES

By NAT GREEN

It is probable that Joe Cook will be the first guest artist on Dr. West's Celebrity Night, new NBC show featuring George Olsen and Ethel Shutta. Program will start February 22 instead of February 24 as originally planned. . . . Responding to listeners' requests for something besides dance music after 10 o'clock, WCFL has launched a new Wednesday night half-hour program, 10:30 to 11, by the Chicago Civic Choral Society, consisting of songs by a mixed choir of 50 voices. . . . Made such a hit on initial broadcast it is to be heard every week. . . . Al Pearce and his gang begin a week's engagement at the RKO Palace Friday. . . . Two of his "gang" will be more or less handicapped for their stage appearance, as Mory Amsterdam, comedian, is just recovering from an appendicitis operation and Monroe Upton—Lord Bilgewater—was struck by an auto a week ago and suffered a broken shoulder blade. . . . Adele Girard, singing harpist, formerly with Harry Sosnik's Orchestra, and Don Lindley, veteran dance trumpeter, recently with Dan Russo's Palace Theater orchestra, have been added to the roster of CBS staff musicians. . . . And John (Speed) Harrington, former Chicago announcer and more recently St. Louis radio exec, is now on the CBS announcing staff.

Jess Kirkpatrick, who recently joined the WGN announcers' staff, also will sing on the *Funnybone Follies* show. . . . He has taken over the broadcasts from the Chi marriage bureau while Quin Ryan is vacationing. . . . Wendell Hall introduced his newest song, *Got No Hurry, Got No Worry*, a few days ago and thinks it will equal *Ain't Gonna Rain No More* in popularity. . . . WLS has appointed John Blair & Company as its national sales representatives.

the Rivoli. The sight of women whose spines were in unhappy communion with the asphalt did little to restrain the determination of relentless autograph hunters, whose fiendishness, once aroused, hath greater fury than a woman's scorn.

Don Gordoni, handsome young son of Lillian Gordoni, is in Hollywood playing in Jane Mui's production of *Green Grow the Lilacs* in the Work Shop Theater. . . . Manhattan visitors to local CBS studios the past week included Paul White, public events and special features department chief, and Don Higgins, of the publicity staff. . . . Ray Perkins, former newspaper editor, has left WIND for an agency position. . . . Nort Frickman and Ed Allen, WIND sales reps, into business for themselves as radio representatives. . . . Ned Reglein moved from WJJD to WIND to take charge of announcing staff and do some production work. . . . Eddie Guest will be honored by Gene Arnold, vet NBC narrator, in his program with the Ranch Boys February 14. . . . Ben Paley, of CBS program department, on sick list. . . . Immediately following the broadcast of February 28 of the Cities Service Concert, Jessica Dragonette, who recently signed a new 52-week contract for her eighth year with the series, will leave for a vacation in Arizona and California. . . . She returns to the air April 10. . . . During her absence Lucille Manners, young coloratura star of many NBC programs, will be heard as guest artist, starting March 6.

Jimmy Evans' Prep Sports, new series devoted to last-minute news of prep, parochial and high schools, was introduced over WBBM Saturday and will be heard Tuesday, Thursday and Saturday. . . . Evans is already widely known to radio audiences. . . . Major Lenox R. Lohr, David Sarnoff and Frank Mullen will be in Chi from New York this week and there is conjecture as to whether some NBC changes are pending. . . . Suit was filed in Circuit Court here a few days ago for annulment of the New Year's Eve marriage of William Haskell Coffin Jr. and Lillian Fraser. . . . Both are radio actors. . . . WBBM Twin-winner semi-finals are being held at the CBS studios this week, with 400 contestants slated for auditions. . . . Prize, a \$1,300 contract for the winners—one man and one woman—to sing over WBBM for 13 weeks.

## BANNISTER, BEEBE

(Continued from page 4)

spent this season. The play itself, with the customer comments, is something to see and hear, and the diversissements pack a legitimate entertainment wallop. Presentation is on the oleo scale, with a fellow in the balcony leading the cheers and hisses in the manner of Richard Whort in the Lunts' *Taming*. The cast kids the old play unmercifully, with Robert Vivian, as the gypsy, providing most of the heavy dramatics. Richard Rauber, the handsome villain who dies on the scaffold, is an actor with, as an old prompter once wrote, "a form ventus and voice mellifluent," and he does a grand job. Little Marianne Cowan is cute as the unfortunate heroine, and Stapleton Kent, Gertrude Keith and Judith Elder complete the list of principals.

The between-acts show is a honey, led by the Danwills with their ace teeterboard and acro turn, performed on the floor, perilously near the customers at the front-row tables. Ann Suter, a buxom and vivacious soubret, scores heavily in a series of numbers, while Pope and Thompson, with juggling and novelty music, also come thru tidily. The Four Comets put on a sensational skating act in the restricted stage space, coming dangerously near to crashing into curtains at every turn, and four energetic and taking male singers who bill themselves simply as "That Quartette" not only offer a few old-fashioned numbers in grand style, but also lead the after-show songfest. Harry Meehan, the Irish Thrush, delivers in the manner his billing might lead you to expect, and Butler and Litomy (if that last name's spelled incorrectly blame it on Mr. Krimsky's writing) come thru with an old-fashioned song-and-dance.

In addition there's a tiny chorus billed as the American Music Hallettes, including two or three of the most eye-filling and refreshing looking honeys seen this season. And more than a word should be said for the attractive and charming corps of singing barmaids. The lovely who served the reportorial potatoes is as fetching a lass as you could well imagine.

Admission is \$1.50 and \$2, and drinks come to 50 cents a throw. It's worth the price—and then some.

EUGENE BURR.

## \$500,000 FOR

(Continued from page 3)

entertainment will come in the form of the noted Stamford (Texas) Rodeo, also the Gainesville Circus. Several name orchestras will alternate as attractions, while the opening day parade will have a lineup of 40 bands. Negro music and singers will come in for their share, for the first time the race getting recognition in the form of a special building. A chorus of 1,000 Negro voices will be on hand as part of the fare for broadcasts. Another stunt for broadcasting will be the assembling of some 3,000 buses to transport an estimated army of 50,000 school children who will comprise a mighty vocal chorus for a radio broadcast.

It is understood that the other motor companies as well as Ford will also go for the entertainment angle instead of huge displays, and this item alone is expected to jack up the lucrative spots for name orchestras and other talent. Sports events will be numerous, headed by football, with Southern Methodist University in for a good share.

## NVA NOT

(Continued from page 3)

and has attended many meetings. However, when \$1,000 was allotted to the NVA activities last summer it went to the NVA Fund, which is not a member of the Theater Authority. Harold Rodner, executive secretary of the NVA Fund, attended the TA meeting Thursday and demanded his organization again be given a cut.

It is reported Ralph Whitehead, AFA executive secretary, opposed granting either the NVA, Inc., or NVA Fund money on the ground that the NVA, Inc., is now strictly a social club and the NVA Fund is no longer doing direct charity case work. In voting down the NVA Fund's request, the Theater Authority states officially this was done "because the Will Rogers Memorial Fund will take care of the NVA Sanitarium and there is no need of sustenance from the Theater Authority."

## Chi Musician Strike Nipped

Union announces walkout postponed—network band booking blamed

CHICAGO, Feb. 8.—The threatened walkout of musicians in Chicago's Class A hotels appears to have been averted for an indefinite period. Statements to that effect have been made by officials of the Chicago Federation of Musicians and unless something unforeseen develops it appears there will be no increase in the hour rate of musicians and no strike.

The trouble which came to a head last week-end apparently was precipitated by the booking of the Little Jack Little Band into the Terrace Room of the Morrison Hotel. While this is denied by the union, which characterizes some of the statements in the dailies as "just talk," the general opinion is that the entrance of National Broadcasting Company and the Columbia Broadcasting System into the band-booking field led the union to take action, it being feared the networks would gain control of booking bands in all Chicago hotels.

Before engaging Little Jack Little, Leonard Hicks, managing director of the Morrison, had tried unsuccessfully to book several well-known bands, among them Ray Noble and Eddie Duchin. He heard Jack Little's outfit, liked the music and thru the NBC made a deal for the band, which was under contract to CBS. It is understood there were some protests from various sources. Shortly thereafter the union made its demand that musicians playing Class A hotels be given an increase in scale from \$2 to \$3 an hour. This would have meant an increase of nearly \$300,000 a year in costs, the hotel men declared. James C. Petrillo on Saturday ordered the musicians to strike the following day, but after several conferences it was announced the strike was "indefinitely postponed." This was followed early in the week by an announcement that Little Jack Little would conclude his engagement at the Morrison February 10. It is the general opinion that none of the hotels will book any bands from either of the networks, at least for the present. Sidney N. Strotz, of NBC, is conferring with officials of the International Musicians' Union today.

## \$80,000 Gross for First Casino Week

NEW YORK, Feb. 8.—New French Casino show is reported having grossed \$80,000 its first week, which ended Tuesday.

Clifford C. Fischer, producer and owner of the show, intends opening, repeating the French Casino idea in the Prince Edward Theater, London, with his *Folies Parisienne Revue*, which is now playing the French Casino, Miami Beach.

## New St. Louis Agency

ST. LOUIS, Feb. 8.—Miller Morgen, Chicago orchestra and floor-show booker, last week opened a branch office in the New Plaza Hotel, St. Louis. New office will be operated as an independent agency and will be handled by Roth Gibbs, Walter Miller and Morgen.

## New Night Clubs Open

CINCINNATI, Feb. 8.—Harold Hass opened a new spot last week at 8121 Livernois avenue, Detroit. Bears the title Haag's and is under the direction of Hank Laughlin. El Coronado Club opened about the same time in Houston, Tex. A floor show and Carlos Shaw's Band entertain nightly.

## Denver Musicians Elect

DENVER, Feb. 8.—Local musicians' union at a recent meeting elected the following officers: Michael Muro, president; G. A. Forter, vice-president; Charles C. Keys, recording secretary, and John Herr, financial secretary.

## A Band Buries Its Dead

PITTSBURGH, Feb. 8.—As far as Marty Schramm and his orchestra are concerned "The Music Goes 'Round and Around" is a dead number. Playing nightly at Child's here, the band laid the song to rest Saturday (1) night, the boys and the customers joining in a funeral march after the number had been played for the last time. A miniature casket was "buried" in one of the windows and a sign calling to the attention of passers-by that "Here rests in peace the song that lived a fast life."

## Harry Carlin Active

NEW YORK, Feb. 8.—Harry Carlin, who has recently been inactive, is again booking a string of night spots in and around this city. Says he has 15 clubs lined up.

## Load of I. Mills Bookings Keeps Band Units Working

NEW YORK, Feb. 8.—The Irving Mills office laid out a raft of bookings for band attractions this week.

Cab Calloway opened today for Loew in Indianapolis for his first theater date since working in the new Al Jolson picture. Then a two-week dance tour, followed by Akron and Youngstown for RKO.

Benny Meroff is one-nighting en route for Houston, where he opens Saturday at the El Coronado Night Club. Closes there March 7, opening at the Olmos Club, San Antonio, for an indefinite run.

Harold Stern, an NBC band, booked

## Dep't of Labor Leads Attack On Pittsburgh Talent Setup

Strict enforcement of Child Labor Law announced by district supervisor—bookers and operators given sufficient time to correct conditions—AFA pledges support

PITTSBURGH, Feb. 10.—The neglect of local authorities to enforce the child labor law, a condition which all but froze out the legitimate night-spot performers from making a decent living, will come to an end today, according to Department of Labor officials. Violators will be brought to court and prosecuted. During a special meeting of bookers called by George B. McDonough, district supervisor of the Department of Labor and Industry, it was definitely stated that the child labor law will be enforced 100 per cent and, to give violators sufficient time to amend existing unlawful conditions, thorough investigations and definite prosecutions were not scheduled to start until today. Mrs. Mary B. Trainor, State supervisor of this department, is in from Harrisburg to be in personal charge of the campaign. She will have the assistance of Mr. McDonough, Assistant District Supervisor James Norton and the local district attorney office.

Addressing the bookers during a meeting held recently in the hearing room of the labor department office, Mr. McDonough urged the co-operation of all those engaged in booking and playing talent. "We are here to see that no minor under 14 years of age will work anytime anywhere, and that no minor under 21 years of age will work in any night club after 9 p.m.," he stated. He also revealed the fact that minors under 18 years of age cannot work in any club where liquor is sold under the Child Labor Act.

William (Jeff) Jeffries, local representative of the American Federation of Actors, was on hand to assure the authorities the co-operation of his office. Amateurs who are being paid for their work and are under the age limit will also suffer under the enforcement of this act, Mr. McDonough announced. To make sure that each performer seeking work is of age, he urged every booker to insist upon every young performer to bring his birth certificate as proof of his correct age.

Some 20 of the leading bookers in this territory were present. They all pledged co-operation and felt that the enforcement of the act will not only bring work to the deserving professionals, but will also eliminate a number of "chiseling" bookers who have been placing minors in second and third-rate spots and paying them very little money for their work.

## London Night Spots

LONDON, Feb. 3.—Owing to the lamented passing of King George all night spots were closed last week. Business has suffered as a result and it may take a month before night club trade gets back to normal.

Principal new opening is that of Clifford Whitley's latest version of *Midnight Follies* at the Dorchester Hotel. Version has Walter Dare Wahl and Emmett Oldfield, American acrobatic humorists, doubling at the Drury Lane, spotted for laughs, which they get in plenty. Act is a humdinger for floor shows. Dorothy Arden, youthful American acrobatic dancer, has a neat novelty in which a small dog is featured. Clicks well and the girl sells it to good effect. Florence McKinney, also from the States, is a swell looker and good singer and goes over to big applause.

Lita Grey Chaplin is back at the Cafe de Paris and is a hit.

Herman Williams, acrobatic dancing novelty; Lowe, Burnoff and Wensley, comedy dancers, and Seatiel, pick-pocketing conjurer, are hits at the Savoy Hotel, with the latter two acts doubling successfully at the Berkeley Hotel.

Hildegard, who hails from Milwaukee, is an unusual singer, who is making an enormous success at the Trocadero. Girl has voice, looks and charm and will probably stay here indefinitely. Ade Duval, American conjurer, repeats successfully with his *Rhapsody in Silk*, always good for this spot.

NEW YORK, Feb. 8.—Irving Mills has signed Lennie Hayton and band to represent it in all fields but radio. Hayton begins a 26-week contract on the Ed Wynn radio program next week. Mills deal negotiated thru Bob Sanders.

## NIGHT CLUB REVIEWS

### Wivel's Restaurant, N. Y.

This Scandinavian restaurant is among the most popular foreign food spots in the city. Having built up quite a reputation for its hors d'oeuvres and liquor, it caters to a middle-aged, informal and surprisingly gay patronage, which seems to enjoy the floor show and dancing.

Floor show is emceed by Bob Lee, who has established a record as a night club emcee around here. In his third year here, Lee is still entertaining the customers with his answers in rhyme to questioned hurled by patrons. Sings impromptu lyrics to the music of pop tunes. And for this fine musical accompaniment, credit should go to the Frank LaSalle's Orchestra, which is in its fourth year here. The band, incidentally, offers fine danceable rhythms and the floor is always crowded with dancers.

Rest of show includes Wynne Rolph, soprano, who offers thoro pleasing pop numbers; Baron Ebbe Gyldenkrone, ingratiating baritone and concertina player; Marlon Rochaste, brunet solo dancer, and Borring and LaZar, dance team. The team is outstanding with its "Sensuistic Mood," adagio and gypsy numbers. Versatile and capable dancers. Miss Rochaste's *Bolero*, toe and novelty doll dances, incidentally, are also well executed.

A couple of "guests" did numbers at this show, a blond lithe acrobatic dancer and Miss Arling Coleman, who displayed sweet soprano voice.

Special \$1.50 dinner is worth it. No cover or minimum. Denis.

### French Casino, Miami Beach

With easily the best show in town for the money, this new theater-restaurant is packing the customers in for two shows nightly at three bucks minimum. Replete with talent and elaborately costumed, the entertainment is swiftly paced and nicely varied. Music is excellent, food is fair and the interior decoration hectic but interesting.

The show is full of talent from start to finish. It has nudity but no obscenity. No dialog. Outstanding bright spots include the breath-taking performance of Lalage, aerialist, and a spinning toe dance by Gloria Gilbert. George Campo has the customers in stitches without opening his mouth. Enrico Bertelaso scores with two songs. Renita

Kramer, costumed as half man-half woman, startles with an amusing dance.

The Four Cradocks, pint-sized, nimble and funny, bounce thru an amazing acrobatic routine. It's a little long but it keeps the patrons gasping. Vega Asp, an eyeful, does the part of a bull in a bullfight scene that has beauty and novelty. She wears a velvet cape which she sheds at the climax to reveal a well-proportioned figure.

Sixteen girls and three boys make up the ballet that steps thru several light and frothy numbers. Manikins, all lookers, parade thru a number of short scenes, including one with dogs.

Emerson Gill and his boys dish out hot dance music and the floor is roomy. There is a decorative bar with popular prices. All in all, it's a night spot deservedly popular. Smith.

### Harry's N. Y. CaBAREt, Chi

One of the novel spots in the Streets of Paris at the 1935 World's Fair was Harry's New York CaBAREt. At the close of '35 Charlie Hepp, proprietor of the spot, moved to North Wabash avenue, just across the river from the Loop, remodeling the interior of the building to simulate the Streets of Paris spot. With some clever exploitation the place soon became popular, and it has been going strong ever since.

While the place occupies three floors, the street level floor is the only one the general public is familiar with. Here are a dining room and bar, and a lively floor show is presented. Jack Irving is emcee of the current show. He is a clever entertainer and also sings pleasingly. Then there are Dolores, an exotic dancer; Sally Joyce, a personable blues singer, and the Beatrice Gardiner Girls, an attractive chorus every member of which does a specialty of some sort. But the most popular feature of the show is the team of Ring and Peterson, known as "The Two Terrible Swedes." Ring plays the accordion, Peterson the bass fiddle, and both sing Swedish dialect comedy songs. They are a rough-and-ready pair, admirably suited to the cabaret's clientele, which goes strongly for broad comedy.

In addition to the street level floor there is a banquet room below the street level, and on the second floor the Globe Trotters—for members only. Thus Hepp's place caters to both the liberal spender and the man of moderate means, and both get their money's worth.

Music in the dining room and bar is (See NIGHT CLUB on page 13)



# Musicians' Local 802 and AFA Talk Over 'Working Agreement'

NEW YORK, Feb. 8. — First step towards a formal working agreement between Local 802 of the musicians' union and the American Federation of Actors was taken Thursday when the musicians' executive board heard Ralph Whitehead, AFA executive secretary, urge a reciprocal pact.

Whitehead suggested a plan for a joint organization drive by actors and musicians in local night clubs, theaters and other fields.

Local 802 appointed a committee to work with an AFA committee and draw up a definite program of action.

It is understood that the campaign would include provisions that bands use only AFA vocalists and, in turn, that AFA acts use union musicians only.

The AFA and 802 have already cooperated in the night-club field and the pending agreement would put into writ-

ing a continuance and extension of this joint action.

## Youngstown Operators Fight For Talent as Biz Improves

YOUNGSTOWN, O., Feb. 8.—Best business in several years is being experienced by night spots here, with competition at its keenest. No less than a dozen district spots are offering lengthy floor shows and there is a mad scramble among operators to get the best talent obtainable.

Rendezvous Villa is offering the *Windy City Revue*, with Peggy Drake, Evelyn Bond, Blanche Kendall, Mary Jay, Mickey Kelley and a six-line chorus along with Ben Hillson's *Septia Band*; Jungle night club's current floor show includes Gene La Monte, Bobby Allen, Billy La Mar, Chickie Carroll, Stefana Onna and Billy Irwin; Wagon Wheel is featuring Rice and Holden Janice, Dae and Lou Davis; Club Lido has a great floor show headed by Jack Russell and four acts, along with Johnnie Miller's Band, and three acts provide the entertainment at the Mayfair Club.

## Ethel Shutta Robbed

CHICAGO, Feb. 8.—Ethel Shutta, well-known singer and wife of George Olsen, band leader at College Inn, was held up by three gunmen Wednesday night and robbed of a mink coat valued at \$3,500 and rings valued at \$3,500. She was being driven to College Inn when her car was forced to the curb and a shot was fired thru the car door. Miss Shutta jumped from the car and fled but was caught and forced back into the car, which then was driven several blocks while the gunmen robbed Miss Shutta, then escaped in their own car, which had followed.

## Still in Florida Deal; Mills Out to Chicago

NEW YORK, Feb. 8.—Irving Mills returned Thursday from Florida. Looked over his Palm Island Casino show, reported to be in the red heavily. Business is understood on the upgrade and Mills is continuing his backing.

Mills is hopping out to Chicago to arrange opening of Ina Ray Hutton at the Marbro Theater and also of Milton Berle at the Chez Paree night club.

# King's Death Closes Can. Spots; Better Talent in Montreal

MONTREAL, Feb. 8.—Death of King George V cast a pall of gloom over Canadian night spots last week, with almost all entertainment coming to a standstill. Many spots immediately shut down when word of the sovereign's death was flashed. Cities were closed tight the day of the funeral, movie houses remaining dark until 6 in the evening. Several Montreal clubs remained closed all day and night.

Cabaret and restaurant operators in the province of Quebec are hopeful of a good year with prospects of hard liquor licenses becoming brighter. Sale of hard stuff in cabarets and restaurants is ex-

## Still a Mystery

NEW YORK, Feb. 8.—Negro papers throughout the country have been carrying stories that Cab Calloway has been barred from broadcasting the next three years because he had aired a hi-de-ho version of the national anthem.

Irving Mills office, which handled Calloway, forced all papers to run retractions on threat of libel suit, but has been unable to track down the source of the original story. Each paper claims it re-wrote the story from another.

## Heavy Pomeroy Club Bookings

NEW YORK, Feb. 8.—Jack Pomeroy office has resumed shows at the Chez Victor, Gloversville, which had closed temporarily when snowed in by a recent storm. Current show includes Alma and Rolland and Barbara May.

Other new Pomeroy shows are Billy Vine, Adair and Richards, Bob and Fleurette Gilbert, Grace Manners, Roberta Jonay and Pomeroy Girls at the Kenmore Hotel, Albany; Ted and Mitzl Diamond and Easter and Hazleton at the Brown Derby, Boston; Doris Winston, Jerry and Turk, Marcelle Wellington and Jimmy and Nora Bell at the Penthouse, Baltimore, and Murray and Allan and Renay Dell added to the Delmonico show in this city. Sammy Harris booking for Pomeroy.

## Frank Sennes Office Busy

CLEVELAND, Feb. 8.—Frank Sennes, orchestra and floor-show booker of this city, announced last week that at the present time he is booking attractions into Freddie's Cafe, Chateau Club, Pad-dock Club and the Continental Supper Club, all of Cleveland; Ohio Hotel, Youngstown; Dutch Village, Toledo; Little Hofbrau, Canton; Silver Slipper, Mansfield; Clover Club, Sharon, Pa.; Paradise Cafe, Rochester, N. Y., and Mc-Van's Cafe, Buffalo, N. Y.

## Nick Albanese Busy Again

COLUMBUS, O., Feb. 8.—Nick Albanese, associated with his brother, Jimmy Albanese, in the operation of Arabian Gardens, swanky night club near here, which was recently razed by a disastrous fire, has taken over the management of the Cotton Club on Mt. Vernon avenue in this city. Complete redecoration, modernization and better floor shows are announced by the new managing director.

month. She is a Spanish comedy dancer and is coming over for Ben Collado, of El Chico Club, New York. . . . Carol Lynne and Anella Renat are a new musical act now at Delmonico's, New York. Belle Rigas has just recovered from a three-week cold. . . . Betty Jane Mueller, dancer, has been booked by Duke Wellman, Chicago agent, for two weeks at the Pines, Nashville, Tenn., where she opened February 7.

LOS ANGELES BITS: Newest addition to Cafe Clement is Audrey Roehlen, former stenog. . . . Pire in the Mallbu cottage of Al Freitas, owner of Club Seville, almost burned the place to the ground. . . . Flames, police reported, were of incendiary origin. . . . Red Pearson, Jimmy Brewster and Al Lasky night spot entertainers, have been signed by Ted Healy to succeed the Three Stooges. Boys will give up club work. . . . State Board of Equalization refuses to reconsider application of Sebastian's Cotton Club for liquor license. . . . The Three Public Enemies, Red Corcoran, Ken Brown and Art Minor, have bowed out of 41 Club here to fill contract with a club in Frisco. . . . Slim Fortier, after a short layoff, returns to cocktail lounge of the Palomar. . . . Customer lure at Torch Cafe is a Monday night amateur show with 15 acts. . . . Muriel Parker, cafe and musical comedy entertainer, booked into the Three Little Pigs. . . . Sardi's cocktail lounge has added Charlie Bourne to the pay roll as pianist evenings and afternoons. . . . Guy Rennie opening at Jubilee Club. Pyramid Boys and Peggy Riat will be kept on. . . . Dorothy Lamour, radio canary, at the Clover Club.

SHIRLEE RUST, dancer, who has appeared with Dave Apollon and Olson and Johnson units, is currently filling an engagement at the Oriole Terrace, Detroit, Abe Schiller doing the booking. . . . Current show at the popular Chez Paree, downtown Indianapolis supper club, has Bobby Jones, versatile emcee; Jan LeToy, diminutive dancer; St. Clair and Yvonne, ballroomists, and Henry Watkins, vocalist. Jones will organize another orchestra shortly for summer work. . . . Billy Kemp, hard-working emcee, is enjoying a much-needed rest in Florida. . . . Bordine and Carol followed Blanche and Elliott into the Chez Paree, Buffalo, last week. . . . Woods and Bray, ballroom team appearing at Chicago's Rainbo Casino when it folded, are currently dancing at the Park Plaza Hotel in St. Louis. . . . Joseph Brooks is preparing an amateur unit in Norfolk, Va. Planning to have it on the road by March. Paradise Amusement Service, Norfolk, will book the show.

JACQUELINE AND GEOFFREY have been presenting their ballroom, adagio and native Latin routines in Miami this winter. Alfred Barton had them at the exclusive Surf Club last week. . . . Bobbie LaRue and his *Hollywood Revue* recently terminated a nine-month run at the Frolic Inn, Hollywood, Calif., and moved to the Gay Paree in San Antonio, opening February 1. Present lineup includes Carl Lewis, Kenneth LaRue, Johnnie David and Van and His Boys, musical combo. . . . Bruce Jordan, Vera LaSalle, Berta and LaMar and the Three Loose Screws are appearing at the Nut Club in New Orleans. . . . Happy Mars moved from the Paradise Club in Findlay, O., to the Silver Shed, Detroit, last week to fill an indefinite engagement. . . . McMahon and Adelaide, currently playing the Fabregas Theater in Mexico City, will remain in Mexico until April 17.

A BROTHER AND SISTER dance team that wasn't a brother and sister team was revealed last week when Jack and Polly Golding, the two principals involved, surprised friends in Baltimore by slipping away to the home of a minister to be married. They were filling a date at a Baltimore night club at the time. . . . Jimmy Givens and Ann Frol, dance duo, are in their fifth week of an original two-week engagement at the Club Embassy in Toronto. . . . Dean Murphy, movie caricature emcee; Pranno and Aida, dance team, and Maxine Weaver, dancer, have opened a limited (See CLUB CHATTER on page 25)

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# CLUB CHATTER

PALUMBO'S CABARET adds the Modernettes, a chorus line, with Joan Carlton, Judie Alger, Tonie Waine and Margo Guertian. . . . Change of management at the Town Casino brings a new show emceed by Al White, with Weldon and Honey, Harriet Lee, Betty Lane, and Barney Zeeman waving the stick. . . . With Manny La Porte replacing Leo Zollo on the band stand, Ben Franklin Hotel sports a floor show for the first time with Marion Wilkins and Jack Meyers, Eleanor Tennis and Betty Kaye. . . . New femme warblers at 1523 in the Farrar Sisters, Margaret Lane and Adelaide Joy. . . . Lucille Ray returns with her bubble dance at the Browning Lane Inn on the Jersey side. . . . New turn at the Hotel Wal-

ton in Will Morris' comedy bike act. . . . Silver Lake Inn on the Jersey side adds Helen Brooks and Rodion Rima. . . . Maurice and Leona making their farewell appearance at Stamps. . . . Dave Steiner moves to the Rathskeller as emcee. . . . Margold Gardens, Pennsauken, N. J., spot the Dorothy St. Clair dancers.

THEODORE AND DENESHA, dancers, formerly at Del Monico's, have gone into the Hotel Montclair, New York. . . . Lou Raymond, singer, who won a Nick Kenny radio amateur contest, went into the Village Nut Club, New York, for a week and has been held over for the 11th week. . . . Adelina Duran is due in New York from Spain this

# BANDS and ORCHESTRAS

**JAY MILLS** has replaced Mike Landau at Delmonico's, New York. . . . Jack Scholl is stationed at the Coronado Hotel, St. Louis, for an indefinite stay. . . . Lon Chassey has supplanted Tom Loew at the Hollywood Hotel, Hollywood, Fla. . . . Sid Zwilling will continue for the season at the Bellevue Country Club, Belleair, Fla. . . . Bernie Dolen has replaced Joe Moss at both the Vanderbilt and the Sherry-Netherlands, New York, where he plays nightly and daily, respectively. . . . Jacques Lube orchestrally represents the Meyer Davis organization at the Princess Hotel, Bermuda. . . . Walter Miller does the same at the Breakers Hotel, Palm Beach. . . . Joe Smith has succeeded Cy Delman at the Copley Plaza, Boston. . . . Red McKenzie began a tour of college one-nighters thru New York and New England last week. . . . Mal Hallett, booked by Consolidated, opened February 10 at the Casa Madrid, Louisville, Ky., night club.

**DURING WEEK** of February 16 Harry Reser will play one-night college dates thru New York, Pennsylvania and New England. . . . Irving Aronson's Commanders go south for one month, starting February 15, on a one-night dance tour. Booked by Consolidated. . . . The Brittons play the first dance assignment of their career on March 20, when they furnish the music for the Knott Hotel chain's employees in their annual social function in New York. . . . William Scott and Jolly Coburn are each slated to synopate at several debutantes' parties this season. . . . Earl Hines has been brought east for theater engagements in New York, Philly, Pittsburgh and elsewhere. . . . Russ Morgan, of whom NBC thinks plenty, opened at the Biltmore last week. He was formerly associated with Detroit's WXYZ as program consultant and is said to produce unusual effects thru his knowledge of broadcasting's technical aspects.

**REGGIE CHILDS**, who just wound up an engagement at the Rice Hotel, Houston, is now at the Raymor Ballroom, Boston, indefinitely. Booked by Consolidated. . . . Mrs. Louis Armstrong and her swing combo are located at the Silver Grill, Buffalo, for four weeks, with option of 20 additional. . . . Joe Venuti, having completed a record-breaking two-week holdover at the Palomar, Los Angeles, is now one-nighting it thru Texas. . . . Charlie Boulanger, who recently closed at the Hotel Radisson, Minneapolis, is also one-nighting thru the Midwest. . . . Frank Le Marr has moved from the Nut Club, New York, to the Arcadia Ballroom, same city. . . . Clyde McCoy is at Roseland Ballroom, New York. . . . Louis Romanelli, booked by the Meyer Davis outfit at the King Edward, Toronto, is awaiting a wire pending termination of the Warner controversy. . . . Wingy Mannone is back at the Hickory House, New York, after having left there to swing at the Famous Door for a spell.

**FREDERICK BROTHERS** replaced Carleton Coon at the Hotel Lowry, St. Paul, last week with Orrin Tucker, who was moved in from the Hotel Claridge, St. Louis. Paul Nielsen replaced Tucker at the Claridge. . . . Hi Clarke and his orchestra, under the direction of Friday Hughes and featuring Dee Hermes, opened an engagement at the Rainbow Ballroom in Denver January 25. . . . Arlie Simmonds and band, with Dorothy Jean Russell and Ernie Ling, are one-nighting thru the Midwest. . . . Larry Funk and band, featuring Muriel Sherman and Vaughn Monroe, will continue indefinitely at the Claridge Hotel, Memphis. . . . Tom Gentry has been held over at the Brown Palace Hotel in Denver. . . . Wally Stoefler and band, Jack Hoffman and Shirley Land, vocalizing, remain another month at the Hotel Tulsa, Tulsa, Okla. Booked by Frederick Brothers.

**JOE RINES**, playing at the Mayfair Club, Boston, got a publicity break recently when Universal Picture Service syndicated a photo showing F. D. Jr. clasping hands with him at the band stand. . . . Phil Solari is stationed at the Bath Club, Miami Beach. . . . Bill Marshall is booked at the Ponce de Leon, St. Augustine, Fla. . . . Jultus Schulman's Band has been engaged for the season by the Veney Park Hotel,

St. Petersburg, Fla. . . . Charles Reader and his men read notes at the Fort Montague, Nassau, B. W. I. . . . Ted Pio-Rito leaves the New Yorker Hotel on February 27 to open at Lavagge's, Boston. . . . Henry King, upon discontinuance of supper dancing at the Sert Room, Waldorf, New York, on February 20 will replace Eddie Duchin at the Plaza. . . . Duchin will journey to Philly to open at the Arcadia Ballroom there. . . . Orville Knapp will replace Xavier Cugat at the Waldorf's Empire Room, New York, on February 27. . . . Harold Stern succeeded Paul Whiteman as the band engaged to play at the Gasparilla Ball, held in Tampa on February 11-12. Whiteman had the date last year.

**JERRY HOLSTON** and his newly organized swing outfit have moved into Chance's, Saranac Lake, N. Y., for the winter. Roy Rader, formerly with Freddy Kay, is a recent addition to the combo. Bruce Clark manages. Blanche Calloway and her septa combo, on an Eastern theater tour, have been finding the going tough in Northern New York. Last week the company spent five hours in a snowdrift near Dolgeville and only after heroic efforts on the part of Cliff Swick, manager of the Smalley Theater, and Earl Darling, his ticket taker, did the Callowayites make the matinee. Mishap got the show plenty of space in the local daily. . . . Bob Veon and band, currently at Palace Gardens, Lansing, begin a series of one-nighters February 14.

**THE DICK MESSNER** combo replaced Hank Halstead at the Coconut Grove of the Park Central Hotel, New York, last week, coming in from the Essex House, Newark. The Messner brothers are still featuring a sophisticated style of music. . . . Jerry Monroe has replaced Fred Palmer at the Varsity Casino in New York City. . . . Hank Blagini will leave the Graystone Ballroom, Detroit, in a couple of weeks for a two-week series of one-nighters thru Ohio and Pennsylvania. Stan Murphy replacing at the Graystone. . . . Drexel Lamb is going into his 13th week at the Club Lido, Jackson, Mich. Will carry on indefinitely. . . . Dave Van Horn has been spotted at the Cafe Grande in Wilmington, Del. . . . Del Regis is on location at the Anchorage Inn, Philadelphia.

**HERBIE KAY** will leave the Edgewater Beach Hotel, Chicago, February 21 and probably will join his wife, Dorothy Lamour, on the West Coast for picture work. . . . Freddie Martin and his orchestra opened an engagement at the Aragon Ballroom in Chicago last Saturday. . . . Kay Kyser returns to the Chatterbox in the William Penn Hotel, Pittsburgh, February 13. Kyser recently played for six months at the hotel. . . . The five Vitton brothers, Pete, Ano, Phil, Edward and Anthony, have reorganized their band and are playing thru New England for Joe Sonsini, of Pittsfield, Mass. . . . Sonsini is also booking Sammy Vincent's new 11-piece orchestra, featuring the singing of Vincent and June Crosby. . . . Red Pearce remains indefinitely at the Jeff Davis Hotel in Tupelo, Miss. . . . Woodie Lieb replaced Al Rutherford at the Hotel Beaver in

York, Pa., last week. . . . Royal Rhumbalies, string sextet, begin an indefinite engagement this week at the Silver Slipper Club in Kansas City.

**RUDY BUNDY** has been held over for an additional two weeks, with options thereafter at the Hotel Gibson, Cincinnati. The Bundy organization is intact once again, Marlene Gilbert, vocalist, returning to work after 10 weeks on the sick list, and E. D. Perkins, manager, back on the job, fully recovered from a recent illness. Bundy moved to the Gibson from the new and beautiful Rainbow Ballroom in Denver. . . . Irving Rose will remain at the Chase Hotel, St. Louis, until April 13. Engagement extended for the second time last week. . . . Joey Schaffler is no more. The Pittsburgh ork leader, whose name has frequently been confused with that of Joe Schaffer's, another Smoky City maestro, changed his name last week to Joey Sims. . . . Eddie Oliver's 11-man band has moved into the Reno Country Club, Reno, Nev., coming direct from the Hotel Roosevelt, Hollywood, Calif. Oliver was Ben Bernie's pianist before organizing his own band.

## NIGHT CLUB

(Continued from page 11)  
furnished by Austin Mack and his Century Serenaders, who have become sort of a fixture in the spot. . . . There probably is no night spot adjacent to the Loop that has a more steady clientele than Harry's New York CaBarEt. Green.

## Hotel Commodore, N. Y.

Floor shows here have been maintaining a fine standard, the current show comprising a swell toe tap dancer, Edith Mann; a thoroughly pleasing ballroom team, the DiGitanos; a fair baritone, Bob Mack. The Johnny Johnson Orchestra is still on the job, with Vi Mele doubling between singing and piano solos.

Miss Mann, a lovely little brunet, clicks easily with two solid numbers. First is a jazz strut and tap affair and second is a toe tap on a wooden mat done to the music of a queer arrangement of *The Music Goes 'Round and Around*. She has an ingratiating personality in addition to talent.

The DiGitanos, a slim blonde and a boy, had no trouble pleasing with their musical comedy numbers. Their second is the more spectacular, featuring fast spins, in which the girl is slung over the boy's shoulders. Would be better, however, if they worked a bit more leisurely, especially in the introduction.

Bob Mack offered his pleasant baritone for such numbers as *Without a Song* and *On the Road to Mandalay*. Doesn't use a mike, his voice being robust enough as it is. Andrew Somers, tenor, introduced as a guest, did a couple of fair numbers.

Johnson's Band is still dishing out tingling dance rhythms, with Johnson himself taking chances at the piano. "Uncle" Harry McDaniels is still head comedian, leaving his cornet for flings at comedy numbers. Miss Mele, an attractive blonde, displays a nice voice in pop numbers.

Business seems to be picking up, a good-sized crowd being on hand for the early show. And the food is still first-class, as is the service. Denis.

## MUSIC NEWS

(Communications to New York Office.)

Feist, Inc., has taken over the latest English success, *The Wheel of the Wagon Is Broken*. The same firm is publishing *It's Great To Be in Love Again*, by Jimmy McHugh and Ted Koehler, also *It's Been So Long*, from the musical film, *The Great Ziegfeld*.

Saul Bornstein, of the Irving Berlin forces, is leaving for California on a flying trip. He is going to that part of the country to look over the musical situation concerning his firm besides seeing Berlin, who is at present in Hollywood. It is understood Berlin will furnish the score of another talkie before coming east.

A new number has been added to the latest Shirley Temple celluloid, *Captain January*, and sponsored by the Movietone Publishing Company. It bears the title of *The Right Somebody To Love*, credited to Jack Yellen and Lew Pollack.

A new song, *Horse and Buggy Days*, written by John W. Bratton, the veteran composer, has been sold to the King Syndicate for publication in the various Hearst papers. *Old Green River*, a publicity tieup for a certain brand of whiskey, and *Slow Poke*, a ballad, also have been disposed of by Bratton. John, who in his long career as a writer of popular ditties, has turned out close to 1,000 compositions, will shortly celebrate his seventieth birthday.

Ten men who have been identified with the writing of songs these many seasons are to revive a former vaudeville act known as *A Trip to Hilland*. Those whose services are already enlisted include Ernie Burnett, Billy Baskette, J. C. Johnson, Ed Nelson, Johnny Tucker, Jimmy Marchand and Eugene West, one of the original members who has foregone a journey westward in order to appear in the turn.

Dubin and Warren have contributed the following songs in the new Warner Bros. picture, *Colleen*, featuring Dick Powell, Ruby Keeler, Joan Blondell and Jack Oakie: *Summer Night, I'll Never Have To Dream Again*; *Boulevardier From the Bronx* and *You Gotta Know How To Dance*.

New officers for the Chicago branch of the Professional Music Men, Inc., were elected at a recent meeting. "Tubby" Garron, transferred four months ago from the Paramount studios in Los Angeles to the local office of the Famous Music Corporation, was made chairman of the board. Those selected to serve on the Chicago committee were Al Bellin, Marty Fay, Larry Shayne, George Pincus and Harry Reinhold. Bob Cole is acting secretary, succeeding Dick Lucas (Crawford Music Company), who has been transferred to New York. The possibility of holding a ball or special theatrical performance some time in March was one of the subjects discussed.

Arthur Plantadosi, formerly with the sales department of Witmarks on the Pacific Coast, made a hurried trip east last week. Plantadosi returned west last Saturday. He said that he does not intend to return to the music field as he has several offers to enter the flicker industry, with which he is thoroughly acquainted.

## Sheet-Music Leaders

(Week ending February 5)

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. If I Should Lose You         |
| 4. Lights Out             | 12. Please Believe Me            |
| 5. Dinner for One         | 13. I'm Shooting High            |
| 6. Feather in the Breeze  | 14. Building Up an Awful Letdown |
| 7. Music Goes 'Round      | 15. Gonna Write Myself a Letter  |
| 8. Red Sails              |                                  |

PHONOGRAPH RECORD best sellers will be found on page 62.

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# Units a la Burns-Allen; Wary of Bands and Flash

**Theaters hunt for "names" to head intimate revues—no interest in "name" bands because of some flops—pass up production units—book pix "names" without units**

NEW YORK, Feb. 8.—The circuits and independent theaters of ample budgets are now concentrating their stage-show booking efforts on unit shows headed by a "name," similar to the Burns and Allen show. Not an elaborately produced unit, but one that is more of an intimate revue without any production. The theaters are passing up "name" bands as attractions in view of several flops, but turn to the units because the Burns and Allen show and others established record grosses in spite of severe weather. Some bookers revealed this week that several theaters took heavy losses in the last several weeks because of the weather, but that they had their orders nevertheless to go ahead with the "name" splurge. Booking conditions are such that between the various circuits a "name" unit can be given upwards of 10 weeks.

The availability of "names" is a problem, altho Jack Benny and Phil Baker have come over from the radio field to take out units a la Burns and Allen. The source for unit "names" as it is impractical to stage units for film celebs who are often called back to the Coast on short notice. All fields are being combed, however, for the "names." The *Our Gang Kids* of the movies are heading a unit for Paramount dates and Buddy Rogers is taking out a unit for RKO. Harry Howard's *Everything Goes* unit was given "name" value by putting Benny Rubin into it, with the result that the show was routed.

RKO made a stab at producing units itself, staging *Sketch Book* and a show with Joe Cook. However, the cost of so doing has made the circuit wary. There is hardly an expense in booking a "name" and assembling an intimate show around them. As to booking "name" bands, the flop of one of the bigger outfits has made the circuits very cautious.

All "name" bookings, however, are not to be in unit form, the theaters not limiting themselves in this fashion and in general buying "names" who they think will do the most good at the box office. Wallace Beery was booked by Paramount at \$7,500 net to go into the Metropolitan, Boston, this Friday, while dates are being negotiated for Dickie Moore, kid star.

Bookings are being made right thru the Lenten period and way into April, with RKO and Paramount leading the way.

## Tilyou's Switch Leaves RKO 3 Days

NEW YORK, Feb. 8.—The Tilyou, Coney Island, RKO house, will drop its vaude policy after the four-day show that goes in this Friday. Chester Friedman is out of the house as manager, with Arthur Brown coming in from the Jefferson Theater here.

The exiting of the Tilyou from a vaude policy leaves RKO with but one house in all of Greater New York playing stage shows, that house being the Jefferson, a three-day stand.

## Durand-Leiter Split

NEW YORK, Feb. 8.—Paul Durand and Ken Leiter, club agents, have split. Durand has returned to the M. S. Bentham Agency, which he left to go into partnership with Leiter.

## Dickie Moore's Personals

NEW YORK, Feb. 8.—Dickie Moore, child screen actor, is scheduled to make a personal appearance tour. The Simon Agency is arranging about four weeks for him, starting in April.

## DeSylva Runs Studio Alone

NEW YORK, Feb. 8.—Allan DeSylva and Tommy Nip have dissolved partnership in their WMCA Building dance studio. DeSylva is now operating the studio himself.

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## WPA Theater Project Starts in Cincinnati

CINCINNATI, Feb. 8.—WPA Federal Theater Project in Hamilton County has begun operation under the direction of D. H. Heim, with offices in the Chamber of Commerce Building here. More than 100 people have been given employment by the venture, with three units now operating. Vaudeville division consists of nine acts. Radio players are broadcasting daily over Station WSAI, and the dramatic unit has in readiness several productions.

First showing of the vaudeville unit was at City Hall, Norwood, O., last week, where nearly 800 people were entertained. Fifty dates have been booked for the various units, thus insuring work until May 15. Due to the setup no admission prices are charged for the performances.

The vaudeville and dramatic units are going thru their routines at the Odd Fellows' Hall here, where the project has taken over the entire second floor, which is now being converted into the Federal Theater. Presentations will be made there in the near future.

## Wood and Low Producing "Venus on Parade" Unit

CHICAGO, Feb. 8.—E. George Wood, former Publix stage producer and recently connected with the Paramount Theater, Des Moines, and the Omaha Theater, Omaha, and Paul Low, formerly with the Columbia Artists' Bureau here, are producing a unit to be known as *Venus on Parade*, which is expected to open around this territory next week.

The show, which is being staged by Ford Capman, has a cast comprising Wally Vernon; Tyler, Thorn and Post; Margaret Nelson, Nat Nazarro Jr., Vivian Vaughn, Stephanie, Claire Renaud, a line of 12 girls and the Six Maschino Brothers. The latter are making their first theater appearances in this unit after having been with the Ringling show all last season. The production will have three full-stage sets and will be managed by Low. Henry Webb is the musical director and Zachary in charge of technical details.

## Basketball Games New Rival To Theater Gambling Nights

NEW YORK, Feb. 8.—An innovation in the many forms of one-night theater inducements has been arranged by the Brooklyn Paramount, which has signed a local professional basketball team to play contested games on the stage every Friday night. This is the first time that a theater is sponsoring an athletic night, a departure from the bank nights, amateur nights, screen, bingo and the many other so-called business boosters. The entrance of basketball games into the theater will probably pave the way for wrestling, boxing, walkathons, and, as "Doc" Joe Lee, of the Paramount, says, track meets and six-day bike races.

Al Reid, of the Brooklyn Paramount, signed a 12-week contract with Ed Wilge, manager of the Jewels, a Brooklyn pro basketball team, to put on Friday night games on the stage of the theater, a suggestion broached by Leo

## 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.

## Beery to Boston At \$7,500 Net

NEW YORK, Feb. 8.—Wallace Beery, screen "name," has been set by Paramount to make a personal appearance for the week starting this Friday at the Metropolitan, Boston. He is getting \$7,500 net plus a split figure. The F. & M.—John Schultz Agency made the booking.

It is likely that Beery will follow the Boston engagement with Washington, D. C., and Chicago. He is doing a single, using a sound trailer with clips from his films.

## Combo Policy Returning To the Empress, Denver

DENVER, Feb. 8.—The old Empress, long the home of Pantages vaude here and closed in recent years, has been leased and will again operate with a combination policy. The stage shows will comprise acts in front of a band along with a resident line.

The theater has been leased by George A. Allen, of Salt Lake City, and will be completely modernized. Allen hopes to have the theater ready for reopening by the last of this month. He will rename the theater the Center. Allen has been operating the Playhouse, Salt Lake City, featuring stage shows. Before that he operated a chain of theaters in Boise, Nampa and Caldwell, Ida.

The Empress Theater was recently taken over by the Center Investment Company, organized for the purpose by L. F. Eppich, Ed Eppich and A. G. Talbot.

## State-Lake's "Name" Array

CHICAGO, Feb. 8.—The State-Lake Theater has a strong array of shows booked for the balance of the month. Fifi D'Orsay and Paul Ash head the bill opening February 15, and are followed by Frank Buck in person February 22 and the *Radio City Follies* February 29.

## Peabody Joins "Revels"

NEW YORK, Feb. 8.—*Cocoanut Grove Revels*, with Eddie Peabody at the helm, has been routed. It is scheduled to play Minneapolis March 13, and will follow with St. Paul, Des Moines, Sioux City, Cedar Rapids and Davenport.

# N.Y. Aldermen Get "Rep" Bill

**Bill to license artists' reps referred to committee—objection expected**

NEW YORK, Feb. 8.—The bill to license artists' representatives was introduced in the Board of Aldermen Tuesday, with the bill being referred to the committee on general welfare of which Alderman James J. Molen is the chairman. There is no certainty as to when the committee will make its report, for if there are sufficient objections a hearing will have to be held. The bill is that sponsored by License Commissioner Paul Moss and I. Robert Broder, attorney representing the majority of the artists' representatives.

The bill provides for a personal representative license under a city ordinance, separate and apart from the State employment agency laws. It calls for a \$25 annual license fee and a \$1,000 bond. No specification is made as to the percentage of commission to be charged.

Molen's committee will not take any action on the bill until the reactions of those affected are heard. If there are sufficient objections, the committee will have to set a hearing date. As revealed in last week's issue of *The Billboard*, it is likely that objections to the bill will be made by Louis Shurr, Harry Bestry and Lou Irwin, who already protested to Commissioner Moss.

This new bill has been in the making for some time, ever since Moss and the representatives got together in an effort to seek some solution to his attempts to get them licensed. The bill was drawn up as a result, with Moss promising to have it introduced in the Board of Aldermen. Pending the enactment of this bill, the artists' representatives are holding up their plans to form an organization that will embrace representatives of all fields.

## Okeh Two WPA Shows

PITTSBURGH, Feb. 8.—The State Welfare Department in Harrisburg submitted to the local WPA office its approval of two theatrical projects which will tour Allegheny County for the next several months. Rehearsals of both projects, one a vaude unit and the other a musical comedy revue, will start next week. Some 70 performers will be employed and receive \$94 per month.

## Burns Gets Carver Bookings

DETROIT, Feb. 8.—J. C. Burns, associate booker of the Michigan Vaudeville Association, announced this week that he has taken over all bookings for the Affiliated Theatrical Agency, formerly operated by Sam Carver in the Fox Theater Building. Burns said this includes about 12 spots, including clubs, theaters and beer gardens. Carver is now affiliated with the Jacob Schreiber Theater Circuit.

## Pitts House Booked Locally

PITTSBURGH, Feb. 8.—Joe Hiller and Sid Marke, of the National Theatrical Enterprise here, added George Jaffe's Casino Theater to their books. The house is using a unit a week, opening yesterday with *Follies de Pares* and following with the *Bandbox Revue*.

## "Sketch Book" Folds

NEW YORK, Feb. 8.—RKO's production of Earl Carroll's *Sketch Book* folded Thursday night at the Stanley, Pitts-Burgh, after a three-week run. Ken Murray, Helen Charleston and Sassafras are being booked together, to open this Friday at the Palace, Rochester.

## Corbett Opens Own Office

NEW YORK, Feb. 8.—Frank Corbett, who recently left the Arthur Fisher booking office, has opened his own booking office in the Bond Building. He is booking clubs and theaters. Was with Fisher for about nine years.

**Loew's State, New York**

(Reviewed Friday Evening, February 7)

After a week of Louis Sobol's revue-like show, which the management reveals did excellent business, again speaking well for the policy here, the State reverts to a typical variety show. A good show, too, tho it has its off moments, especially when it's permitted to run an hour and 24 minutes. That's entirely too long, the biggest offender on going overboard on time being Eddie Garr. He stayed 25 minutes. Good entertainment, however, and this supper-show audience showed its approval. Playing opposite the Claudette Colbert film, *The Bride Comes Home*, which played the neighboring Paramount quite a few weeks ago. Business good.

Schichtl's Wonderettes gets the show away to a fine start, the act impressing at the outset with its lovely setting of a stage-on-stage idea. Then a host of puppets work the small stage, cleverly manipulated, a feature of the work being quick-change bits. Besides being a very entertaining turn, this act is one that has been conceived and worked out cleverly.

Radio Rubes (Rufe Davis, Arty Hall, Jerry Adams and Bill Brenner) are as delightful a deuce act as you could want, the boys clicking handily with their hillbilly efforts. Of course, Davis is the turn's mainstay, what with his clever mimicry and amusing personality. The others, tho, help ably. Singing, music, mimicry and comedy—all good.

*California Revels*, flash, is something of a novelty in being spotted tray and it works out. A nice enough dance turn, dressed and staged okeh, with two boys and five girls working the act. Castle and Faye, two boys with Astairish dance tendencies, get over with their several routines; Helen Winsdor and Kathryn McKenna go well with their acrobatics, especially the taller one, and the Three Byrne Sisters are nice precision step-pers.

Eddie Garr has the next-to-shut position and he's working his act a whole lot different. He's doing a lot of story telling and singing, and he's good at both, tho he could use better gags and avoid off-color stuff. The song in which he imitates Harry Richman, Rex Weber, Maurice Chevalier, Joe Penner and Lou Holtz is excellent. Tops it all off with his mimicry of such folks as George Arliss, Ed Wynn and Jimmy Durante. Went over like a house afire, but it still didn't justify a 25-minute stay.

Kazanova and her Tziganes (the latter Hungarian for gypsies) is a distinct novelty, a girl violinist leading 16 boy musicians thru classical pieces. Novelty, anyway, for vaude, and at this viewing the act got a terrific reception. Showmanly all the way, with all of them working vigorously. All strings except for a set of kettle drums and one clarinet. The girl, Kazanova, plays the violin masterfully and she also does excellent leading of her boys.

Ruby Zwerling and his pit boys play the show well. SIDNEY HARRIS.

**Tivoli, Chicago**

(Reviewed Friday Afternoon, February 7)

Fifteen years ago Balaban & Katz opened this theater in the thickly populated Woodlawn district and brought to the neighborhood a new form of showmanship in the way of stage presentations, an organ soloist and a symphony orchestra. The stage was filled with colorful productions staged by Frank Cambria; a large orchestra was in the pit under the direction of Nat Flinston and at the organ was Jesse Crawford, whose musical eloquence at the console of the Mission Theater in Los Angeles brought him to the attention

of Messrs. Balaban and Katz, who signed him up and brought him here. The policy has long since been changed. Now when they want to give their patrons a treat they book in an occasional stage show.

So in celebration of their 15th anniversary the present mode of show business is on view here this week, a Major Bowes unit. The symphony orchestra has made way for a seven-piece orchestra, under the direction of Walter Davidson, on the stage, before which the amateurs do their stuff. Like most of the Bowes units this one is top-heavy with singing.

Bob Oakley, emcee, first introduced the Oklahoma Mustang Wranglers, a five-boy instrumental combination that did *She'll Be Comin' 'Round the Mountain* and *Golden Slippers*. The yells from the violinist are nerve wracking. Julio Vitolo sang two selections in a beautiful tenor voice and then Doris and Daphne Stauffer harmonized on *Love and a Dime* and *No Other One*. The singing continued with Marshall Haley, colored boy, who did two numbers, and Ray Souders, who yodeled to his own guitar accompaniment. The Thomas Brothers, a quartet, drew one of the biggest hands of the afternoon with their rendition of *Wagon Wheels*, *Dried Apple Pie* and a thank-you song. Were a hit. Running them a close second was Marie Julio, who sang *One Night of Love* in a beautiful coloratura soprano to a big hand.

Ralph Lawrence, accompanying himself on the accordion, did a couple of songs, and Sid Raymond proved one of the brightest spots on the program with his clever impersonations. Ann Palmer played and sang *Out of a Dream* and then did *Music Goes 'Round and Around* as Oakley contributed a few dance steps. A little hoofing by Oakley in the middle of the bill would be a pleasant relief from all the singing. All were on for the finale.

F. LANGDON MORGAN.

**Roxy, New York**

(Reviewed Friday Evening, February 7)

Plenty of dancing at the Roxy this week, with three of the five regular acts devoted entirely to Terpsichore and a large hunk of a fourth also given over to hoofing. Singing this stanza is conspicuous by its absence, bits in two of the turns being the only vocalizing. Also on the legwork side, of course, are the three routines of the Gae Foster Girls. All in all, except for the professional finish, it might have been a dance-school recital.

Nirska gets top billing with the "Wings of Love" routine that she did in Earl Carroll's *Sketch Book*. It's a lovely and impressive number. Introduced by a short session from the Foster kids, she waves huge wings in ever-changing gyrations, creating a glorious effect.

Handling the comedy are Forsythe, Seamon and Farrell, rellables who always come thru with sock laughs and who, in addition, score with singing and dancing. The Three Gobs, colored lads, tap energetically and well in smooth routines, ending with some attempted comedy that had better have been omitted and some nice hotcha harmonizing. Dorothy Proby is pulled from the line for excellent tap work in the closing production number.

Only regular act that doesn't indulge in dancing is Mickey King—and her grand aerial work is really a ballet on the rope. The petite brunet does a fine routine and ends with marathon planges. She did 78 of them, no less, at the performance caught.

The week's air amateur winner is something of a novelty—Tommy Dunne, a personable lad, who does acrobatics in addition to his harmonica playing. He also teases a tune out of the mouth or-

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gan while standing on his hands, and in general displays more entertainment value than the average amateur.

The Gae Foster Girls open with their grand, white-costumed military march, provide background for Niriska, and end with the excellent tap session in which they're led by little Miss Proby.

Picture is George Arliss in *Mr. Hobo* (GB), and house was good the supper show opening day. EUGENE BURR.

### Shubert, Cincinnati

(Reviewed Friday Afternoon, February 7)

A fair layout at the Shubert this week, with the Lottie Mayer Disappearing Water Ballet, and Howard, Fine and Howard, the trio of ex-Healy stooges better known as Curly, Moe and Larry, sharing the top billing. The Human Ford, a novelty turn, is in as an added feature. A good house at today's first show.

Show gets off to a somewhat awkward and slow start with the Human Ford, which is put thru a series of amusing stunts by remote control, with an unbilled lad handling the "straights." The 1936 model flivver is made to talk, laugh, blush, flirt and miscellaneous other accomplishments merely by command of the lad in charge. Last half of the turn is given over to a standard bit of mental work, with the straight working the audience and the Ford answering the queries. It proved mystifying and no little entertaining.

Eddie White, working along Milton Berle lines, emceeds the proceedings in fair style. He fills in the waits with an assortment of gags and stories, some good and others just so-so. Does okeh with his warbling of *Let Them Keep It Over There*, an anti-war ditty, and *Red Sails in the Sunset*. Could improve by assuming a more natural delivery and by refraining from hugging the mike.

Earl, Jack and Betty pulled frequent and healthy applause with their routine of sensational, fancy and trick roller skating. The turn is slightly above the average of its kind. They bowed to a strong hand.

One of the tastiest items on the bill is the work of Lela Moore, who, attired half as a man and half as a girl, does her *Dance of the Lovers*, wherein she does some plain and fancy necking, handling the action of "both principals"

herself. Her actions are natural and realistic and give the appearance of two persons doing the scene. Pulled a nice bundle of laughs and considerable applause.

Howard, Fine and Howard, with Eddie Laughton giving fine support on the straight end, stopped things cold at this first show with their low brand of hoke comedy. The boys are doing a new act from their last appearance here. Stocked with their usual type of rough-and-tumble comedy material, it packs innumerable belly laughs. And this first-show mob howled its approval. The boys were forced back for a few words before they could get away.

Lottie Mayer's Disappearing Water Ballet is the most versatile group of line girls to show here this season. They open with a skating routine, follow a bit later with a hot dance session and close the show with the pretentious and effective diving number. The last-mentioned number is the most elaborate item of its kind seen here this season. In addition to their versatility, the girls are nicely costumed and well drilled.

BILL SACHS.

### Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, Feb. 6)

The Music Hall is knee-deep this week in artistic entertainment, from the grand organ solo to the feature picture, *The Petrified Forest*. Only exception is the Walt Disney cartoon, an excellent laugh item. Also a juggler of jugglers, Boy Foy, who actually saves the stage show by his appearance in midportion. Stage show, given a big hurrah about being dedicated to the progress of science as regards lights, with a trailer and all, simmers down to just a flicker, the "light" angle being just an excuse for another elaborate show. From the buildup you'd expect something different. Runs 29 minutes, which doesn't include the overture. Business was good at this last show opening day.

After Dick Leibert's console solo and a newsreel given over entirely to funeral shots of the late King George, Igor Stravinsky's music, *The Firebird*, is played for the first time in any American theater as an overture. For 11 minutes Erno Rapee and the symphony orchestra wade thru this complicated music, which for the most part is un-

interesting. Some spasms, tho, are enjoyable.

*March of Light*, subtitled *A Footlight Parade*, is the Leon Leonidoff stage show, starting off with *Candlelight*, using as its subject "The American Theater," Philadelphia, 1783. A nice enough set, tho by no means outstanding, with candlelight effects. It's a stage-on-stage idea, with a dancing ensemble and Grace Panvini contributing a soprano solo. Latter is but fair. Play to notables, with Ellsworth Wood portraying George Washington. Following item, *Drum Drill*, is much better, in which the ballet corps steal the thunder of the Rockettes. They do a typical Rockette routine and do it unusually well.

*Gaslight* is next, a couple of hanging globes giving the effect, and the set fashioned after "Over the Rhine" Gardens, Cincinnati, 1861. This number affords a view of Boy Foy, European juggler, who is absolutely a sensation. Not only does he do difficult club, plate and Japanese juggling, but he makes it all the more difficult to performing them on a unicycle. The boy's work is really amazing and he's a treat for American audiences. Dares "the law of gravity" even further when he works on a 15-foot bike for more juggling. Audience applauded him heavily. Other participants in this session are Fox and Lui, novel Bavarian dancers; John Bennes, with singing bits, and the Music Hall Glee Club, featuring a novelty song.

*Flood Lights* is the closer, "Studio in Hollywood," 1936, which isn't by any means a good number. Has a technical crew on a bare stage except for wooden frames, stairs and movie equipment, with shooting done by Jan Pearce (singing *Alone*), girls parading and the Rockettes. This number could have been built to exceptional value, employing a scene from the coming *Follow the Fleet* film or the like.

SIDNEY HARRIS.

### RKO Jefferson, N. Y.

(Reviewed Friday Evening, February 7)

The Jefferson at this showing continued its landslide business, with the *Murder of Dr. Harrigan*, starring Ricardo Cortez and Mary Astor, backing up the vaude bill of five acts. After a flying start by Joe Gershenson and the pit

boys, Gautier's Toy Shop opened the festivities. Four diminutive ponies go thru their paces, taking playful kicks at Gautier, boxing with him, standing on two legs, etc. The sock stunts began, however, when four dogs mounted the steeds and rode them, changing from pony to pony while in motion. This routine closes with all the dogs riding on one mount. Next clever bit had the dogs leaping off a raised platform on to the backs of the ponies while the latter were running by. Turn closed with one dog slaying the audience with a series of back somersaults. All in all a very pleasing act of its kind, with Gautier pacing modestly and giving the animals all the credit.

Stevens Sisters, a comedy team, went over fairly well here with a mixture of nonsense. *The Circus Is Here*, followed by impersonations of a side-show spieler, imitations of a yowling cat, birds, chickens, etc., got them a hand. They clicked best with an amusing little skit wherein one of the girls, dressed as a baby, is taken for a walk by her elder sister.

Six brunets in black and white comprise the *Varsity Co-Eds*, a good-looking and talented singing turn. Set is a simple full-stage affair with nice lighting and drapes. Opened with *Broadway Rhythm*, and a symphonic arrangement of *Rhapsody in Blue*, interpolated with other Gershwin tunes. Finished with selections from the *Desert Song*, a few of the girls stepping out to solo before the mike and clicking heavily.

Eddie Jackson, Val Irving and Cy Reeve contributed some madcap hilarities in a turn reminiscent of the Clayton, Jackson and Durante trio. Their stuff includes gags, comic singing, hoofing and knockabout. The jokes punched terrifically, as did a tune called *Personality Pete*. The characteristic motif of the act, however, is its zany pace, what with Irving jumping into the pit and leading the ork while Jackson and Reeve do a tempestuous *St. Louis Blues* number. This last was their best piece.

Closer was a Russian dance and acro number, billed as Seifert's *Varsity Gambols*. Five men and three girls go thru the usual difficult and tricky steps, somersaults and bounces, finally ending with spectacular pyramid work. This act goes along at a terrific pace, with lots of action all over the stage.

The show was better than average, but

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had the appearance of being rushed thru when some of the acts refused encores which were obviously wanted by the audience. PAUL ACKERMAN.

**Stanley, Pittsburgh**

(Reviewed Friday Afternoon, February 7)  
Just an old-fashioned five-act vaude bill here this week and because it is studded with talent furnishes the customers with a welcome relief from the recent girly-girly bills.

Phil Baker and his radio stooges head the show, which is given a lively start by the Emerald Sisters (Florence, Eleanor and Kathryn), fast-working acrobatic comedians. Have some novel stunts on view and finished to a nice hand.

Phil comes on to a big hand, gags a bit and introduces Ward Wilson, one of the best radio impersonators to play this house. Delivers takeoffs of Winchell, Bernie, Allen, Boake Carter and Givot and all are next to perfection. Good hand. Baker back for more fun, this time with the aid of Bottle (Harry McNaughton), dressed as a butler, and Agnes Moorhead. His radio program sponsor gets a nice plug here, but the customers didn't mind it.

The Frazee Sisters (Ruth and Jean) are next with an entertaining selection of songs. The girls are strikingly good-looking and their identical work is just as impressive. Open with *Wake Up and Sing*, turn moody with *Lights Out*, and close to a heavy hand with their novel arrangement of *Eenie Meenie Miney Mo*. Here's another team some picture mogul will grab in due time.

Pete, Peaches and Duke are next and score as usual with their speedy tap-dancing attack. Make a neat trio in tails and top hats.

Baker closes the bill, joined by Bottle and Beetle (Ward Wilson) seated in a box. The radio-exploited routine is here, only this time it is on a theater stage. Best of all were Baker's two accordion solos, his Russian version of *The Music Goes 'Round and Around and Ravel's Bolero*. The music box in Phil's hands is as good as ever.

Picture is *The Lady Consents*. (RKO-Radio) and house was fair at the second show. SAM HONIGBERG.

**Paramount, Los Angeles**

(Reviewed Thursday Afternoon, Feb. 6)

Al Lyons' Orchestra, which has been staying on here so long now, is beginning to take on the air of house combo. Almost every member of the weekly audience knows the boys and just what each can do, but despite this familiarity Paramount is giving this week better than average stage fare.

Fanchon & Marco girls open show with a catchy cotton plantation dance, each girl being supplied with a Negro mask. Lyons combo, moving up front, introduces a new one, *I Hope Gabriel Likes My Music*, with instrumental sections taking the spotlight in turn and ork pilot playing Gabriel. Nick Cochran, who has been giving *Music Goes*

'Round every week since moving into the house before New Year's, pulled a surprise and came out with a tearful novelty, *I Can't Make the Music Go 'Round*. It's a piccolo player's lament and got fine hand.

Judy Starr, back with ork but a week after her auto accident, is still taking things easy and only sang two bits, *I'm Gonna Write Myself a Letter* and encoored with *Devil and Deep Blue Sea*.

Eddie Gordon, the Millionaire, comes on next as a tramp with his collapsible, convertible bicycle. Tho using all his old routine, which the audience recognized from former visits, Gordon was well received and bowed off with nice applause.

Next spot is handled capably by Midge Williams, colored radio songstress. Tho her forte quite noticeably is the ether lanes, she does well and attracts the audience's interest. She sang *It Don't Mean a Thing, Mood Indigo* and encoored with *A Good Man Is Hard To Find*.

Terrell and Fawcett, comedy acrobats, come on next to closing. Pair has a gag routine with plenty of rough falls which the customers seemd to enjoy. Sunnie O'Dea, tap dancer, closes with the assistance of line girls postured in white satin as a background for her short turn.

Picture is Harold Lloyd's *The Milky Way*, and house at first show was filled with the exception of extreme wall seats. PEISER.

**Earle, Philadelphia**

(Reviewed Friday, February 7)

Offering much more entertainment than the usual film star personal appearance show, the troupe of Ben Lyon, Bebe Daniels, Toby Wing and Sammy Cohen sent the customers away happy.

Instead of just a chance to gape at celebrities, patrons were handed a real show. Sammy Cohen, least prominent, does most of the work and scores heavily. He acts as master of ceremonies, cracks jokes with the orchestra, his wife (Doris Roche) acts as a stooge for the other three stars and puts on a couple of excellent comedy skits, solo. Among these is his "one-man" movie, with himself as hero, heroine and villain, which ends in an uproarious fight. He is not at all on his dignity and takes comedy falls all over the stage.

Bebe Daniels also works hard, joining Ben Lyon, her husband, in a radio station skit, singing a medley from *Rio Rita* and chanting a Spanish version of *Who'll Buy My Violets?* Lyon does the comedy telegram and letter gag, but is mainly atmosphere. Toby Wing, heralded as filmdom's most publicized chorine, is out briefly, tells a couple of mild jokes and simpers. To the younger element in the audience it would have been all right if she had done nothing but stand around. They just wanted to see her.

A line of 18 chorines opens the show with a precision tap dance, stepping back for the dance team of Petch and Deauville. Cohen on next, introducing Ray Saxe. Latter provides a unique act of dancing while playing the saxophone, and wins a big hand in his climax playing two piccolos while doing a back-bend and dancing.

Doris Roche gets the mike to croon *I'm Living in a Great Big Way* and *If I Had a Boy Like You*. Latter number is sung to Cohen, who goes into comedy pantomime.

Next number brings back the chorus line on a woodland set for an excellent precision number. Again the Petch-Deauville team wound up the act with their dancing and acrobatics. Bebe Daniels and Ben Lyon spotted next to closing. Final number a military number by the chorines.

The film is *Dancing Feet*. H. MURDOCK.

**Orpheum, Lincoln, Neb.**

(Reviewed Friday Evening, February 7)

"MUSIC GOES ROUND" REVUE

Called *Chicago Follies* on every other date, Ches Davis' unit is taking advantage of the dizzy tune as a press agent's idea to draw in an extra shekel for this date. Whether it was that or the show, business was very good considering that the mercury was acting like the 1929 stock market and a blizzard was raging outside.

Davis is carrying a string of vaude acts and a band, it not being an attempt to have the usual "Idea" or production scheme. Show is good entertainment, altho it was running long and the stretch showing a few weaknesses.

With Bobby Dyer, who works hard as m. c., and Ted Harris' Band furnishing the atmosphere, the Ellison Sisters are

the first to the footlights. A bit of dance, all flash, and the ice is broken for the real opener, which is Ames Brothers and Evelyn, a teeter-board act. The two boys use the girl for tosses and flips and she's very good. Sold very nicely.

Henri Nelsner, who plays frog, is on third and a novelty, *Oddity* of the offering, which could be just another contortion act, makes it first-class. Dyer, playing hillbilly, does everything but cut down the pine tree in a long interlude, and then the band has a number featuring themes of various radio bands.

Elaine Breden, singer, handled a couple of tunes, as did Bobby Bedford. Both fairish. The Ellison Sisters again, in a military tap, rated a nice reception.

Featured act is Frank (Peg) Jones, a wooden-legged hoofing comic. He dances, does acro stuff, and even uses his wooden pin as a baton for directing the band. A cluch show-stopper. After him follows the Skating Swingers, who wheel all over the State. Best is the woman's rope skipping.

A walk-on finale has the show doing exactly 60 minutes, 10 minutes too long. Film, *Chatterbox* (RKO-Radio).

B. OWE.

**Kedzie, Chicago**

(Reviewed Saturday Afternoon, Feb. 8)

In the old days, long since past, this spot was one of the numerous WVMA split weeks. Today it is a Saturday and Sunday date and as such it serves its purpose. The audiences here receive every act with enthusiasm and seem to always go out saying what a swell show it was. The place is on Warren Jones' RKO book and gives him a showing house. Bills usually contain one or two standard acts and the balance in strictly small-time family turns. Miles Bell, of the next-to-closing act, acts as emcee thruout and does a fairly good job, using all the tried and true gags and pieces of business.

Alex Farell, in opening spot, was like a ghost from the past. Attired in beret and house jacket, he began with some sleight-of-hand magic, using coins and cards, and then put his hands thru some clever formations before a shadowgraph throwing the shadows on a screen. One hardly sees these things any more, so that classed the act as a novelty. Nice hand.

Wagner and Lela, next, is a typical man and woman talking act of which there used to be hundreds. Man has goofy makeup and does a Dutch dialect. Does an Irish song on the trumpet as the woman sings and both go into familiar cross-fire talk. Dance by the man at the finish was the best thing in the act. Took three bows here, tho.

The Grey Family, four girls and a boy, entertained with good tap dancing after their introductory song. A routine by three of them, then *Truckin'* by all, a number by Leonard, a military tap and the sock finale sent them off to a big hand.

Bell and Bedini, next-to-closing, was another man and woman comedy turn. Bell, who had been emseing, has a fair foil in his partner. She assumes a French dialect which she doesn't do so good. Bell sings *The Tattooed Woman* and the talk between the two is of the familiar variety. Nice hand.

The Joe St. Onge Trio, standard ring act, closed. St. Onge's work on the rings is professedly, particularly his closing trick when the webbing brings him to the flies thru several twists. Both women really work and help a lot. Good hand. F. LANGDON MORGAN

**Paramount, New York**

(Reviewed Friday Evening, February 7)

New show has *Anything Goes* (Paramount) on the screen and Isham Jones Orchestra as the pit entertainment. Picture is a big laugh getter and makes up somewhat for the lack of comedy in the minnie stage show.

The Jones band is doubling out of the near-by Hotel Lincoln and is being advertised by the theater as appearing "by arrangement of United Cigar, Whelan and Hotel Lincoln." Jones himself makes an unobtrusive leader who doesn't try to be cute or clever. Sticks to waving the baton except for the finish, when he sits at the piano to play a medley of his own compositions. This, incidentally, provides an applause-getting closing.

The band is a capable outfit of 15 men, both the brass and string sections doing nice work dishing out swingy tunes. Willie Herman, clarinetist, doubles at fair singing, while other instrumentalists stand up for brief solos.

Essentially a dance band, this one doesn't try too many fancy tricks.

Loretta Lee contributed a session of vocalizing, doing *Beny Meeny Miney Mo*, *Sleepy Time Down South* and *Dinah*. Has a good contralto voice and knows how to handle jazz tunes.

The Four Eton Boys amused the customers with their individual style of harmonizing. Voices blend nicely and the arrangements and special lyrics add to the total effect. A piano accompanist works in with them on comedy.

The band was preceded by a fine organ session by Don Baker, who makes the keys dance. Offered an unusual jazzy version of *Song of India*, a xylophone-effect version of *Dizzy Fingers* and a demonstration of the Chrysoylogli, softest instrument of an organ. A superb fancy organist.

Business heavy this evening.

PAUL DENIS.

**"Parisienne" for Europe; Cancels Eight RKO Weeks**

NEW YORK, Feb. 8.—*Folies Parisienne*, current at the French Casino in Miami Beach, will not open for RKO as a unit March 27 in Boston, the show getting its release upon request. RKO holds a blanket contract on the show for upwards of eight weeks.

The unit asked for its release so that it could make a tour abroad. RKO has first claim on the show when it returns.

**Americans in Cochrane Show**

LONDON, Feb. 1.—C. B. Cochrane's new revue, *Follow the Sun*, which opened at the Adelphi Theater here January 24, includes several American acts in its large cast. American turns are Ciro Rimac's Rumbaland flash, Meeres and Meade, Vic Oliver, Jenny Legon, Mary Cole, Clare Luce, Nick Long, Reyes and Reyes, and Ofelia and Pimento.

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## New Building Code, Aid To Legit, Looks Certain

**Passage figured sure—would increase take from theater buildings—matter of bars up to Albany—would allow auditoriums on second floor of building**

NEW YORK, Feb. 8.—According to information received from reliable sources, the new building code stands a very good chance of being passed by the Board of Aldermen. Of paramount importance to legit theater interests, the proposed new measures would make possible more continuous income to holders of theater properties by removing some of the time-worn restrictions. Legit houses at present are strictly seasonal assets from the financial point of view. Chief among the features of the new code is that for increased revenue will be permitted over the auditorium. Other significant innovations include fireproof storage vaults for scenery under the stage, substitution of below street-level exit passages in place of the usual alleys, and provision to build auditoriums on the second floor, thus leaving the street level of the building free for offices.

From the standpoint of theater development, the new code will permit architectural differences in stage design, so that some of the experimental dramatic work done in Russia and various Scandinavian countries may be tried. The question of putting bars in theaters for the sale of liquor, tho having the backing of the different legit interests, requires settlement by legislation in Albany.

The new code is authored by a committee of the Merchants' Association, headed by John Lowry, and is sponsored by the League of New York Theaters. People backing it include Norman Bel Geddes, Lee Simonson and Marcus Simon among theatrical designers, and the following theatrical architects: B. J. Gilroy, Harry Hall, Arthur L. Harman, E. J. Kahn, H. J. Krapp, John Sloan and A. Van Vleck.

### American Academy Students Present 'The Torch-Bearers'

NEW YORK, Feb. 8.—George Kelly's *The Torch-Bearers*, usually a pushover for the American Academy youngsters, proved something of a stumbling block to the present crop of seniors in their sixth presentation of the current matinee series yesterday afternoon at the Empire. Chiefly, it was a matter of pace. Several of the individual performances were good, and several more, tho nice character interpretations, were strong for this sort of zany farce. Put together, they slowed up the play except in a few isolated scenes.

Amelia O'Neal was the afternoon's Mrs. Pampinelli. She did excellent character work, but she failed entirely to point up the farce, letting her lines taper off flatly, thus losing many of the laughs. Really the best work of the day was done by Guy Kingsley as Ritter; he turned in an assured and intelligent job, tho even he was slowed on occasion by the prevailing pace.

The frankly burlesqued characters turned out to be the most generally satisfactory, with Alva Brixley (a mustache makes him look something like a younger and handsomer James Rennie) doing a grand job as Hossfross, Frederic Sherwood burlesquing Twiller amusingly, and Chauncey Brown delivering the afternoon's big comedy moment in his fainting fit as Spearing. It was a priceless bit. Sarah Hayes was properly flat as Florence, and John Wallace juttered energetically as Mr. Spindler.

Jane Justine bubbled cutely as Paula, tho she lacked the necessary effervescence. A cute and pretty lass, she should find her place in the ingenue ranks simply by being herself on a stage—which is about all that's asked of an ingenue these days anyhow. Melvin Monroe did a nice character bit as the stage manager, Mary Laslo was pleasant as Jenny and Isabel Burnham scored excellently in the tiny part of Mrs. Sheppard. Norma Lehn overdid things pretty badly as Nelly Fell.

Ellen Prescott, Lorna Stuart, Marvin Tullman, Genevieve Duffy, Therese McIntyre and Roger Converse appeared in the first act of *Hedda Gabler* (a tough one for the youngsters), which was used

### Feagin School Students Offer Presentation of "Minick"

NEW YORK, Feb. 8.—Some of Edna Ferber's familiar Midwestern characters took over the stage of the intimate 57th Street Playhouse last night when *Minick*, the George S. Kaufman-Edna Ferber comedy, was presented by the Feagin School of Dramatic Art. In three solid acts, old man Minick, fresh from a life spent among the hayseeds and tall grasses, moves into the home of his son and daughter-in-law and proves to his own satisfaction as well as the audience's that youth and age are nomicable. Minick is well-meaning, but undeniably a pest; son and daughter-in-law are kind, but easily exasperated. The problems arising from such a situation provide opportunities for a wide range of character portrayal and good comedy.

Al the players in *Minick* have appeared in the five previous productions of the school. Howard Kuscher, last seen to best advantage in *Post Road*, where he played a dual role, turned in the leading performance last night with his version of the cranky, tottering old man exhibiting the usual childish symptoms of senility. Other leading parts carried off well were those of Jean Franklin, Lucilla Kaye, Ben Edwards, Brammer Binder, Russell Alford and J. S. Creamer. And lest we forget, three cheers for the insinuating comedy of Loretta Bannon and Marjorie Davis, playing the two domestics, Annie and Lula.

PAUL ACKERMAN.

as the curtain raiser. At any rate it wasn't a great deal worse than the Le Gallienne presentation.

EUGENE BURR.

### Basic Agreements Wait

NEW YORK, Feb. 8.—No action as yet on the renewal of the basic agreement between the Dramatists' Guild and the League of New York Theaters. Dramatists, seeing in the invasion of pix companies into the legit field a power that would lower prices for pix rights, have objected to the old provisions, which place all sales in the hands of Joseph Bickerton as arbitrator. Want changes, with various plans discussed. A conference was to have been called with the League, to discuss revision of the old contract, but it has not as yet been held. Managers are worried, with the old agreement expiring March 1.

Meanwhile the proposed basic agreement between the League and Equity is also waiting. League asked Equity for an agreement in the summer, during the mess brought up by rehearsal pay and the Equity ruling on Sunday performances. Equity has done nothing yet. Figured that negotiations may be resumed as soon as Frank Gilmore and Paul Turner, Equity president and counsel, get back from the Coast.

### Legit-Pix Coast Competition

LOS ANGELES, Feb. 8.—Because film version on *Petrified Forest* comes into Warner houses here this week, Henry Duffy may call off his Coast production of the play, slated for El Capitan, Hollywood, February 10. A decision will be made today whether he will cancel the booking or buck the Warner picture, which will be shown at less than half the legit price. If stage version is dropped, *Leaning on Letty* will be held another week, with *Night of January 16* coming in next.

## FROM OUT FRONT

By EUGENE BURR

With a censorship of the stage established in Philadelphia, the expected cry has gone up that a censor be appointed for Broadway shows, to clean up the evils lurking in such snares of Satan as *Winterset*, *The Children's Hour*, *First Lady* and *Tobacco Road*. The cry was, of course, inevitable—and it has been heard before. It is useless to go into the question yet again. The stage, so long as it has courage and power and strength, so long as it is a living art, will always be the target for the pulling bleats of self-appointed messiahs who insist upon seeing evil in beauty and who work zealously to restrict art to the confines of their own inhibitions.

It is a question that can be expounded endlessly without profit, since anyone who advocates a censorship in the first place is incapable of opening his brain to argument, and anyone who condemns censorship doesn't need printed support. But one point the reformers seem to miss entirely. For some years now the stage has possessed its own self-censoring machinery, primed and oiled and ready to work. It will function on the receipt of a single complaint concerning a single show. And in the years since the machinery was set up not a single complaint has come in.

Instead of howling for a censor, instead of drawing up endless lists tinted white, black, gray, green or blue, the reformers might spend their time to better advantage by submitting specific complaints and letting the theater itself do the rest.

That, however, might not be entirely to their liking. In the first place, they would receive little or no publicity under such a system—and a reformer without publicity is as inconceivable as a performing seal without its fish. In the second place, the theater's system provides for an impartial jury to judge the moral merits or demerits of the play involved, and it is possible that such a jury might include a majority of intelligent men and women. That, of course, would defeat the reformers' ends, since an impartial and intelligent jury would, in almost all cases, deliver verdicts at complete variance with the reformers' prejudices.

Incidentally, the case of the recently issued dramatic black list offers some interesting points. It was issued by a single publication, and it included, among the moral cankers that corrode the stage, *The Children's Hour*. But *The Children's Hour*, on the occasion of its opening, was given an honest, courageous, intelligent and finely understanding review in another publication devoted to the same aims. What then is to be done? There has been talk of making the already issued list and its sponsors the blanket overseers of the stage, of making their findings official. Why is it, in a movement like this, that the narrowest, cheapest and most bigoted views always receive the most publicity and support, while fair and honest opinions, opinions which might draw thousands to the common cause, go unheeded?

Censorship, or pleas for censorship, are always depressing subjects for discussion. Difference in views can be tolerated, can be welcomed—but the habit of mind which tries to force opinions down the throats of all mankind creates a horrible and appalling spectacle. It has been responsible for all the major debacles—wars, massacres, persecutions—in the history of the race. And it is a fact that any mind unable to see the wrong in forcing its own opinions upon others is invariably the sort of mind incapable of forming opinions of any value.

## Dickstein Bill Is In Again

**Surprise hearing held, with another scheduled for February 19—Celler opposed**

NEW YORK, Feb. 8.—Representative Samuel Dickstein, whose optimism is unbridled, almost slipped one over on the legit and motion picture interests on February 5 when a hearing was held on his recurring bill barring foreign actors and other show people, but his patriotic efforts may be nullified February 19 when another hearing, requested by the League of New York Theaters, will be held. The House Immigration Committee is confronted with the Dickstein Bill every year, and nothing has come of it yet except some heated conversation. Dickstein opined that British chorus girls were no better than the American brand, clinching the point with, "I, myself, have had a little theatrical experience."

Dickstein's measures would bar from entry alien musicians and actors unless the Labor Secretary passed on their artistic merits. Also, there would be a protective embargo on aliens who might otherwise gain entry to the United States by means of marriage, only later to have the marriage annulled.

Representative Emanuel Celler at the hearing advocated an open theater, declaring that whereas other nations subsidize the stage, the United States taxes it. He added further that such supposedly protective measure would delay the development of both the theater and film industry.

Meanwhile, the matter slides until February 19, when the League of New York Theaters and other interests will endeavor to clarify the issue.

### "Jumbo" Musicians Win Wage Dispute

NEW YORK, Feb. 8.—The management of *Jumbo* and representatives of musicians' union, Local 802, ended their dispute over back wages for musicians in the show this week. Show has turned over to the union \$7,700 for rehearsals before the show opened and also \$1,300 for doubling charges. Latter charges arose out of the musicians having to double from the pit to the stage.

Billy Rose had trimmed salaries all around, but could not touch the musicians' wages because of the contract which called for 32 men for the run of the show. Twenty of the men are in Paul Whiteman's Orchestra. Rose tried to out the music nut by handing out notices to the unit of 12 augmenting Whiteman's Band, but the union turned down the request.

### Four Chi Shows Doing Good Biz

CHICAGO, Feb. 8.—In spite of intermittent sub-zero weather, the four legit shows now playing here are doing excellent business. *Taming of the Shrew*, which opened Monday at the Erlanger, is topping them all with near sellouts. It is here for only two weeks.

*Personal Appearance*, in its eighth week, is holding up well and bids fair to remain for some time. Next door at the Selwyn *Boy Meets Girl* continues to build up and is proving a sock hit. *The Great Waltz*, at the Auditorium, is drawing heavily.

On February 17 Cornelia Otis Skinner opens at the Grand Opera House for one week. On the same date the colored opera *Porgy and Bess* opens at the Erlanger, with Alexander Smallens conducting the first performance.

### Coast Legit Agents Elect

LOS ANGELES, Feb. 8.—The Agents (legit) re-elected their entire slate at yesterday's elections. G. Horace Mortimer remains as president. Other officers are Eddie Cooke, Fred Lotto, Billy Mollitor, vice-presidents, and J. Frank Gibbons, secretary.

New Philly Censors May Okeh "Road"

PHILADELPHIA, Feb. 8.—Coinciding with the announcement of the personnel of the Theater Censor Board of Philadelphia came the booking of Tobacco Road for the Forrest Theater, beginning Monday night.

The general sentiment in theater circles is that the present board will adopt a liberal attitude toward plays. Among the members are Mrs. Upton Favorite, local director of the American Theater Society; Mrs. H. T. Craven, wife of a former Philadelphia dramatic critic; Mrs. Rosa De Young and Warren R. Humphreys, prominent little theater movers in this city, and Louis Wilgarde, former newspaper man and now secretary to Mayor S. David Wilson.

In an interview this week Mrs. Favorite stated that she does not favor any so-called sweeping reform wave and feels that censorship moves should be made on a common-sense basis. She stated that she didn't believe in shows with a decided Communist trend being presented here or inexcusably indecent shows.

From Moscow to Montmartre

PARIS, Feb. 8.—Latest legit productions range from a psychological Soviet drama to a hilarious musical comedy with a Montmartre setting.

The Russian contribution is a study of the communist workers by Vladimir Kirchon, adapted into French by H. R. Lenormand under the title, *Merveilleux Alliage (Marvelous Alloy)*. A simple and rather weak study of social conditions in Russia. At the Mathurins.

Montmartre serves as background for a lively, tuneful musical comedy, *La Poule (The Chicken)*, at the Nouveautes. Just a very amusing, pleasant and clean show, with catchy tunes by Christine, and book and lyrics by Henri Duvernois and Andre Barde. Excellent cast.

A historical drama, *Notre Deesse (Our Goddess)*, by Albert Du Bois, presented at the Odeon, is an interesting tale of the intrigues of the period of Cardinal Richelieu, well written and excellently produced.

Theater Antoine has a new farce, *Fait a Pour Moi (Do That for Me)*, by M. Gabaroche. Amusing but light fare, well played.

At the Etoile Mme. Ozenne-Meurice offers *Le Reveil du Passe (Awakening of the Past)*, a complicated love comedy which has both happy and tearful moments.

Allentown Stagehands Elect

ALLENTOWN, Pa., Feb. 8.—Local 157, International Alliance of Theatrical Stage Employees and Motion Picture Machine Operators of the United States and Canada, elected the following officers: James F. Leiser, president; Harry Kolb, vice-president; recording secretary, Ray Hudson; financial and corresponding secretary, Howard L. Christman; treasurer, William Fox; business representative, John Fahler; sergeant at arms, Ruben Ohner, and Ray Hudson, Paul Leiser and Howard L. Christmas as delegates to the Central Trades and Labor Council.

The Colonial, Rialto, Lyric and State theaters employ members and have entered into agreement with the local for 1936.

"Appearance's" Det. Return

DETROIT, Feb. 8.—Personal Appearance, with Barbara Brown and the same cast which recently presented the comedy to Detroit, is scheduled for a return engagement at the Cass Theater here for a week, beginning Sunday, February 16. The return engagement was requested by many Cass patrons who were unable to attend the former performances because of the heavy storms which prevailed during the time of the engagement, according to Manager Harry McKee.

Wardrobe Union Has Show

NEW YORK, Feb. 8.—Theatrical Wardrobe Attendants' Union here is sponsoring an entertainment and ball for its Death Benefit Fund at the Delano Hotel February 23. Mrs. K. D. Nimmo is chairman of the committee in charge, with the assistance of Mrs. Augusta Ocker, Mrs. Saunders, Elsa Leigh, Mrs. Agnes Jones Pope and Mrs. Wallie Decker. Mrs. Katherine Jones is president of the union.

Feagin School Students Do New Play by Robert Hanna

NEW YORK, Feb. 8.—One Look, a well-constructed little comedy in two acts and four scenes, by Robert Hanna, was performed with considerable verve February 1 by members of the Feagin School of Dramatic Art. Strong on clever dialog, the action of the play stems from the efforts of a young playwright to prevent the moral undoing of a young actress who is about to become the prey of a careerist in women, Jeanne Corday, the woman pursued, approximates in the mind of Philomena Blount, the playwright, a living crystallization of one of his hazy and beloved brainchildren. In-trepid and artistic in the accepted Bohemian way, Blount disregards his wife's lordly family connections, gets himself into a few scandalous situations and finally rescues the girl when she is about to commit her folly. The obvious love motif is followed thru, with an indicated divorce and marriage.

John Sanderson Creamer, as the idealistic dramatist, came thru with his most convincing portrayal so far. His characterization gained in force over his previous roles by a definite restraint of his natural exuberance and a clearer enunciation of his lines. Gladys Kissinger, in the feminine lead, rose to the occasion in this, her most important part in the school's series of five plays. Alexander Nicoll's villainy was suave and amiable; Brammer Binder, as Niles, the butler, has consistently shown an aptitude for minor characterization, and Loretta Bannon was cast to very good advantage as the Duchess of Perley.

Others in the cast have appeared in previous presentations and include Dolores Warmers, Barbara Terrell, Jean McCoy and Russell Alford.

PAUL ACKERMAN.

Heavy Pitt Bookings

PITTSBURGH, Feb. 8.—The three-week stay of *Tobacco Road* and four additional weeks of successive bookings is giving the Nixon Theater here its first continuous operation of seven weeks in several years. Present plans indicate that this may be extended to 9 or 10 weeks. Cornelia Otis Skinner has been doing better than average business in her first full-week stay. She is followed by *Porgy and Bess*, *Cyrano de Bergerac* and *Saint Joan*. Early March bookings already include the premiere of *Idiot's Delight*, with Alfred Lunt and Lynn Fontanne, and *Three Men on a Horse*.

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THE SAP RUNS HIGH

A comedy by H. T. Porter and Alfred Henri White. Staged by Theodore I. Bernstein. Settings by Karl O. Amend. Presented by Milton R. Kroopf.

Norma.....Betty Lancaster Mrs. Jennings.....Marie Nordstrom John J. Jennings.....James Bell Junior Jennings.....Joe Brown Jr. Kenneth Robbins.....J. Gordon Oliver Stephenson.....J. Francis Robertson Dixon.....O. Anthony Hughes Keeler.....Royal Dana Tracy Service Man.....O. Z. Whitehead Mme. Clarice.....Mildred Shay Helga.....Muriel Hutchison Crowder.....John Vosburgh Goldfarb.....Robert Leonard Lizette.....Frances Nabors

Synopsis: ACT I—The Jennings Home at Rosemore, L. I., Morning of June 5, 1935. ACT II—Scene 1: The Same, Eight Hours Later. Scene 2: The Same, Afternoon of July 4, 1935. ACT III—The Same, Morning of July 5, 1935.

The little Bijou Theater is having a checkered career this season. It started the year as a home for film cartoons; Mickey Mouse gave way a few months ago to a dramatic mistake which went in for a run of one consecutive performance; Polish films followed; and now the little theater is harboring another dramatic offering, *The Sap Runs High*, which is hopefully described as a comedy by H. T. Porter and Alfred Henri White, its authors, and Milton R. Kroopf, its producer. It opened on Tuesday night and, by dint of much straining, may possibly manage to last out the week.

It is one of those feeble, routine and hopelessly undistinguished little plays that are more to be pitied than censured. From the rise of the first curtain, any eight-year-old child who has attended four motion pictures should be able to plot its entire course. It would have been far better for the authors

BROADWAY RUNS

Performances to February 8, inclusive.

Table with columns: Dramatic, Musical Comedy, and Musical Comedy. Lists plays like 'Boy Meets Girl', 'Call It a Day', 'Night of January 16', etc., with dates and performance counts.

Chorus Equity Notes

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

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

Members who are unemployed should call at this office daily. At the present time the Chorus Equity's employment department has several calls for business positions outside of the theater.

Is your correct address on file in this office?

CHORUS EQUITY ASSOCIATION.

"Road" Hopes Look Scanty

Last day for additional backing passes—Weisgal promises show for fall

NEW YORK, Feb. 8.—With no angel yet in sight, *The Eternal Road* is still floundering. Yesterday was the deadline for producer Meyer Weisgal, and according to last reports no saving angel appeared with the wampum. \$250,000 has already been invested in the Max Reinhardt spectacle, as well as two years of effort. In the event that no opening date can be named and no satisfactory truce agreed upon with Equity, the cast will be paid their two-week salaries, in accordance with the posted bond, and the production may go up in smoke. Weisgal's squeeze is particularly tight. He needs \$200,000, but was promised \$145,000 if and when he gets the other \$55,000.

Joseph Brainin, press agent, said on February 5 that there is no intention on the part of the producers to abandon the show altogether. Weisgal admitted a strong possibility that the production would not open until the fall, following this remark with a statement that the major part of the necessary \$200,000 is obtainable, and that delay hinges upon the dictates of Max Reinhardt, and the time which would necessarily be involved in order to get the properties in order. According to Weisgal, it is within the realms of possibility that the show will go on in the spring, an item of information he will know definitely in the very near future. However, as the 10 days' grace offered to the management ended February 7, thus enabling the cast to get their two weeks' rehearsal money, new arrangements will have to be made with the actors whenever the play is produced.

Play is authored by Franz Werfel, author of *The Forty Days of Musa Dagh*, and purports to be a dramatization of highlights of the Old Testament. Reinhardt a long time ago got in touch with Werfel, then in Salzburg, and agreements were signed. The original budget was figured at \$250,000, but alterations made on the Manhattan Opera House exceeded that sum and caused unforeseen losses of time.

Colt "Accent" for Lincoln

LINCOLN, Neb., Feb. 10.—Accent on Youth will dot its itinerary with the Liberty here February 20 with a single evening performance. Show stars Ethel Barrymore Colt. Only other legitimate attraction this season was *Old Matt*, the Anderson-Menken starer, which was here January 27. Florence Gardner is handling arrangements locally.

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**NEWS OF THE WEEK**

The Academy of Motion Picture Arts and Sciences has released its selections for the best films of 1935. The nominations are *Alice Adams*, *Captain Blood*, *David Copperfield*, *Dark Angel*, *The Informer*, *Les Miserables*, *Lives of a Bengal Lancer*, *Midsummer Night's Dream*, *Mutiny on the Bounty*, *Naughty Marietta*, *Ruggles of Red Gap* and *Top Hat*. On March 5 the Academy will name one of these pictures as the year's best.

Actors to be considered in the final ballot are Clark Gable, Charles Laughton, Victor McLaglen and Franchot Tone; actresses include Elisabeth Bergner, Claudette Colbert, Bette Davis, Katharine Hepburn, Miriam Hopkins and Merle Oberon. Directors nominated for consideration are John Ford, for *The Informer*; Henry Hathaway, for *Lives of a Bengal Lancer*, and Frank Lloyd, for *Mutiny on the Bounty*.

Best musical score nominations to *The Informer*, *Mutiny on the Bounty* and *Peter Ibbetson*; best songs, *Cheek to Cheek*, *Lovely To Look At* and *Lullaby*; best screen play, *Informer*, *Lives of a Bengal Lancer* and *Mutiny*; best original story, *Broadway Melody of 1936*, *Gay Deception*, *The Scoundrel*.

Because the Warner exchange favored Warner's Metropolitan with its product rather than the Michigan, Essaness, owner of the latter in Chicago, refuses to play Warner product in all Chicago Essaness theaters. Both houses play to colored patronage.

A vote taken from January 18 to January 31 in six Ben and Lou Cohen theaters in Detroit to determine the comparative popularity of single or double features resulted in a top-heavy decision in favor of the latter, the approximate proportion being three to one.

John D. Clark, general sales manager for 20th Century-Fox, announced on February 6 that the annual sales convention is likely to be held during the latter part of May, probably in Chicago. Clark's opinion is that concentrated selling over a short period is becoming a thing of the past.

Paul Moss, New York license commissioner, has called meeting of local exhibitors for February 10 in an effort to reach an agreement on the lottery laws in relation to giveaways. There has been a widespread effort to ban the games by declaring them illegal. Loew's has three cases slated to be heard in court some time in February.

Trafalgar Film Prod., new organization of Max Schach, of Capitol Film Prod., has made an agreement with United Artists for the release by the latter of product made by Trafalgar. Production by the latter company will be carried on at the Denham studio of London Film. *Pagliacci* and *Elizabeth of England* are slated.

The Empress Theater, Denver, is to be reopened by George A. Allan, according to a deal he made with the Center Investment Company. This house has 1,596 seats and will bring the total of Denver's first-runs up to seven. This will be the only first-run theater in Denver to use vaude.

A \$70,000 sound stage is in the process of construction in Miami for Pan-American Studios, Inc. Sir John Brunton, British producer, is head of the organization. Two features, to be written by Nell Shipman, are on the bill for 1936.

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**"MODERN TIMES"**

(UA)

TIME—110 minutes. RELEASE DATE—February 12. PRODUCER—Charles Chaplin.

**PLOT**—The familiar figure, now attired in overalls, works in a factory serving a machine. When the owners decide to increase his efficiency and turn a feeding machine loose on him he goes genially mad. Finally released from the hospital, the old and well-loved Chaplin individualist, he fails to find a place for himself in the mechanized modern world. Jail is a safe harbor, but he can enjoy it only intermittently. He is mixed up in a communist riot, a jail break and various other things, and meets a little girl-waif whom he befriends and champions. Many scenes reminiscent of his earlier pictures, such as a skating scene and a waiting-on-table scene, stud his adventures. He also sings a bit of gibberish in a cafe. In the end he and his waif wistfully disappear down the road.

**CAST**—Charles Chaplin, Paulette Goddard, Henry Bergman, Chester Conklin, Hank Mann and others. Chaplin the same amazing pantomimist as ever, wringing alternate laughter and pity from his audience. Goddard a wistful waif who is very effective. All acting in pantomime, with sound effects coming only from mechanical media, such as the telephone, the radio, etc.

**DIRECTOR**—Charles Chaplin. Perfect, naturally.

**AUTHOR**—Charles Chaplin. He also wrote or collaborated on the music.

**COMMENT**—Perhaps not so good as *The Kid*, *The Gold Rush* or *Shoulder Arms* from strictly comedy angles, but far better from other points of view. Definite social outlook expressed with immense effect thru the figure of Chaplin's familiar and sympathy-compelling tramp. A really great picture.

**APPEAL**—Everybody. It's a natural. You can hang chairs from the chandeliers and expect to fill 'em.

**EXPLOITATION**—Chaplin, of course.

**"ANYTHING GOES"**

(PARAMOUNT)

TIME—90 minutes. RELEASE DATE—January 24.

**PLOT**—Bing Crosby boards an ocean liner in pursuit of Ida Lupino, whom he mistakenly believes to be in danger. He becomes friends with Charlie Ruggles, who is a gangster under guise of a bishop. Crosby is chased all over the place by detectives, who believe he is really a notorious gangster. Ethel Merman aids Crosby elude his pursuers and she falls in love with an Englishman. When the ship docks Crosby and Ruggles make their escape and everybody loves everybody else in the finale.

**CAST**—Crosby, Ruggles and Merman do a good job and get good support from Ida Lupino, Arthur Treacher and Grace Bradley.

**DIRECTOR**—Lewis Milestone, who proves he is just as competent handling musicals as he is dramas.

**AUTHORS**—Howard Lindsay and Russell Crouse, with music and lyrics by Cole Porter.

**COMMENT**—Altho plot is thin, Milestone has given it plenty of movement and eye-filling sets. Big laughs keep the comedy rolling. All in all a swell musical.

**APPEAL**—For the whole family, altho the local ministers might object to the ribbing they get in the film.

**EXPLOITATION**—Play up Crosby and Ruggles, of course. And then plug the Broadway-run angle. Rest is routine.

**FILM CONSENSUS**

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

Name	Favor-able	Unfa-vorable	No Opinion	Comment
Next Time We Love (Universal)	11	3	1	"Weakish, rambling narrative."—Variety. "Dull, talkative and consistently undramatic."—Post.
Professional Soldier (20th-Fox)	9	3	3	"Will certainly please."—New York Exhibitor. "In-between entertainment."—Variety.
The Lady Consents (Radio)	7	4	5	"Good!"—Harrison's Reports. "Rigid adherence to the formula."—American.
King of the Damned (Gaumont-British)	6	7	2	"First rate, deeply moving drama."—Hollywood Reporter. "One of the lesser imports."—Journal.
Man Hunt (Warner)	10	2	4	"Amusing comedy drama."—Film Daily. "Enjoyable cine material."—Post.
I Conquer the Sea (Academy)	8	1	2	"Popular and profitable."—Hollywood Reporter. "Moderately exciting."—American.
Between Men (Supreme)	3	5	1	"Standard Western story."—M. P. Daily. "The Western to end all Westerns."—News.
Swiftly (First Div.)	2	2	1	"Good fun."—Variety. "Regulation Western."—Film Daily.
Dangerous Intrigue (Columbia)	2	2	2	"Hackneyed melodrama."—News. "Interesting yarn."—The Billboard.
Frasquita (Atlantis)	3	1	6	"Rather a forlorn little film."—News. "May prove diverting."—Herald-Tribune.

**EXHIBITORS ORGANIZATIONS**

Ed Kuykendall, MPTOA president, spoke at the AMPA luncheon February 6, declaring that the small exhibitor was in a serious condition owing to the rapid changes in sales policies in the motion picture industry. Theater management is becoming increasingly difficult. These views were an outcome of Kuykendall's recent trip, during which he spoke with many small theater owners. The fault was placed by Kuykendall on the distributors and also on the fact that producers are cornering most of the money in the industry. He expressed gratification that Hollywood was taking into consideration the opinions of the Legion of Decency. Double features were characterized as a menace, leading to the encouragement of inferior productions. He made his last point with the statement that protection of the small exhibitor is necessary if the industry is to survive.

The MPTOA will meet March 12 or thereabouts at the Miami Biltmore Hotel, Miami, and discuss whether or not the organization will attempt to establish a self-regulatory plan for the movie industry, according to President Ed Kuykendall. Kuykendall soon leaves for Washington, where he will be concerned with matters of legislation. His further plans include attending the MPTO conventions of the Carolinas.

Allied States Association on February 5 elected Nathan Yamin president to succeed Sidney E. Samuelson. Latter refused to run again because of increased private duties. Position of board chairman and general counsel is again vested in Abram F. Myers, with the offices of treasurer and recording secretary going to H. A. Blum and H. M. Richey.

The Motion Picture Theater Owners of Eastern Pennsylvania, Southern Jersey and Delaware went vigorously on record this week in opposing blind allocation of percentage prices on films by the distributors. The organization is insisting that the price be agreed upon before the film is played. It complained that in many cases its members didn't know until after they had played a feature whether or not it called for a higher rental. The board of managers which drew up the resolution elected Abe Sablosky as the new chairman.

The annual convention of the Arkansas Independent Motion Picture Owners' Association will be held at Hotel Marion, Little Rock, Ark. April 12 and 13, the organization's board of directors announced following the regular monthly meeting of the association here this week.

**Bank Nights Banned By Maine County**

PORTLAND, Me., Feb. 8.—Bank nights, sweepstakes and other gift schemes in Cumberland County have been banned by County Attorney Walter M. Tapley Jr. Notification was sent by letter to the theater managers thruout the county by Tapley. Only two theaters were engaged in such patron-teasing enterprises, the State and Keith's. Both have announced that they would not fight the ban. The State was running a bank night and Keith's a cash night and sweepstakes. Tapley's action was at the suggestion of the Grand Jury which sat here in January.

**Des Moines Variety Club Elects**

DES MOINES, Ia., Feb. 8.—The Variety Club honored John H. Harris, theater owner of Pittsburgh and "national chief barker" at a luncheon at the Variety clubrooms here January 27, at which time the local chapter was inducted into the national, with the following local officers: W. E. Banford, MGM exchange manager, chief barker; E. J. Tilton, Vitagraph, Inc., exchange manager, assistant barker; L. M. McKechney, Tri-States Theaters, wagon man, and Lou Patz, Universal exchange manager, property man. Directors are Abe Frankel, Harry Hiersteiner, Lou Levy, John Wooden and G. Ralph Branton.

**"ROSE MARIE"**

(MGM)

TIME—112 minutes. RELEASE DATE—January 31.  
PRODUCER—Hunt Stromberg.

**PLOT**—Marie de Fleur, renowned opera star, cancels her bookings to rush to her brother, John Flower, upon news that he has escaped from prison and is hiding out in the Canadian woods. While en route to him she meets up with Sgt. Bruce, crack Canadian Mounted policeman, who is detailed to return Flower to justice. Marie unwittingly brings Bruce to his quarry, neatly conveniencing him in his search for the convict. Bruce, torn between his love for Marie and his stern sense of righteousness, decides in favor of the latter, realizing that his choice will alienate him from her affection. She forgives him after she realizes that her love is greater than her peeve.

**CAST**—Jeanette Macdonald, Nelson Eddy, Allan Jones, Reginald Owen, Gilda Gray and others. Macdonald's voice is nice—not nice enough for opera, but she is satisfactory otherwise. Eddy still a bit of a stiff but personable. Owen's bits are excellent.

**DIRECTOR**—W. S. Van Dyke. Far below his usual quality, with his best scene (*Pardon Me, Madame*) showing strong Lubitsch tendencies. Otherwise pace slow and uninspired.

**AUTHORS**—Screen play by Albert Hackett, Frances Goodrich and Alice Duer Miller from the operetta by Otto Harbach and Oscar Hammerstein II. Dialog is spotty, needing speed and airiness.

**COMMENT**—Proves that a good picture needs more than two mellifluous throats. Will score anyway because of the names.

**APPEAL**—Adult.

**EXPLOITATION**—Stress *Naughty Marietta* sequel and stars.

**"THE PETRIFIED FOREST"**

(WARNER)

RELEASE DATE—February 8.

**PLOT**—A young author, awakening to his parasitic tendencies, takes to the road in search of a reason for living or dying. He treks the Arizonian desert, winding up on the outskirts of the Petrified Forest. There he meets the "reason," a pretty blonde suppressed in her desires to go to France and study writing and art. She takes to him and he to her, but then enters the Duke Mantee gang, a tough band of hombies. The writer realizes he should discourage the girl in her liking for him, figuring on having Mantee bump him off and letting the girl collect on his insurance policy. That's what happens, the author dying in the girl's arms.

**CAST**—Leslie Howard, Bette Davis, Humphrey Bogart, Charley Grapewin, Dick Foran, Porter Hall, Genevieve Tobin, Paul Harvey, Slim Thompson, John Alexander and Eddie Acuff. Bogart and Grapewin make, by far, the best showings. Howard fine. Davis better in this film than in others.

**DIRECTOR**—Archie L. Mayo. He gave it smooth direction and other excellent technical touches, but had little opportunity to make it outstanding.

**AUTHOR**—From the Robert Sherwood play, with screen play by Charles Kenyon and Delmer Dazes. Adapted as close to the legit play as possible, with a few necessary changes here and there. Not a good screen vehicle.

**COMMENT**—A film that talks the audience's ears off and doesn't afford any action. Actually a one-set picture outside of a couple of desert shots. Warner pulled a boner in picking this play for picture making.

**APPEAL**—Limited, for you have to be very choosy as to what audiences you pass this on to. It's all talk and deep stuff.

**EXPLOITATION**—Of course, play up Howard and Davis, also mention Broadway run. Angles also for poetry and art stunts.

**"MR. HOBO"**

(GB)

TIME—87 minutes. RELEASE DATE not given.

**PLOT**—The tale of a gentle old tramp named Rothschild who is mistaken for one of the famous banking family. In order to set his pal up in business, and in order to save the estate of a girl who has befriended him, he goes thru with the hoax. He does save the estate, after the girl herself has almost defeated his purpose.

**CAST**—George Arliss, Gene Gerrard, Frank Cellier, Patric Knowles, Viola Keats and others. Arliss does some pretty over-expansive pretending, most of it very much on the quaint side. Others okay, but much too English for American audiences when they appear in a picture the scene of which is French.

**DIRECTOR**—Milton Rosmer. A placid and sometimes gently humorous job.

**AUTHORS**—Story by Paul Laffitte, adaptation by Maude Howell. Scenario by Guy Bolton. Mild.

**COMMENT**—Pleasant but weak.

**APPEAL**—It won't be too strong with American audiences.

**EXPLOITATION**—Arliss in an entirely new sort of role.

**"THREE LIVE GHOSTS"**

(MGM)

TIME—61 minutes. RELEASE DATE—January 10.

PRODUCER—John W. Considine Jr.

**PLOT**—Three soldiers, Bill, Jimmy and Spooky, return to England after the armistice in 1918, and find they are classified as dead by the war department. Spooky, a victim of shell-shock, steals everything he can lay his hands upon. He graduates from his harmless kleptomaniac by kidnaping a child and a fortune in jewels. While his buddies are trying to straighten out the mess, Jimmie's mother, a lovable—but avaricious—boarding-house keeper, learns of a reward offered for the apprehension of Bill. She negotiates with Scotland Yard and succeeds in creating a very amusing tangle when the baby, the jewels and Bill are taken in the police net. Spooky's mind, however, clears up when he's knocked on the head, and his testimony proves that he stole his own baby and jewels. Bill is also cleared and is free to marry his girl friend.

**CAST**—Richard Arlen, Beryl Mercer, Claude Allister, Charles McNaughton, Cecilia Parker and Dudley Digges. First-rate performances by Mercer, as Jimmy's drunken mother; McNaughton, as Jimmy, and Allister, as Spooky.

**DIRECTOR**—H. Bruce Humberstone. Deftly done and a good flair for comic values.

**AUTHOR**—From the play by Frederick S. Isham.

**COMMENT**—Good light entertainment.

**APPEAL**—General.

**EXPLOITATION**—Interesting angles of the plot, properly emphasized, with some of the shots, should draw fairly well.

**"SOAK THE RICH"**

(PARAMOUNT)

TIME—88 minutes. RELEASE DATE—January 17.

**PLOT**—Belinda Craig, daughter of Humphrey Craig, a millionaire, joins a band of young radicals in a college endowed by her father. A lot of sophomore hocus-pocus gets under way involving the discharge of a professor with red leanings, parades directed against capitalist Craig, finally leading up to the obvious love match between the impetuous Belinda and the nutty young idealist responsible for the fanfare. Father turns out to be only a lamb in wolf's clothing and confers parental blessings.

**CAST**—Walter Connolly excellent as the harassed father. Also Mary Taylor, John Howard, Percy Kilbride, Alice Duer Miller, Lionel Stander, Ilka Chase and others.

**DIRECTORS**—Hecht and MacArthur. Rather forced.

**AUTHORS**—Hecht and MacArthur. A clumsy satire with a few funny moments.

**COMMENT**—Impresses as being stale right now.

**APPEAL**—The senile and adolescent.

**EXPLOITATION**—Hecht and MacArthur names.

**"PASTEUR"**

TIME—75 minutes. (LENAUER INTERNATIONAL) RELEASE DATE—January 29.

**PLOT**—Louis Pasteur, scientist, announces certain findings on microbes before a meeting of the French Academy. The eminent doctors yell him down with disapproval, refusing to believe his radical theories on microbes. They also resent his attack on the government for its neglect of scientists. Pasteur, undaunted, climbs the ladder of success, winning world acclaim with his important discoveries. He tries his cure for hydrophobia for the first time on a little boy who had been bitten by a mad dog. It is successful. The picture ends as Pasteur, an old tired man with a short time to live, is honored by the President of the French Republic in a magnificent gathering of political and scientific notables.

**CAST**—Sacha Guitry takes up most of the footage as Pasteur. He gives a grim, moving characterization. Others are Jean Perler and Jose Squinquel. All-French cast, with only Guitry known in this country.

**DIRECTOR AND AUTHOR**—Sacha Guitry handled both and, we are sorry to report did not do a good job.

**COMMENT**—Despite the fact that French critics have called this one a masterpiece and despite its winning an international film prize, it can hardly make the grade in this country. It is a tedious, super-dignified, humorless and unimaginative story unreel-like a stage play. Hardly any movement or bright moments. Too much dialog, which, incidentally, is in French. There are sufficient super-imposed English titles to make the story understandable, however.

**APPEAL**—Adult, specially intellectual.

**EXPLOITATION**—Tieup with schools, stressing the educational angle. Science organizations should make natural tieups, too.

**"DANCING FEET"**

(REPUBLIC)

TIME—72 minutes. RELEASE DATE—February 5.

PRODUCER—Colbert Clark.

**PLOT**—Judith Jones, young society girl, refuses to give up her boy friend, Peyton Wells, at the behest of her father. Leaving the house after an argument, she goes to Peyton's apartment and asks him to marry her. He refuses, and rather than go home she finds a job as dance hall hostess. There she meets Jimmy Cassidy, a dance hall Johnny, with whom she falls in love. Father tracks her down, and at first is averse to her association with Cassidy, but furthers the romance when he learns to like him. Jimmy and Judy, mainly thru the efforts of Wells, who turns out to be a regular fellow, inaugurate a successful radio dancing school program and are married.

**CAST**—Ben Lyon, Joan Marsh, Eddie Nugent, Isabel Jewell, James Burke, Furnell Pratt, Vince Barnett and others.

**DIRECTOR**—Joseph Santley. Monotonous at first, but saved by fast pace of the last half.

**AUTHORS**—Story by David Silverstein; screen play by Jerry Chodorov, Olive Cooper and Wellyn Totman.

**COMMENT**—Upper spot on double-feature billing. Production is average stuff, with a few fairly tuneful songs by Stept and Mitchell.

**APPEAL**—Non-class audiences.

**EXPLOITATION**—Routine, accenting some of the song and dance shots.

**"WILDCAT SAUNDERS"**

(ATLANTIC)

TIME—56 minutes. RELEASE DATE not given.

**PLOT**—Wildcat Saunders, a prize fighter with a weakness for women, is taken by his manager to a lonely ranch so that he can train without feminine disturbance. Ranch owner, of course, has a lovely young daughter who goes for the Wildcat. While getting into condition Saunders incurs the enmity of two ranch hands—crooks who are hiding at present with a bag of gems stolen from an armored truck. Much fighting and gun-play, wherein Saunders proves himself an old hand with a gun—leading finally to the capture of the criminals and the winning of the fair young lady.

**CAST**—Jack Perrin and Blanche Mehaffey in male and female leads. Mehaffey has an overdose of sex-appeal, but Perrin is a bust.

**DIRECTOR**—Frazer's direction ordinary.

**AUTHORS**—Story by Miller Easton; screen play by Monroe Talbot.

**COMMENT**—Production attempts to be a little different by injecting the prize-fighter angle and making a decided play for comedy relief. Just another Western.

**APPEAL**—Horse-opera fans.

**EXPLOITATION**—Try it from the girl-fighter-comeback angle.



# Indie Circuit Looks to a Bigger Wheel Next Season

**Hirst confers with operators—Midwestern spots very interested—shows carry "names"—Hirst plans dialog cleanup—cites Midwest's need of a circuit**

NEW YORK, Feb. 8.—Elaborate plans are being prepared for a bigger Independent Burlesk Circuit next season, with Issy Hirst, president of the circuit, in conference with many theater owners desirous of joining the wheel. It is expected that many Midwestern theaters will come in next season, in view of the difficulties these houses had this season in getting shows. Furthermore, the use of "names" on the Indie shows has made them attractive to theaters not members of the wheel. The circuit now comprises 10 weeks, but Hirst and his colleagues expect that by next season they should be able to double the time.

This week Hirst was here in conference with George Young, Cleveland operator, and Dewey Michaels, operator of the Palace, Buffalo. Both desire to become a part of his circuit. Hirst also received word from the owners of the Casino, Toronto, which is under construction, that they would like to be a part of the circuit. Furthermore, N. S. Barger, Chicago operator, has often indicated that his Rialto Theater could be included on the wheel if it was possible to play the shows out there.

The advantages of a circuit were indicated by Hirst in pointing out numerous closings recently in the Midwest, undoubtedly due to their inability to line up talent. He cited the closings of the Garrick, St. Louis, which folded February 2; the Avenue, Detroit, February 1; and the closings in Milwaukee and Kansas City. Then he showed the success of the Variety, Pittsburgh, which with road shows is enjoying heavy business, and also pointed out the closing of the Worcester, Worcester, after four stock weeks whereas it ran 12 weeks with road shows.

The Indie shows are now going in for "names," with Ann Corio and Countess Nadja at present heading shows, and negotiations on for Hinda Wassau. In view of the fact that the Indie Circuit can offer 10 weeks, Hirst reveals that it is possible to buy these "names" a bit cheaper and that they mean box office to his theaters. Next season Hirst has plans to clean up the comedy in his shows, preparing to engage writers to pen new material and spruce up the old.

The circuit now comprises the following towns: Pittsburgh; Washington, D. C.; Baltimore, Philadelphia, Newark, Brooklyn, New York, Union City, Boston and a week of Pennsylvania one-nighters.

## MIMI

MINSKY'S LATEST SENSATION.  
Rep. PHIL ROSENBERG.

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.

**BILLIE BIRD**

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

**BOB ALDA**

Streights and Baritone at 42d St. Apollo, N. Y. C.

**AL LE ROY**

Back East and Doing Straight.  
Direction—NAT MORTAN.

# ANNOUNCEMENT

Be It Known—MOST EMPHATICALLY—That I,

# BERT CARR

Comedian, Now at the Eltinge Theatre, New York City.

Have not required the services, within the last two years, of any burlesque booking agent. Have booked and placed myself into all my engagements during that time, absolutely without the necessary aid of any such source whatsoever. Consequently, the legal action taken by a certain agent, without any prior notice, is utterly unwarranted.

# Minsky Burly War Looms on Broadway

NEW YORK, Feb. 8.—Abe Minsky, operator of Minsky's Gotham Theater uptown, stepped in Wednesday as a partner in the Galety Theater operation, which indicates a battle with his brothers, Morton and Herbert, who are on 42d street at the Republic. Minsky bought out George Jaffe's interest in the Galety, going in as a partner of I. H. Herk.

The entire front of the house is being plastered with the name of Minsky, and Minsky and his son, Harold, will double between the Galety and their uptown house. Billy Koud, their uptown producer, will do the shows at the Galety also. Morton Minsky and Eddie Lynch returned from Florida Sunday, probably expecting opposition from the Galety.

Harry Brock and Issy Hirst first dickered for the Galety, but stepped out because of a 90-day clause in the lease in which the owner of the property can tell them to move and also because of the rumor that the theater was to be torn down. Tony Miccio, operating the Irving Place, also negotiated for an interest in the house.

## Gayety, Minneapolis, Cast

MINNEAPOLIS, Feb. 8.—With several changes being made, the cast at Harry Hirsch's Gayety Theater now includes Esta Alja, Jack Greenman, Woods Sisters (Mary and Virginia), Kurlly Kelly, Wally Brennan, Joe Miller, Joyce Kelly, Winnie Smith, Peters and Maye and the Dancing Bobbettes. Frank Smith is book producer and Bobbie Pegrim number producer. Fred Oldre is the musical director.

## Empress, Kansas City, Folds

KANSAS CITY, Feb. 8.—The Empress Theater, which opened with stock burlesque New Year's Eve, closed suddenly a week ago Tuesday. It is understood the management is trying to land a house in Topeka. George Katz and Mortimer Hanover were the operators.

## Burly for Toronto?

CHICAGO, Feb. 8.—Joseph Allen, of the Famous Players-Paramount circuit, Toronto, conferred with Milton Schuster here last week with a view toward putting a burlesque policy in its new Casino Theater, Toronto. The theater, seating 1,000, is located in downtown Toronto and is expected to be completed for opening some time in April.

## Nadja Suit Settled

NEW YORK, Feb. 8.—The battle over a billing between Nadjeza Grenko, burlesque attraction, and Beatrice Wanger, classical dancer, was ended last week in an out-of-court settlement. It was agreed, after Miss Wanger had paid Miss Grenko \$150, that the name of Nadja was hers, altho Miss Grenko was at liberty to bill herself Countess Nadja or otherwise use the name of Nadja with embroideries.

SOLENN BURRY, who wrote new scenes and bits for Bobby Morris, is a new comic at the Apollo, New York. First appearance on any stage. Opened January 31.

# BURLESQUE REVIEWS

## Rialto, Chicago

(Reviewed Friday Evening, February 7)

Business continues very good here and the shows are always flashy and colorful. A lively chorus of 18 generally has some first-class routines and are always neatly costumed, sometimes in creations of the Rialto costume department that would do justice to many a musical show.

This week's presentation is called *Cherry Blossom Time* in honor of Princess Chiyo, Japanese dancer, who made an instant hit with her exotic specialties in her debut in burlesque here last week.

After the opening by the chorus, in black and silver costumes, with vocals by Dottie Parley and Buster Lorenzo, a comedy shell game scene laid before a Streets of Paris drop had the audience howling due to the work of Charles

Country, Kenny Brenna and Jack Buckley. After another chorus routine a train scene utilizing Country, Brenna, Lorenzo, Buckley and Dorothy Maye kept them laughing.

First of the strip numbers was done by Dorothy Dee, a blond newcomer, who did fairly well. Other tease routines were done by Dorothy Maye, whose artistic work is gaining her a following, and "Peaches" Strange, who shimmys like the proverbial bowl of jelly and gets the biggest hand of the strip specialists. Other comedy numbers that drew a large quota of laughs were a scene with Country and Lorenzo, in which Buster had an opportunity to use his wop dialect to full advantage, and a handcuff bit with Buckley, Brenna and Country. The taxi dance scene seemed a bit long and draggy and was the weakest of the lot.

Among the posing and production (See *Burlesque Review* on opposite page.)

# BURLY BRIEFS

PRINCESS CHIYO, Japanese specialty dancer, made such a hit at the Rialto, Chicago, that she has been booked for an indefinite stay. . . . Two Midwest burly houses have put up the shutters. The Garrick, St. Louis, closed February 2 without notice, and the Avenue, Detroit, closed February 1. . . . Dagmar opened at the Gayety, Minneapolis, February 8. . . . Bert Saunders and Dorothy

DeHaven open at the same house February 15. . . . Buster Lorenzo, of the Rialto, Chicago, and Marion Morgan are said to have received a flattering offer to open at the Burbank, Los Angeles, but Buster prefers to remain with N. S. Barger, for whom he has worked for the past five years. . . . Tommy Raft and Flory Joyce are opening at the Roxy, Cleveland, February 14. . . . Helen Deauvree, recently at the Empress, Kansas City, is spending a short vacation in Cleveland. . . . Billy Ferber and Conchita are still at home in Omaha playing clubs.

GLORIA MAYE, Follies, Los Angeles, dancer, training east for a three-week vacation. . . . George Lewis back at that house after a week's illness. . . . Jack Greenman opened at the Burbank, Los Angeles, Saturday. . . . This brings house comic staff to four. . . . Harry (See *BURLY BRIEFS* on opposite page.)

# U-NOTES

By UNO

GEORGE YOUNG, Cleveland burlesque show and house operator, came into New York last week with Colonel Harry J. Carr and Nathan Gladstone to book novelty rides and attractions for the Great Lakes Exposition to be held in Cleveland July, August and September this year and for which Young, formerly connected with the management of Luna Park, Coney Island, has a number of concessions. Carr represents a number of concessioners, and Gladstone will be Young's assistant.

LOO CARDY (formerly Bobbie Mason), one of Lester Montgomery's outstanding dancers at the Chicago World's Fair and recently with a vaude unit, *Hold Everything*, premiered in burlesque at the Eltinge, New York, Friday.

PAT LYNN, eccentric comic, in New York for the first time, to make his appearance in local burlesque houses. Comes from the tab field and Western burly houses.

JEANNE PARDOU, a new blond stripper in New York, booked by Nat Mortan this week at the Eltinge, brings with her plenty of newspaper raves from local dailies in Buffalo, where she worked for Dewey Michaels; in Pittsburgh, where she was a George Jaffe feature, and in Brooklyn, where she stocked at the Oxford. Replaced Dawn DeLees.

MAC (GOGGLES) BARRON comicking and cabaretting now and for the rest of the winter at the Hotel Brunswick, Lakewood, N. J., along with Jean Rose, prim and another ex-burlesquer.

ELLISON SISTERS (Jo Ann and Jane) liked so well at the Star, Brooklyn, that a four-week option was taken up by the Raymond-Adler regime.

SAM KURTZ, ork leader, returned to New York, his face, legs and hands badly bruised and otherwise in a state of shock. One of the victims of the recent Sunbury (Pa.) train wreck, when the cars left the track and plunged over the Susquehanna Bridge, causing the death (See *U-NOTES* on opposite page)

JOANN JANE  
**ELLISON SISTERS**  
HARMONY SINGING & TALKING INDIGENES.  
First Time East.  
Direction DAVE COHN.

**DANNY JACOBS**  
PRODUCING — STRAIGHT MAN

**BETTY KING**

THE TITIAN TEASER  
Direction Nat Mortan

**JOAN DEE LEE**

The Blonde Temptation of Burlesk.  
Direction NAT MORTAN.

THE NEW SENSATION.

**DORÉ DIXON**

Personal Direction TOMMY LEVENE.

**WALT STANFORD**

THE VERSATILE COMEDIAN.  
YOURS FOR A LOTTA LAFFS.

**DANNY LEWIS**

Juvenile and Song Stylist.  
Direction: NAT MORTAN.

**JEANNE WADE**

Stripping and Talking. Dir. NAT MORTAN.

**JEANNE PARDOU**

A New Blonde Stripping Sensation in the East.  
See NAT MORTAN.

**MAC DENNISON**

BROTHER, CAN YOU SPARE A DATE?  
Dir. PHIL ROSENBERG.

**LILLIAN DELMAR**

THAT GORGEOUS GREAT.  
That's a Show Stopper.

Exotic **SHERRY BRITTON**

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

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

Tab Tattles

RAYMOND LEROY'S Variety Revue is in its 18th week at the Cotton Club, Joplin, Mo., with Leroy reporting business as okeh. He is doing the emceeing at the spot. Roy Mapes, Harry Davis and Clyde DeShon, well-known tabloiders, were recent visitors at the Cotton Club. . . . Bob Allen, former city manager and official host for the Switows in Lexington, Ky., and who made things so pleasant for the tabloiders who played the Ada Meade in that town in the past, is now piloting an important picture palace for Fox-West Coast in Los Angeles and, it might be added, is doing a swell job of it. . . . Marvin Boone and Helen Taft, dancers, now playing a return engagement at the Club Arbor in Charlotte, N. C., have added another hooper, Betty Belle, to the turn. The trio will jump to Tampa, Fla. from the Charlotte spot. . . . Bobby Jones, formerly with Paul Reno, is now emceeing at the swanky Chez Paree, downtown Indianapolis supper club. . . . Tex Chapman and Vickie McNeely, well known in tabdom, closed with Cocktails of 1936 at the Shubert Theater, Cincinnati, last Thursday. They are dickering for a spot on one of the major Cincy radio works and if the deal pans out will remain in the Queen City indefinitely. Tex was a caller at the desk the other day. . . . Sylvan Beebe, veteran Cincinnati tabster, is in his seventh week of an indefinite engagement in bed with a pair of infected feet at his home in Cincinnati. He is slowly mending, but it will be some time before he will be able to be about again. His ailment is such as to make it necessary for him to remain flat on his back. He asks us to remind his many friends to drop him a line. His address is Apartment 202-A, Parkway Apartments, Central parkway at Findlay, Cincinnati, O.

WALTER (BOZO) ST. CLAIR is now appearing with the Street Railway Minstrels over KTBS, Shreveport, La. . . . George Otte, well known to tabsters as the former manager of the Pitt in Pittsburgh and the Virginian, Wheeling, W. Va., has moved to Bradford, Pa., to manage the new Bradford Theater there. . . . Olivette, fan dancer, is heading the Town Topics tab playing thru Pennsylvania. . . . Solly Childs' Parisian Follies, a 25-people tab, stopped off for a two-day date at the Avenue, Du Bois, Pa., last week. . . . Sam Mylie, veteran tabloid comedian and producer, who has been playing in the Pacific Northwest for the last several years, is reported to be working eastward toward Detroit, where he expects to spend some time playing the night spots. . . . Had a visit last Thursday from our good friend, Billy (Boob) Reed, well-known and popular in tab and burlydom as "the man with the shovel." Billy has just finished a long stay at a Detroit burlesque house, and after a few days' visit at his wife's home in Hamilton, O., journeyed on to Louisville to join Fred Hurley's burly at the Gayety there. Danny Jacobs, well-known straight, has also joined the Hurley cast. . . . What has become of Dee Beachum and Rufus Armstrong? . . . Phil and Peggy Hart, dancers, are back together again and are now working the night spots in Kansas City, Mo. . . . Claude H. (Kid) Long is now piloting Arthur Hockwald's Richard & Pringle Georgia Minstrels thru the Southland. "I am trouping my wife with me and trying to make a gypsy out of her," the Kid pipes. . . . We had an inquiry the other day as to what has become of Charles (Slim) Vermont. Will the Dayton, O., paperhanger please come out of hiding? . . . Jim Bova, ex-tabster, who opened a watermelon emporium on Cincinnati's main drag last summer, later converting the place into a spaghetti eatery, has expanded his quarters by taking on a partner and acquiring the store next door. Jimmy's new spot is the hangout for a lot of the performers around the town.

DANNY JACOBS, producing straight man, and Billy (Boob) Reed, comedian, have joined Fred Hurley's burlesque company at the Gayety, Louisville.

W. REX JEWELL WANTS COMEDIAN, S. & D. JUVENILE GIRLS, For Stock Date. ACTS Going East or West, FULL WEEK OR MORE. EMPRESS THEATRE, Denver, Colo.

BAA Setting Up Benevolent Funds

NEW YORK, Feb. 8.—At an executive board meeting of the Burlesque Artists' Association Wednesday evening, it was decided that the organization stage a big annual affair some time in April. The proceeds of the function are to go towards a benevolent fund for aid of sick, needy and deceased.

At the board meeting four members of the Bijou, Philadelphia, cast who did not go out on strike when the BAA had difficulties with the managers were heard. This makes a total of nine non-striking members who have been heard already, and there are about 13 more to go.

DETROIT, Feb. 8.—The local branch of the BAA will hold a big affair March 6 at the Barlum Hotel, the proceeds to go towards establishing a benevolent fund. Benny Bernard is in charge of the affair.

W. Rex Jewell Moves to Empress Theater, Denver

DENVER, Feb. 8.—W. Rex Jewell, who resigned January 1 as producer at the Roxy Theater, Salt Lake City, will open in a similar capacity at the Empress Theater here February 15. On that date Jewell will inaugurate a presentation-show policy at the Empress. Company will include a 10-girl line and a 10-piece orchestra.

After leaving the Roxy in Salt Lake City Jewell opened a booking agency there in association with Gene Marcus and Steven B. Terry. The office will continue to operate and will book four vaude acts into the Empress here each week.

The Empress has been taken over by George A. Allen, former owner of the Playhouse, Salt Lake City, who has just returned from a vacation in Europe. The entire house is being renovated.

BURLESQUE REVIEW

(Continued from opposite page)

numbers was a number featuring the adagio team of Robert and Maree in a bronze dance; a radium effect dance by the chorus; the buildup number for Princess Chiyo, whose song Shanghai Lil and short Oriental dance was preceded by the chorus doing a veil dance, and the finale, an American Indian motif, with the chorus in feathered headgear; Robert and Maree doing another adagio to Land of the Sky Blue Water, and an effective grouping at the finish of nude poses and singing by Buckley, Lorenzo and Dottie Farley.

F. LANGDON MORGAN.

Eltinge, New York

(Reviewed Tuesday Evening, February 4)

Swell production here this week. Lester Montgomery doing a neat job with the meager talent and limited budget. He shows imagination in several nifty group scenes, using his scenery to best effect and giving the customers just enough nudity. He's smart enough not to overdo the nudity and also knows how to make his girl line look the best.

Girls—16 of them—are given neat and snappy costumes and go thru spry routines that enable them to really show off. Some of the chorines are also given a chance to step out for brief specialties, which is a good idea. Incidentally, Gladys Douglas designs and executes the costumes and deserves credit for her nice work.

Comedy is not bad considering the limited staff of comedians. Bert Carr is always good at Hebe stuff, while Joe DeRita is amusing with his Joe Penner mannerisms, and Lew Denny does okeh handling lines and situations. The Blendollers, four men doing harmonizing, also double as straights in the comedy scenes. A versatile singing combo. Should do well in vaude or radio. The tenor, incidentally, looks like a comer.

Jeryl Dean, gorgeous blonde, steals the show with her slick parading and tease strip. No fancy stuff but cleverly done and a show-stopper. Dorothy Weeks, brunet, works hard in scenes and singing and dancing numbers and also does a strip specialty. Versatile but needs polish. Dawn Delese, buxom blonde, made the boys sit up with her specialty. Jean Williams, brunet, is an eye-fut in

lovely costumes. Put over her strip number nicely. And Lillian Harrison, nice-looking redhead, worked in the comedy numbers and also came thru with a pleasing strip.

House was almost full this matinee show and the customers responded liberally to the entire show. PAUL DENIS.

BURLY BRIEFS

(Continued from opposite page)

Popkin and George B. Ringer, owner and manager, respectively, of the Burbank, planning a 10-day air trip east in quest for new talent and ideas.

ANN CORIO'S show opened on the Indie Circuit Sunday at the Gayety, Baltimore. . . . Additions to the cast were Joe De Rita, John Barry, Evelyn Brooks, Charles Dane and Carmen. . . . Dolly Hendricks dropped out. . . . Ann's wardrobe, damaged in a recent train wreck and for which she is suing, is being replaced by new costumes being designed by Billy Livingston. . . . Harry Shapiro departed from the Gayety, New York, and is now manager of the Forrest Theater, New York, which houses Tobacco Road. . . . Billie Bird exited from the Minsky organization and jumped into the Eltinge, New York, Friday. . . . Annette, Nat Mortan's up-and-coming protegee, has been landing pictures in New York dailies right along. . . . Madge Carmyle will open February 21 at the Eltinge, New York. . . . Palmer Cote and Billy Lee are working as a team in Toronto and will close in two weeks, finishing a six-week run. . . .

MARGIE LEE closed in Minneapolis Friday and headed for New York. . . . Mickey Rooney, comic, was replaced by Joe Miller last week at the Gayety in that city. . . . Mabel Francis and Gladys McCormack exited from the Gayety, New York, Thursday night, with Miss McCormack moving over to the Oxford, Brooklyn. . . . Harry Evanson and Evelyn Whitney moved from the Gayety also, both going downtown to the Irving Place. . . . Eva Osborne replaced Lola Pierce at the Gayety, the latter suffering from laryngitis. . . . Harry (Hello Jake) Fields replaced Boob McManus at Minsky's Gotham, New York, Friday. Boob moved downtown to the Eltinge. . . . Bob Alda partied the Apollo, New York, cast on the occasion of his first-born, Alphonse Bob, born January 28. . . . The missus is the former Josephine Brown. . . .

RUDIE KAHN, company managing Indie shows, has been assigned to the management of the Empire, Newark. . . . Succeeds Hughie Mack, who returns to Indie company managing. . . . Joe Wilton relieved Bert Grant in an Indie show, his first out-of-town tour in several years. . . . Grant replaced Al Golden at the Irving Place, New York. . . . Jeanne Wade flew into New York from Pittsburgh to open for Minsky's at Brooklyn, when Harry Shuffie LeVan also joined. . . . Dave Cohn is ailing, with Tommy Levene looking after his affairs during his absence. . . . Sid Fields sent Nat Mortan a "thank you for past favors" letter, of which Mortan made a photostat and posted in his office. . . . Vera Clarke, chorine on the Indie Circuit, fell down the stairs recently at the Howard, Boston, and was out of the show for several days. . . . Cleo Douglas is number producer at the Roxy, Cleveland. . . .

MILWAUKEE NEWS—Jack LaMont, comic, closed at the Gayety to join an

Indie Circuit show. . . . Virginia Roberts and Lupe Milford working night clubs in town. . . . Ralph Doby left the Gayety to go into the Lyceum, Winnipeg, for Mill Schuster. . . . Scotty Hubert finished as producer at the Gayety to jump to Chicago to produce a new floor show at Colosimo's, where Mae Brown and Faith Bacon are co-featured. . . . Minneapolis News—Jack Keystone closed at the Gayety Friday. . . . Jack Snooze Kinnear and Mabel Mack are working night clubs in town. . . . Dottie Wahl closed here recently to head for Chicago. . . . Rance and Gordon closed here and went on to the National, Detroit, where they opened Saturday.

U-NOTES

(Continued from opposite page)

of two and injuring many. Kurtz, originally scheduled to make the Williamsburg-Reading run by bus, had exchanged his ticket with Ann Corio, who had preferred the bus to the train.

CHARLES (KID) KOSTER, former burlesque advance man, now ahead of the Walter Huston Dodsworth attraction, currently on the Coast.

BEVERLY CARR, number pro, is also a stamp collector, her collection now worth \$250, with one rare United States specimen alone valued at \$60.

BETTY MACK, of the Mack Sisters, acro dancers with an Indie show, sprained an ankle during one of the specialties at Minsky's, Brooklyn. Had it taped and continued on without a layoff.

MIMI LYNN, with an Indie show, mourning the loss of costumes destroyed thru a leak in a dressing room at the Hudson, Union City, N. J.

BABE PATRICIA POWERS in constant attendance at the American Hospital, Chicago, near her husband, George Conrad Siefert, operated on for gall-bladder trouble January 26. Would like to hear from friends, including Irene Blaney, Margaret Woods, Toots and Irene Heldt, Julia Kelly, Jacque Wilson, Estelle Arab Mack, Becky Doyle, Emily Clark and Mabel White.

GLADYS DOUGLAS, costumer for the Eltinge, New York, celebrated a birthday in her Harlem home recently. A large box from Grover Franke, producer at the Irving, New York, was a surprise gift in the shape of a herring.

DOLORES WEEKS, dancer-stripper at the Eltinge, New York, cut her chin badly in a fall down stairs leading from the dressing room to the stage.

Dorothea Antel

226 West 72d St., New York City. BIRTHDAY, EVERY DAY, CONVALESCENT GREETING CARDS. In Boxed Assortments 15 Exclusive and Original Cards to the Box, \$1.00. Special Discount on Large Quantities. WRITE FOR PARTICULARS.

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WE USED to pity the men who were shoved out of their jobs when the profession of theater management started to become crowded. We should have reserved our pity for those whose bodies have survived the storms but whose souls have been bought by men who define a theater as a grocery store with a box office in the street. The men who were edged out of the race by pride, pink slips and a prophetic insight into what was yet to come, at least had a fighting chance. If sickness or death did not interfere they set themselves up in another business or got themselves jobs in which they no longer needed to delude themselves about what they were doing. A theater manager turned dress salesman knew that he sold dresses. He knew that the more dresses he sold the more money he would make and, more important than that, he knew his place in industry. He didn't have to kid himself about being on the way to earning a college degree because he sold a big order to Schmaltz & Company. It was not so with the men he left behind in the theater ranks—the poor souls who went on calling themselves showmen but who day by day approached nearer to the status of a building superintendent where today we find most of them "safely" ensconced.

For it is a truth that cannot be assailed. Today the average theater manager is a miserable bird with clipped wings and a bruised ego. If there is anything worse than a theater manager bereft of that spark that sets him apart from the merchants on his street it should be featured as a blowoff in a museum of horrors. It was this ego, this sense of being somebody with power and initiative and enterprise, that made theater managers in happier days the colorful characters that they were; men who lent personality to theaters and whose efforts brought gold to the vaults of those who hired them.

It wasn't so long ago that the average theater manager had something to say about the kind of shows he was given; about the methods to be used in selling his shows; about hiring and firing his help; about routing his shows, and about spending his company's money. Not long ago to those who were in the theater business during those halcyon days; an age to the newcomers with no past in the theater to look back upon who have been brought in to supplant most of the men who could bear no longer to be rated as theater managers but used actually as janitors.

First they who own theaters threw out stage shows. With the screen belching words, music and song, the allegedly shrewd operators decided that stage shows would represent an unfair comparison with the elaborately expensive products of Hollywood delivered to the theater in cans. A wise move. One that threw thousands of musicians out of work, deprived thousands of actors of the only livelihood most of them knew and added thousands of stagehands to the ranks of the idle.

Then came the next step. Talkies weren't pulling quite as well as the smart operators had anticipated; that is, after the novelty had worn off. The cure wasn't in augmenting talkies with a variation on the entertainment theme in the form of stage attractions, the wise heads concluded. By no means. The cure for headaches is more headaches. Sounds kind of funny, doesn't it? Not funnier than the logic used by the operating geniuses who figured it out all by themselves (without the assistance of their 6-year-old kids) that if one feature, fairly good but not so colossal, doesn't take in enough shekels at the box office two stinkaroo features would. From this was there born the dual feature policy. Like the drunk whose current drink is "the last one," so was it with the operating marvels who brought the theater industry to its present state. From duals came triple features and from triples came bank nights, sweepstakes and other forms of lotteries as well as cheap, disgustingly inept schemes to ward off the threatened return of stage shows, these running the gamut from unabashed amateur shows to such thin disguises as Opportunity Night, Surprise Night and Cabaret Night. An alternating process involving the so-called employment of hams who couldn't get a look-in at the smallest of small-time booking offices in better days and truck men and soda jerkers who experience vicariously the stage careers for which they yearn.

Thru all of this transition in the checkered career of the average film theater some of the old-line managers undisturbed by shakeups have stood by; holding down their jobs because various obligations make unemployment a state to be dreaded worse than death. And new blood has been pumped into the arteries of the theater business. Young men to whom a theater post is an escape from breadlines and the stigma of relief classification. Men who have about as much of the showmanly instinct as Barnum possessed modesty. To the theater field have also come older men who have seen better days in other professions and industries. Men who were hired because they demanded less and could therefore be depended upon to be content with running a theater as an all-wise home office wants it to be run. Any way you slice it that's a picture of the theater-operating industry personnel in this year of our Lord 1936.

This can't go on. Something is going to happen. Either in the smug, complacent beings of the home-office big shots or in the theaters. Regardless of where it happens first the repercussions will be felt in the theaters. Unless showmen who can and will command decent salaries are put back in theaters what was not long ago one of the most promising industries in the country will dwindle to insignificance. There are not many steps between a prosperous, humming theater and a white elephant on a bank's hands—and from that point to a skating rink, a public market or a garage. Surprising, but becoming less so as time goes on, what can be done to a dark theater without tearing down the walls.

The carpeted and panel-walled luxury of a home office is not conducive to the running of a theater situated as near as even around the corner. Regardless of what the theorists think in their well-padded chairs within arm's length of a battery of push buttons the box office is the heart of their dynasty. The man who has the necessary equipment in the form of enthusiasm, brains and enterprise and who is in constant touch with the box office and with those who plunk down their money on the marble slab is the one to be given a voice in the operation of a theater. And that man should be compensated in fair proportion to his ability as a theater manager. He should—as in the glorious days of old—be given latitude in spending within reasonable limits the money set aside for exploitation and advertising. He should be given free sway in hiring his staff and nepotism should not act as a deterrent to him in his efforts to clean house when he feels that the boss's relatives are becoming parasites. He should be granted an attentive hearing when he inveighs against a practice that might have been successful over the rest of the circuit but not applicable to his neighborhood, community or clientele. He should be provided with an incentive other than being given a pediculous bonus of a few dollars when house records are broken thru his own efforts and trigger-spring showmanship. He should be moved around as often as his expediency and home ties permit. A good manager can oft have his usefulness permanently impaired by keeping him set in one spot too long.

In short, the day has arrived, judging from the course events have taken, when the house manager must be raised to his old estate. In this move, combined with throwing out of theaters all that which doesn't belong there in the form of gambling and amateurs, lies the salvation of a great industry. An industry on which must be built the success of many others and the livelihood and well-being of thousands of individuals in our business.

## The Broadway Beat

By GEORGE SPELVIN

A LOT of guys in the Paramount organization have been taking bows on the success of the local Paramount Theater since it put in pit shows, saying that they were responsible for the change of policy. The inside, tho, is that practically all of them, from Boris Morros down, tried in every way to get the Casa Loma ork, the first to go in under the new policy, to forget about the two-week contract it held for \$7,500 a week. But the manager of the band refused to forget about it, and that's how it happened that the ork went in and established a policy that clicked.

Pete Mason, of the Gilbert Miller office, celebrated his 40th anniversary in show biz February 5. . . . Incidentally, the play which he dramatized from a Walter White novel was heard at a private reading a while ago and sounded plenty good. . . . Glenn Ireton tells us that there are just 10 toe-tap dancers in the country. . . . Edith Mann, who is one of them (and who has been one of Mr. Spelvin's pet discoveries ever since he caught her in a vaude flash a few years ago) is training for speed in her toe dancing, and will shortly challenge all comers to a toe "race." . . . Irene Pappas, with her tonsils shaved, is rejoining a Bowes amateur unit. . . . There are plenty of foreign names in the show at the French Casino, but don't let all of them fool you. . . . A good number belong to American performers decked out in exotic tags. . . . Which is similar to the situation at the Met op, with Bentonelli and several other Yanks forced to blossom out in Latin handles before they could make the warbling grade. . . . Chandos Sweet is on leave of absence over at the WPA, with Major Ball pinch-hitting. . . . Danny Marshall has bought a fishing smack. . . . It's anchored in Sheephead Bay. . . . It seems as tho G men don't travel in false whiskers after all. . . . Parked right near the Palace stage door recently was a car with a low license number and another little sign that said "D. J." There are more rumors of early closings for *Jumbo*. . . . One Broadway sportland has a uniformed doorman whose elegance is second only to that of the former Russian nobles or Cossack outposts in front of the Muscovite eateries, where the moojiks go 'round and around. . . .

Sid Skolsky may run "movie boners" in his column, but here are some choice "word boners"—and they're not the work of any film exec, either. They emanate from a vaude agent (all the same agent) who tries to be something that he isn't: "She came out starch naked." . . . "He was pasting up and down the floor." . . . "That theater has a transit audience, with a lot of strangers coming in." . . . "He chartered a plane to the Coast." . . . "Anybody can make a mistake; I'm not inflammable." . . . "Bakers can't be choosers." . . . "That acrobat looks like a madonnin." . . . "The advertising was abdominal." . . . and "Let's talk turtle." If a boat capsize he'd probably say it had turned turtle.

Nano Rodrigo, at the Rainbow Room with his band, is a nephew of Dr. Gabriel Garces, Colombian minister to the United States. . . . He's also one of South America's ace songwriters, and he's introduced an innovation in rumba bands, doing away with the fiddles and using a reed background. . . . The benefit staged by members of the movie operators' union last week was almost ruined when the committee discovered at the last minute that the theater didn't have a piano. . . . A poor sound system wrecked the French Casino's attempt at an intimate show the opening week. . . . It's fixed up now.

## Chicago Chat

By NAT GREEN

SUB-ZERO snap shots: The mercury has been below zero for so long now Chicago no longer can boast that it's "unusual" weather. . . . Every time a theater man notes a rise in temperature and begins to smile the weather man socks him again, so he's become sort of resigned to it. . . . But in spite of the weather there's been quite a bit of heat extant! . . . The hotel men sizzled when the musicians' union asked a scale of \$3 an hour, but Jimmy Petrillo sizzled right back at 'em, and it looks as if his title of czar still holds. . . . Ethel Shutta was plenty steamed up after hold-up men took her for a ride and copped her furs and jewelry—some eight Gs' worth. . . . Officers of an alleged racket organization located on the Randolph street rialto were hot under the collar when the law stepped in and accused them of threatening night-club entertainers; but no hotter than scores of performers who claim to have been their unwilling victims. . . . And over at the Palace Clyde Beatty looked as if he had just come from a rolling-mill furnace every time he finished his act—convincing the customers that putting 24 "cats" thru their paces four and five shows a day is no child's play.

Jack Benny almost missed his luncheon with newspaper men Wednesday noon because he couldn't locate the meeting place. . . . I found him at the hotel desk inquiring where the radio editors' luncheon was to be held. . . . The info girl had no such luncheon listed. . . . "The Jello Company luncheon," said Jack, whom the info girl didn't recognize. . . . It wasn't listed. . . . "The Jack Benny luncheon," I suggested, with no better success. . . . "Let's try the head bellboy," said Jack. . . . We did, but he had no such luncheon on his list. . . . Finally, in desperation, Jack said: "Let me see the list." . . . Thumbing his way thru it, he finally turned to the last page, and at the very end was "Young & Rubicam luncheon." . . . And so we finally found our way to where a score of hungry editors were anxiously awaiting Jack's arrival.

Charming Ruth Etting making her first personal appearance in a local theater in five years—she's at the Palace. . . . John T. McCutcheon, cartoonist, unable to draw cartoons since January 3 because of a swollen hand, the result of a too hearty handshake he received from a visiting foreign dignitary. . . . Lady Plunket, daughter of Fannie Ward, the "perpetual youth" actress, here with her husband, Lord Terence Conyngham Plunket. . . . They're going to Hollywood, Mexico and Yucatan before returning to London next month. . . . "Red" Hodgson contemplating further action against Columbia Pictures to prevent use of title *Music Goes 'Round and Around*. . . . Billy Diamond back from a vacation in Florida. . . . Ed Deuss, of Bismarck publicity staff, resigned to take another position. . . . William Padgett, ad director, takes over his work. . . . Vivian Gardner, *Wisconsin News* radio ed, and Glen Burrs, editor of *Down Beat*, seen in the Loop niteries. . . . Phil Levant, maestro at the Bismarck, is touting *Polly Wolly Doodle All the Day*, one of those tunes with endless variations, as successor to *Music Goes 'Round and Around*, and the diners and dancers have taken to it in a big way. . . . Charles R. Hall, Coliseum manager, back home after a long stay in American Hospital. . . . Zelaya, eccentric pianist, visiting Randolph street. . . . Miss Aida, astrologist and numerologist, off to NYC for engagements there. . . . Alec Templeton, young British pianist whom Jack Hylton brought to America, will be presented in recital at Orchestra Hall March 1. . . . Warner Theaters employees to hold Washington's Birthday party night of February 21 at New Michigan Hotel.

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

## Bryant Back Home; May Make Shorts

POINT PLEASANT, W. Va., Feb. 8.—With the Kanawha River here gorged with big ice and with rivermen looking for a breakup almost any day, Billy Bryant, who has been spending the last several weeks in New York, returned here early this week to look after the Bryant Showboat tied up here.

During his stay in the East Billy spent several days with the *Ziegfeld Follies* in Philadelphia. In fact, he was also set for an audition for a spot in the show. However, Manager Kaufman, of the *Follies* Company, insisted that Bryant do an audition in the afternoon, but Billy, afraid of the Quaker women and their babies, insisted on going on at night. And there the matter stuck.

However, there is a deal pending in New York now for Billy Bryant to do several shorts for Paramount.

Billy has just sold his recently completed book, *The River and I*, to Lee Furman, of the Macaulay Company. It is slated to be released early in June at three bucks per copy.

## Kansas City Jottings

KANSAS CITY, Mo., Feb. 8.—Christy Obrecht Players are all set for the spring and summer. Rehearsals will start March 10 in theaters. Cast will include Mr. and Mrs. Obrecht, Collier and Hartlett, Skeet Cross, Todd Watson and others. Jerry Ketchum will be in advance.

Art and Mae Newman are closing with the Frank Smith Players. It is understood they are joining the Crago Players in Wisconsin.

Eddie Lane, after the closing of the Empress Theater here, is playing the better class night clubs in and around Kansas City for a few weeks.

George Haines, former manager of the Haines Players, was spotted on the local main stem this week.

Aulger Bros' Players, in stock in Fort Dodge, Ia., are slated to close February 15.

Mr. and Mrs. David DeMille are continuing their work in local night clubs until the tent season opens.

Clyde Davis closed his Iowa circle last week. It is understood he will be out again under canvas this summer.

Mr. and Mrs. Jack Pearson and daughter, Ginger, are vacationing in Monterey, Mex. Jack postcards: "We are having a great time. This is the most wonderful country I have ever visited." Mr. Pearson was former manager of the Pearson-Gotchy Players. Ginger Pearson has been a featured entertainer with Paul Ash.

Dorothy Haines, former rep ingenue, is in her eighth month at a St. Joseph, Mo., night club.

Jack Bell has closed his Nebraska circle and will sojourn in Topeka, Kan., for a few days.

Jimmie and Ruth O'Hearn have joined the Hugo Players in Nebraska.

Walter Price has joined the Orpheum Players, circling in Southern Missouri under the management of Roy E. Hogan. Besides Messrs. Hogan and Price, the cast includes Richard Louderback, Vic Bernard, Woody Mason, Eva Thomas, Violet Youngblood and Hazel Bently.

Kathryn Kaye, ingenue, formerly with Chase-Lister, has signed with the Players' League of New York.

Nig Allen has opened a circle to play Western Kansas, with Dodge City as the base.

Mr. and Mrs. Herbert Walters were seen on the Rialto this week. They are playing a circle of near-by towns.

Gus Locktee is slated to close his circle this week in Eastern Kansas.

Fred Forbes has joined the Mal Murray show circling in near-by towns.

Glen Morris was spotted on the main stem this week. He came in from Southern Missouri.

Al Makinson, former local dramatic agent, was in the village for a few days this week. He left here for the East.

Eddie and Dione Gardner, until recently with the Dixiana Showboat in Chicago, are joining Porter's Comedians on the West Coast.

Mr. and Mrs. Howard Hack spent a few days in the city en route to a Texas city.

KENT AND NIELSEN, well-known stock and rep team, are vacationing in Florida after four years of steady work. They will remain there until April.

## Rep Ripples

CARL WHYTE, formerly in repertoire and who for the last two years has served as manager and musical accompanist for the well-known Cherry Sisters, is now in Hollywood. He says he has an offer for the Cherry Sisters to make a sound short.

ELWYN STRONG is directing the activities of the WPA Theatians in Lincoln, Neb. Under Strong's direction the WPA has built a second-floor theater in the downtown section of the town equipped with 300 seats and a good-sized stage. Strong expects to have the first show rehearsed and on the boards within two weeks.

MR. AND MRS. BEN HEFFNER, after a visit with Ben's mother in Cincinnati and Mrs. Heffner's mother in Lexington, Ky., have headed back south to spend the rest of the winter in Miami.

FORREST BROUN, who for the last seven seasons handled the advance billing with Billy Wehle's Billroy Comedians, is now sojourning at his home in Delphos, O. He will not return to the Billroy fold this coming season.

J. W. (BILL) MENKE, operator of the Golden Rod and Hollywood showboats, spent a few days in Cincinnati on business early last week en route to Pittsburgh to look after his Golden Rod, which has been placed in a hazardous position there by the ice floes. They Hollywood is safely tied up in the Tennessee River. Bill has been keeping his showboat busy the last several months, pushing freight barges on the Ohio River. It was that business that brought him into Cincy.

RIVERMEN BELIEVE that Roy L. Hyatt's Water Queen, one of the best known of the present-day showboats, which sank recently in the Kanawha River at Point Pleasant, W. Va., will be a total loss. The craft is almost totally submerged and heavy ice floes made immediate salvaging operations impossible. Heavy ice and a strong river wind were blamed for the accident.

FRANK (RED) NOXON, who since 1919 has been touring with various tent rep organizations, was a visitor at the repertoire desk early last week. He came into Cincinnati from the East. Red, who has spent most of his time on the technical end of the rep show business, left Cincy late in the week from Kansas City, Mo., where he hopes to succeed in lining up something for the new season.

FRANK WARD is now in the booking department with the Federal Theaters Project in Oakland, Calif. He has been in Oakland since closing with Toby Nord's Comedians at Kennewick, Wash., several months ago.

LEROY MITCHELL, of the M. & M. Show, is a familiar figure these days along the Hot Springs, Ark., rialto. He informs that he is making preparations for the opening of his show near Sioux City, Ia., early in May.

GEORGE D. SWEET is engaging people and making preparations for the opening of his Sweet Players in Iowa as soon as the grass begins growing. He promises to adhere to his old motto of "bigger and better than ever." Mr. Sweet, owner of Sweet's Apartments in Hot Springs, has also purchased the Blaschke Apartments in that city. The structure contains 14 apartments and is located within three blocks of the heart of the city. He will remodel the apartments.

## Planning Stock Policy For Lafayette, Detroit

DETROIT, Feb. 8.—Gus Coplan and Max Helme have closed the Lafayette Theater as a movie house after a four-day run and plan to reopen soon with dramatic stock, according to a statement made by Walter Morgan. Latter is assistant manager of the Columbia Theater, in which Coplan is also a partner.

The plans for the new company are indefinite. The Lafayette has undergone a variety of policies in recent years, but only dramatic stock has been conspicuously successful for several seasons in the house, which is in a side-street location as far as night crowds are concerned.

## J. Doug Morgan Plans Two Shows

HOLLYWOOD, Feb. 8.—Mr. and Mrs. J. Doug Morgan, of the J. Doug Morgan Show, are still visiting with their son, J. D. Jr., who is attending school here, and will remain in Hollywood for some time, while workmen at the Morgan quarters in Jacksonville, Tex., prepare the Morgan equipment for the 1936 tent season. Manager Morgan contemplates two tent shows this spring.

The first show to go out under the Morgan title will feature Mysterious Smith, well-known magician, and his company and will be managed by J. Doug himself. According to Manager Morgan, it will be one of the largest mystery shows ever to take to the road under canvas. The big top, which will have accommodations for 1,800 people, will be equipped with an amplifying system and an attractive lobby.

Joe Smith, who has handled the Morgan canvas for the last three years, will be in charge of the No. 1 show with 10 men. Glenn Prenti will look after the motor equipment, with Mrs. Morgan handling the concessions. Two men will work ahead of the show. The No. 1 outfit is slated to hit the road as soon as the spring weather permits.

The No. 2 show, a repertoire outfit, is slated to open late in April or early in May. Manager Morgan also has numerous improvements planned for this unit.

Manager Morgan announces that both attractions will play the Middle West this summer, moving to the West Coast for the fall and winter.

## Billroy Show Briefs

VALDOSTA, Ga., Feb. 8.—Facts gleaned around winter quarters: That the new top which is soon to be delivered will be an 80 with five 20s, having a seating capacity of nearly 4,000 people and calling for six center poles. It will have incorporated in its construction several new innovations originated by Eddie Mellon, boss canvasman.

Top will be fronted with a 30-foot circus-style marquee and there will be twin ticket boxes on both reserved seats and front door.

Six more men will be added to the crew. Truck drivers alone, not inclusive of advance, numbering an even dozen.

Sid Lovett, former contracting agent for Heffner-Vinson, will have charge of the Billroy's bill brigade for the coming season. He is a constant visitor with us in folkers.

Other folkers seen around are Jim, Beatrice and Ben Heffner, Walter (Inimitable) Bowker, and Dolly and Herman Lewis. JOHN D. FINCH.

## Ed Todd Showing "Cross"

VALDOSTA, Ga., Feb. 8.—Edward Todd, veteran scenic artist and well known in the stock and repertoire fields, has on display here his oil painting, *The Shadow of the Cross*. Edwin Weaver, also well known in stock and rep circles, is managing the exhibit. The picture is a novelty. First one views a picture of the cross as it stood upon Calvary. Gradually the scene grows dark, a storm approaches and finally the entire surroundings become enveloped in darkness. Then one beholds the image of the Savior nailed to the cross which a few moments before stood bare. As the darkness fades the image of Christ disappears as mysteriously as it appeared. Todd and Weaver claim it is not a trick or an illusion.

JOHN AND FERN RAE are in their sixth month on the dramatic staff of Station WLW, 500,000-watter located in Cincinnati. They are set there indefinitely. John and Fern have been in Cincinnati since closing with the Majestic Showboat at Constance, Ky., early last August.

## CLUB CHATTER

(Continued from page 12)

engagement at Jack Gaynor's new Silver Circle Room in Milwaukee. . . . Charlie Kay, emcee; Dimples Dee, acrobatic dancer; Claire Noel, blues warbler; Julia Cornell, rhythm tapster, and George Smith and band have been supplying the entertainment at the Far East Restaurant, Newburgh, N. Y.

DOTTIE DEE, exponent of the silver bronze dance, and Judd Griffith, formerly with the Romero Brothers, have combined forces and are touring the Pacific Coast for the Bert Levy office. . . . Taylor and Moore, head balancers, are filling club dates in Lexington, Ky., and Dayton and Columbus, O., this month. . . . Loie Lee, clever songstress, has returned to Detroit for a date at the Coccoanut Palms in Eastwood Park. . . . June Carson continues to blues sing at the Pioneer Club in Detroit. . . . Ben Yost's Varsity Eight, male singing group currently featured in the new *Ziegfeld Follies*, is doubling into the Manhattan Room of the Hotel Pennsylvania, New York, where they opened last week for a three months' engagement.

BILLY VAN, song and dance comedian; Edna Stizpeck, contortion dancer, and Bobbie Moore, blues warbler and shim-shamest, were held over for several weeks at Venetian Gardens in Providence, R. I. Van is again working clubs with his usual success. . . . Chuck Payne, emcee, recently jumped from the Thomas Jefferson Hotel, Birmingham, Ala., to the Beacon Theater in Winnipeg, Can., for a week's engagement and has been held over for an additional two weeks.

AL WILLIAMS, one-time musical comedy star, has built the 25-people *Hollywood and Broadway Revue* around Gladys Martin, sensational toe dancer who has been the recipient of plenty of publicity lately. Miss Martin recently toe danced across the International Grand Island Bridge, Tonawanda, N. Y., spanning the Niagara River, while the thermometer hovered around the zero mark. Her feat is included in a forthcoming *Universal Stranger Than Fiction* short subject. . . . Villano and Lorna, ballroomists, are playing the Club Lido in Syracuse, N. Y., after bringing a successful engagement to a close at Cameron's Casino, same city. . . . Chittenden Hotel, Columbus, O., has extended the contract of the seven-people unit playing in the Showboat Room, and headlined by Chet Springer, emcee; Fay Eckert, blues stylist, and Marion Weiss, "the girl with the educated feet." Mike Rotunda, accordionist, and Helen Nolan, singer of Irish songs, are recent additions to the unit. . . . At the conclusion of his present engagement at the Oriole Terrace in Detroit Donn Arden will return to the Northwood Inn, same city.

## "BILLY" WEHLE WANTS FOR BILROY'S COMEDIANS

The Greatest Show on Earth for the Money. Twelfth Annual and, Presumably, Our Most Successful Tour. One-Night Stand. No Matinees. Under Canvas. MUSICIANS, as follows—A-1 Piano Leader, Trumpet, Bass Horn, doubling Bass Violin, Alto Sax. Classy young Music Comedy Team capable of presenting one clever 3 to 5-minute act (No Talk). Man must be A-1 Performer. Girl A-1 Chorus. Also one outstanding Snow-Stopping 5-Minute Act (No Talk). Sister Team. Rehearsals March 25, in Valdosta, Ga. Show opens April 3. All people engaged, please confirm this. In answer give state age, height, weight, reference and salary expected. No money advanced. In answering write, don't wire. Use air mail. Address BILLY WEHLE, 728 Guardian Arms Apt., 5217 Hollywood Blvd., Hollywood, Calif.

## WANTED

Specialty Team that can produce modern Tab. Black Acids and Bits. State all you do, age, weight. Those with House Cars given preference. Tell all and don't misrepresent. Rooze bounds closed without notice. Make salary low, as you get it. This Show hasn't closed for three years. Dat on lot. Address MANAGER TENT SHOW, Sorvenen, Ga.

## WANTED PEOPLE

In all lines for summer season. Those doubling given preference. Write, don't wire. L. P. DAVIS, Davis-Bronk Show, Box 517, Route 3, Oklahoma City, Okla.

# ROLL TICKETS

Printed to Your Order 100,000 for  
Cheapest GOOD TICKET on the Market

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Dept. B	10,000	\$.35 00
Shamokin, Pa.	20,000	8.75
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Cash With Order—No C. O. D. Stock Tickets Any Assortment. \$12.50 for 100,000





# Magic and Magicians

By BILL SACHS  
(Communications to Cincinnati Office)

PRINCE MENDES will be featured in a book of magic written by A. Frederick Collins, who has written several books on magic. Mendes is at present teaching young David Simpson, son of William R. Simpson, the loan broker, magic. F. C. Alexander is managing Mendes, who will leave New York soon for Florida dates.

PROF. L. LEVITCH, mentalist, is appearing at Wonder Bar, Baltimore night spot.

BERNARD ZUFALL was the object of admiration in a full-page article in *The New Yorker* magazine recently. This publicity came on top of a King Features Syndicate story about "Unknown Heroes" last month. Zufall has been kept working steadily and last week played an Atlantic City date for a business men's convention.

JAMES STEWART, new leading man for Margaret Sullivan in *Next Time We Love*, worked his way thru college as a magician. Now headed for flicker stardom.

AVDALAS, illusionist, is featured in the new show at the Club Sharon, New York.

JANE THURSTON is now in New York and quietly rehearsing a magic act of her own. Opening date and personnel not yet decided upon, however. Her father is still in Florida.

DOC NIXON is back on the stage with his magic and mental act after a long absence from the boards. He was featured with *A Night in Caliente* at the Capitol Theater, Atlanta, last week billed as Chan Omar, and Gate City Ring No. 57, International Brotherhood of Magicians, held a supper for Nixon during his engagement there. Nixon is featuring, in addition to the mental effects, his needle trick, *Where Do the Ducks Go?* and rolling a cigaret with the tongue.

THE KNIGHTS OF MAGIC are staging a housewarming celebration in their new meeting rooms in the Central Opera House, 205 East 67th street, New York, Sunday night, February 23. All magicians in the New York area are invited to attend.

NEARLY 2,700 KIDDIES jammed the Capitol Theater, Binghamton, N. Y., Saturday, February 1, to attend the first show of the Endicott-Johnson Magicians' Club. Clyde Powell presented a 30-minute program of magic. Fred Perry, Capitol manager, did the emceeing. The club is open to the kiddies of Johnson City, Endicott and Binghamton, all in New York. A purchase of a pair of Endicott-Johnson shoes makes them members.

THE GREAT GEORGE (Grover G. George) and his company of mystery workers, who last week returned to Philadelphia after an absence of two years, opened at the State Theater, Baltimore, February 9 for a four-day run. George has just purchased a new van with a 16-foot body to carry his equipment. The past year was a busy one for the George troupe. Early spring found the company playing thru New Hampshire and Vermont. After that a string of theater and park dates kept the George company busy until the middle of August in Maine and surrounding territory. From Maine the company jumped into New Brunswick, Nova Scotia and Newfoundland, returning to the States November 30. Then followed

a string of dates in and around Boston, after which George took his outfit to Montreal for a 16-day stay. From the latter city the troupe returned to Massachusetts, where it played up until the first of the year. First date in the new year was played at the Gayety, Boston, with Nashua, N. H., and other New England towns following. From New England George jumped to Trenton, N. J., and thence to Philly. He is still using the three lions in his show.

BIRCH THE MAGICIAN continues his swing thru the Mississippi Delta. He played to a full house at the high-school auditorium, Greenwood, Miss., last week, the weather warming up just long enough to give him a break, following several days of sub-zero temperatures which broke all records for this section.

JAY PALMER, of Palmer and Doreen, writes in to answer the recent charge of Chandler and Clemons relative to the use of the billing, "A Whirl of Enchantment." Palmer says, in part, as follows: "Without malicious thought or ill-feeling toward the complaining act, Chandler and Clemons, I innocently used the billing 'The Whirl of Enchantment,' not knowing that this was the billing used or the property of the complaining act. . . . I was unaware that this was their billing. . . . I am not the type of person to steal anything from another performer or act in show business. My act has been registered with the NVA since 1929 and is original in its routine and style of presentation."

DE ROCROY is at the European in Paris.

DANTE, American magician, is in his second month at the Tivoli Concert Hall in Copenhagen.

H. R. BRISON, formerly chief assistant to Ralston the Magician, now has a circus unit playing schools thru Virginia. He reports that there are a number of magicians playing schools in the same territory.

U. F. GRANT, of Grant's Magic Shop, Pittsfield, Mass., reports that the magic manufacturing business is booming and that he recently had to add two men to his force to help fill orders on his latest items, which he says are making a decided hit with magicians in this country and England. Grant further reports that his new shadow illusion shades, talking skulls, copper kettles and Lotas are moving at a fast clip and are being used by a number of the big names in magic.

DOC ZANDER has again entered University Hospital, Ann Arbor, Mich., for treatment. He will be confined there for several weeks and would appreciate a line from his many magic friends.

MARQUIS THE MAGICIAN informs from Houghton, Mich., that he has just concluded a successful swing thru Michigan's copper country and that he is now headed for the Far West. Stuart Ross, who for three years handled the advance publicity for Birch the Magician, is now serving in the same capacity ahead of the Marquis opera. There are now three people ahead of the show. "My knockers are all working overtime," Marquis writes, "but suggest you hear two sides before you believe anything."

A GROUP OF NEW YORK magicians, headed by Julien J. Proskauer, national president of the Society of American Magicians, will journey to Philadelphia February 22 to attend a magic show to be given at the Steven Girard Hotel there by the Philadelphia Assembly of the SAM. James C. Wobensmith, of Philadelphia, past national president of the SAM, is in charge of the ticket sale.

JACK GWYNNE, after hanging up an enviable record at the Hotel Jefferson, St. Louis, opened at the Cafe Marguery in the Hotel Adelphi, Philadelphia, February 6. He holds a two-week contract at that spot, but after the first performance was told that he could expect to remain there a long time. Gwynne recently added several new illusions, as (See *MAGIC* on page 32)



EDITORIAL DEPT.

GLEANED 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 VAUDE

DON JOHNSON—comedian who features travesties on nature talks. Heard as guest artist on Rudy Vallee-Fleischmann Yeast program recently. Has an easy style of delivery. Does burlesqued bird imitations and otherwise kids the nature stuff.

ESTELLE AND LEROY—ballroom dance team now appearing at the French Casino, New York. Have plenty of appearance and know how to combine graceful movements with gentle lifts, romantic poses and the proper amount of acrobatic flourish. Could easily score in vaude.

CILLY FEINDT—young lady who puts a trained dancing horse thru its paces and is now, believe it or not, one of the hits of the current French Casino show in New York. Horse does routines that go from fox-trotting to waltzing, including polite dips to acknowledge the applause. A

strong novelty turn for any vaude bill.

## For RADIO

STOOKIE ALLEN—cartoonist and creator of *Above the Crowd*, syndicated cartoon feature, which deals with current heroes and their exploits. Series would be a natural for radio dramatization, from hero-worship and general interest angles, and is perfect for topical stuff. Allen could carry the comment.

## For LEGIT MUSICAL

PIROSKA—young male acrobatic dancer now at the French Casino, New York. Performs vigorous spectacular splits in the air and also spectacular leaping acrobatics. Would shine if spotted in a revue.



## Minstrelsy

By BOB EMMET  
(Cincinnati Office)

ARTHUR HOCKWALD'S Richard & Pringle's Georgia Minstrels, who recently completed a jump from Kansas City, Mo., to New Orleans, are finding business good in the Southern territory and are looking forward to a bang-up season. Albert Wright, for many seasons leader of the colored band with the Ringling-Barnum & Bailey Circus, has the band and orchestra with the 40-people minstrel company. A street parade and a band concert in front of the theater are daily features. Show is headed by Bloomfield and Greeley, presenting their own revue, *Harlem on Parade*, and a flock of dusky dazzlers from the hot spots of Harlem. Tommy Harris, Lassie Brown and Jazz-Lips Richards are the principal jokers. Claude H. (Kid) Long, well-known agent, is handling the advance for the Hockwald attraction. He expects to play a number of first-class spots in Florida before heading northward to Louisville, Cincinnati, Indianapolis and Chicago.

ELKS' MINSTRELS will be held February 17, 18 and 19 at the Virginia Theater, Wheeling, W. Va., with Wayne C. Lemmon, former professional, in charge. One hundred and twenty-five people will take part in this year's offering. Proceeds will go to the Elks' milk fund for undernourished children.

FRANK GILMORE, well-known basso and interlocutor, was a member of *The Drunkard* company, which recently wound up an engagement at Pop Cameron's Casino in Syracuse, N. Y.

COL. BILL BATES, erstwhile minstrel, is still at the desk at the Seymour Hotel, Syracuse, N. Y., where the trouper's gather nightly to reminisce until the wee sma' hours of the morning.

CHARLES (SHAG) REILLY, formerly boss canvasman with various minstrel troupes, has joined the ranks of benefactors and is now residing in Syracuse, N. Y.

SAM GILL shoots from Ottumwa, Ia., via postcard: "Replying to Al Tintoski's crack about my subscribing to *The Billboard* and my recent trip to Mexico,

kindly inform him that I have a standing order at our corner news stand and that I purposely went to Mexico to get away from his crude cracks. And, boy, was it a relief. The party mentioning him trouping with John L. Sullivan must have been mistaken. No champion could stand his agitation and keep sane."

PROF. WALTER BROWN LEONARD, accompanied by Mrs. Leonard, was a visitor in the editorial rooms of *The Billboard* in Cincinnati Wednesday of last week. They left that afternoon for Louisville, Ky., to spend the night with "Hi-Brown" Bobby Burns. The Leonards (See *MINSTRELSY* on page 32)

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# BANNING THE WALKATHON

By RICHARD S. KAPLAN

Once again the perennial hue and cry against endurance contests appears. This time it is an editorial in an Alton, Ill., newspaper which cries out to the heavens that such contests must be banned because "the drain on the community from such so-called entertainments is heavy."

Was ever the equal of such a non-sensical statement seen before?

And Alton is but one of many such cities citing the same reason for banning the endurance contest. What are true facts regarding this so-called drain on the community cry?

The Swartz show was recently concluded in the city. It was sponsored by the local American Legion Post.

Lumber had to be bought for bleacher seats, quarters, kitchen, etc. Where was the lumber bought? IN ALTON!

Carpenters, electricians, plumbers, musicians and others were needed. Where were they hired and where did they live? IN ALTON!

More than 800 meals were served daily to contestants, judges, nurses, trainers, musicians and other employees. Groceries, fruits and vegetables had to be bought for the making of such meals. Where were they bought? IN ALTON!

The executives and employees had to find rooms where they might live while employed for the show. Where did they rent such rooms? IN ALTON!

The American Legion Post was paid a substantial sum of money for its sponsorship. Where was that money left? IN ALTON!

WHAT PROPORTION OF THE PEOPLE WHO ATTENDED THE ALTON SHOW WERE RESIDENTS OF ALTON? Forty per cent. The balance came from surrounding communities.

And yet, altho 60 per cent of the money received by the show came from outside of Alton, 80 per cent of the gross receipts were spent IN ALTON. Thus Alton merchants received 40 per cent more than its citizens spent with the show or, in actual percentages, 100 per cent more was spent in Alton than the show received from Alton.

The A. & P. store, Consumer's store, Walgreen's drug store and many similar chain stores are doing business in such cities. They employ a few localities. BUT—the greater proportion of their receipts, probably 80 per cent, GOES OUT OF THE CITY. Do cities try to close those stores because of this? No, because such an attempt would be ridiculous and unlawful. Then why pick on an endurance contest, especially in view of the fact that the endurance contest INVARIABLY spends more than twice as much in a city than it takes out of THAT city?

Because there are competitive business enterprises that cannot stand the strain of seeing an endurance contest prosper while they do not. I refer to the theaters. So by innuendo, ridiculous and baseless arguments they hasten to the city fathers and put forth efforts to ban such contests.

Of course, Alton will NOT ban such contests because the business men KNOW that if anything can help business in a city the WALKATHON, WALKASHOW or DERBYSHOW can help it. That has been proven in Decatur,

Ill., Chicago and in every city in this country.

The sooner officials begin to realize that they are being used as cat's paws and refuse to pass unconstitutional legislation the better for all concerned. They should know that they CANNOT prohibit the operation of a legitimate business or entertainment enterprise without running afoul of the United States and State constitutions, which fortunately still remain on the books as the supreme law of the land.

## Contestant Notes

FRANK (POP) MILLER, with the Torrington, Conn., show, would like one from his ex-partner, Evelyn Tomson.

"HAVE JUST ARRIVED in Frisco for a brief visit with my father," tells Bus Stewart. "I have been window marathoning, mechanical man, etc., since the Springfield, Mo., show. Also sat one flagpole. Would like to see 'em from Blackie LaTessa and Bob Turner."

BILLY WILLIS requests communications from Ruthie Booth, Buddy Saunders and Jack Nelson, care the Letter List. Billy is taking a good rest and expects to make the Picker show in Tulsa.

KITTY KIN HAMMACK (Katheryn Miles) says, from Lakeland, Fla., that she is retiring from the field and intends to get married soon.

JOE RICCIO and Kitty Potter are at home in Wilmington, Del., and would like to hear from Red Long, Ernie Bernard, Joe Solar, Archie Gayer and Jack Kelley.

MARY MCCARTHY, West Philadelphia, Pa., wants to dance again and would like to hear from Bob Russo.

EDDIE CARILLO, Los Angeles, wants 'em from Dick Buckley, Kenney Delhart, Jimmie Johnson, Chick Organ, Sid Ray, Vi Barlow, Billy Benter, Jimmie Hall, Vivian Monzo, Fuzzy Tran, Francis Blair, Steve Stevens, Fred Carter, Eddie Brown and Bing Zapponi. Will be watching the Letter List.

HELEN CUSTER, Blue Plains, D. C., wants 'em from Buddy Saunders, Louise Miller, Margaret and Irene Fenington, Wallace Butcher, Lou Lomer and emcee Johnny Harrigan.

PORKY JACOBS writes from Manitou, Colo., to tell us he is dancing in the Carl W. Raabe show with Boots Martin, her first show. He would like to hear from friends. Bella Jacobs and Jack Diamond are on the same floor.

LOU MILLER cards from New York to say that it is very important that a communication, care the Cincinnati office, is received from Danny (Sheik) LaMarr.

HAROLD LIPPMAN postcards from Lynn, Mass., that he is definitely out of the endurance field and is working clubs in and around Boston.

CHIC ABBOTT, working night clubs in Michigan, says he is returning to walkathons and is on the lookout for a partner. He would like notes from Mrs. Swartz, Bob Guinn, Mickey Ray, Ted Tyler and Al Lipper via the Letter List.

KENNETH GRUWELL says it won't be long now until he is back with a show. He would like 'em from Bud Gannon, Bob Blixeth and Bud Petty.

## Staff Briefs

JOE B. GULLA and the missus, judge and nurse, respectively, are resting with their parents in New York City. They want 'em from friends care the Letter List, New York office.

HANK LEWIS recently closed three weeks at the Ambassador Club and is now working a double shift in Portland, Ore., Jean Anthony's Ballroom until

## Willows Vaude Show Has 15 at 250 Hours

CLAREMORE, Okla., Feb. 8.—The show at the Willows, halfway mark between Tulsa and Claremore, is past the 250 hours mark with 15 couples still on the floor. The contest is more on the vaude-a-show type than a straight walkathon and has been making quite a hit with the natives. Skippy Williams, who replaced Moon Mullins as head emcee, is assisted by Roy Myers, with great help from the floor by Jack (Dead Pan) Kelly, Junior Jack Kelley, Charlie Loeb and Eddie (King Kong) Wright, Skits, blackouts and special nights for musical comedy plays are drawing well. Michael Koels' Ork is on the stand. The two 15-minute-a-day periods are over KVOO.

Teams remaining on the floor are Schnozzle Roth and Ollie Bell Milton, Charlie Loeb and Viola Thompson, Junior Jack Kelley and Jackie Anderson, Walter Maurice and Sally Butcher, Joe Davis and Christabel Sumpter, Wallace Butcher and Polly Sheehan, Danny Bramer and Milly Helms, Joe and Margie Van Raam, Jimmie Valentine and Helen Tyne, Roy Valentine and Ruth Barton, Pop Van Raam and Blondie Pinker, George Hood and Violet Sumpter, Jack Kelly and Zella Lloyd, Harry Hamby and Babs Evans, Pee Wee and Pauline Collins and Eddie Wright.

Personnel has H. P. Miller, manager; Ray Parks and Bob Stone, doormen; Jo Jo Hitt, Betty Stanton, cashiers; Bee McKay and Millie Williams, nurses; Shorty Hutch and Tommy Grenow, trainers; Doc Roller and Jimmy Farrell, judges; Popeye Knight and Jesse Huber, dietitians; Tommy McGreer, concession, and Hal Farmer, publicity.

## 12 and Four Going In Torrington Walk

TORRINGTON, Conn., Feb. 8.—The Frank Cook walkathon, in the State Theater here, is coming along in fine shape with its new type show that sees a new start every four hours. So far the unit has run 672 hours or 168 separate contests. Twelve teams and four solos are still going.

House is playing to good crowds and the show seems to be well received. The staff has Eddie Leonard, Austy Dowdell and Jimmy Kelly, also Ernie Steele and Bill McQuade, judges; Blackie Kirby and Billy Banks, trainers; Peggy Kirby, Mae Manchester and Eileen Smith, matrons; Eddie Jones and Charlie Curran, maintenance; Frank Zak, Peggy Barranti and Oscar Davis, tickets, with Davis also doubling on the publicity to good effect. Vaude is featured three times a week, with sprints on every night now.

Remaining contestants are Billy Smith and Fuzzy Thoms, Bill Ford and Peggy Lane, Whitey Maddox and Jennie Busch, Austy Dowdell and Ronnie Cassidy, Jimmy Kelly and Mae Charau, Charlie Small and Vivian Branch, Pat O'Brien and Dixie O'Brien, Curly Cohen and Mary Sklar, Frank Costello and Helen Chester, Betty Lee Doria and Solly Friedman, Joe Silio and Rusty Parks, John Sharkey and Nora Branch; the solos are Bill Ross, Larry Holmes, Pop Miller and Pete Trimble.

Special features are presented nightly by Freddie Hall. Show is said to have a fine setup. Airings are twice daily over WIXBS and WATR.

midnight, followed by the Supper Club until dawn. "Both spots are exclusive and am getting plenty of coffee and cake money," writes Hank.

DICK KAPLAN writes he would like one from Guy Swartz.

KENNY WERKMAN, with the Leo A. Seltzer organization in Chicago, would like word from Henry Hotlum, "Peanuts" Knodell and J. A. Jones, care the Letter List.

THE ARCADIA GARDENS walkathon recently closed after a run of 3,200 hours.

HANK SHELBY is vacationing in Dallas and would like to know the whereabouts of Pat O'Bryan, Louis Fulgora, Duke Hall, Warren Schute, Bill Lang and Johnny Lue.

## TIDBITS

By RICHARD S. KAPLAN  
NEAA General Counsel

### A Co-Operative Idea

Here's a suggestion for operators that should prove valuable. It isn't an original idea but see how you like it: When an operator comes to a city or town with a show he might print some blue cards reading as follows:

YOU HAVE JUST BEEN PATRONIZED BY A MEMBER OF THE

John Smith Walkashow

We intend to help your business. Your co-operation will be appreciated.

Each employee of the show should be supplied with several of these cards. When such an employee makes a purchase he should hand the sales person a card and request that it be turned into the office of the store. You'll find that very soon the business men will begin to appreciate the business given them and many friends will be made in this manner.

May I request that Fred Crockett get in touch with the writer as soon as possible? The new idea he has of an endurance show coincides in many ways with the one I have worked out and I may be able to help him.

Column after column and page after page of pictures and stories about the Transcontinental Roller Derby, originated by Leo A. Seltzer, continue to fill the Chicago papers. Never have I seen such an abundance of publicity matter regarding any type of show. Evidently Chicago is going for this new show in a big way. And Seltzer truly is packing them in.

Which proves the old adage of: "BUILD A BETTER MOUSETRAP AND THE WORLD WILL BUILT A PATHWAY TO YOUR DOOR." I honestly believe that Seltzer has hit upon a form of amusement that should go great.

Answering the numerous requests for information about the Wisconsin anti-walkathon statute, let me point out that the law, passed in 1935, forbids walkathons, marathons or similar endurance contests from going more than six days and forbids contestants from participating longer than 16 hours in any 24-hour period.

For operators to be able to operate lawfully they must close down on the seventh day and contestants MUST be taken off the contest floor at the end of 16 hours out of 24 hours. BUT—

The whole law is invalid for it is discriminatory in that it makes an exception of roller skating and six-day bicycle racing. The first solid attack made on that law should invalidate it. That's my opinion.

Should an operator who is illegitimate, in that he has been successful in ruining every spot he has been in, be permitted to open other spots? That question has been asked me a dozen times. The answer is self-explanatory. NO! Every legitimate operator should get together to keep that man OUT of the endurance field, for the field is better off without him.

The city of Quincy, Ill., is dead to the endurance game for some time to come, thanks to those operators who are not careful in how they handle their shows. BUT—that's not the fault of operators who KNOW their business and who play fair with a city and with their shows.

Many thanks to Helen Chester, Frank Costello, C. S. (Bob) Kelly, Connie Read, George Miller, Helen Martin, Tonie Lee, Margaret Hale, Alberta Kahn, Earl Jamerson, Frank Pitts, Mrs. J. N. McNally, Mike Kelly, Mrs. H. Kaehne, G. G. Briley, S. H. Carter, Peter Brinnell and Elsie Dahlgren. Their letters were not only instructing but inspiring.

Keep on writing me. Send me your suggestions. Tell us how you like this column. It will prove interesting only in proportion to the help we get from our readers. Your suggestions for the betterment of the game will be gratefully accepted. Address me at 814 Gary State Bank Building, Gary, Ind.

CLORIS WEARS is asked to get in touch with Eddie Robinson, via the Letter List, Cincinnati office. Eddie says it's important.

## LAST CALL!

### HUGH TALBOTT'S DERBY-SHOW

DOWNTOWN, SPRINGFIELD, ILL.

Contestants write for application blank today. Positively no contestants accepted until first notified. Communicate by letter only to

#### HUGH TALBOTT

Empire Hotel, Springfield, Ill.

Those who are tired of the rest, join Hugh and the best. The show that opens, remains open and pays off.

## CONTESTANTS

Who can Entertain, go hours and have Wardrobe come on.

OPENING FEB. 20

No transportation. Report to

WALTER PICKER

Bills Hotel, Tulsa, Okla.  
Moon Mullins will welcome all his old contestants.



# THE FORUM

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

## Sees Material For Plays on Sacred Themes

La Fayette, Ind. The letter in The Forum of February 8 by Thomas Elmore Lucy on Biblical productions attracted my attention. When one refers to Daniel, the first impression many get is that of a lion tamer, as the mention of him in the Bible as being in a lions' den is more striking than that of the other ways in which God used him. Daniel's first appearance was as a hero in which he got the heads of two slyster lawyers and saved the life of Susanna. It was the first time up to then and perhaps is up to now to which we can refer with truth to the fact that a young man about 21 years of age has been able to silence two crooked lawyers and save the life of an innocent woman. Perhaps it interests me more because I have been making a study of crime conditions in our country, and if any producers are interested in staging productions based on sacred material, I believe I can enlighten them.

ROBERT LEE CLARK.

## Evidence That Circus History Is Appreciated

Savannah, Ga. February 1, 1936, was the sixth anniversary of the publication by *The Billboard* of No. 1 of my "Old-Time Showmen" series. In the six-year interval up to February 1 there have been published 158 stories of the series, comprising a historical review pertaining to members of the circus profession, events in the career of well-known showmen, incidents, accidents, deaths and human-interest news of the bygone days of which the writer has personal knowledge or has gathered from authentic records that now constitute circus history. It is the desire of the writer in this Forum letter to express my sincere thanks and appreciation for the hundreds of courteous and friendly letters from *Billboard* readers complimenting the "Old-Time Showmen" stories and urging their continuance. Many of the letters indicate that complete files of *The Billboard* are kept, or that the series of my articles have been clipped and preserved in an "Old-Time Showmen" scrapbook. Recent letter from Billy S. Garvie, Hartford (Conn.) circus fan and veteran writer, tells me that my articles have been put in a scrapbook for the Hartford Kiddies' Museum. It is this appreciated evidence that circus history meets the approval of a large percentage of *The Billboard* readers that has prompted the continuance of the series thru a period of years and to make the articles worthy of preservation as authentic circus history.

CHARLES BERNARD.

## Boss Hostler Job Tough on Small Shows

Cleveland. With all due respect to the boss hostlers of the big shows and their wonderful work in getting the shows on and off regardless of weather, how many ever stop to think that boss hostlers on little shows have more work and longer hours and less help than bosses on larger shows? I remember that in the winter of 1896, when the "Pop-Corn George" Hall show played all winter in Louisiana, the boss hostler, Pony Joe Stout, had a very difficult job to move those overloaded wagons. This overloading always was found around the small shows because of limited space on the trains. He had a tough task moving off lots that were covered with mud from rains that one generally experiences in winter months in that territory. When it came time to load the cookhouse, kid show and horse tents I saw at times only four regular drivers on the job and it would fall to the lot of the boss hostler to drive one of the large strings himself, and a lot

of times without even a helper. A few of these men with whom I was personally acquainted were Shorty Green, Saginaw, Bill Faulkner and the Stumph brothers. There were others whose names I cannot recall. My very best wishes to the men who get it on and off the lots.

CAPT. CURLEY WILSON.

## When Royalty Viewed Buffalo Bill Wild West

Hartford, Conn. Early in April, 1887, during Queen Victoria's Jubilee, Buffalo Bill's Wild West opened in London. The late king was a constant visitor, making friends. With his family he rode in the Deadwood stage-coach. A special command performance was given at Earl's Court at 4 p.m. on May 11. The queen and her suite arrived in royal style and the regular program was run off. The queen expressed herself as thoroughly delighted with the exhibition. Colonel Cody (Buffalo Bill) and Nate Salisbury were presented to the queen. Visitors included Her Majesty Queen Victoria, Prince and Princess of Wales, Princess Victoria Louise, Princess Maud, Princess Louise, Crown Prince of Denmark, Prince of Slam, Duke and Duchess of Connaught, Duke and Duchess of Teck, Princess of Teck, King of Denmark, King of the Belgians, King of Saxony, King of Greece, King of Sweden, Queen of Hawaii, Duke and Duchess of Edinburgh, Prince and Princess William of Greece, Crown Prince of Portugal, Grand Duke of Hesse, Crown Prince of Bavaria, Duchess of Sunderland, Marquis of Lorne, Prince Anhalt and Lord Dunraven.

BILLY S. GARVIE.

## Appreciation Of Authors In the Forum

Page, W. Va. Because I am a student and lover of the circus, I have been a subscriber to *The Billboard* 27 years and take the liberty of writing these lines of appreciation. The letters in the Forum are especially interesting to us and, knowing some of the authors, such as C. E. Doble and Charles Bernard and others, makes their writing especially appealing and instructive. The "Old-Time Showmen" articles of Bernard are of great historical value because they are authentic and correct and we hope you will draw on the brilliant pen of Charles Bernard for many more of these illuminating narratives. Doble's articles are reliable, too, and we only wish he would write more often for *The Billboard*. Best wishes for continued success to the square-shooting *Billboard*.

H. F. TROUTMAN.

## Wants To Read Size, Routes Of Old Shows

Baltimore. Letters in The Forum in which references have been made to former circuses have been very interesting to me. Who remembers the size, personnel and route of Gollmar Bros.' Circus, 1913-16? I have some photographs of Col. C. C. Hall's Trained Animal Shows and would like to know something about the show. Who remembers the Wheeler & Black Circus? Van Leer Black, part owner, was wealthy and connected with newspapers. He was supposedly lost at sea. It would be inter-

esting to know the personnel and size of the following shows just a few years back: Mighty Haag Railroad Show, Robbins Bros., Sparks, Christy Bros., Lee Bros. and Downie Bros. (Andrew Downie). I would like to read something about the Hall Farm, Lancaster, Mo.; the W. P. Hall Circus and the names of all circuses that have been quartered there.

WILLIAM A. REED JR.

Shreveport, La. Replying to a letter of C. E. Doble in The Forum recently, the Norris & Rowe Circus originated in California as a three-car dog and pony show at about the time he mentioned. Walter Shannon joined at that time. He came from the Barnum Circus, where he had been a protégé of Mr. Bailey. He helped Mr. Rowe build all of the cages and wagons and supervised the work until it became a 22-car show. Mr. Shannon was manager of the side show and had the privileges until 1910, when he became manager of the entire show for its short duration. H. S. Rowe was the owner until the spring of 1910. When the show went into winter quarters in Evansville, Ind., in the fall of 1909 Mr. Rowe was completely out of funds and the show was so heavily mortgaged that it was impossible to borrow any more money on the property. Mr. Shannon, however, borrowed enough money on some real estate that he owned to winter it and get it out again in the spring. Bad weather overtook it from the opening and naturally business was bad. The itinerary that spring was in Pennsylvania, but creditors closed in on it before it had hardly started its season, forcing it to close in Newport, Ky. The show as a whole was as fine as any of the larger circuses. The tab-leau wagons were extra large and beautifully carved. There were 14 cages of fine animals in the menagerie, and not a cross-cage in the lot, in addition to elephants, camels and lead animals. The big top was 150 with three 50-foot middles. The menagerie was an 80 with three 30-foot middles. The side show was a 70 with two 30-foot middles. The big top, made by a Seattle (Wash.) firm, was as pretty a top as ever I saw in the air. The railroad cars were in a somewhat rundown condition. But on the inside they were always clean and there was a porter to each car. Fred Buchanan once said that railroad equipment is a minor item with a circus. What the public looks for are fine horses, a good street parade and a nice flash of canvas on the lot. If one has those essentials it matters not if arrival in town is on wood or steel cars. And Norris & Rowe had all of that and more, as fine a performance as ever was given under canvas, and a wonderful reputation on the Pacific Coast and in Canada. It was a pity that the ending had to be so deplorable.

THADDEUS H. GERIG.

Cincinnati. The occasional letters in the Forum in which are mentioned former widely known performers are of great interest to me, as I am sure they are to hundreds of other readers of *The Billboard*. Many almost forgotten incidents are recalled when names of some of the oldtimers are read. I expect there are many who will instantly remember the people and acts that I am jotting down from memory: John and Nellie McCarthy, sketch team; Gibson and Davis, sketch team; Three Franklins, statue clog; Three Rinaldos, contortion; Legmania; Frank and Fannie Foerster, operatic singers; Lottie Ames, song and dance; Alice Arlington, serio-comic; Wesley Brothers, knockabout; Rossley Brothers, English comics; Heider and Bowers, German comics; Silbon Family, aerialists; Major George L. Behrens, gun

## Old Variety Acts and Folks Jotted Down

Replied to a letter of C. E. Doble in the Forum recently, the Norris & Rowe Circus originated in California as a three-car dog and pony show at about the time he mentioned. Walter Shannon joined at that time. He came from the Barnum Circus, where he had been a protégé of Mr. Bailey. He helped Mr. Rowe build all of the cages and wagons and supervised the work until it became a 22-car show. Mr. Shannon was manager of the side show and had the privileges until 1910, when he became manager of the entire show for its short duration. H. S. Rowe was the owner until the spring of 1910. When the show went into winter quarters in Evansville, Ind., in the fall of 1909 Mr. Rowe was completely out of funds and the show was so heavily mortgaged that it was impossible to borrow any more money on the property. Mr. Shannon, however, borrowed enough money on some real estate that he owned to winter it and get it out again in the spring. Bad weather overtook it from the opening and naturally business was bad. The itinerary that spring was in Pennsylvania, but creditors closed in on it before it had hardly started its season, forcing it to close in Newport, Ky. The show as a whole was as fine as any of the larger circuses. The tab-leau wagons were extra large and beautifully carved. There were 14 cages of fine animals in the menagerie, and not a cross-cage in the lot, in addition to elephants, camels and lead animals. The big top was 150 with three 50-foot middles. The menagerie was an 80 with three 30-foot middles. The side show was a 70 with two 30-foot middles. The big top, made by a Seattle (Wash.) firm, was as pretty a top as ever I saw in the air. The railroad cars were in a somewhat rundown condition. But on the inside they were always clean and there was a porter to each car. Fred Buchanan once said that railroad equipment is a minor item with a circus. What the public looks for are fine horses, a good street parade and a nice flash of canvas on the lot. If one has those essentials it matters not if arrival in town is on wood or steel cars. And Norris & Rowe had all of that and more, as fine a performance as ever was given under canvas, and a wonderful reputation on the Pacific Coast and in Canada. It was a pity that the ending had to be so deplorable.

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Vol. XLVIII. FEBRUARY 15, 1936. No. 7

spinner; James Kelley, Irish comic; Alf S. Gibson, singing, dancing, black-face comic; Esher Sisters, singing team; Milner Sisters, musical team; Ed and Maude Brennan, musical act; Robison and Partlou, comedy sketch; Fred Russell, Chinese impersonator; Harding and All Sid, laundry act; Dick Hume, tramp comic; Jensen, female impersonator; Frank McNish; Harry K. Blaney, "Silence and Fun"; Bob Lovely, Louise Excela, contortionists; Ferry the Frog Man; James Derious Daley, Upside-Down Man; Lizzie Derious Daley, song and dance; Rowena, slack wire; Opel, magician, juggler, hoop roller; Everhart, hoop roller, originator; Ben Landers, umbrella fiddle; Lizzie Davis, serio-comic; Maude Huth, serio-comic; Billy Clifford, drum solos; Lew Brahm's Marionettes; Kitty Brahm, song and dance; Cain and Hunter, musical black-face team.

BILL ROBISON.

## Passing

Here this morning at the rise of the sun, Here tonight at the setting,  
But before the break of another day  
More famous old troupers pass away.  
—CHARLES A. HUFF.

## Saranac Lake

By BETTY HUNTINGTON

Constance Keane, attractive daughter of Mr. and Mrs. Keane, 1 Riverside drive, Saranac Lake, left here last week for Montreal, Can. Connie passed her studies with honors and has entered a girls' school, the Villa Maria, in Montreal.  
Ford Raymond deserves a lot of credit. He is the only patient who can boast of being able to sleep out on the porch these very cold nights. Okeh, Ford, pick up the marbles, you win!  
Some of the patients who have recently been given privilege of meals in the dining room are Doris (Tiny) Connes, Minna (Morsee) Morse, Joe (Gentleman) Parker, Eddie (Hooper) Ross, John (Harry Lauder) Louden and Max (Triumph) Pfeffer.  
Dr. Paul Weil, of Germany, succeeds Dr. Saland as medical interne here at the Lodge. Dr. Saland left last week for his home in New York.  
George Wicks, who is about to be okeh'd, has been appointed official bus driver for the shopping days, which are twice weekly. Marie Bianchi is shopper for the girls and Joe Dabrowski for the boys.  
Bee Lee and Garry Sitgreaves both have had a little setback, but we're glad to say they are coming around nicely.  
The new fad at the Lodge these cold winter nights is Monopoly. Outside of bridge and movies once a week there is not much doing in the amusement line at present.  
Harold Rodner and Herman Levine, of the NVA Fund in New York, paid the Lodge patients an unexpected visit last week.  
Please check on your health to avoid "the cure" and write to those you know in Saranac Lake.

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DISPLAY ADVERTISING—Fifty cents per agate line. Whole page, \$350; half page, \$175; quarter page, \$87.50. 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.



**ARCHBOLD**—Elmer J., 40, formerly musical director at the old Orpheum Theater, now the Capitol, in Salt Lake City, in Los Angeles January 31. He was an accomplished cellist and had played in civic symphonic orchestras in Salt Lake City, Portland, Seattle and San Francisco. Funeral services in Provo, Utah, his home town, with burial in Salt Lake City. Survived by his mother, Elizabeth Archbold, of Salt Lake City; a son, James E. Archbold, of Seattle; two brothers, Charles A. and John L., of Salt Lake City, and a sister, Edna Nichols, of Salt Lake City.

**BAKER**—Harold Sanford, 47, executive secretary of Michigan State Fair in 1934, suddenly in Detroit February 5. Colonel Baker was field artillery officer in the Officers' Reserve Corps, resigned his commission and post as sub-district commander with Civilian Conservation Corps at Fort Sheridan, Chicago, January 6 and returned to Detroit. Survived by his widow.

**BALCOM**—George, 73, at Kalamazoo, Mich., February 1 from a heart attack. He was formerly a solo clarinetist with Ringling Bros.' Circus and in touring opera companies.

**BOUTON**—James D. (Duke), 64, in Bridgeport, Conn., February 4 from a heart attack. He was an old-time dance promoter and musician, being a charter member of Local No. 63, of Bridgeport.

**BROWN**—Roy (Doodlebug), 54, colored entertainer in Des Moines, Ia., for 30 years, January 30 at Broadlawn's General Hospital, Des Moines. Funeral services at L. Fowler & Son Funeral Home, Des Moines, February 3, with burial in Glendale Cemetery there. Surviving are his mother and two sisters.

**BRUNK**—Marguerite, 22, daughter of Sam Brunk, associated with Paramount Pictures in Oklahoma City, and niece of the Brunk Brothers, tent-show operators, at the General Hospital, Oklahoma City, February 3 after several weeks' illness. Surviving are her parents and a sister, Mary Ellen, of Oklahoma City.

**CONNELLY**—R. P., musician of a few years back, who with his wife, Leonore



L. Connelly, toured the country with various musical organizations, of a heart attack occasioned when his home burned at East Claridon, O., January 24. Besides his widow he is survived by his son, Lloyd, of Connelly and Radcliffe; a daughter, Grace, of Grace and Shappy Chapman, and another son, Bruce, non-professional.

**CRANE**—Seth, 85, leading Broadway actor in the last century, January 31 in the Bronx, New York. The beginning of Crane's career goes back 62 years to John Stetson's *American Minstrels*, and includes roles in George Frothingham's *Evangeline*, E. E. Rice's *Conrad the Corsair*, *Over the Garden Wall*, *The Masquers*, *The Merry Monarch*, *The Lion Tamer* and *Friend Fritz*. Funeral services February 3. Interment in Kensico Cemetery, Westchester County, New York.

**DRISCOLL**—George W., 78, at his home in Syracuse, N. Y., February 1. Driscoll, a lawyer, was a member of the State fair commission.

**HAM**—Eugene Gatewood, 68, one of the founders and president of Delta Fall Fair 25 years, February 1 at his home in Greenville, Miss. He was mayor of Greenville during the World War, serving two terms. In 1932 he was returned as mayor, serving until 1934. Survived by his widow, two sons and two daughters.

**HARVEY**—Jack, veteran showman, in Wapakoneta, O., February 3. He was advance agent for the original St. Louis Bloomer Girls' baseball team, 1898-1907, with Dr. Sells. He had also been manager of the *Smart Set* Company. He was a member of B. F. O. Elks.

**HAUSER**—Lew, member of the Billers' Alliance No. 11, Cincinnati, in that city January 17. He was a member of the IAB&B for more than 30 years.

**HAYDN**—Carl Francis, singer and vocal teacher, February 3 at his home in New York. Mr. Haydn sang in *The Merry Widow* and other light operas, as well as in several operas, including *Carmen*. Interment at Gate of Burial Cemetery, Pleasantville, N. J.

**HEGGIE**—O. P., 59, stage and screen actor, in Hollywood February 7 after a three days' illness with pneumonia. He had just finished an important role in a new talkie, *Shark Island*. Survived by his widow; two daughters, Clara and Lillian, and one son, Peter.

**HOCKEY**—Harry G., 72, comedian, in a New York hospital February 3 of pneumonia. Born in London, Mr. Hockey's first stage appearance was at the Alcazar Theater, San Francisco, in 1868. Later appearances included *Charley's Aunt*, *Bartley Campbell's White Slave* and *George Broadhurst's What Happened to Jones?* He toured in the United States and Canada. Funeral services February 7 under the auspices of the Actors' Fund of America. Interment in Kensico Cemetery, Westchester, N. Y.

**HOWE**—Mrs. Lyman H., 75, widow of Lyman H. Howe, film pioneer, at her home in Wilkes-Barre, Pa., February 5.

**KEARNS**—Edmund J., 42, who did much to keep alive dramatic art in Salt Lake City, in La Jolla, Calif., of a heart attack January 23. Mr. Kearns took part in many productions and was backer for the Brandon Opera Company on its road tour. Ralph Cloninger featured him at the Playhouse, Salt Lake City, on several occasions. Mr. Kearns organized the Catholic Theater Guild and directed and produced plays for charity. He inherited a fortune from his father. Mr. Kearns founded the Kearns St. Ann's Orphanage, Salt Lake City. His mother, widow, two sons, a brother and a sister survive. Body was returned to Salt Lake City for burial and his funeral was held from the Cathedral of the Madeline there January 28.

**KLINCK**—Walter J., 42, concessioner of Crafts 20 Big Shows, suddenly at his home in Glendale, Calif., February 4. He was a member of the Pacific Coast Showmen's Association.

**KUTZ**—Claude, flute and piccolo soloist, formerly with Walter L. Main Circus for three seasons and one season with John Robinson Circus, recently at Myerstown, Pa. At time of his death he was director of the Acme Band, Myerstown.

**LAMBERT**—Fred, 80, widely known New England troupier, especially at fairs

in New York, in Hartford, Conn., recently. Survived by two sons, John, now with Bistany's Mohawk Valley Shows; Richard, proprietor of Gardner's Grove Park, Lochmere, N. H.; two daughters, Mrs. Lenora Williams, known as Madame Lillian; Mrs. Thomas Squire, Hartford, and 48 grandchildren.

**LE BARGY**—Charles, 77, former member of the Comedie Francaise and one-time idol of the French stage, at Nice, France, February 5. Born in 1858, Le Bary became prominent as a stage lover in such productions as *Cyran de Bergerac*, *Le Flambeau*, *Hernani*, *L'Etranger* and others. In 1910 he created a great sensation by leaving the Comedie Francaise without handing in the customary repeated resignation after a lapse of six months. The company instituted a suit against Le Bary and he lost, a ruling of July, 1914, prohibiting him from appearing on the stage under penalty of \$200 for each performance. Le Bary was also a member of the Legion of Honor and the author of a few plays.

**LOVETT**—J. Fred, 48, January 30 at his home in Providence, R. I. He was one of the veteran theater men of that city, having been identified with theaters there since boyhood. Serving his apprenticeship in the old B. F. Keith Theater, Providence, under Charles Lovenberg, he later was associated with the Scenic and Empire theaters there. For 17 years he was manager of the Royal Theater in the Olneyville section of Providence and for the last four years had managed that house and the Olympia for E. M. Loew. Survived by his widow and two children. Altho in poor health for more than a year, he had continued active until a short time before his death, when a heart attack confined him to his bed.

**MCCAREY**—Thomas J., 64, former West Coast fight promoter and father of Ray and Leo McCarey, motion picture directors, in a Los Angeles hospital January 31. His promotions figured in the success of such fighters as Jim Jeffries, Jess Willard, Ad Wolgast, Tom Flynn, Jack Johnson, Sam Langford and Harry Wills. He retired from the promoting game in 1914. Besides his sons, he is survived by his widow and a daughter.

**MARCO**—Caterina, 83, internationally known opera singer more than 50 years ago, in New York February 2. Mme. Marco, once the toast of operatic circles on two continents, reached the peak of her success when she alternated with Adeline Patti at the Moscow Imperial Theater. She was born in New Orleans in 1853, the daughter of Mark Smith, Shakespearean actor and theater manager. Her grandfather was Sol Smith, an eminent actor of the 19th century. Her first American appearance was in *Carmen*, given at the Philadelphia Academy of Music. Most of her career was spent in Europe and South America. A niece, Mrs. Arthur Simmons, of New York, and a nephew, Mark Smith III, radio singer, survive.

**MEIGHAN**—King, brother of Tom Meighan, star of the silent screen days, in a Pittsburgh hospital February 5 after a four-story fall to the marble floor of an apartment house. Funeral services and burial in Pittsburgh.

**MEYERS**—Madge, cousin of Gus Van, noted singer of character songs, January 31 at her home in Savannah, Ga.

**MILLER**—Ambrose M., 76, theatrical man, in St. Vincent's Hospital, New York, February 3 of a complication of diseases caused by old age. Mr. Miller, born in Lincoln, Ill., started his career in Duluth, Minn., as manager of the Temple Theater. He was active more than 50 years, during which time he was manager for Charles Dillingham, Charles Frohman, A. W. Dingswall and Jacob Litt. Some of the shows he managed, in addition to productions of his own, were *Yon Yonson*, *In Old Kentucky* and *The War of Wealth*. He last played with Mrs. Fiske under the management of George C. Tyler. Elsie Ryan, his widow and a well-known actress, and his son, Marshall Miller, survive. Funeral services, under the auspices of the Actors' Fund, February 6.

**O'HARA**—Michael J., 66, theatrical promoter and producer and who for a

number of years operated the O'Hara Theater (now the Strand), Shenandoah, Pa., at his home in that city recently following a stroke. For many years he promoted a theatrical organization known as the Midnight Sons, which staged numerous shows in Shenandoah and surrounding territory. He was also in the undertaking and delivery business in Shenandoah. He was interested in horse racing and a number of years ago built the Anthracite racing track at Brandonville, Pa., which in recent years has been used as an auto race course. Mr. O'Hara was a member of the Elks. Survived by three sisters.

**PARKER**—Alfred T., 54, former professional skater, giving exhibitions in Pleasure Beach Park, Bridgeport, Conn., and at amusement resorts and in gymnasiums thruout the country, in Bridgeport January 31.

**PEPALL**—Thomas, 75, known to minstrel audiences of years ago as Tommy Hayes, January 31 in Providence, R. I. Altho inactive in recent years, aside from amateur night appearances, Pepall was a veteran of the Primrose & West and Vogel minstrel troupes. He also played the big-time vaude circuits. Survived by a daughter.

**ROBERTS**—Robert, 64, of the team of Roberts and Davis, comedy act, and who also worked single as the "Man in Brown," at his home in Cincinnati January 31 of heart failure. He had been in ill health the last three years. Deceased trouped in vaudeville and with dramatic shows for more than 40 years. His home was in Evansville, Ind. Body was cremated in Cincinnati February 1. Surviving his widow, known professionally as Helen Davis.

**RUCK**—C. J., 28, who was injured while on the Ringling show last July, recently at Akron, O. Survived by his mother, Bessie Ruck, who is exceedingly anxious to get in touch with her husband.

**SCHMID**—Joseph, 63, bass viol player in the Davidson Theater orchestra, Milwaukee, for 20 years before his retirement seven years ago, January 31 in that city. He was also known in Milwaukee as a composer and was a charter member of the Milwaukee Musicians' Association. Survived by his widow and daughter.

**SMULLIN**—Harry Irwin, 52, former actor in vaude and light opera, as well as a writer for sports magazines, in Monticello, N. Y., February 5.

**STREETER**—Mrs. Myrtle Black, 39, for many years active in music and dramatic circles, in Hollywood January 27 after a brief illness. Mrs. Streeter was for many years instructor of music at Bryant Junior High School, Salt Lake City. She was on the Orpheum and Fantages circuits, and after her return to Salt Lake City in 1923 filled several engagements at the Wilkes Theater, now the Roky. From 1927 to 1933 she taught music privately in Salt Lake City and since that time has been engaged in radio work at Station KGBR, Long Beach, Calif. Funeral in Salt Lake City February 2. Her husband and a son survive.

**STUART**—Thomas (Buck), member of the IATSE, Local No. 92, Montgomery, Ala., at his home in that city January 4. He was also a member of the International Bill Posters and Billers' Union.

**VAN HOVEN**—Harry, 54, veteran press agent and promoter of amusement parks, dance marathons, sports events and other attractions, in a Baltimore hospital February 3. Mr. Van Hoven had been press agent of Carlin's Million-Dollar Park, Baltimore, for years. In 1932 he exploited Jack Curley's first annual world's championship dance marathon in Brooklyn. He was associated with Curley, kingpin wrestling impresario, over a long period of years, and in endurance shows with Fred Crockett, Ray Dunlap, S. B. Ramagosa and others as part of the Golden Slipper Dance Corporation. About three years ago he was on the verge of death from pneumonia, but recovered miraculously. Less than a year ago, however, he was stricken again and never fully regained his health. He also suffered internal injuries in an auto accident in Mansfield, O. He was a brother of the late Frank Van Hoven, "The Mad Magician." According to Curley, first one to receive the news in New York, via long-distance telephone from John J. Carlin, Van Hoven's body was to be removed to Sioux City, Ia., his home town, for burial.

**WEST**—Henry, for many years a player in Gilbert and Sullivan operettas and afterwards in light comedies, in (See *FINAL CURTAIN* on page 59)

### William J. Hanley

William J. Hanley, 63, former theatrical manager and one of the country's outstanding students on expositions and outdoor shows in South America, the West Indies, Greater Antilles and other countries, January 31 in the Hospital for Ruptured and Crippled, New York, as briefly mentioned under Late Deaths of the last issue.

During a long career in virtually all branches of show business he was affiliated as press agent with the Hagenbeck-Wallace, San Carlo Grand Opera Company and 101 Ranch Wild West; as business or company manager with many prominent actors, including Robert Mantell, Edward Harrigan (a relative), Grace George, Pete Dailly, Louis Mann, James Keane, Kathryn Kidder and Lawrence D'Orsay; as film director and in other capacities for the old Milano Film Company, for Sarah Bernhardt when she was with Famous Players, for David Belasco's "La Belle Russa," the Hopkinson Film Company, United Artists and Ross Federal Service; in circus, contracting agent with McCaddon Circus in France; in animal work, agent in the United States and Mexico for Hagenbeck's trained wild animals.

He toured South America as general agent with Jenkins Shows and also agented the Gerard Shows in America, Williams Shows in Canada, Goldberg Shows in the West Indies and Brazil and his own organization in Chile. He once managed Edith Spray's Diving Girls, Humpty Dumpty and the Columbia Park Zoo. He broadcast over several Eastern stations and acted in many plays, including "Heaven and Hell," a pantomime; "Queen Elizabeth," silent film, and others. He made several trips around the world and while on a tour of the Panama Canal area scored a hit on the lecture platform. Only a few days before his death he had been negotiating for a project in Puerto Rico as American contact. He was the son of the late Martin W. Hanley, theatrical manager of the '90s.

Funeral services were held at Cooke's Funeral Home, New York, January 3 and a requiem mass celebrated in Actors' Chapel of St. Malachy's Roman Catholic Church under the auspices of the Actors' Fund. Burial was in the family plot in Calvary Cemetery, Queens, Long Island, N. Y.







Gentlemen's List

Allen, Merit
Allen, Sam
Ambrose, Buck
Amrose & Janet
Anderson, R. N.
Avery, Russell A.
Babess, C. E.
Beno, J. R.
Benzon, Frank
Bockus, Curtis, Shows
Bogan, William
Bolin, Clay
Bowman, Edward
Bradley, Jack
Brachard, Jr., Paul
Bradley, T.
Brauda, Nick
Bresnahan, T. J.
Burdson, James
Burke, Daniel
Cannon, John
Capps, W. H.
Carpenter, Harold O.
Carr, Don
Chafin, Neva
Cole, Harry G.
Collins, John
Corbett, William
Cornell, Harry E.
Cronin, Cash
Daisir, Mr.
Dandy, Jess
Davies, Two (Jugglers)
Davis, Percy
De Cardo, Leonard
De Comti & Marie
Denkner, Paul
Dixon, M. J.
Dravoo, Juggler
Duke, Richard
Du Pouts, Jugglers
Elgins, Five
Farber, Ted Lou
Fitz-Gerald, John D.
Foster, Willard (Doc)
Fraser, James
Freddie, Armless
Galvin, Joseph
Geok, Joe Darcy
Gilbert, A. C. Co.
Golde, Irving
Grady, John F.
Grayson, George
Greenspoon, Jack L.
Grenier, Norman
Greig, George P.
Gross, Ben
Haines, George
Hall, Harry F.
Hamilton, Dane
Harris, Clair & Shannon
Hanner, John
Hathaway, Harold
Heath, Ross

Sprinkle, Clarence
Stanley, H. M.
Stetson, Juggler
Student, Earl
Swain, Micky
Tipton, Leslie
Swift, Dwight
Thompson, Pete
Timmerman, Tyler, Curt

MAIL ON HAND AT
CHICAGO OFFICE
600 Woods Bldg.,
52 West Randolph St.,
Bell, Lades

Parcel Post

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Alexander, Mildred
Astell, Mrs.
Bailor, Mrs. Wallie
Bell, Mabel
Bendick, Mitzie
Bernardo, Mrs. B.
Bery, Annetta
Best, Mrs. A. Stau
Bridgford, Bessie
Burt, Estelle
Downey, Dolores
Butters, Inez
Charters, Peggy
Coswell, Miss
Dean, Miss Dornna
DeVernay, Ann
Dolly, Miss D.
Espey, Miss Jackie
Finn, Mrs. Pearl
Glasscock, May
Hart, Ervil
Hoffman, Jean
Hoye, Faith
Kaye, Mona Sandra

Valausky, Frank
Van Leers, The
Vanni, Harry
Walker, George
Walters, Jimmy
Wasserman & Vollie
White, David
Williams, Fred X.
Winkin, Harry
Young, Dawn
Young, Karl

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Kelly, Mrs. W. J.
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Leonard, Miss
Little, Mrs. Peggy
Low, Ann
Meyers, Mrs.
O'Brady, Frank H.
Pearson, Nellie
Pillman, Kate
Rameser, Estelle
Rasmussen, Mrs. Sylvia
Riabouchinske, Mne. Tatiana
Rolands, Miss
Shaw, Mrs. Darline
Shelly, Eleanor
Sherman, Betty J.
Sherman, Betty J.
Sinclair, Peggy
Wecker, Be Kaye
Weiss, Mrs. A. J.

Gentlemen's List

Abdella, Youseff
Ahsam, Chas.
Allyn, Kirk
Anderson, H. F.
Anton, Wm.
Bail, King
Bardini, Charles
BeGar, Harry
Bemis, C. W.
Bentley, George
Blue Seat Jimmy
Bowman, J. L.
Brady, King
Brandt, Charles
Burgess, Ernie
Burr, Percy (Peck)
Bursington, Harry
E. (Buffalo Cody)

Gentlemen's List

Burnett, J. H.
Cham, Marshall
Chasin, Phil
Clark, Chas. K.
Cleveland, Robert
Cohn, Ben
Coleman, Granville
Crouch, Weber
Davis, Frank H.
Doser, Mrs. Al
Denis, Paul
De Mendosa,
Emanuel
Diaz, Emigin
Diaz, Senior Luis
Dixon, John
Dixie
Durnal, Gene

Brans, Maurice
Feri, George
Folbrock, P. R.
Frank, J. J.
Fraser, Jim
Gay, Perry
Gear, Billy
Amusement Enterprises
Gilmore, J.
Goldber, George
Goodwin, Nat
Hall, H. D.
Halstead, James
Harrington, Robert
Harris, Stanly
Healy, Mike
Henron, P. G.
Holston, Madison E.
Holmes, Pee Wee
Homoki, John
Hughes, Mrs. V. L.
Jacobs, Jack
Jordan, Johnny
Jung, Paul
King, Howard J.
Kohn, Lon
Kramer, Don
Kueclik, Herrn Dan
Laerdar, Roy A.
Laise, Jack
Lamont, J. L.
Lamore, Jud
Landris, Charles
Langman, Neal
Long, Dick
Machendon, Mike
Napes, Kenneth
Marcy, Harry
Maynard, J. A.
McCarthy, Ambrose
Merrill, Floyd B.
Meyares, Lupe
Miller, Mort
Mitchell, Bob
Moring, Bill
Mortenson, Mort

MAIL ON HAND AT
DALLAS OFFICE
401 Southland Life Bldg.,
1416 Commerce St.,
Ladies' List

Ballard, Mrs. Lillie
Carter, Mrs. James
Clay, Madam Rose
Cook, Juanita
Billingson, Helen
Waffle, Thos.
Farris, Mrs. Hank
Good, Versa
Gould, Evelyn
Gray, Mrs. Juanita
Green, Eula
Hampton, Arline
Harmon, Mrs. Ada
McLaughlin, Mrs. Edith
Miles, Olive & Co.
Mortis, Mrs. Chas.
Newby, Gladys
Pierson, Carolyn

Gentlemen's List

Adams, J. O.
Albert, Jack
Alfred, Jack & June
Allen Jr., Frank
Brown, Tommy C.
Brown, Russell
Brundage, Burt B.
Claudette, Claude
Neilson, E.
O'Brien, Lou
Palmer, Tony
Perry, Frank
Pratt, Frank
Pruss, Elmer
Ramon, King
Reese, Jess
Schulzenberger, Emil
Shepard, Henry (Hank)
Smith, J. W.
South, Marvin
Spencer, M. H.
Trucks, Marshall
Wainwright, Wm. G.
Ward, Dutch
Webster, Fred
Weiss, A. J.
Welch, H. A.
Williams, Billie
Williams, Mark
Yager, John
Zaxington, Ray
McKee, Mrs. Mary
O'Day, Mrs. Calvin
Hughes, Mrs. V. H.
Schaher, Mrs. Lili
Spencer, M. H. (Cuck)
Sheeks, Mrs. Tennie
Smith, Mrs. Wynona
Mrs. Boya
Stewart, Mary
Stones, Mrs. David
Surge, June
Thames, Mrs. Helen
Wynnegar, Mrs.
King, Mrs. Billy
Lutke, Mrs. Harry
McCue, Brenatten

Gentlemen's List

Ballard, Mrs. Lillie
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Clay, Madam Rose
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Waffle, Thos.
Farris, Mrs. Hank
Good, Versa
Gould, Evelyn
Gray, Mrs. Juanita
Green, Eula
Hampton, Arline
Harmon, Mrs. Ada
McLaughlin, Mrs. Edith
Miles, Olive & Co.
Mortis, Mrs. Chas.
Newby, Gladys
Pierson, Carolyn

Motor Transportation Dept.

We solicit your cooperation 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.

CONTRACT motor carriers engaged in interstate hauling of shows and independently owned show paraphernalia come within the new federal Motor Carrier Act, and under penalties of this law must file their applications for permits to operate legally not later than February 12 with the Interstate Commerce Commission, Louis Engel, motor carrier legal specialist, warns.

"This notice," Mr. Engel writes, "is given for the benefit of all contract carriers around shows, as well as others including common carriers, who have operated as such, on or before July 1, 1935, as contract carriers, or June 1, 1935, as common carriers, in order to obtain a certificate or permit to operate as a matter of right under the 'grandfathers clause' of this Act.

"There is no charge or fee made by the Interstate Commerce Commission for such permits or certificates, and to those who are unfamiliar with the preparation of the application, it is advisable to have an attorney prepare the application. The fee in this connection should be reasonable. Applications may be had from the Interstate Commerce Commission or will be furnished by the writer upon request.

"Many show trucks labeled 'owned and operated by John Doe' will be classified as contract carriers. This fact should not be ignored by the owners of these trucks and busses and application should be filed at once.

"Penalties; general—Sec. 222, Where not otherwise provided, penalty for knowingly and willfully violating Motor Carrier Act, or any rule, regulation or requirement thereunder, or any term or condition of any certificate, permit or license—(a) First offense, not more than

\$100, (b) Subsequent offense, not more than \$500. Each day of above violation constitutes a separate offense." Mr. Engel's address is 706 Evans Building, Washington, D. C.

IN AN ITEM in last week's issue concerning the transcontinental run of a Chevrolet 1 1/2-ton truck, a typographical error was made in the amount of gasoline consumed. Instead of 208.6 gallons, the figure should have been 308.6.

DID YOU know that it costs motorized shows 25 cents for each "circus animal" to cross Bridge No. 1 spanning the Tennessee River at Loudon, Tenn.? For extra draft animals the toll is 5 cents and for domestic animals 2 cents. Truck or bus over 1 ton is charged 50 cents; auto trailer, 15 cents, and truck or bus trailer, 25 cents.

WE RECENTLY learned that Murray D. Van Wagoner, State Highway Commissioner of Michigan (Lansing) had launched a year-long traffic count and that busses and commercial vehicles would be stopped by the counters to reveal their destination and loads; also that a special highway department crew would weigh commercial vehicles. Not knowing how this traffic count would affect motorized circuses, carnivals and other shows, as well as acts traveling by truck and in housecars, we wrote Mr. Wagoner and he has given assurance that very little if any inconvenience will be occasioned traveling shows by these Weight Parties. "The Weight Parties," he says, "operate a day at a time over a number of different points in the State and the possibility of any caravan being stopped more than once on a day's trip would be rather remote. It is not our intention to delay commercial vehicles, and any weighing operations which road shows may encounter will take only a few minutes. We shall be only too glad to co-operate in every way so that these organizations may maintain their usual schedules."

MINSTRELSY (Continued from page 26)

recently left Ithaca, N. Y., on a nine-week vacation trip which will take them thru Florida, to New Orleans for the Mardi Gras, thru Texas, into Mexico, then to the West Coast and from there to Salt Lake City, after which they will return to their home in Glens Falls, N. Y., early in April. Before jumping to Cincinnati the Leonard's stopped off in Cleveland to visit with Bob Reed, erstwhile minstrel association head, but were unable to locate him.

W. F. COMSTOCK, of P. O. Box 877, Charleston, W. Va., is anxious to know the name and present address of the band leader who directed the Al G. Field Minstrel band during the last three or four years before Mr. Field died. Mr. Field passed away in April, 1921. Possibly one of our readers can furnish Mr. Comstock with the desired information.

EDDIE LEAHY and Company have been playing some of the choice night spots in and around Syracuse, N. Y. Eddie is the brother and former partner of Buck Leahy. Their Roman ring act was a feature of the various minstrel attractions for many years. Rex Lee, promoter, producer and advance agent, has taken the management of the present Eddie Leahy company.

DOC WHITHAM is lined up on a PWA theatrical project in Syracuse, N. Y., and reports that things are progressing nicely.

MAGIC (Continued from page 26)

well as a substitution trunk made in the new white fiber. The trunk, Gwynne reports, is so good that it actually fooled the man who made it as well as himself. Now they are looking for someone to tell Gwynne how to get out of it. Gwynne has been negotiating recently with George Hamid for some big fair dates as part of a grand-stand show. He is now busy building massive props in preparation for the outdoor run. Jack is still being assisted by his charming wife, Ann, and son, Bud. And, incidentally, Peggy Gwynne, who left the act a year ago to be married, will shortly perform the remarkable feat of turning her dad

into a grandfather. It's supposed to come off around the 26th of this month.

MID-WINTER CONVENTION of Wisconsin Magicians was held January 19 at Judge Frank Carter's little theater in Eagle River, Wis. Despite the 25-below-zero weather, many enthusiasts motored several hundred miles to be present. The public was excluded and a matinee and night show were given for visitors only. The convention was planned and staged by Judge Carter. Those who participated in the gathering were the Great Lester, Mahendra the Mystic, Mercedes and Mme. Stanton, Marquis, George (Cub) Bahr, Dale Hunter, Joseph E. Fischer, Frank Marshall, Geraldine Allord, Ann Mahendra, L. E. Gerde, Ray Graebel, John Gumtz, W. Gydesen, E. Edah. A total of 46 people registered. A summer convention is now being planned.

J. W. MICHAEL, 83-year-old evangelist-magician, who has been doing magic for 52 years, will soon retire from the road and spend the rest of his days in Mountainburg, Ark.

LA VERNE THE MAGICIAN is now working 15 minutes of small magic with the Bert Eaton Players touring the Michigan territory.

HORACE E. ROSE (Cairo the Magician) is making his fifth annual tour of schools and clubs thru Virginia. H. Levy is looking after the bookings.

London Magic Notes

LONDON, Feb. 8.—Rolf Holbein, Continental cartoonist-illusionist, is back in England after a long run in various European capitals. Ade Duval, American illusionist, presents his Rhapsody in Silk to hearty returns at the Piccadilly Hotel. He recently concluded a successful tour of France, Germany and Denmark. Jack Le Dair, comedy conjurer, scores at the Palace, Hammersmith. Blacaman, Italian-Indian necromancer and mesmerist, with one of the most lavish and expensive shows of its kind on the road, made his London debut at the Hippodrome, Lewisham, January 27. Fred Brezin, Anglo-American conjurer-humorist, is headlining over the Macnaghten Circuit. He is a big hit.



Huston, Josephine (Versailles) New York, nc.
Hutton, Ina Ray, & Band (Mich.) Detroit 10-13, t.

International Trio (Southern Grill) Hot Springs, Ark., re.
J
Jackson, Lawrence (President) New York, h.
Jacksons, Three (Colonial) Dayton, O., t.
Jandrain, Dall (S. S. Zee) Chi, nc.
Jane & Babe (Cocoanut Grove) Minneapolis, nc.

Jarrett, Lucille (Madeleine's) New York, nc.
Jason, Barbara (Paradise) New York, re.
Jaysnoff Sisters (Montclair) NYC, h.
Jean & Gloria (Paradise) New York, re.
Jeffers, Dorothy (Paradise Restaurant) New York, nc.

Jerry & Jean (Temple Meridian) Miss., t.
Jiv Saw (Hipp.) Toronto 10-13, t.
Jones, Frank Peg (Cecil) Mason City, Ia., t.
Jones, Isham, & Band (Paramount) NYC 10-13, t.

Johnson, Al (Casino Venezia) NYC, nc.
Johnson, Al & Jean (Plymouth) Worcester, Mass., 10-13, t.
Johnson, John (Gem) Indianapolis, t.
Johnson & Squires (Ubangi) NYC, nc.
Johnny "Stretch" (Black Cat) New York, nc.
Jonay, Roberts (Wivel's) NYC, re.
Jordan, Bruce (Nut Club) New Orleans, nc.
Jordan, Harry (Galey) Boston, t.
Joy & Renee (Oriental Gardens) Vancouver, B. C., re.
Judy, Billy, Band (Rex) Seattle 13-19, t.

K
Kansasa Japs, Two (Garrick) Duluth, Minn., t.
Kanes, Three (Tower) Kansas City, t.
Kann, Alex (Central Park Casino) NYC, nc.
Katherine, May (Biltmore) New York, h.
Kauff, Benn (Elegance) New York, nc.
Kay, Dolly (Royale-France) Chicago, nc.
Kay, Wanda (S. S. Zee) Chi, nc.
Kazanava & Tziganes (State) NYC 10-13, t.
Kean, Betty (Pal) London 1-29, t.
Keefe, Irene (Westminster) Boston, h.
Kelly, George (Savoy Club) New York, nc.
Kelly, Nell (Royale Frolics) Chicago, nc.
Kelso, Joe, & Co. (State-Lake) Chi, t.
Kenedy, Billie (Howdy Club) New York, nc.
Kennedy, Ann (Bal Musette) New York, nc.
Kenny & Benny (Ubangi) NYC, nc.
Kerns, Donahue & LaSalle (Shrine Circus) Detroit; (Grotto Circus) Cleveland 17-March 1.

Kerns, Donahue & LaSalle (Shrine Circus) Detroit 2-16.
Khmar, Gregory (St. Moritz) New York, h.
Kimris (Hipp.) NYC, t.
King, Harry, & Sinclair Twins (Earle) Washington, D. C., 10-13, t.
King, Margie (Casino) Chi, nc.
King, Mickey (Rox) NYC 10-13, t.
King, Jesters (Marion) Chicago, nc.
Kit Kat Klub Revue (Garrick) Duluth, Minn., t.

Kittens, Three (Southview) Chi, t.
Knight, Caps (Reyn) New York, h.
Knoll, Chaz, Trio (Paradise) Okla., t.
Knox, Agnes (Park Central) NYC, h.
Koban, Great (Dick) Muskogee, Okla., t.
Kramer, Dick (Lebus) New York, re.

L
LaMarr, Betta (Nut Club) New Orleans, nc.
LaMarr, Bobby (Club Richman) New York, nc.
La Palomas (Deauville) New York, nc.
LaRue, Bobbie (Gay Paroo) San Antonio, Tex., nc.
LaRue, Dorothy (Jefferson) Beaumont, Tex., t.
LaSalle, Vera (Nut Club) New Orleans, nc.
LaTour, George (Jefferson) Beaumont, Tex., t.
LaTour, Teddy (Luck Eleven) Baltimore, nc.
Laubata, Faddy (Barton's Paradise Club) Youngstown, O., re.
LaVola, Don, Taif, Calif.; El Centro 10-15.
LaZellas, Aerial (Rox) Cleveland; (Colonial) Detroit 16-20, t.

Lamberton, Charlotte (Hollywood) NYC, nc.
Lampert, Millie (Oakland's) E. Paterson, N. J., nc.
Lane, Jackie (National) Louisville 14-17, t.
Lane & Harper (Rex) Seattle 13-19, t.
Lee, Jeanette (Garrick) Duluth, Minn., t.
Lamb, Gil (Scala) Berlin 1-29, t.
Lane, Mary (Stetson) Boston, re.
Lane, Rosemary & Priscilla (Chicago) Chi, t.
Lang & Lee (Electric) St. Joseph, Mo., t.
Lane, Kitty (Club Sharon) NYC, nc.
Lane, Lillian (Dizzy Club) New York, nc.
Lane, Lorraine (House) New York, nc.
Langdon & Storey (Texan) Greenville, Tex., t.
Langs Sisters (Ubangi) NYC, nc.
Larina, Dina (Russian Troyka) New York, nc.
Larson, Al (Top Hat) Union City, N. J., c.
Lasher, Bud & Bill (Gem) Indianapolis, t.
Lasher-Johnson Co. (Indiana) Indianapolis, t.
LaFleur, Arthur (Hipp.) NYC, t.
Lawlor, Terry (Paradise) NYC, re.
Lawrence, Dorothy (Club Deauville) N.Y.C., nc.
Lawrence, Ralph (Tivoli) Chi, t.
Lawton, Reed (Central Park Casino) NYC, nc.
Lee, Betty (Wivel's) NYC, re.
Lee, Bunny (Paradise) New York, re.
Lee, Chauncey (Anna Held's) New York, r.
Lee, Ginger (Barton's Paradise Club) Youngstown, O., nc.
Lee, John (Radio City Rainbow Grill) New York, nc.
Lee, Loretta (Paramount) NYC 10-13, t.
Lee, Loretta (Lincoln) NYC, h.
Lee, Syble (Plaza) El Paso, Tex., t.
Lee, Virginia, & Lathrop Bros. (Boston) Boston 10-13, t.
Leed, William (Dizzy Club) New York, nc.
Leeds, Thelma (Earle) Washington, D. C., 10-13, t.
Legon, Jenn (Adelphi) London 1-29, t.
Lenora Dandies (Paradise) Phila., h.
Lenti, Steve (Place Elegante) New York, nc.
Leonard, Ada (Colonial) Dayton, O., t.
Leonard, Bobby (Bal Musette) New York, nc.
Leone, Emile, Trio (Cecil) Mason City, Ia., t.
Leroy & Sharp (Texan) Greenville, Tex., t.
Lesly, Mary (Missouri) St. Louis, t.
Leslie Sisters (Ponce de Leon) Dayton, O., nc.
Let's Have a Party (Orph.) Winnipeg, Can., t.
Lewis, Gene (Club Richman) New York, nc.
Lewis, H. Kay, Hollywood Varieties; Phoenix, Ariz., 10-16; (Hipp.) San Carlos 18; Ft. Thomas 19; Bowie 20.
Lewis & Van (Marbro) Chi, t.
Lewis, "Sunny Jim" (Village Barn) N.Y.C., nc.
Light Brigade (McAlpin) NYC, h.
Lila, Mlle. (Paramount) Waterloo, Ia., t.
Lille, Beatrice (New Montmartre) N.Y.C., nc.

Lilley, Joe & Harold Woodall (Number One Bar) NYC, nc.
Lipson, Freda (Raymor) Boston, nc.
Little, Joe (Melody Club) Baltimore, Md., nc.
Little Sachs, Three (Barrel of Fun) NYC, nc.
Logan, Ella (Pal) Cleveland 10-13, t.
Long, Avon (Ubangi) NYC, nc.
Long Jr., Nick (Adelphi) London 1-29, t.
Long, Nina (Chateau) Milwaukee, cc.
Lothain, Bill, & Ed Furman (Gay Nineties) NYC, nc.
Lorraine, June (Club Deauville) New York, nc.
Love, Muriel (After the Show) Chi, nc.
Love, Violet (New Lookout House) Covington, La., re.
Low, Jack (Jefferson) Beaumont, Tex., t.
Lowery, Fred (Ambassador) New York, h.
Loyal's Dogs (Shrine Circus) Detroit 3-16.
Lubina, Ada (St. Moritz) New York, h.
Lucie, Claire (Adelphi) London 1-29, t.
Lydia & Jorecco (Hotel Ambassador) NYC, h.
Lyman, Tommy (Club Lamaze) Hollywood, Calif., nc.
Lynn, Joy (Paradise Restaurant) N.Y.C., nc.

M
McClintock, Foley (Chicago) Chi, t.
McDonald, Grace & Ray (Leon & Eddie's) New York, nc.
McGrall, Walter (Oriental) Chi, t.
McKinney, Florence (Dorchester Hotel) London 1-29, nc.
McMahon & Adelaide: Vera Cruz, Mex., 13-18; Cordova 17-18; Oriyaha 19-20; Pachuca 21-23, t.
McMahon, Belle, Troupe: El Centro, Calif., 10-15.
MacDonald, Barbara (Royale Frolics) Chi, nc.
McDonald, Grace & Gay (Leon and Eddie's) New York, nc.
McMahon's, Larry, Revue (Cafe La Rouge) NYC, nc.
Mack, Bob (Commodore) NYC, h.
Mack, Dorothy (Jack Dempsey's) N.Y.C., re.
Mack, Jimmy (Capitol) Aberdeen, S. D., t.
Mack, Tommy Cecil (Southtown) Chi, t.
Maddux, Frances (Savoy Plaza) New York, h.
Mahon & Rucker (Athay) Shanghai, China, h.
Malde & Ray (Missouri) St. Louis, t.
Malina, Luba (Hollywood) New York, re.
Mandell, Kitty (New Town Bar) New York, nc.
Mann, Edith (Hotel Commodore) NYC, h.
Manners, Ruth (Anna Held's) NYC, re.
Mara & Drigo (Versailles) NYC, nc.
Mara & Renaldo (Jimmy Kelly's) N.Y.C., nc.
Maravellas (El Chico) New York, nc.
Marcellino, "Muzzy" (New Yorker) N.Y.C., nc.
March of Rhythm (Rex) Seattle 13-19, t.
Mardi Gras Nights (Jefferson) Beaumont, Tex., t.
Marin, Paul (Lido) Montreal, nc.
Mario & Floria (Roney-Plaza) Miami, h.
Markoff, Gypsy (Russian Kretchma) New York, nc.

Marlen Sisters (Capitol) Aberdeen, S. D., t.
Marlowe & Marionettes (Morrison) Chicago, h.
Mars, Happy (Mayfair) Detroit, nc.
Martin, Dolly (Casino) Chi, nc.
Martin, Gene (After the Show) Chi, nc.
Martin, Muriel (Dizzy Club) New York, nc.
Martin, Tommy (Bal Musette) New York, nc.
Martin, Virginia (Hipp.) London 1-29, t.
Mason, Jack, & His Playboy Revue (Club Richman) NYC, nc.
Maughan, Dora: (Thru the Looking Glass) New York, nc.
May, Jean (Royal Palm Club) Miami, nc.
Mayer, Lottie, Co. (Shubert) Cincinnati 10-13, t.
Mayfair Sisters (Kimo) Albuquerque, N. M., t.
Mead & Meridien (Adore) Phila., nc.
Mead & Nona (Lotte Gardens) New York, re.
Medley & Dupres (Boston) Boston 10-13, t.
Meeres & Meade (Adelphi) London 1-29, t.
Mele, Vi (Commodore Hotel) NYC, h.
Meller, Joan (Greenwich Village Inn) New York, nc.

Melson, Chas. (Pal) Cleveland 10-13, t.
Mercer, Mary (Hickory House) New York, re.
Meyer, Sylvia (Silver Club) Chi, nc.
Michel & Hero (Scala) Copenhagen, Denmark, NYC 20, t.
Miles & Kover (Fox) Washington, D. C., 10-13, t.
Millard & Anita (Monte Carlo) New York, c.
Miller, Ted & Art (Southtown) Chi, t.
Miller & Wilson (Folies Bergere) Paris 1-29, t.
Mills, Irving, Blue Ribbon Show (Met.) Houston, Tex., 10-13, t.
Mills, Tommy (Place Elegante) New York, nc.
Mitchell, Connie (Capitol) Aberdeen, S. D., t.
Mora, Ernest, Four (Paradise) New York, t.
Mora & Marvia (Via Lago) Chicago, nc.
Manos, Dan & Ann (Paramount) Waterloo, Ia., t.
Monti, Paul (Barrel of Fun) NYC, nc.
Moore, Lela (Shubert) Cincinnati 10-13, t.
Moore & Lewis (Shrine Circus) Detroit 3-16.
Moore & Larrye (Connie's Inn) NYC, nc.
Moorehead, Agnes (Stanley) Pittsburgh 10-13, t.
Moreno, Consuelo (El Chico) New York, nc.
Morgan, Grace (Rockefeller Center) New York, nc.
Morgan, Helen (House of Morgan) NYC, nc.
Morgan, Rita (Silver Tavern) Chi, nc.
Mundin, Herbert (Capitol) Aberdeen, S. D., t.
Munoz & Balan (Club Gaucho) NYC, nc.
Mura & Conna (Shrine Circus) Detroit 3-16.
Murand & Flinton (Paramount) Waterloo, Ia., t.
Murdock & Mayo (Orph.) Dubuque, Ia., 12-13, t.
Murphy, Edna (New Yorker) New York, h.
Murray & Ian (Del Monte's) NYC, re.
Murray, Betty (Jimmy Kelly's Village Rendezvous) New York, nc.
Music Hall Boys (St. Moritz) New York, h.
Musical Rogues, Three (Essex House) NYC, h.
Muth, Ann, Cecil (Cecil) New York, t.
Murray, Stanley, Band (Texan) Greenville, Tex., t.
Myra (Tillie's Chicken Grill) New York, nc.
Myssels, Sammy (Broadway Room) N.Y.C., nc.

N
Nadi, Aldo (Hotel St. Regis) NYC, h.
Nash, Wanda (Gabriel's) NYC, nc.

Neely, Phil (Paradise) New York, re.
Neiser, Henri (Cecil) Mason City, Ia., t.
Nelietta Troupe (Shrine Circus) Detroit 3-16.
Nelson, Bert (Shrine Circus) Detroit 3-16.
Newman, Phil (Paramount) Waterloo, Ia., t.
Nemo (Queen's Terrace) Woodside, L. I., nc.
Neville, Mary (Oakland's) E. Paterson, N. J., nc.
Nevin, Hazel (Village Barn) New York, nc.
Newell, Clifford (House of Morgan) NYC, nc.
Newman, Charles (Chicago) Chi, t.
Newman, Harry (Beverly Bar) NYC, nc.
Newman, Ruby (Rainbow Grill) NYC, nc.
Nice, Florio & Lubow (Hollywood) Hollywood, Fla., nc.
Nichols, Les (Liberty) Lewiston, Ida., 16-17, t.
Nirski (Rox) NYC 10-13, t.
Niva, Vira (Hollywood) Hollywood, Fla., cc.
Noite, Carolyn (Ira's Supper Club) Miami, Fla., nc.
Norman, The (Earle) Washington, D. C., 10-13, t.
Norman & McKay (After the Show) Chi, nc.
Novak, Wilma (Leon & Eddie's) New York, nc.

O
O'Dea, June (Hollywood Yacht Club) Miami, Fla., nc.
Orella & Pimento (Adelphi) London 1-29, t.
Oklahoma Mustang Wranglers (Tivoli) Chi, t.
Oliver, Emmett (Drury Lane) London 1-29, t.
Oliver, Vic (Adelphi) London 1-29, t.
Olympia Boys: El Centro, Calif., 10-15.
O'Connor Family (Uplown) Chi, t.
O'Neill & Manners (State-Lake) Chi, t.
Ortons, Four (Scala) Berlin, Germany, 10-29; (Palladium) London, Eng., March 2-14, t.
Osman, Sally (Granada) Chi, nc.

P
Page, Anne (Broadway Room) New York, nc.
Palmer, Anne (Tivoli) Chi, t.
Palmer & Doreen (Oasis Club) Detroit, nc.
Pansy, the House (State-Lake) St. Louis, t.
Parker & Anderson (Texan) Greenville, Tex., t.
Parker & McLelland (Park Central) NYC, h.
Parsons, Kay (Gay Nineties) New York, nc.
Passing Parade (Ritz) Muskogee, Okla., t.
Patt, Danny & Gene (Capitol) Patuxent, R. I., t.
Payne Bros., Three (Garrick) Duluth, Minn., t.
Peacock, Melvin (Linger Bar) Sheboygan, Wis., nc.
Pedro & Luis (Colony) Portsmouth, Va., t.
Pelko, Ernie (Paddock Club) Cleveland, nc.
Pepper, Jack, Co. (Mich.) Detroit 10-13, t.
Perkins, Johnny (Amateur) Chi, t.
Perkins, Ray, & CBS Amateurs (Pal.) Rochester, N. Y., 10-13, t.
Perle, Mildred (Plaza) El Paso, Tex., t.
Petch & Deauville (Boston) Boston 10-13, t.
Pete, Peaches & Duke (Stanley) Pittsburgh 10-13, t.
Pety, Ruth (Marbro) Chi, t.
Picture Show (Club New Yorker) NYC, nc.
Picchiani Troupe (Pal.) Chi 10-13, t.
Pierce & Harris (Hollywood) New York, nc.
Pils & Tabet (Rainbow Room) New York, nc.
Piroška (French Casino) NYC, nc.
Pitney, Tom (Club New Yorker) NYC, nc.
Power, Albert (Shrine Circus) Detroit 3-16.
Powell, Ruth Sue (Garrick) Duluth, Minn., t.
Pritchard & Lee (Chez Paree) Chi, nc.
Prosper & Maret (Marbro) Chi, t.

R
Radio City Follies (Fox) Detroit 10-13, t.
Radio Rubes (State) NYC 10-13, t.
Rainaud, Jeanne (Cocoanut Gardens) Chi, nc.
Rainbow Revue (Capitol) Aberdeen, S. D., t.
Raimond, Gladys (Linger Bar) Sheboygan, Wis., nc.
Ramo Trio (Von Thonen's) Chi, c.
Ramon & Renita (Ira's Supper Club) Miami, Fla., nc.
Randy, Andre (French Casino) N.Y.C., nc.
Randleys, The (Shrine Circus) Detroit 3-16.
Randolph, Amanda (Black Cat) New York, nc.
Rardin, Joe (Paradise) New York, re.
Rathburn, Vernon, Co. (Pal.) Cleveland 10-13, t.
Ray, Carl (Essex) Boston, h.
Raye, Allen (Biltmore) New York, h.
Raye, Gilbert & Vicky (Ogdensburg) Ogdensburg, N. Y., h.
Raymond, Billy, Co. (Orph.) Winnipeg, Minn., t.
Raymond, Fred (Boston) Boston 10-13, t.
Raymond, Lou (Village Nut Club) NYC, nc.
Raymond, Sid (Tivoli) Chi, t.
Raymonds, Three (Jimmy Kelly's) N.Y.C., nc.
Read, Jimmy (Orph.) Dubuque, Ia., 12-13, t.
Reddinger Twins (Hollywood) Hollywood, Fla., t.
Reed, Bill (Dizzy Club) New York, nc.
Rees, Jack (Normandie) New York, nc.
Regan, Jimmy & Eileen (Little Eden) Grand Rapids, Mich., nc.
Reilly, Tom, & Jimmy Comfort (Charlie Weeghams 40 Club) New York, nc.
Rene & Lora (Queen's Terrace) Woodside, L. I., nc.
Revel, Baxter & Dean (Tower) Kansas City, t.
Revers, Five (Shrine Circus) Detroit 3-16.
Reyes, Raoul & Eric (Adelphi) London 1-29, t.
Reynard & Stasia (Cafe Rene) New York, c.
Rhythm Redheads (Missouri) St. Louis, t.
Richardson Sisters (Garrick) Duluth, Minn., t.
Richman, Margie (Liberty) Lewiston, Ida., 16-17, t.
Rhm, t. (Adelphi) London 1-29, t.
Rio, Eddie, & Co. (State-Lake) Chi, t.
Riviera Boys (Village Grove Nut Club) NYC, nc.
Rochaste, Marion (Wivel's) NYC, re.
Roberts, Dave & June (Club Plantation) New Orleans, nc.
Robinson, Bob (Hipp.) London 1-29, t.
Robinson, Flo & Bob (Tower) Kansas City, t.
Rodrigo & Francine (Brown) Louisville, Ky., h.
Rogers, Wm. Jimmie: (Hector's Club New Yorker) New York, nc.
Rogers, Joyce (Kimo) Albuquerque, N. M., t.
Rollins, Mimi (Paradise) New York, nc.
Rolph, Wynne (Wivel's) New York, re.
Romney, Ed & Nick (Chi) London 1-29, t.
Rooney, Ed & Jennie (Shrine Circus) Detroit; (Grotto Circus) Cleveland 17-March 2.
Rosita & Fontana (Versailles) New York, nc.
Ross, Pierre & Shuster (Riverside) Milwaukee, t.
Ross, Wally (Club Paradise) Superior, Wis., nc.
Rossi, Pat (Cafe Loyale) NYC, re.
Rosalean & Sevilla (Morrison) Chi, h.
Roth, Violet (Cocoanut Gardens) Chi, nc.
Rowe, Dorothy (Bossert Grill) NYC, nc.

Royce, Eleanor, & Seymour (Biltmore) New York, h.
Russell, Jack (Cocoanut Palms Club) Detroit, Minn., t.
Rust, Shirlee (Oriole Terrace) Detroit, nc.
Ruth, Lorna (Broadway Room) New York, nc.

S
St. Clair Sisters & O'Day (Kimo) Albuquerque, N. M., t.
Salama, Andre (St. Moritz) NYC, h.
Santino & Fairchild (Firenze Restaurant) NYC, re.
Santelli, George (Hotel St. Regis) NYC, h.
Santino & Lenora (Park Central) NYC, h.
Santos & Elvira (Jimmy Kelly's) N.Y.C., nc.
Santschi, Lorraine, & Josephine Buckley (Waldorf-Astoria) NYC, h.
Sargent, Jean (Mon Paris) New York, nc.
Satch & Satchel (Broadway Room) N.Y.C., nc.
Savage, Jean (Southern) Baltimore, h.
Schliel's Marionettes (State) NYC 10-13, t.
Schnozzolas, Three (Deimonico's) NYC, re.
Scott, Mabel (Ubangi) NYC, nc.
Scott, Mickey (Cafe La Rouge) Brooklyn, N. Y., nc.
Seal, Spud (Plaza) El Paso, Tex., t.
Seymour, Tommy (Orph.) Dubuque, Ia., 12-13, t.
Shannon & Harris (Jefferson) Beaumont, Tex., t.
Shay & Parker (Rex) Seattle 13-19, t.
Sherr Brothers (Dan Healy's Broadway Room) New York, nc.
Sheldon, Gene (Palladium) London 1-29, t.
Shreer, Lucille (Via Lago) Chicago, nc.
Sheridan, Eleanor (Del Monte's) NYC, nc.
Shipstad & Johnson (College Inn) Chi, nc.
Shelton, James (Club Normandie) NYC, nc.
Sheriff, Ed (Shrine Circus) Detroit 3-16.
Sherkof (French Casino) NYC, nc.
Sherman, Hal (Colonial) Dayton, O., t.
Siergist, Chas., Troupe (Shrine Circus) Detroit 3-16.
Simmons, Lee (Ubangi) NYC, nc.
Simpson, Carl (Chez Maurice) Montreal, nc.
Singer, Elsie (Silver Cloud) Chi, nc.
Sirens in Satin (Texan) Greenville, Tex., t.
Sirens of Syncopeation, Seven (Egyptian) St. Louis, S. D., t.
Sixty Swingers (Colonial) Mason City, Ia., t.
Skidmore, Kay (Hotel Piccadilly) NYC, h.
Slade, Curly (New Lookout House) Covington, Ky., nc.
Small, Frank, Revue (New Yorker) N.Y.C., h.
Smith, Bessie (Connie's Inn) New York, re.
Smith, Bill (Fifth Avenue Hotel) New York, h.
Smith, "Pep" (Via Lago) Chicago, nc.
Snyder, Marguerite (Hotel Shelton) N.Y.C., h.
Sonia, Gansser, & Andre (French Casino) NYC, nc.
Sotnick, Vincent (Cafe Rene) New York, c.
Souders, Ray (Tivoli) Chi, t.
South, Bob, Co. (Jefferson) Beaumont, Tex., t.
South Sea Strollers (After the Show) Chi, nc.
Spices of 1936 (Lyric) Indianapolis, t.
Springer, Chet (Chitendens) Columbus, O., h.
Spurr, Eric, & El Paso, Tex., t.
Stanley, Shannon (Texan) Greenville, Tex., t.
Star, Florence (Park Central) New York, h.
Star, Barney (Garrick) Duluth, Minn., t.
Stauffer, Doris & Daphne (Tivoli) Chi, t.
Stearns, John (Gay Nineties) New York, nc.
Stefane & Sereno (Via Lago) Chicago, nc.
Sterling, Frank (Orph.) Winnipeg, Can., t.
Stevens, Harry (Hi-Hat Club) Chi, nc.
Stewart, Larry (Leon & Eddie's) N.Y.C., nc.
Stiles, Beebe (Show Bar) Forest Hills, L. I., nc.

Stone & Kane (Plaza) El Paso, Tex., t.
Stone, Mary (Hi-Hat Club) Chicago, nc.
Stone, Nell (Howdy Club) NYC, nc.
Stoner, Percy (Barrel of Fun) NYC, nc.
Strachin, Mildred (Cocoanut Gardens) Chi, nc.
Strich & Strain (Country Club) Reno, Nev., nc.
Stuart & Lee (Lido) Montreal, nc.
Sullivan, Bobby (Swanee Club) New York, nc.
Sutton, R. Patrick (Temple Meridian) Miss., t.
Tipp, Billy (Wia Lago) Chicago, nc.
Sykes, Harry (Shrine Circus) Fargo, N. D.; Bismarck 17-22.

T
Talbert, Ray (Club Monte Carlo) Sheboygan, Wis., nc.
Tappan, Maxine (Ambassador) New York, h.
Tarrant & Dacia (Pennsylvania) New York, h.
Tate, Florence (Boston) Boston 10-13, t.
Thais (Old Roubanlan) New York, nc.
Theodore & Denesha (Montclair) NYC, h.
Thompson, Honey Boy (Black Cat) N.Y.C., nc.
Thomas, Harry (Black Cat) New York, nc.
Thomas, Jimmy (Black Cat) NYC, nc.
Thorn, Carl (Liberty) Lewiston, Ida., 16-17, t.
Thorton, Billy, Co. (Plaza) El Paso, Tex., t.
Tien, Paul (Old Rumanian) NYC, nc.
Tomack, Sid (Royale Frolics) Chi, nc.
Torrey, Ebl. (Casa Loma) S. Bend, Ind., nc.
Tracy, Jack, Band (Temple Meridian) Miss., t.
Trahan, Al (Scala) Berlin 1-29, t.
Tranger, Don (Fla. Fair) Tampa, Fla.
Trio, John (Uplown) Chi, t.
Tripp, Billy (Wia Lago) Chicago, nc.
Trixtad, Jane (Cocoanut Grove) Minneapolis, nc.
Tucker, Foy & Johnson (Pal.) Chi 10-13, t.
Tucker, Sophie (Hollywood) Hollywood, Fla., cc.
Tudor, Robert (Hipp.) New York, nc.
Tscherskazy, Alexis (St. Moritz) New York, h.

V
Valencia, Magda (Club Gaucho) New York, nc.
Vaughn & Valery (Plantation Club) New Orleans, nc.
Veloz & Yolanda (Ambassador) Los Angeles, h.
Verdon, Evelyn & James (Weylin) N.Y.C., h.
Vernon, Fred (Florida) Brk. NYC, nc.
Vine, Billy (Kenmore) Albany, N. Y., h.
Vitolis, Julio (Tivoli) Chi, t.

W
Wagner Sisters (Garrick) Duluth, Minn., t.
Can., t.
Wahl, Walter Dare (Drury Lane) London 1-29, t.
Wald, Oliver (Waldorf-Astoria) NYC, h.
Walders, Darlene (Savoy Hotel) London 17-29, nc.
Walkmits, The (Shrine Circus) Detroit 3-16.
Walker, Buddy (Club Sharon) NYC, nc.
Walsh, Sammy (Tillie's Chicken Grill) New York, nc.
Walsh, Sammy (Hollywood) NYC, nc.
Wallenda, The (Shrine Circus) Detroit 3-16.
Ward, Alda (Anna Held's) New York, re.
Ward, Helen (Showboat) Pittsburgh, nc.
Ware, Dick (New Lookout House) Covington, Ky., nc.

X
Xmas, Three (Tower) Kansas City, t.
Xmas, Three (Tower) Kansas City, t.
Xmas, Three (Tower) Kansas City, t.

Y
Yard, Alda (Anna Held's) New York, re.
Yard, Helen (Showboat) Pittsburgh, nc.
Yard, Dick (New Lookout House) Covington, Ky., nc.

Z
Zee, S. S. (Various locations) NYC, nc.

The Three Nonchalants
EARLE THEATRE, Washington, D. C.
DR. MUSIC CORPORATION OF AMERICA
Neal, Ken, & Bill Kelsey (Jack Dempsey's) New York, re.



Warling's Pennsylvanians (Chicago) Chi. t.  
Wayne, Carlyle (Temple) Meridian, Miss., t.  
Wayne, Clifford, Six (Temple) Meridian, Miss., t.  
WBEM Air Theater Unit (Southtown) Chi. t.  
Webb, Nella (Normandie) New York, nc.  
Weber, Rex (Coca Cola) Chi. t.  
Webster, Hazel (Number One Bar) NYC, nc.  
Weiss, Marion (Chittenden) Columbus, O., h.  
Wellington, Marcelle (Del Monico's) NYC, nc.  
Wells, Johnny (Chez Paree) Chi. nc.  
Wells, Kirk & Howard (Pal. Chi 10-13, t.)  
Weylin, Knights (Weylin) New York, h.  
Whalen, Jackie (Happy's) Glendale, L. I., nc.  
White, Eddie (Shubert) Cincinnati 10-13, t.  
White, Hal C. (Club S-X) Chicago, nc.  
White, Jack (Jack White's) NYC, nc.  
White, Lawrence (Waldorf-Astoria) N.Y.C., h.  
White, Marly (Leunruth) Brooklyn, N. Y., cb.  
White, Paul (Connie's Inn) New York, nc.  
White, Teddy (Normandie) New York, nc.  
White, Ray (Ubangi Club) New York, nc.  
Williams, Dorothy (Jack Dempsey's) NYC, re.  
Williams, Janice (Paradise) NYC, re.  
Williams, Jerry (Man About Town Club) New York, nc.  
Willow Duo (Shrine Circus) Detroit 3-16.  
Willis, Claire (Montclair) NYC, h.  
Wills & Davis (Pal. Chi 10-13, t.)  
Wilson, Warren (Oriental) Chi. t.  
Wing, Toby (Earle) Phila 10-13, t.  
Winsette, Emily (Liberty) Lewiston, Ida., 10-17, t.  
Winstlow, Dick (Oriental) Chi. t.  
Woolery, Pete (Hotel Commodore) NYC, h.  
Wray, Raymond (Spinning Wheel) Seattle, Wash., nc.  
Wynn, Natalie (Club Deauville) NYC, nc.

Y

Yacht Club Boys (Versailles) NYC, nc.  
Yaopla, The (Shrine Circus) Detroit 3-16.  
Yates, Irving, Making Talkies (State) Norfolk, Va., 10-13, t.  
York & King (Hipp.) Toronto 10-13, t.  
York, Babs (Savoy) New York, nc.  
Young, Ernie, Revue (Fair) Tampa, Fla., 4-15, U.  
Zander & Xandria (Cecil) Mason City, Ia., t.  
Zay, Freddie (Palmer House) Chicago, h.  
Zeller & Wilbur (Plymouth) Worcester, Mass., 10-13, t.  
Zudella (Palais Royale) Lansing, Mich., nc.

BANDS AND ORCHESTRAS (Routes are for current week when no dates are given.)

A

Abrams, Al: (Arena Bar) Miami, Fla., c.  
Adams, Johnny: (Greyhound Lines) Dayton, O., re.  
Adcock, Jack: (Yorktown Tav.) Elkins Park, Pa., nc.  
Allen, Dick: (Moulin Rouge) Tampa, Fla., nc.  
Alvin, Danny: (Gold Coast Embassy Club) Chicago, nc.  
Ambush, Mitt: (Silver Moon) Pueblo, Colo., nc.  
Andaloro, Russ: (Jermyn) Scranton, Pa., h.  
Antobal: (Stork) New York, nc.  
Armand, Johnny: (Woodrow Wilson) New Brunswick, N. J., h.  
Artz, Oscar: (Vogue Club) Belen, N. M., nc.  
Ashman, Eddie: (Sharon) New York, nc.  
Aven, Al: (Greyhound) New York, h.

B

Barnett, Jimmy: (Chermot) Omaha 12- (Eagles) Fremont, Neb., 13; (Daum's) Huron, S. D., 14; (Glovers) Grand Island, Neb., 15-16; (Brady's) (Floridan) Miami, Fla., h. (Paterson's) Springfield, Minn., 18, h.  
Baron, Blue: (Paradise Showboat) Troy, N. Y., nc.  
Bartal, Jeno: (Ambassador) New York, h.  
Batkin, Alex: (St. Moritz) New York, h.  
Becker, Bibbles: (Sir Walter) Raleigh, N. C., h.  
Bennett, Ralph: (University Club) Oklahoma City, Okla., nc.  
Berger, Jack: (Astor) New York, h.  
Berger, Maximilian: (Biltmore) Miami, Fla., h.  
Berkeley, Duke: (Honkey-Dory) Stamford, Conn., nc.  
Bernie, Ben: (Paradise) New York, cb.  
Berni-Viel, Count: (Lyric) Indianapolis, t.  
Berrens, Freddy: (Floridan) Miami, Fla., h.  
Bestor, Don: (Mt. Royal) Montreal, h.  
Black, Bob: (Pere Marquette) Peoria, Ill., h.  
Blackwell, Freddy: (Catinneau cc.) Aylmer road, Que., cc.  
Boka, Charlie: (Club S-X) Chicago, nc.  
Braggiotti, Mario: (Central Park Casino) New York, re.  
Brandwynne, Nat: (Stork) New York, nc.  
Breese, Louis: (Weylin) New York, h.  
Breinholt, Verdrie: (Rainbow) Salt Lake City, h.  
Bring, Lou: (House of Morgan) New York, nc.  
Brito, Alfredo: (Versailles) New York, cb.  
Brooks, Billy: (Hotel Texas) Ft. Worth, h.  
Bundy, Rudy: (Edison) Cincinnati, h.  
Buss, Henry: (Chez Paree) Chicago, nc.

C

Caceres, Emilio: (Merly-Go-Round Club) Akron, O., cc.  
California Collegians: (Oriental) Chi. t.  
Caloway, Cab: (Pal.) Indianapolis, t.  
Campbell, Himmie: (Marquette Club) Chicago, nc.  
Candulla, Joel: (Hollywood) Miami, Fla., cc.  
Carper, Don: (Old Country Club) Phoenix, Ariz., cc.  
Carlton, Duke: (Club Nightingale) Wausau, Wis., nc.  
Cassinelli Brothers: (Turf Cafe) Pittsburgh, nc.  
Cato's Music: (Proflca Cafe) Miami, Fla., nc.  
Chassey, Lon: (Flywheel) Hollywood, Fla., h.  
Christie, Geo.: (Club Silhouette) Chicago, nc.  
Clarke, Hoy: (Rainbow Gardens) Denver, re.  
Coakley, Tom: (St. Francis) San Francisco, h.  
Codelban, Cornelius: (St. Regis) New York, h.  
Coleman, Emil: (St. Regis) New York, h.  
Collins, Harry: (Edison) Cincinnati, h.  
Continental Gypsies: (L'Algon) Chicago, c.  
Conrad, Judy: (Tower) Kansas City, t.  
Coop, Dell: (Southtown) Chi. t.  
Copeland, Eddie: (Casino) Sea Cliff, L. I., N. Y., h.  
Cornelius, Paul: (Club Joy) Lexington, Ky., nc.  
Courtney, Del: (Bal Tabarin) San Francisco, re.  
Covett, Mike: (Seneca) Rochester, h.  
Crosby, Bob: (Buscayne Kennel Club) Miami,

Cugat, Xavier: (Waldorf-Astoria) New York, h.  
Cummins, Bernie: (Muehlebach) Kansas City, h.  
D  
Damar: (Madeline) New York, nc.  
Dantzig, Eli: (St. George) Brooklyn, h.  
De Barbary, Yoshka: (Dubont) New York, c.  
Debridge, Del: (Webster Hall) Detroit, nc.  
Delman, Cy: (Whitehall) Palm Beach, Fla.  
Demetry, Danny: (Vanity Ballroom) Detroit, b.  
Denny, Jack: (French Casino) New York, cb.  
Dickman, Harry: (Casa Madrid) Louisville, nc.  
Dicalors, The: (888 Club) Chicago, nc.  
Dolen, Bernie: (Vanderbilt and Sherry-Netherland) NYC, h.  
Donahue, Al: (Bermudiana) Bermuda, h.  
Donberger, Charlie: (Book-Cadillac) Detroit, h.  
Dorsey, Jimmy: (Palomar) Los Angeles, nc.  
Dorsey, Tommy: (Normandie) Boston, h.  
Drummond, Jack: (Club Loftus) Albany, N. Y., nc.  
Drow, Art: (Chop House) Hartford, Conn., nc.  
Duchin, Eddie: (Plaza) New York, h.  
Dugell, Benny: (Cormaine) Niles Center, Ill., c.  
Durst, Henry: (Thomas Jefferson) Birmingham, Ala., h.

E

Ernie, Val: (Maxim's) New York, h.  
F  
Farmer, Willie: (Leon and Eddie's) New York, nc.  
Fenton, Ray: (Farcher's Grove) Union, N. J., nc.  
Fields, Al: (Billy Gallagher's) New York, nc.  
Fields, Shep: (Ambassador) Los Angeles, h.  
Finch, Freddie: (Broadway Gardens) Kansas City, nc.  
Fiorillo, Ted: (New Yorker) New York, h.  
Fisher, Max: (Towne Club) Pittsburgh, nc.  
Fisher, Art: (Town Club) Chicago, nc.  
Fluke, Red: (McManus Grill) Pittsburgh, c.  
Fomeen, Basil: (Savoy-Plaza) New York, h.  
Forcham, Howard: (Kansas City Club) Kansas City, nc.  
Fray, Jacques: (Montmartre) New York, nc.  
Freeman, Jerry: (Palm Island Casino) Palm Island, Fla.  
Frisko, Al: (College Inn) Philadelphia, nc.  
Funk, Larry: (Claridge) Memphis, Tenn., h.

G

Gardner, Dick: (Lord Baltimore) Baltimore, h.  
Gasparre, Dick: (Savoy Plaza) New York, h.  
Gandy, Bill: (Colonial Inn) Trenton, N. J.  
Gendron, Henri: (Royale Frolics) Chicago, b.  
Gentry, Tom: (Brown Palace) Denver, h.  
Gerun, Tom: (The Grove) Houston, Tex., nc.  
Gilberto, Don: (Toreador) New York, nc.  
Gill, Emerson: (French Casino) Miami, Fla., nc.  
Giltin, Irving: (Pierre) New York, h.  
Golden, Nell: (Queens-Terrace) Woodside, L. I., N. Y., cb.  
Golly, Ceell: (Radisson) Minneapolis, h.  
Gordon, Frank: (Nicollet) Minneapolis, h.  
Gothel, Manfred: (Monte Cristo) Chicago, r.  
Graham, Eddie: (Nut Club) New York, nc.  
Grant, Bob: (Beach & Tennis Club) Miami Beach, nc.  
Grant, Douglas: (Comeau's) Haverhill, Mass., cc.  
Grier, Jimmy: (Biltmore) Los Angeles, h.

H

Hagelst, Charles: (Post Lodge) Larchmont, N. Y., re.  
Hale, George: (Palmer's Casino) Boyton, Fla., nc.  
Hall, George: (Taff) New York, h.  
Hallett, Mal: (Casa Madrid) Louisville, Ky., h.  
Hamilton, George: (Casino Gardens) Los Angeles, re.  
Hanson, Earl Barr: (Miami Biltmore) Miami, Fla., h.  
Hanson, Lloyd: (Marcus Whitman) Walla Walla, Wash., h.  
Harris, Phil: (Roosevelt) New Orleans, h.  
Harris, Ray: (Uptown Gardens) Marion, Ind., re.  
Harris, Ted: (Cecil) Mason City, Ia., t.  
Hawkins, Jess: (Merry Gardens) Chicago, b.  
Haynes, Frank: (Congress) New York, cb.  
Henderson, Fletcher: (Grand Terrace) Chicago, cc.  
Herbeck, Ray: (Multomah) Portland, Ore., h.  
Herman, Dave: (Jack Dempsey's) New York, re.  
Hessberger, George: (Old Heidelberg) Chicago, cc.  
Hill, Harry: (Ungelerra) Peoria, Ill., b.  
Hill, Teddy: (Ingalls) New York, nc.  
Hixton, Jerry: (Chance's) Saranac Lake, N. Y., nc.  
Hope, Hal: (Normandie) New York, nc.  
Hopkins, Claude: (Coitton Club) New York, nc.  
Hopkins, Jos: (Broad St. Tavern) Pawtucket, R. I., c.  
Howard, Ben: (Silver Tavern) Chi. nc.  
Huntley, Lloyd: (Stadler) Buffalo, h.  
Hutton, Glenn: (Paradise) New York, cb.  
Hutton, Ina Ray: (Michigan) Detroit, t.  
Hytton, Jack: (Drake) Chicago, h.

I

Janis, Freddie: (Parody Club) Chicago, nc.  
Jelesnik, Eugene: (Hollywood) New York, cb.  
Johnson, Charlie: (Small's Paradise) New York, nc.  
Johnson, Jerry: (New Lookout House) Covington, Ky., nc.  
Johnson, Johnny: (Commodore) New York, h.  
Jones, Isham: (Paramount) NYC, t.  
Joy, Billy: (Rex) Seattle, Wash., t.

K

Kane, Allan: (Brevort) Chicago, h.  
Kavelin, Al: (Blackstone) Chicago, h.  
Kay, Herbie: (Edgewater Beach) Chicago, h.  
Keane, John: (Edison) Cincinnati, h.  
Keller, Jack: (Parkway Casino) Bridgeport, Conn., br.  
Kemp, Hal: (Paramount) NYC, t.  
Kenny-Hartley: (Club Lido) Hull, Que., nc.  
Kerwin, Gene: (After the Show Club) Chicago, re.  
King, Henry: (Waldorf-Astoria) New York, h.  
King, Ted: (Ohio) Youngstown, O., h.  
Kirkham, Don: (Blakeland Inn) Denver, nc.  
Klein, Jules: (Stadler) Detroit, h.  
Klein, Van: (Madison Casino) Chicago, c.  
Kraus, Eddie: (Cocoanut Gardens) Chicago, nc.  
Krumin, Costya: (Russian Bear) New York, re.  
Kuhn, Leg: (Cedar Shore) Sayville, L. I., N. Y., h.

L  
La Marr, Frank: (Arcadia) NYC, b.  
LaPorte, Joe: (Lombardy) New York, h.  
Lamb, Drexel: (Club Lido) Jackson, Mich., nc.  
Lane, Eddie: (Governor Clinton) New York, h.  
LaPorte, Manny: (Manna-bar) Ardmore, Pa.  
La Salle, Frank: (Wivel) New York, nc.  
Leater, Allan: (The Farm) White Plains, N. Y., h.  
LeBrun, Duke: (La Salle) South Bend, Ind., h.  
Lee, Alan: (Edison) New York, h.  
Lehmas, Al: (Pershing) Chi. b.  
Lehrer, Ivan: (888 Club) Chicago, nc.  
Leib, Woodie: (Beaver) York, Pa., h.  
Leu, Paul: (New Windmill) Pittsburgh, nc.  
Levant, Phil: (Bismark) Chicago, h.  
Light, Enoch: (McAlpin) New York, h.  
Lind, Larry: (Club Hi Mac) Chi. nc.  
Lindeman, Udo: (Gloria Palast) New York, cb.  
Lombardo, Guy: (Roosevelt) New York, h.  
Long, Johnny: (Ten Eyck) Albany, N. Y., h.  
Lopez, Vincent: (Ambassador) New York, h.  
Love, Steve: (Connor) Joplin, Mo., h.  
Lube, Jacques: (Princess) Bermuda, h.  
Lusk, Bill: (New Kennore) Albany, N. Y., h.  
Lynan, Abe: (Hollywood) New York, cb.  
Lynn, Bob: (Commodore) Vancouver, B. C., Can., cb.

M

McNamara, Bill: (Frolic Inn) Hollywood, Calif., nc.  
McRae, Jerry: (Colonial Club) Augusta, Ga., nc.  
Mack, Austin: (Harry's N. Y. Cabaret) Chicago, N. Y., re.  
MacGueria, Enric: (Netherland Plaza) Cincinnati, h.  
Mann, Milton: (Village Barn) New York, nc.  
Mannone, Wingy: (Hickory House) NYC, nc.  
Manuel, Al: (Man About Town) New York, re.  
Manuel, Bill: (Ye Olde Tavern) Fort Wayne, Ind., nc.  
Maro, Art: (Eureka Club) Shreveport, La., nc.  
Marsico, Al: (Club Mirador) Homestead, Pa., nc.  
Martel, Gus: (Stork) New York, nc.  
Martell, Paul: (Arcadia) New York, h.  
Mayno, Artie: (Belmont Grill) Bridgeport, Conn., re.  
Meadow, Frank: (Barrel of Fun) New York, N. Y., h.  
Meeker, Bobby: (De Wit Clinton) Albany, N. Y., h.  
Meo, Jimmy: (Royal-Frolics) Chicago, nc.  
Messner, Dick: (Park Central) NYC, h.  
Meyers, Jack: (Club New Yorker) New York, N. Y., re.  
Miller, Russ: (Edgewood) Treton, N. J.  
Miller, Walter: (Breakers) Palm Beach, Fla., h.  
Mills, Floyd: (Joe's Casino) Wilmington, Del.  
Mills, Joe: (Delmonico's) NYC, nc.  
Mohr, Bob: (Deauville Club) Santa Monica, Calif., cc.  
Monan, Jack: (Casino) Bakersfield, Calif., nc.  
Monroe, Jerry: (Varsity Casino) New York, N. Y., re.  
Morgan, Russ: (Biltmore) NYC, h.  
Munro, Hal: (Granada) Chi. nc.  
Myers, Stanley: (Texas) Greenville, Tex., t.

N

Nagel, Harold: (Rainbow Room) New York, N. Y., re.  
Navarre, Ted: (Roseland) Brooklyn, N. Y., br.  
Nelson, Howard: (Dempsey) Macon, Ga., h.  
Nelson, Ozzie: (Lexington) New York, h.  
Nielsen, Paul: (Claridge) Memphis, h.  
Nielsen, Ruby: (Rainbow Grill) Rockefeller Center, N. Y., nc.  
Niebauer, Eddie: (Casino Moderne) Chicago, nc.  
Nitti, Joe: (Little Cafe) Chicago, c.  
Nolan, Budd: (Madame Appleton) Wis., nc.  
Nolan, Jerry: (Rainbow Room) New York, nc.  
Norris, Joe: (Eastern Star) Detroit, nc.  
Norton, Jack: (5100 Club) Chicago, nc.  
Norvoo, Red: (Dempsey's) NYC, re.

O

Olson, Walter: (New Julius) Gardenville, N. Y., re.  
Oliver, Eddie: (Reno) Reno, Nev., cc.  
Oliver, Florella: (Anna Held's) New York, re.  
Olsen, George: (College Inn) Chicago, nc.  
Osborne, Will: (Blackhawk) Chicago, nc.  
Pancho: (Sixty Club) New York, nc.  
Panico, Louis: (Olympic) Chicago, b.  
Parker, Johnny: (Knickerbocker) Chicago, nc.  
Pasquale, Don: (Heart of Chicago) Chicago, nc.  
Pearce, Red: (Jeff Davis) Tupelo, Miss., h.  
Pedarvia, Paul: (Pal. San Francisco) h.  
Perry, Ron: (St. Moritz) New York, h.  
Pizzita, Julia: (Robert Morris) Trenton, N. J., h.  
Platt, Earl: (Broad Street Grill) Harrisburg, Pa.  
Prague, Jean: (Deauville) New York, nc.  
Prima, Louis: (Famous Door) Hollywood, Calif., nc.  
Purvis, Jack: (Thru Looking Glass) New York, nc.

R

Rabucci, Paul: (El Morocco) New York, nc.  
Rainbow Ramlers: (Piazza) Haverhill, Mass., h.  
Randall, Jay: (Palm Island Casino) Miami, Fla.  
Ravel, Arthur: (Victoria) New York, h.  
Ray, Frank: (Vista) Chicago, c.  
Raymond, Richard: (Kit Kat) New York, nc.  
Redell, Herbie: (Casino) Chicago, c.  
Redman, Don: (Casino Inn) NYC, nc.  
Regis, Del: (Anchorage) Phila, nc.  
Reichman, Joe: (Stadler) Boston, h.  
Resh, Benny: (Club Lido) Syracuse, N. Y., nc.  
Richards, Barney: (Limehouse) Chicago, c.  
Richardson, Florence: (Reno) New York, c.  
Rines, Joe: (Mayfair) Boston, nc.  
Rivet, Joe: (Francis) Monroe, La., h.  
Robbins, Ted: (Rossmere) Boston, Mass., h.  
Rodriguez, Jose: (LaRue's) New York, nc.  
Rodrigo, Namo: (El Morocco) New York, h.  
Romanello, Leon: (King Edward) Toronto, h.  
Rosen, Tommy: (Wisteria Garden) Atlanta, Ga., c.  
Rosenthal, Harry: (LaRue's) New York, re.  
Roth, Eddie: (Club Alabam) Chicago, nc.  
Royal Rhumbalbes: (Silver Slipper) Kansas City, Mo., h.  
Royal Ted: (Meadowbrook) Cedar Grove, N. J., re.  
Rubini, Jan: (Palm Island Casino) Palm Island, Fla.  
Russell, Jack: (Melody Mill) Chicago, b.

S

Sabin, Paul: (Town Casino) Miami, Fla., nc.  
Sales, Lew: (Club Minuet) Chicago, nc.

Sandusky, Bob: (Clovis) Clovis, N. M., h.  
Schnitzer, Sol: (Old Hungarian) New York, re.  
Schreiber, Carl: (Oriental Gardens) Chicago, c.  
Scoggin, Chic: (Dixie) St. Louis, h.  
Scher, Irving: (Jefferson) New York, h.  
Shay, Bud: (Tower Club) Hollywood, Calif., nc.  
Simmons, Lanny: (Nut Club) NYC, nc.  
Singer, Lou: (Three Little Pigs) Hollywood, Calif., nc.  
Smith, Joe: (Copley Plaza) Boston, h.  
Smith, Joseph C.: (Versailles) New York, cb.  
Smith, Stuff: (Onyx) NYC, nc.  
Snyder, Floyd: (Eastern Star) Detroit, c.  
Spicer, Skeet: (Sheraton) High Point, N. C., h.  
Sorey, Vincent: (Rene) New York, nc.  
Spaeth, Karl: (Marco's Grill) Detroit, nc.  
Stanley, Al: (Chateau Lido) Daytona Beach, Fla.  
Starr, Fred: (Claremont) New York City, ro.  
Staulcup, Jack: (Casa Loma) St. Louis, b.  
Stern, Harold: (Fifth Ave.) New York, h.  
Stern, George: (Plaza) New York, h.  
Stoeffler, Wally: (New Tulsa) Tulsa, Okla., h.  
Stone, Al: (Leghorn Farms) Trenton, N. J., re.  
Sweeney, Bud: (Winter Casino) Buffalo, N. Y., br.

T

Talbot, Larry: (Kit Kat) New York, nc.  
Taylor, Jack: (Silver Cloud) Chicago, nc.  
Terry, Ron: (St. Moritz) New York, h.  
Thurn, Otto: (Alpine Village Hofbräu) Cleveland, h.  
Tinsley, Bob: (Colosmo's) Chicago, nc.  
Toppas, Al: (Nut House) Chicago, nc.  
Tracy, Jack: (Temple Meridian, Miss., t.)  
Travers, Vincent: (French Casino) NYC, re.  
Truaine, Paul: (Gloria Palast) New York, N. Y., re.  
Tucker, Orrin: (Lowry) St. Paul, Minn., h.  
Tucker, Tommy: (Merry-Go-Round) Miami, Fla., nc.

V

Van Duzer, Roger: (Larchmont Casino) Larchmont, N. Y., ro.  
Van Horn, Dave: (Cafe Grande) Wilmington, Del., c.  
Vargas, E.: (Hollywood) Hollywood, Fla., nc.  
Vaughn, Walter: (Rainbow Gardens) Chicago, c.  
Velas, Esther: (Roosevelt) New York, h.  
Votol, Bob: (Palace Gardens) Lansing, Mich., nc.

W

Wagner, Buddy: (Ira's) Miami, Fla., nc.  
Wagner, Sol: (Via Lago) Chicago, nc.  
Wardlaw, Jack: (Jefferson) Columbia, S. C., h.  
Warings, Fred: (Chicago) Chi. t.  
Warren, Arthur: (Barney Gallant's) New York, nc.  
Waterhouse, Frank: (Southern Mansion) Kansas City, nc.  
Watts, Kenny: (Dicky Wells) Harlem, New York, nc.  
Weeks, Ranny: (Cocoanut Grove) Boston, re.  
Weems, Ted: (Palmer House) Chicago, h.  
Welk, Lawrence: (Hollyhock) Hatfield, Minn., 13.  
Welch, Arthur: (Sioux Falls) S. D., 13.  
Webster City, Ia., 15; (Gigago) Sioux City, Ia., 15-16; (McNabb) Carroll, Ia., 17; (Municipal) Columbus, Neb., 18, b.  
Weikly, Wee Willy: (Columbia) Columbia, N. J., h.  
Wesley, Al: (Four Trees) New York, nc.  
White, Dave: (Oasis Grill) New York City, re.  
Whiteman, Paul: (Hippodrome) New York, t.  
Wilcox, Howdy: (Palace Gardens) Lansing, Mich., b.  
Williams, Hod: (Charlotte) Charlotte, N. C., h.  
Williams, Ray: (Coral Gables) Lansing, Mich., nc.  
Wilson, Sammy: (Edison) New York, h.  
Winegar, Frank: (Stearns) Ludington, Mich., re.

Z

Zarin, Michael: (Waldorf-Astoria) New York, re.  
Zatour, Joseph: (Biltmore) New York, h.  
Zutty, (Flagship) Chicago, c.  
Zwilling, Sid: (Bellevue) Belleaire, Fla., cc.  
Zwolin, Ted: (Moulin Rouge) Detroit, c.

INDEPENDENT BURLESK

Bright Eyes: (Variety) Pittsburgh 17-22.  
Corbett, Ann, Show: (Gayety) Washington, D. C., 17-22.  
Flying High: (Hudson) Union City, N. J., 10-15; (Werba) Brooklyn 17-22.  
Ginger Snaps: (Empire) Newark, N. J., 10-15; (Howard) Boston 17-22.  
Hello, Paree: (Gayety) Baltimore 10-15.  
High Jinks: (Family) Mahanoy City, Pa., 12; (Maj.) Williamsport 13; (Orph.) Reading 14-15.  
Jolly: (Family) Lyric) Allentown, Pa., 17-18; (Family) Mahanoy City 19; (Maj.) Williamsport 20; (Orph.) Reading 21-22.  
Modes & Models: (Republic) NYC 10-15; (Troacador) Phila 17-22.  
Night Birds: (Howard) Boston 10-15; (Hudson) Union City, N. J., 17-22.  
Novelites of 1936: (Variety) Pittsburgh 10-15; (Gayety) Baltimore 17-22.  
Smart Set: (Werba) Brooklyn 10-15; (Republic) NYC 17-22.  
Vanity Fair: (Gayety) Washington, D. C., 10-15; (Empire) Newark, N. J., 17-22.  
Youth Frolics: (Troacador) Phila 10-15.

DRAMATIC AND MUSICAL

Blossom Time: (Ford) Baltimore 10-15.  
Boy Meets Girl: (Selwyn) Chi.  
Cornell, Katharine: (Cass) Detroit 12-15.  
Danger—Men Working: (Broad) Phila 10-15.  
Dear Old Darling: (National) Washington, D. C., 10-15; (Colonial) Boston 17-22.  
Dodsworth: (Biltmore) Los Angeles 10-15.  
End of Summer, Ina Claire: (Colonial) Boston 10-15.  
Great Waltz: (Auditorium) Chi.  
Hammered Walter: (Garrick) Phila 10-15; (Nixon) Pittsburgh 17-22.  
Mainly for Lovers: (Shubert) Newark, N. J., 10-15.  
Nazimova: (Orph.) Kansas City 10-15.  
(See ROUTES on page 59)

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## Bailey Bros. Mouton Title

Show has 14 trucks and trailers—Will open at San Antonio February 28

SAN ANTONIO, Tex., Feb. 8.—Title of Ben Mouton's circus is Bailey Bros.' Combined Circus, it has been revealed to *The Billboard* representative here. Show was purchased from Harley Sadler, Sadler had operated it successfully latter part of season but decided to devote his time to his repertoire interests.

Winter quarters, located at 746 Delgada street, is a busy place. Ralph Noble's crew has completed the overhauling of trucks and trailers and built a few new ones. Joe Holland and his crew of sailmakers are busy in the loft. William Woodcock has had the elephants working most of the winter; Fred Leonard is breaking a Liberty act.

Staff and personnel selected to date include, besides Mouton, manager; G. Felix Duvall, general agent-business manager; Mrs. Mouton, treasurer; William Sadler, auditor and superintendent front door; Charles (Butch) Cohen, legal adjuster; Cash Witse, privileges and candy stands; Ralph Noble, manager Side Show; Horace Ballard and Johnnie Mack, tickets; Fred Leonard, equestrian director; Lee Hinkley, band director; Mike Noble, calliope; Betty Leonard and Mrs. Hinkley, reserved ticket gates; John Brophy, superintendent props, with six assistants, who will also act as ushers. New white uniforms have been purchased for them.

Some of the performers contracted are Connors Trio, Robert and Mary Atterbury, Tayley Trio and Gomez family, last-named act from Mexico. Clowns, dogs, ponies, manage horses, Liberty horses and Woodcock's elephants will be in program.

Six stages have been built for Side Show, and a six-piece minstrel band has been signed. Animals also will be in annex. Pit show will feature two orangutans. Ben Mouton's high fire dive will be a free attraction twice daily. Two rings and a stage will be used for big-show performance. Big top is an 80 with two 40s and a 30; Side Show and menagerie top a 50 with two 30s.

Show owns 14 trucks and trailers, besides living cars, of which there are eight already at quarters. A personnel of 100 is contemplated for the show. Advance, in charge of Duvall, will have Roy Roberts in charge of four billers. Special paper will be used.

Show opens here February 28. Only a few stands are scheduled for Texas, then show moves north.

### Barnes Press Staff Set; De Gloppe Contracting

CINCINNATI, Feb. 8.—The press department of the Al G. Barnes Circus for 1936 is all set. Earl De Gloppe has been engaged as contracting press agent. Jack Grimes and Bernie Head will act as story men, and Mel Smith will handle the press back on the show. There is one less story man than last year.

The press department of the Barnes show this year is under the direction of Floyd King, who is general agent of the show and a highly capable press man himself. Head and Grimes have been with Barnes several years. They will handle three towns apiece each week. They will be back with the show only in the larger towns and cities. Besides handling press duties, Smith will be announcer with the show.

### Knisely on Promotions

AKRON, O., Feb. 8.—Russell G. Knisely will not return to a circus this season, he informed a representative of *The Billboard*. Stated he had several indoor promotions in the Middle West that would keep him busy until spring and had contracts for promoting a half-dozen outdoor circuses in the summer under auspices, three in Eastern Ohio. Knisely is now on a promotion in Canton, having completed similar promotions in Youngstown and Akron.

### Pauline Miller Denies Report May Wirth Retiring

NEW YORK, Feb. 8.—With May, Frank and Mrs. Martin Wirth in Orlando, Fla., no official information could be obtained on the report that the horses in the May Wirth act had been sold to Hunt's Circus and May herself retiring as a rider. Pauline Miller, Frank Wirth's personal secretary and manager of his office here, denied that there has been any negotiation, any sale or any retirement.

An unofficial report said that Charles T. Hunt, of Hunt's Circus, was interested in the horses on a rental basis for winter dates, that he talked terms with one of the Wirths, believed to be Mrs. Martin, who has an interest in the live stock and equipment, and that the nature of the terms caused cessation of negotiations. When this was revealed to Miss Miller, she said: "There is absolutely no foundation to these reports."

May Wirth's most recent engagement was with her husband's circus in a Clarksburg (W. Va.) theater. She is not active in Orlando. Horses and equipment are in Wirth's winter quarters, Hawthorne, N. J. Rumors of her expected retirement have come up regularly in the last five or six years, but those in the know say that if the star equestrienne contemplated retirement she would not hesitate to make a formal statement.

### Mrs. Bowers, Mugivan On Board of Directors

PERU, Ind., Feb. 8.—Announced here Thursday that Mrs. Bert Bowers and Mrs. Jerry Mugivan have been chosen members of board of directors of the Wabash Valley Trust Company. The officials, known among the circus fraternity, are Dr. O. C. Wainscott, president; Donald Harter, secretary; Joseph Kennedy, treasurer; C. V. Reed, Paul Hostetler and J. T. Young, assistant treasurers; directorship, O. C. Wainscott, J. A. Long, I. W. Kurtz, R. E. Blick, Dr. H. E. Line, Mrs. Mugivan, Mrs. Bowers, F. W. Senger, A. H. Cole and Donald Harter.

### Thompson Buys Chimp

CINCINNATI, Feb. 8.—George Thompson, trainer of Robinson's Military Elephants, for some years has had a desire to own a chimp. That desire has now been satisfied in the purchase of "Jackie" from the Detroit Zoo. "Jackie" came into possession of the Detroit Zoo after appearing in the film, *Tarzan of the Apes*. Thompson this week had the chimp newly outfitted and he has provided him with a specially built home at the Robinson farm. Thompson is all enthused over "Jackie's" intelligence and performing ability.

### Miller Again With Seils

TOMAH, Wis., Feb. 8. — Arthur W. (Art) Miller will again be with Seils-Sterling, his seventh season, handling publicity and contracting ahead. Expects to leave for quarters at Macon, Mo., approximately March 1.

## Haag First To Play in Florida Canal Zone on Gov't Property

UMATILLA, Fla., Feb. 8.—The Mighty Haag Show, under direction of Mrs. Alice Hubbard Haag, is playing the small towns of Florida to fair business considering extremely cold weather.

Show has distinction of being first to play in the Florida canal zone on government property. Weather was decidedly against the show, but customers came and a fair day's business was chalked up. Much credit is due Legal Adjuster Joe Haworth for the success of this engagement. Show invited to return by canal officials, and return date will be played before show goes into Marianna to prepare for summer tour.

Performance is very pleasing. Big top is an 80 with two 40s, two rings used. Spec, directed by Helen Haag Durrette, starts the show. Performance is directed by Tom Mathews and Paul Knight. The Tan Arakis, foot jugglers and balancers; Knigt-Rey troupe of wire artists; Miss Carrie, in a novel and daring aerial presentation, and the ever-popular Haag elephants draw heavy applause. Henry

### Cincinnati Local Elects

CINCINNATI, Feb. 8.—The following officers of the Billers' Alliance, Local 11, were recently elected for this year: Edward Norton, president; George Thompson, vice-president; Tom Corby, secretary-treasurer; Al Linneman, sergeant at arms; Walter Thompson, Harry Service, delegates to Central Labor Council; Tom Corby, John Hester, delegates to Kenton and Campbell Counties (Ky.) Labor Assembly; Al Lane, William Kennedy, Al Linneman, trustee board.

### Morton Signs Contract With Moose of Philadelphia

PHILADELPHIA, Feb. 8.—Bob Morton has signed a contract with the Loyal Order of Moose of this city to present an indoor circus in the early spring. The contract was signed by Al Ladner, national dictator of the Moose, and John J. Ryan, national secretary, of Philadelphia.

Morton's elephants left Thursday for San Diego, Calif., where they will be part of the Fanchon & Marco unit that will open at the San Diego Exposition February 12.

### Billy Rose Visits Quarters of Cole

ROCHESTER, Ind., Feb. 8.—Billy Rose, producer of *Jumbo* at New York Hippodrome, was a week-end guest of Jess Adkins and Zack Terrell at Cole-Beatty winter quarters here.

Appearance of the man who rejuvenated the moribund Hipp to produce something new in entertainment gave rise to a lush crop of rumors, the none of them could be confirmed.

Most persistent of the several speculations was that Rose came here in search of props with which to launch *Jumbo* under canvas this summer.

After inspection of quarters he expressed his pleasure at the excellent condition of Cole properties and animals.

### Jones Launching Show

CINCINNATI, Feb. 8.—S. Miles Jones, who has spent many years in outdoor amusement business, is preparing to launch a motorized circus, according to report from San Antonio, Tex., which included that he has already purchased a 30-foot round top with three 30s, also some trucks and animals, and has booked an elephant and dog and pony acts.

Plans are for an hour and 10 minutes' performance, with no concert. Title has not been chosen.

### Billy Ritchie With Kay

CHATTANOOGA, Tenn., Feb. 8.—Billy Ritchie will be on the advance of Kay Bros.' Circus. He was formerly on advance of Copeland's *Scarlet Love*, a sex attraction, playing theaters.

## Sacramento Big For Polack Show

SACRAMENTO, Calif., Feb. 8.—The Ben Ali Shrine Circus week's engagement at Memorial Auditorium was played to biggest gross of any Shrine spot handled by Polack Bros.' show.

Opened night of January 28 with augmented show of 15 acts in addition to the regular 31 acts usually presented. From the very beginning there was turn-away business.

Advance ticket sale was estimated late Sunday night at 100,000. It was necessary on Saturday and Sunday to give two extra shows, and at Sunday night engagement it was impossible to use arena tracks. A contract was immediately signed for a return engagement at approximately the same time in 1937.

A 1936 Studebaker sedan was given away as a ticket stimulant, and many valuable door prizes were given away every night. For this engagement Irv. J. Polack ordered a special line of paper with 100 24-sheet boards, and the community was billed within a radius of 30 miles of Sacramento.

Many dignitaries attended during the week. The governor of California, Frank F. Merriam, was present. The mayor of Sacramento and Walter K. Jansen, potentate of Ben Ali Shrine, opened the program. The uniformed bodies participated in a beautiful opening which preceded the main performance. Great cooperation was obtained from George C. Jackson, recorder, and the committee.

The promotion was handled by Carl H. Sontz and a 40-page program was printed. There was a lineup of 75 banners and 25 beautiful exhibits were on display on either side of the auditorium. In arranging the auditorium, three 50-foot center poles were used for the high aerial numbers, and on the main floor of the building there were two rings and a stage.

Staff of the Polack show: Irv. J. Polack, general director; Louis Stern, general (See SACRAMENTO BIG on page 39)

### "Music Goes Round" Author Joins Saints and Sinners

CHICAGO, Feb. 8.—The Circus Saints and Sinners, under the guidance of F. Darius Benham, held a midwinter frolic Wednesday night at the Blackstone Hotel. Guests of honor were Tony Sarg, puppeteer, and C. W. G. Knight, explorer and writer, and his trained eagle Mr. Ramshaw. "Red" Hodgson, author of *The Music Goes 'Round and Around*, was the Fall Guy and his initiation provided some robust comedy.

Among guests at the frolic were Thorne Donnelly, president of the local organization; Benham, national president; Jack Simpson, B. E. Isham, Major Reed Landis, James Simpson Jr., Albert J. Horan, and Jack Hylton, British band leader.

### Sherman Not Joining Barnes

MIAMI, Fla., Feb. 8.—The originally scheduled to join Al G. Barnes as press agent because of the shelving of Hagenbeck-Wallace, with which he has been for the last two seasons, Tex Sherman will not go out with that organization.

Sherman reports several irons in the fire, announcement later. He's still engaged in writing rodeo matter for magazines.

TUCSON, Ariz., Feb. 8.—Tex Sherman will be presented with an elaborate belt buckle at La Fiesta de Los Vaqueros, to be held here February 20-25. Allen Ray, designer, is fashioning the gift.

### Light Plant to Martin Show

BINGHAMTON, N. Y., Feb. 8.—The Martin Bros.' Circus, being organized here, with winter quarters at Castle Creek, N. Y., has purchased the light plant used on Kay Bros.' Circus last season. It is a four-kilowatt plant and is being mounted on a trailer being built at quarters. Carol Miller has an interest in the show and will handle the Side Show.

The show expects a shipment of bears in a few weeks and these will be trained at quarters. Props, seats, etc., are being built, also a training barn. Tour will open early in May.



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(Conducted by **WALTER HOFFENADEL**, Editor "The White Tops," care Hubsomel Printing Company, Rochelle, Ill.)

After the last show at the Palace Theater, Chicago, night of February 4, the John Davenport Tent entertained Mr. and Mrs. Clyde Beatty at the College Inn, Hotel Sherman. Supper was served at midnight and the ice-skating show was enjoyed by everyone. The following Fans and their friends were present: Col. William S. Sneed, Mr. and Mrs. C. D. Collins, Mr. and Mrs. Burt L. Wilson, Irving K. Pond, Rev. Father J. Rengel, Harry A. Atwell, Eugene Whitmore, N. Harry Cance, Edwin H. Shanks, John R. Shepard, Mrs. Lois Simm and Nat Green, of *The Billboard*.

On January 25 a meeting of the Felix B. Adler Tent, of Paterson, N. J., was held at the home of the State chairman, Schuyler Van Cleef, in New Brunswick. This was a preliminary get-together to prepare for the coming national convention. A number of committees was outlined and the chairman of each was selected, altho nothing definite can be accomplished until the next meeting in March. Members present were Joseph Minchin, Phyllis Werling, Robert Vanderbeek, Mr. and Mrs. Elmer Kemp, William C. Yard, Schuyler Van Cleef and James (Pete) Van Cleef; also Mrs. Cora Wilson and Oscar Decker from New York.

George Barlow, CFA, of Binghamton, N. Y., paid a visit to New York City February 1 to see *Jumbo*. He had dinner with Phyllis Werling and Joseph Minchin.

James V. Chloupek and Stedman Van Wyck visited Polack Bros.' Indoor Circus when it played Oakland and renewed acquaintances with the Polacks, Louis Stern and Al Fisher. Van Wyck is much improved in health.

When Joe Cook, CFA, stage comic, with his unit show, *Topsy Turvey*, was in Boston week of January 30 Frank Ford, CFA and vice-president of Ramblers, staged big attendance party, all holding up printed cards, "Hello, Joe, glad to see you in Boston again." Ad in Boston papers for Frank's Commercial Brewery showed sketch of Joe drawing a glass of ale from keg held by Ford. Cook will play as far west as Chicago with the unit.

Circus Fans in the Central States heard Pat Flannigan on his "Man on the Street Program" February 5 over WBBM, Chicago, question Felix B. Adler, clown, Adler and Flannigan were born and reared at Clinton, Ia., and were school-mates.

George H. Barlow III, of Binghamton, N. Y., writes that his father, who is one of the new members in the CFA, is spending the winter in Florida. He intends to visit Sarasota and the quarters of the Big One before returning.

## Detroit Shrine Show Has Very Good Start

DETROIT, Feb. 8.—The 30th annual Shrine Circus opened Monday for a two-week run at the Coliseum, State Fair grounds, under Moslem Temple auspices. First night attendance was 4,000, somewhat higher than average, and advance ticket sales indicate an attendance exceeding last year's when the second highest attendance record for the circus was set.

The circus is going over with exceptional smoothness. Traditional rather than novel circus routines are used generally and the only notably new acts are the Walmir and Antelek troupes, perch acts.

Acts are Bell Trio, Harry Rittley and Hart Brothers in comedy acrobatics; Hagenbeck-Wallace seals, with Jack Joyce in charge; Bob Eugene Troupe, aerial bar artists; pony and dog number, with Barnett's and Loyal's dogs, featuring Bessie Gardner and Martha Large; Florescue, who does a slow pendulum drop from height of 150 feet; Griffey Sisters, Clara Codona, Virginia Young, Margaret Strickler, Viola Rooks, Cyse O'Dell, May Clark; Cheerful Gardner's elephants; aerial number, characterized by a lavish number of acts, featuring Mlle. Jeanee's cloud-swing number, with

Belmont Girls, Annetta Troupe, Nellyta Troupe, Revolving Ballet, Five Reveres and the Peerless Mid-Air Quintet; Walmir, Antelek and Carl Solt troupes, perch; Luccio Cristiani, featured with his troupe doing a horse-to-horse twist, and the Davenport in two rings; small aerial number with the Randleys, Al Powell, Buehrangs, Ed and Jennie Rooney, Miss Siegrist, Torrence and Dolores, and the Willos with Marguerite Willos doing an exciting prolonged fast spin around a suspended bar; menage, featuring Dorothy Herbert, who later did the flaming bar jump; Ella Bradna, on her white Arabian stallion, and Erna Rudynoff with a pair of exceptionally clever dogs; the Wallendas, high-wire act; Yacopi, teeterboard act; the Cristianis and Arabs in a tumbling number; the Randalls, Concellos and Charles Siegrist Troupe, in the flying number; Liberty horse number, featuring Rudy Rudynoff and Jack Joyce; Florescue in a 125-foot pole head stand, and Bert Nelson, with his lion and tiger act. Cliff Thompson, giant, closes with an after-piece.

In clown alley are Earl Shipley, Shorty Flemm, Charles Bell Trio, Joe Short, Chester Barnett, Leo Kerns, Roy Barrett, Micky McDonald, George Voice, Paul Horompo, Billy Denero, Paul Chesty, Jimmie Davison, Pinkie Hollis, Johnny Grady, Otto Griebling, Kinko, Emmett Kelly, Paul Jerome and Bagongli.

The circus is, as usual, under general direction of Tunis E. Stinson, with Orrin Davenport as producer, Fred Bradna is equestrian director; Harry C. Philip is band director.

Shorty Flemm was unable to play on opening day on account of illness.

## Peru Pickups

PERU, Ind., Feb. 8.—Jess King, who was with Hagenbeck-Wallace, was again a patient at Duke's City Hospital, where an X-ray was taken of injuries. He is still unable to use his left arm.

Ralph J. Clawson, manager of circus farm, and Mike Wissinger, general utility man, are back from opening dates indoors.

Dusty Rhoades has completed building a mammoth crate in which to ship Jimmy, baby giraffe, to the Ringling show.

Edward Peak is night watchman at cat and bull barn. Stated that he will be with the Big One.

Hurley Woodson, bull man, has fully recovered from an affliction to his eyes. Is in charge of four remaining elephants. Stated with '36 folding of H-W bulls, hippos and mixed cat animals will be scattered among zoos in Chicago, Philadelphia, Terre Haute and Columbus. Featured mixed group of Sparks show will be kept intact, it is stated.

Calvin Blankenship, who lost a leg in tractor accident on H-W last season, has been given an artificial limb.

Charles (Getz) Wellbrocke, farm blacksmith and for many years horseshoer on H-W, is confined to winter-quarters hospital; is in critical condition. An operation was performed by Dr. Stephen Malout for intestinal ailment. Other inmates of ward are William Pippe, F. Rosenberg, Clarence Hill and Tom Wilson. Ray and Bobby Collins are renewing acquaintances at Sarasota, Fla.

## Macon, Ga., Jottings

MACON, Ga., Feb. 8.—Bob Kljne, general agent of Blue Ribbon Shows, was a recent Sunday visitor at the Central Hotel.

Frank Sotiro, of Bond Bros.' Circus, will shortly fill a three weeks' engagement with an indoor circus playing dates in North Carolina.

Mr. and Mrs. Frank McGuyre returned from Florida after a tour of the State with the Haag show. They will spend two weeks here before going to their home in Talladega, Ala.

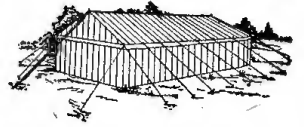
Downie Bros.' paint shops, under direction of Artist Russell, are turning out some nice work. A force of six men is employed at present. More are to be added later.

The Larkins & Lansdorf Rendezvous Cafe and night club on Upper Broadway is doing nicely. When the season opens the folks will be with the Downie Bros. as usual.

## Rodney Harris Re-Engaged

MACON, Ga., Feb. 8.—Rodney Harris has been re-engaged as band director of Downie Bros.' Circus and will again be *The Billboard* agent. Is wintering at his citrus grove at Longwood, Fla.

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## Under the Marquee

By CIRCUS SOLLY

CARL (WHITEY) GIBSON will again be on front door of Rice Bros.' Circus.

PROF. AGNEW, with his "Petrified Man" exhibition, is playing Florida fairs.

JESS ADKINS and Zack Terrell were in Chicago last week on business.

THE CHRISTY elephants will be used by the Police Circus in St. Louis.

SHORTY FLEMM, at Shrine Circus, Detroit, was featured in rotogravure section of *Detroit Free Press* February 2.

L. W. (DOC) BUTLER will be 24-hour and banner man with Milliken Bros.' Circus.

WALTER L. MAIN and wife led the grand march of the President's Ball at Geneva, O.

PAGE AND CONCHITA, with tabloid unit, *Hollywood Holiday Revue*, scored at the State Theater, Pontiac, Mich.

FOUR HUSTREI BROTHERS, high-wire act, will be one of the features of the Olympic Circus, Hollywood.

SAM D. FORBES, former circus and vaude clown and acrobat, recently appeared in *Sawdust and Spangles*, the Pontiac, Mich., Lions Club's show.

CHIEF KEYS and family, impalement act, will be with the Barnes show. It will be their third season with a Ringling show.

BOB THORNTON will be equestrian director of the Al G. Barnes Circus; Fred Ledgett, assistant, and W. H. Kolp, adjuster.

A. I. HILEMAN, who operated privilege car on Walter L. Main Circus in 1897 for the late Henry Gilbertson, is now mayor of Geneva, O.

PEE WEE, clown, who played a school at Petersburg, Va., with his dog, Rex, left for Richmond to work clubs and kiddie matinees.

KATHERINE MASON, of Mason Monkey Circus, wintering at Petersburg, Va., was recently bit in hand while exercising some monkeys. She is now okeh.

FRANK KONOPKA, of the Flying Guice turn off the Ringling-Barnum Circus, had a leg injury in an auto accident at his home in Evansville, Ind.

PHILIP ESCALANTE and family will appear at Great Olympic Circus at Gilmore Stadium, Hollywood, February 15-16.

JONES BELLE will have the band and minstrels with Barnett Bros.' Side Show. He and some of the boys are playing dances in and around St. Augustine, Fla.

JACK LeCLAIR, clown of Ringling-Barnum Circus, reports he and Art Lind Sr. are booking their clown stops at bingo parties around Fall River, Mass.

WILLIAM H. LEA (Cho-Cho), clown, 73, is in the County Hospital, Alameda, Calif., suffering from a serious heart ailment.

HARRY LEWISTON, side-show manager, has been missing from the Atwell Luncheon Club in Chicago recently, as he is busy preparing to take the Masonic vows.

LATE VISITORS to the Circus Room,

Hotel Cumberland, New York, were Phil Isser, Bill Green, Sam Rubin, Lou Pollock, O. G. Bell, William Vino, James F. Victor, Jean Belasco, "Doc" Cann, G. P. Snellens, Elaine Owens, Howard Sloat, Max Kassarow, George H. Barlow III, Joe Minchen and Phyllis Werling, CFA.

BILL MARTIN, the oldest active billposter in Detroit, recalled last week that he started in the business 40 years ago, and is still on the job with United Billposting Company.

PAT LANGAN, former billposter with the Ringling-Barnum show, is ill in Highland Park General Hospital, Highland Park, Detroit suburb, and would like to hear from his friends.

HODGINI BROTHERS and company, presenting acts and clown numbers, were at indoor circus in Des Moines, Ia., and are at indoor circus in Hutchinson, Kan., this week.

W. B. MACDONALD advises that Eddie Harris will again have his pit show with the Walter L. Main Circus. Harris and his people have been wintering in Florida.

FRED BRADNA, equestrian director, and wife were house guests of Lew Emery, manager of the RKO Uptown Theater, in Highland Park, Detroit, during the Shrine Circus engagement. Emery was formerly with the big tops.

BENNIE BERNARD, now playing vaude and night club dates around New York, has been re-engaged with Al F. Wheeler to do Punch, magic and inside lecturing in the Annex with Hunt's Circus.

CIRCUS MEN can belong to the Showmen's League of America; in fact, there are some who are members. IF YOU do not belong, get in touch with the League in Chicago and ask for an application blank.

BOB AND MAE MORRIS, while en route to Indiana, lost house car, wardrobe, street clothes and other property by fire at Carlinville, Ill. Fire department arrived too late to save anything. Cause of blaze unknown.

EDDIE WOECKENER, band leader, has returned to Peru, Ind., after playing the Union Indoor Circus, Des Moines. He reports business was big and that Sherm Davis and Jim Sutton deserve much credit for their services.

C. A. KLEIN'S Circus and Vaude Unit has signed contracts with Masonic Cathedral Association, New Castle, Pa., to stage a circus at the Cathedral latter part of this month. More acts will be added to the unit.

WILLIAM SNYDER, in recent years associated with Anderson-Strader and Bodnar Bros.' shows as legal adjuster, will be on staff of Bailey Bros.' Combined Circus, opening season at San Antonio, Tex., February 28.

WARD HALLINGS, tattooed man, who was on Cole Bros.' Circus last season, is now living in Binghamton, N. Y. Since going to Binghamton last fall he has married a Binghamton girl. He plans to give up trouping.

LAUVENIA SISTERS, who played the Police and Firemen Circus, Toledo, O., are booked at Oriole Terrace night club, Detroit, for two weeks, beginning February 14, following which they will join the Romig & Rooney Circus unit.

IT IS RUMORED in Los Angeles that Ken Maynard bought a 15-car train at Dallas which has been sent to Macon, Ga., where Charles Sparks' Downie Bros.' Circus is wintering; that the Sparks show had been bought and that Sparks would manage the Ken Maynard show;

that truck equipment of Downie Bros. would be sold; that Maynard was angling for the 101 Ranch title, but without success.

KELEMS AND WELLS, clowns, formerly with Sells-Sterling and Al G. Barnes, who have been doing a routine of clown numbers for New Acme Paint Company, Evansville, Ind., which recently opened, will go to Portsmouth, O., for four days, where company will open another store.

E. W. ADAMS advises that Rocky Mount, N. C., with a population of 21,412, had five circuses last season, viz.: Famous Robins, September 14; Barnett Bros., September 15; Downie Bros., September 28; Cole Bros., October 12; Ringling-Barnum, November 2.

THE SALE of the old Barnum property in Plumtree District, Bethel, Conn., was announced last week. William Flatow is the purchaser. Property consists of 20 acres of land with a large stream. The house was destroyed by fire about five years ago.

HOUSTON PICKUPS—W. A. (Snake) King was here last week in conference with G. W. Christy. . . . Thomas (Skinny) Dawson recently renewed old acquaintances. . . . Frank Walter has purchased additional equipment from the Christy interests.

BILLY BURKHARD, contortionist and aerialist, who has been off the road for a while, will be with Sells-Sterling Circus. He trouped with Gollmar Bros. and Sells-Floto and also was with the Lindemann organization during its first years on the road.

THE LAVELDAS (Ted and Freda), wintering at Newark, N. J., have worked a few club dates in that city and New York. Recently attended Billy Rose's *Jumbo*. Last three seasons they have been with Conroy's Circus thru the Middle West, but this year will be with a motorized show touring New England.

FRANK SHEPARD, who was injured during rehearsal at the Union Indoor Circus, Des Moines, Ia., suffered broken heels and an arm at elbow. There were no internal injuries. He is at Mercy Hospital. Members of the show gave a special performance February 2 as a benefit for him before leaving the city.

O. K. ZABEL returned to Sheboygan, Wis., from a two weeks' trip to Macon, Mo., with Lindemann Brothers, owners of Sells-Sterling Circus. Stopped at Peru and Rochester, Ind. Zabel again will have the stands on the Sells show. Owing to larger top concession department will be enlarged and there will be 10 additional butchers.

IRA MILLETTE left the unit, *Top Speed*, to play indoor circuses at Detroit and Cleveland for Orrin Davenport. His son, Jimmy, has replaced him on the unit, doing the same act, head-balancing trapeze. So again, it is the "Upside-Down" Millettes. Jimmy is following in the footsteps of his father, just as Ira did in his father's.

SHOWMEN'S LEAGUE circus notes: George Fowler, wintering in Florida, will soon be starting back to Sarasota. . . . Harry Lewiston is in every day. Says he expects to have a number of applications ere the year closes. Harry is making every effort to win that gold life membership card. . . . J. D. Newman, Bob Hickey, Arthur Hopper, Harry Bert and many others are seen quite often around the Hotel Sherman.

C. SCHROEDER postcards that Flip, the wonder dog (high dive and wire walk), and Rex were used to bally the opening of Preciado Bros.' new El Rey Theater at Clovis, Calif. Dogs also appeared in schools there. Schroeder met Clemmons and police dog, Monty, coming down from Alaska, where many thousand feet of film were shot. Clemmons is booking schools and theaters. "Three Little Pigs" came thru, heading for Texas.

AERIAL ORTONS were at the Union Indoor Circus, Des Moines, January 30-February 1, doing double traps, ladder and iron jaw. When they played the Evansville, Ind., Shrine Circus, they met Karl K. Knecht and had a nice visit; also several oldtimers who formerly traveled with the Miles Orton show in the '80s. The Ortons have signed with Sells-Sterling Circus for coming season.

They were with the Conroy show the last two seasons.

THE WHIPPING SMITHS, of Ft. Wayne, Ind., write: In Macon, Ga., Jottings, issue of February 1, noticed a paragraph that stated the Whipping Smiths were wintering at Macon, Ga. Have always understood that we were the only ones using that name, which we took 10 years ago. It also was stated that we were a feature act with Carl Clark's trained animals. We do not know Mr. Clark and have been in Ft. Wayne all winter and hold a contract with Seal Bros.' Circus for coming season."

THE SIXTH ANNUAL Al Siratt Grotto Circus, Cleveland, produced by Orrin Davenport, will be held at Public Hall this month. William C. Schmidt, managing director, estimates an attendance of more than a quarter million. Among acts will be Bert Nelson, Dorothy Herbert, the Wallendas, Florestue, Albert Powell, the Antaleks, Charline Anthony, Kay Barbara, Bell Trio, Marion Bordner, Layon Bornhauser, Buemrang troupe, the Concellos, Cristian troupe, Donahue and LaSalle, Bob Eugene troupe, Daisy Guillaume (Polidor) Hart Brothers, Dorothy Johnson, Helen Leslie, Dorothy Martin Company, Mildred Millette, Theo Nelson, Dolores Nimmo, Naida and Perez, Harry Ritley, Ise and Lydia Romeo, Ed and Jennie Rooney, Charles Siegrist troupe, Yacopi troupe. Among clowns will be Chester Barnett, Shorty Flemm, Chesty Mortier, Earl Shipley, Otto Griebing, Melvin Hollis, Leo Kerns, George Voise, Jimmy Davison, Billy Denaro, Paul Horompo, Joe Hodgini, Paul Jerome and Tad Trosky.

## Barnes Departments Are Now Under Way

LOS ANGELES, Feb. 8.—All working departments of the Al G. Barnes Circus are under way. Frank Chicarelli is superintendent of quarters. For the cat animals there is a specially erected arena and top with runway. Captain Jacobs and group of 19 lions and Mabel Stark with 16 tigers divide the time. Walter McClain and assistants are busy with the elephant herd. "Jenny" and "Kas" are being broke for a dancing act on the track. McClain is assisted by Charley Morgan, Scotty Noble and Ed Miller. Special rings with sidewalls are serving for the training of bull group acts. Joe Belovockey and assistants are breaking three groups of seals.

Eddie Trees is busy with the conditioning of the cats and assisting the trainers in getting the acts ready. E. L. Burnett is in charge of paint shops, with Dan Parker, assistant. Others on this job are "Peanuts" Robinson, Bob Royale, R. M. Simpson, C. W. Current, Mike Bodnar, Charles Noecker, John Lewis, Lee Yantis and William Moreno. Nine baggage wagons have been finished, colors red with yellow gears and aluminum lettering. Work has begun on the cages and there will be much coloring and display of gold and silver leaf. Three big cages will have some very artistic wood carvings.

The Portland Jew is in charge of the carpenter shop. Assisting him are Swede Hansen, T. F. Lark, Frank Wagner, L. Lance, Nick Gish, J. E. Sheffield and R. L. Sears. Pete Ebert has charge of the horseshoers; Red Forbes the blacksmith shop. Judd Bullock and assistants are going over the train. Waxy Olsen is in charge of harness shop, with Jack Malone and Ben E. Benny, assistants. Capt. W. H. Curtis, assisted by Scotty Brown, is organizing a hurry-up force. Merle Ritenour and assistants are busy on ring stock. Jake Posey is making trips to the ranch, where baggage stock is being wintered.

Carl Lewis is feeding 115 of the working crew at cookhouse. Clyde Bishop and Ralph Carson are on the gates; Theo Forstall is in charge of the clerical force. It is reported that route is all contracted and set for greater portion of Western territory. Ed Maxwell is back from a tour, contracting important spots.

Warner Oland, creator and star of the Charley Chan pictures, produced by 20th Century-Fox Studios, is highly pleased with completion of his newest *Charley Chan* at the Circus film and with the circus folk whose aid contributed a great deal to the making of what the star said was his best of the *Chan* series. There will be a special Charley Chan day during the nine-day run of the Barnes show in Los Angeles, at which time executives of the studio and cast of the picture will be guests.

# COLE BROS.-CLYDE BEATTY CIRCUS

## WANTS

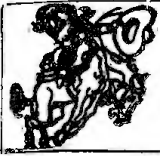
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# The Corral

By Rowdy Waddy

A REMINDER: Rodeo Association of America convention at Tucson, Ariz., Wednesday and Thursday next week.

SPEED DENSMORE, of Nebraska, is putting in the winter at a stock dealer's headquarters at Goldsboro, N. C.

BERT NORTHRUP has been working his trained cow pony, Bess, as a free attraction at winter fairs in Florida.

HULBURD BROS.' WILD WEST has booked for the coming season with Happy Days Shows, according to word from the management of that amusement organization.

SAM GARRETT and other well-knowns of Wild Wests and rodeos are slated to do stunts at a two-day circus to be staged at Gilmore Stadium, Hollywood, starting February 15.

MANY actual shows have been promoted by organized troupe agents and called "rodeo." Unless there is bona fide competition "rodeo" is a misnomer.

CHARLEY ROOT, Chicago Cubs (baseball) pitcher, has purchased a farm of more than 1,000 acres in California, of which W. (Zip) Moore, noted in rifle shooting, including with Wild West shows, will be manager.

JOHN A. STRYKER, secretary North Platte (Neb.) Roundup, and his coworkers are arranging a series of atmospheric events leading up to this year's Roundup next summer. The first to be a Chuck Wagon Dinner on February 26, the 90th anniversary of the birth of Buffalo Bill.

HOUSTON—Texas Ann Mix and her company arrived here recently and the show is booked in some of the local theaters. Fine motor equipment, owned by the show. Management informed of doing fair since coming to Texas. Ray Salzer is handling the advance. Others include Ann Mix, Helen Mix, Texas Eddy and George Wood.

Next week, Tucson, Ariz., will be the center of interest of many representatives of the rodeo branch of entertainment. This year Tucson has a double bill of interesting events. The Rodeo Association of America will hold its annual convention at that city, and additional to the delegates of membership shows the meetings will draw many other visitors. The dates of the convention are February 19 and 20. On the closing day of this meet the annual Tucson's La Fiesta de los Vaqueros will start (to end on February 23), with the well-known rodeoist Johnny Mullen again the arena director. Despite the fact that some of the annually staged rodeos (some with other titles) in the West have not yet become members of the RAA—executives of some of them preferring to operate independently, others for various reasons, including specified amounts of purses for contestants—the Rodeo Association membership has increased during the last few years until it comprises about 75 per cent of the yearly held rodeos. According to bulletins issued from the office of Secretary Fred S. McCargar, matters of importance to not only the association, but also of interest toward the welfare of the entire cowboy-sports' field will be up for discussion and action during the convention, and representatives of both member shows and non-member shows and many contestants are expected to attend some of the sessions. From all indications, next week will be a "big one" at Tucson.

CASA GRANDE, Ariz.—Casa Grande's Cowboy Days, February 1-2, attracted some of the best ropers and riders in the nation and a crowd of 7,000. Earl Thode made his debut as an arena director, Amelia Earhart Putnam, noted aviatrix, and Governor B. B. Moeur of Arizona were among the guests. Fritz Truitt, of California, suffered a broken leg the day before the show opened when a horse caught him in the chutes. Joe Curry was field judge; Carl Arnold and Homer Ward, bucking horse judges; Paul Brophy, George Burgess and Bill Clemans, timers; Pinky Gist clowned and Paul Soncrant did trick riding. Results: First day, calf roping—Breezy Cox, Everett Bowman; Skeet Bowman and Johnny Rhodes tie for third. Bronk Riding—Nick Knight, Eddie Woods;

Pete Knight and Burl Murkey tied. Team Roping—Asbury Shell and Lawrence Connelly, William Dickinson and Charles Whitlow, Roy Adams and Charles Jones, Kenneth Gunter and Olin Simms. Steer Riding—Thomas Bride and Shorty Allard tied; Herschel Downs. Bulldogging—Skeet Bowman, Tom Hogan, Gene Ross. Quarter-mile race, Buck Nichols, Carl Arnold. Second day, calf roping—Roy Adams, Arthur Beloit, Hugh Bennett, Bronk Riding—Eddie Woods, Nick Knight, Pete Knight, Harry Knight, Team Roping—Roy Adams and Alta Mirano, O. C. Glynn and Rex Glynn, Lee Barkdoll and Dick Robbins. Steer Riding—Eddie Woods, Shorty Allard, Herschel Downs. Bulldogging—Hugh Bennett; Gene Ross and Steve Heacock tied. Quarter-mile race, Buck Nichols, Carl Arnold.

CHANDLER, Ariz.—Chandler's Western Rodeo, January 25-26, sponsored by Matthew B. Juan Post No. 35, American Legion, and Chandler, and managed by Harry Williams, of Montana, and Pinky Gist, rodeo clown, was pronounced a success. Williams did announcing and directed the arena. Events were handled in rapid succession, which augmented interest in the proceedings. There were many top-notch contestants. Perry Henderson furnished bucking horses, Earl Thode furnished riding steers. There were Indian dances, trick riding, roping and daily parades, and Pinky Gist and his two comedy mules added to the entertainment. All in all, it was a good show, and hope is expressed that it can become an RAA event within one or two years. Contestant results: Bronk Riding—Saturday, Earl Thode, Leo Murray, Doug Bruce; Sunday, Earl Thode, Perry Henderson, Tom Bride; finals, Earl Thode, Perry Henderson, Buck Tiffin. Steer Riding—Saturday, Tom Bride, Hershel Downs, Zack McWiggins; Sunday, Earl Dossey, Hershel Downs, Dick Finley (no final averages, day money only). Bulldogging—Saturday, Leon Sundust (10), Steve Heacock (11.8), Hugh Bennett (13), Sunday, Hugh Bennett (8), Everett Bowman (11), Steve Heacock (16.4); final averages, Hugh Bennett (10.6), Steve Heacock and Leon Sundust, tie (13.2). Calf Roping—Saturday, Arthur Beloit (15.2), Breezy Cox (17.4), Hugh Bennett (18); Sunday, Breezy Cox (17), Arthur Beloit (18.2), Charles Jones (21.4); final averages, Arthur Beloit (16.8), Breezy Cox (17.2), Hugh Bennett (20.5). Team Roping—Saturday, Asbury Shell-George Cline (18), Asbury Shell-Lawrence Conley (18.6), Roy Adams-Charles Jones (19); Sunday, Breezy Cox-Bud Parker and Robbins-Robbins tie (16), Charles Jones-Breezy Cox and Roy Adams-Bud Parker tie (17); final averages, Charles Jones-Breezy Cox (18.5), Roy Adams-Charles Jones (20), Breezy Cox-Bud Parker (23.1).

## Russell Signs Hodginis; Albert Sr. Retires

ROLLA, Mo., Feb. 8.—Albert Hodgin Jr. and company, equestrians, will be one of the features with Russell Bros.' Circus. The Hodgin name has for many years been identified with the best in equestrian performances and Albert Jr. intends to carry on in the way of the family. Bert, as he is familiarly called, has been riding with his father's act for 10 years and is much further advanced in his art now than his father was at the same age.

Albert Hodgin Sr., who was featured for nine years with the Ringling Circus and who has toured practically every country on the globe, has decided to retire from show business. He has several apartment buildings in Chicago, to which he will devote his time. He was with Cole Bros.' Circus last season, where all the riding was presented by the Albert and Joe Hodgin families. The Albert Hodgin Jr. company is now practicing in the ring barn in Aurora, Ill., at the home of his aunt, Madame Bedini.

Connors Trio will be on the program of the Russell show.

The Russell elephants had been contracted with the Union Labor Circus in Des Moines, Ia., but account of sub-zero weather, contract was canceled and the program was given without any elephants.

## Ledgetts With Barnes

STIOUX CITY, Ia., Feb. 8.—Fred and Irene Ledgett will be with the Al G. Barnes Circus and will be leaving here for the Coast before long.

# Dexter Fellows Tent Tattles

(CSCCA)

By FRED PITZER

NEW YORK, Feb. 8.—Things more or less about our members: Dick Konter has just finished writing a book about the navy. You will remember that Dick survived not only a trip or two to the North Pole but to the South Pole as well. . . . Missed the mayor and his comfortable long-stemmed pipe at the last luncheon. . . . George M. Cohan comes to New York with his new vehicle, *Dear Old Darling*, the early part of March, and several of our members are talking about a party for the premiere. . . . The Fall Guy committee, at this typing, is angling for Alfred E. Smith. We hope he doesn't tell them to take a walk, as the membership is very anxious to have Al as its F. G.

H. Dorsey Newson, who is now with the Federal Housing Commission, attended the last luncheon with a few of the bigwigs from Washington.

Charley Parkes enjoyed the idea of using regular bridge cards with date of luncheon stamped thereon instead of the regular pasteboards for the Ely Culbertson show. . . . Joe Parr, president of the Trust Company of New Jersey, was at our last luncheon. It was his first attendance and it looks now as if he will be a regular. . . . Bernhard Benson, leading amateur magician of the '70s, watched Zangoni's sleight of hands with the keenest interest, proclaiming that such tricks are humanly impossible. This reminds us of the time Harry Baugh stood before a gnu at Benson's animal farm up Nashua way and shouted "Hell, there ain't no such animal." . . . Matt Brush, Ray Schindler and Bob Johnson are Floriddadding.

Freddy Benham and Prexy Sarg are Windy Citying and Orson Kilborn is Capitol Hilling. But Johnny McNamara is Jersey Citying as always. . . . Jack Carey, of NBC, forgot all about our loud-speaker system for our last luncheon. Shame on you, Jack. . . . Harry Ulmer is dickering with royalty in London attempting to get the new king to accept a Wittnauer all-proof watch. Here's hoping he'll succeed. Time will tell.

It was good to see Bill Egan at our last eat fest. He looks better than ever and listened with interest to hear Culbertson tell about the Bridge of Si's.

George LeBoutillier is busy these days getting his railroad out of L. I. (Lotta Ice). . . . Glad to learn that George McManus is back to good health again. . . . Arvid Paulson is readying several one-act plays, some of them Ibsen's, to be etherized for a sponsor who likes real dramatics. . . . Johnny Mulholland did a new trick last week. He turned an auto into a one-way street but the one way was the wrong way. He made a \$5 bill disappear after the judge talked to him a while. The \$3333 was his and it disappeared into the drawer where the court clerk puts all such things. At least that is the rumor we hear and it may not be true.

Al Pach has one of the best moving picture outfits used by a commercial photographer. . . . Lowell Thomas arrived at the last chow meet just as Tony Sarg was saying "This meeting stands adjourned." If Lowell could walk as Floyd Gibbons talks he would have been early.

Things more or less circusy: We are in receipt of a pass to the John Robinson's 10 Big Shows Combined which goes back into the years. . . . also a pass of the W. H. Harris Nickel-Plate Shows. This latter pass is amusing. It measures 4 1/4 by 2 1/4 inches and shows a picture of Harris on the left-hand side and across the top is printed "PASS ONE BOY FOR DISTRIBUTING PROGRAMS."

Doesn't that warm the cockles of your hearts, circus lovers? . . . We learn that Pawnee Bill's Buffalo Ranch at Pawnee, Okla., in its heyday, used a gold plaster about 1 1/2 inches in diameter with a picture of Pawnee Bill in its center (embossed), the name of the ranch over the top and the city and State below, which they used to paste on the upper left-hand corner of every envelope that went out from the ranch. . . . Did you know that Charley Bernard during the years 1912-1917 ran what was known as the Dixie Zoo, which imported and bred birds, pets and rare animals? It seems the

rarest animals were the buffaloes on nickels, for the outfit folded and all Charley has left is an old parrot that he feeds on tar balls to keep the moths out of its feathers.

## Cole Units Leave For Minneapolis Show

ROCHESTER, Ind., Feb. 8.—The several units for the Minneapolis Shrine Circus loaded out Friday night and included Mr. and Mrs. Eddie Allen with one herd of elephants, Capt. John Smith with 12 menage horses and Albert Fleet and Jack Joyce with seals.

Rex de Rosselli, spec producer for Cole-Beatty, served as master of ceremonies at the President's birthday ball, held January 30 at Colonial Gardens, on Lake Manitou, near here. A number of local circus performers collaborated to give the customers a de luxe floor show. Despite sub-zero weather, the affair was a big success. Rosselli left for Minneapolis to assist Dennis Curtis in preparation of the Shrine show.

Considerable anxiety is expressed here about the condition of Frank Shepard, heel-and-toe-catch man, who was injured recently in a fall at Des Moines. He tramped with Cole last year and is under contract for coming season.

A slight break in low temperatures permitted removal of cats into the new barn. Elephants were not transferred as planned. The old cat barn, now transformed into repair and paint shop, is under full steam, with Fred Seymour in charge. Charlie Luckey directs the carpenter work, and Ernest Sylvester has the paint division.

Deo Powers, new dog and pony man, is breaking new acts. Harry McFarlan, equestrian director, has riding acts and menage specialties working on full training schedule.

The wardrobe department, opened about two weeks ago to condition props, etc., for use at Minneapolis, has been closed temporarily and will be reopened about March 1. Mrs. Harry McFarlan is in charge.

## SCRAMENTO BIG

(Continued from page 36)

manager; Sam T. Polack, assistant manager; Bessie Polack, superintendent eating and drinking stands; Gus Larson, equestrian director; Ray Wheeler, electrician; Grover Vurkheiser, boss property man; Ray Childers, fleet director; Al Katzen, concessions; band under direction of Everett Conway; Carl Terrell, side-show manager, featuring Jollie Nellie.

Promotion staff includes Carl H. Sonitz, Mickey Blue, Mr. and Mrs. G. O. Dupuis, Duke Mills, Al (Big Hat) Fisher, Alys May Brown.

Forty-seven acts were presented, as follows: Olympia Troupe of flyers, doing two acts, flying return and horizontal bars; Rue Enos Trio, double contortion and two single traps; Johnny Jordan troupe, eight-people teeter board, three-people comedy acrobatic act, finishing with whirlwind acrobatics on track; Belle Wheeler combination, doing a single loop, combination double traps, double web, flying rings, and Belle Wheeler and her pony and dog revue; Pete McMahon, high-balancing tables; Black Brothers, double tramp comedy acrobats, double rings and traps, single woman dance and contortion act; Gasca Family, six people, globe rolling and acrobatics, double traps and single wire; Hood Family, wire trio and double contortions; Frank DeRislike and Company, four people, juvenile (double) acrobats; DeRislike, head stand on a spinning trapeze and double aerial balancing; Henry Trio, with troupe of dogs, double traps, single slack wire, double rolling globe; Don La Voia, Cuban high-wire wizard; Irene McAfee, dog revue; Iron-Jaw Mott, the village blacksmith strong man; Tiny Enos on Spanish web; Gus Larson Troupe, flying rings and balancing; Vivian Nelson and Company, three people, comedy acrobats.

## ACTS WANTED

Must be New and Sensational, for IOWA'S CHAMPIONSHIP RODEO SIDNEY, IA., AUGUST 18-21. Give complete information in first letter. Address R. N. ARCHIE, Sidney, Ia.

## WANTED AGENT

For Small Motorized Circus. Must have your own car. Must be able to do close contracting, also do your own billing and know how to book auspicious CAN PLACE Circus Acts of all kinds and Musicians. WANTED TO BUY 60' Round Top with two or three 30' Middle Pieces. Will pay cash. Address GLEN NORRIS, Gen. Del., Baton Rouge, La.

# TAMPA BOW BEST IN DECADE

## Ten-Year Mark In Initial Gate

Florida Fair draws 17,385 against 14,366 in 1935—rain hampers two days

TAMPA, Feb. 8.—Favored by the best weather in several months, opening of Florida Fair on Tuesday drew the largest first-day crowd in 10 years, attendance being 17,385, compared with 14,366 last year. Night attendance also was unusually good.

Opening ceremonies were at 10 a. m. at main south entrance, when Mayor Chancey presented the keys of the fairgrounds to President W. G. Brorein of the fair association, who told of the growth of the fair from a small exhibition in the courthouse square to the present exposition.

Opening day afternoon about 8,000, largest opening day attendance at races in several years, saw Doc Shanebrook, dark-horse entry in the Southern Sweepstakes, take the dirt-track title from Champion Gus Schrader. Bud Henderson finished third, with Howdy Cox fourth.

### Live Stock Is Featured

With fine opening-day weather, officials were optimistic, but their hopes were dampened by steady rain on the second day, morning, afternoon and night. Attendance dropped to 12,253; figures for the second day last year were 20,030. Rain continued on Thursday, designated as Live-Stock Day, with cut attendance. It was 20,813 on the third day last year.

This was the first time a special day has been set apart for live-stock features. A live-stock parade was held in front of the grand stand in the afternoon, and cowboys took part in pony races. "Almost every big fair in the North and West has been built on live stock," General Manager P. T. Strieder explained, "and we are trying to do the same here. We have gone a long way in citrus and agriculture, and now we are giving more attention to cattle. Several national live-stock associations are co-operating with us."

County displays of citrus and green vegetables are the finest exhibits, altho every Florida product is represented; \$40,000 will be paid in premiums and all

(See TAMPA BOW on page 43)

## Move Is On for Formation Of Association in Missouri

MANSFIELD, Mo., Feb. 8.—Agitation for a State association of fairs for Missouri is being carried on by Secretary James H. Davis, Ozark Summit Exposition here, who believes that with support that appears evident, such an organization may be formed this year. Missouri is one of the few States that has no State association of fair boards or is not identified with some sectional body of the kind.

Attendance of 30,000 is expected at the 1936 exposition from Southern Missouri and Northern Arkansas counties. A beauty contest in co-operation with finals at Missouri State Fair, Sedalia, is scheduled. Expo management will advertise widely, partly by radio.

## Cuba Opens Second Ag Fair

HAVANA, Feb. 3.—Cuba's second agricultural fair was opened on Sunday by President Barnet, who pressed a button, and a number of dignitaries attended. Exhibits are of Cuba resources. There was exhibition riding and jumping by Cuban and American society folk. A Merry-Go-Round, Chair-o-Plane, Tilt-a-Whirl, Whip and Motordrome, showing before in Hatuey Park, and a troupe of midgets under canvas are presented. Transportation facilities appeared inadequate to handle the crowds. Congestion men did well. There is a 10-cent gate and 10-cent charge for stone seats in the grand stand.



L. O. JACOB, newly elected secretary of Minnesota Federation of County Fairs. Mr. Jacob, who hails from Anoka, has taken an active part in work of the federation for a number of years.

## \$17,000,000 for Paris Expo

PARIS, Feb. 3.—A total of \$17,471,734 has already been allotted promoters of the Paris International Exposition of 1937. Of this \$15,205,067 has been provided by the city of Paris, \$2,200,000 by the French Government and \$66,666 has been received on first payments from concession holders. Sum of \$466,666 will be spent on publicity, \$1,876,666 on street and sewer construction, \$1,023,333 for inclosures, gates and bridges and \$43,333 for promotion of festivals, conventions and receptions.

## Davenport Is To Celebrate

DAVENPORT, Ia., Feb. 8.—Clyde S. Miller's Rodeo as night attraction and Hennies Bros.' Shows for the midway have been booked for Mississippi Valley Fair and Exposition here as part of a celebration of the 100th anniversary of Davenport's birthday. Events will begin in June and continue thru September during the Corn Carnival, and the centennial committee is co-operating to have special features at the fair. Realf Ottesen is centennial chairman, and Hal Boles, secretary. Mazie C. Stokes, assistant fair secretary, is on a centennial board named by the Business and Professional Women's Club.

## Attractions Pull Biggest Revenue, Chapman Tells Mich. Managers

The lure of the fair is as strong as ever, Michigan Association of Fairs, in annual meeting in Detroit on January 22 and 23, was told in his annual address by President Fred A. Chapman, secretary of the famed Ionia Free Fair and past president of the International Association of Fairs and Expositions. Excerpts of his talk follow.

For many years this organization has constantly kept before the governors and Legislatures the importance of the county fair to its community and the necessity of the fairs receiving State aid toward the payment of larger premiums. Without State aid, premiums would have to be cut to a point that would discourage and penalize the enterprising farmer and exhibitor who show at our fairs. These men appreciate that only by comparisons can an animal or product be judged and improvements made and that fairs offer this opportunity for competition.

Previous to the passage of the so-called racing bill and the allotment of part of the revenue for State fairs and county fairs, it was necessary every two years that the State budget carry an appropriation for county fair premiums. This entailed considerable correspondence and personal work by your officers and members and often delayed issuance

## Profit Assures Rochester Expo

Show is out of red first time in 8 years—Manager Boothby is re-elected

ROCHESTER, N. Y., Feb. 8.—Rochester Exposition Association closed its 1935 season with a profit for the first time in eight years, it was reported at a meeting of the association in Powers Hotel. Expo receipts exceeded expenses by \$3,544.75 in spite of a week of bad weather, William B. Boothby, secretary and general manager, reported.

The profit ended fears of closing the show, prevalent in 1935, President Herbert B. Cash said in his annual address. The association began the year with more than \$12,000 indebtedness.

Representatives of 23 civic organizations were present. Directors elected; Honorary president, Mayor Charles Stanton; president, Herbert B. Cash; vice-presidents, Raymond C. Peters, Joseph E. Silverstein; treasurer, Frederick E. Strouss; secretary and general manager, William B. Boothby; executive committee, Carl R. Bausch, Florus R. Baxter, Samuel A. Cooper and Jesse Roberts.

Re-elected were: Baxter, Boothby, Thomas E. Carroll, Cash, E. Leighton Gridley, Jesse Hannan, Peters, Jesse Roberts, Roland C. Roberts, Silverstein, Mayor Stanton, Strouss and James H. West.

## Grinnell Heads New Yorkers

BATAVIA, N. Y., Feb. 8.—Glenn W. Grinnell, Batavia, was elected secretary and treasurer of Western New York Fair Managers' Association. He succeeds W. P. K. White, Batavia. Other new officers are: President, George B. Abbott, Hamburg, and vice-president, Frank O'Brien, Caledonia.

LINCOLN, Neb.—Jack Polk, Barnes-Carruthers, has contracted Nemaha County Free Fair and Live Stock Show, Auburn, Neb., for Melody Nights Revue; Six Lelands, acrobats; Les Cattiers, high perch; Healy and Mack, novelty wire act, and Dashington's Dogs. President Elmer Dovel signed for the fair. Polk is waiting here for a meeting of State fair officials this month, when the 1936 grandstand entertainment contract will come up.

## Attractions Pull Biggest Revenue, Chapman Tells Mich. Managers

of premium books, due to uncertainty of the amount allotted by the State for premiums.

This association owes a debt of gratitude to Agricultural Commissioner James P. Thomson for his help in defeating the bill passed by the 1935 Senate which would turn all moneys received from the racing fund into the general fund instead of the specific fund for State and county fair aid. I also wish to thank our secretary and members for the valuable services they rendered in contacting members of the House of Representatives and the defeat of the Senate bill. In my opinion, the passage of any bill transferring this county fair aid fund to the general fund is not for the best interest of Michigan fairs.

Every public-spirited community has its county fair and this annual event is looked forward to with genuine pleasure because of the local combination of social, educational, commercial and amusement features. The agricultural aspect of the fair is unquestionably still a strong stimulus to the farming populace. It is equally true that in more recent years the amusement features as represented by horse and automobile races, circus acts and thrillers, revues, vaudeville acts and fireworks are im-

## Tenn. Hears Combine Plea

Commissioner warns of cut in State aid—Nashville's meet is one of largest

NASHVILLE, Feb. 8.—A plea by State Commissioner of Agriculture O. E. Van Cleave that all fairs in a county be combined for "the sake of their own future" was issued to more than 100 fair officials from all parts of the State in the Noel Hotel here on Tuesday for the 14th annual convention of the Association of Tennessee Fairs.

Commissioner Van Cleave warned delegates that State appropriations for 1935-'37 could not be extended to community fairs, pointing out that the appropriation has been reduced from \$90,000 in 1921-'23 to \$12,000 for 1935-'37. "The future of county fairs lies in the vision of their officials and their united co-operation," he declared.

### Walters Is President

Twenty-nine counties contributed to make attendance one of the largest in history of the organization. The meeting was presided over by Vice-President S. F. Houston, Murfreesboro, in absence of Retiring President Will A. McTeer.

J. F. Walters, Huntingdon, was elected president for the coming year. Three vice-presidents, Mr. Houston; John Lammach, Crossville, and A. S. Montgomery, Lexington, were elected. O. D. Massa, Cookeville, was re-elected secretary-treasurer.

Delegates named to the executive committee are H. D. Faust, Knoxville; Rob Roy, Alexandria, and Dr. A. C. Topmiller, Murfreesboro.

Nashville was again selected as convention city next year.

### Variety in Speakers

Other speakers were F. C. Adair, secretary of Hickman County Fair; J. W. Russwurm, secretary of Tennessee State Fair; Mr. Walters; Miss Irma Ikarik, Smith County home demonstration agent; Dr. H. H. Fly, Lebanon; Mrs. Wilson Thompson, Watertown; John R. Wade, secretary of Gibson County Fair; J. A. Scandlyn, sergeant of Tennessee Highway Patrol, and L. A. Richardson, extension service director, University of Tennessee.

Ray Marsh Brydon, of Rice Bros.' Circus, wintering in Jackson, Tenn., was present among showmen, including Bob Hallock, J. H. Wade and J. J. Page. Twelve shows had representatives with headquarters and display rooms.

## Barnes Has Major Bowes

CHICAGO, Feb. 8.—It is probable some of the Major Bowes amateur units may be seen at fairs next summer. M. H. Barnes, president of Barnes-Carruthers Fair Booking Agency, which is handling the Bowes units for outdoor engagements west of Pittsburgh, told *The Billboard* he was elated over the number of inquiries received from fairs and other outdoor events regarding the units. He also said his agency made a record in signing contracts at North Dakota fairs' meeting in Grand Forks, having secured fairs in Fargo, Thief River Falls, Langdon, Minot and Hamilton.

## Mum on P. R. Expo Queries

NEW YORK, Feb. 8.—Information in connection with the proposed exposition in San Juan, Puerto Rico, apparently has ceased in the last few weeks as far as the American end is concerned. Numerous letters from George A. Hamid, Inc., named exclusive representative on attractions and exhibits, to J. de Arteaga, expo secretary, remain unanswered, a fact which has that booking office bewildered. It is understood that George Hamid, president of the firm, has advised members of his staff working on the event to "forget about it."



# W. F. Bills In Congress

Legislation is pending for U. S. participation in big New York show in 1939

WASHINGTON, Feb. 8. — Participation of the United States in the New York World's Fair of 1939, together with an appropriation of \$5,000,000 to be used in promoting representation of the government in the fair, and naming of a United States New York World's Fair Commission are proposed in Senate Joint Resolution 203, introduced by Senator Copeland, New York, for himself and Senator Robert Wagner, and a like resolution, House Joint Resolution 469, introduced by Representative Merritt, New York. Senate resolution goes to committee on commerce and House resolution to committee on foreign affairs.

Commission proposed to be established shall consist of the Secretary of State, Secretary of Agriculture and Secretary of Commerce.

Resolutions provide also for appointment of a United States commissioner-general for the New York World's Fair by the President, by and with advice and consent of the Senate, at a salary of \$10,000 per year, and for appointment of not to exceed three assistant commissioners for the fair, to be named by the commissioner-general, but with approval of the commission designated in the resolutions. Assistant commissioners would receive \$7,500 per annum.

Commission shall prescribe duties of the commissioner-general and shall delegate to him such powers as it shall deem advisable in the exhibiting at the fair by the government, its executive departments, independent offices and establishments of such articles, materials, documents and papers as may relate to "this period of our history and such as illustrate the function and administrative faculty of the government in the advancement of industry, science, invention, agriculture, arts, peace and demonstrating the nature of our institutions, particularly as regards their adaptation to the needs of the people."

The resolutions authorize and request the President, by proclamation or in such manner as he may deem proper, to invite all foreign countries and nations to the fair, with a request that they participate therein.

## Syracuse Heads Selected And Repairs Being Pushed

ALBANY, N. Y., Feb. 8.—Director Albert L. Brown, New York State Fair, Syracuse, announced that S. C. Bendergast, Phoenix, will again direct the draft-horse department, while Prof. E. S. Savage, Cornell University, Ithaca, will be head of the cattle department. E. S. Hill, Freeville, who has directed sheep and swine departments many years, was reappointed, and William F. McDonough, Albany, was renamed head of dairy department. In the poultry department Barney W. Mosher, Johnstown, assistant superintendent in 1935, was promoted to superintendent.

Manufacturers and Liberal Arts Building will again be in charge of Webster J. Birdsall, Albany. Perley M. Eastman, Albany, and Stephen C. Fisher, department of agriculture, will be in charge of fruits and flower departments. Other reappointments include Charles E. Riley, Sennett, farm products; W. J. Weaver, State education department, boys and girls' department; Dr. Earl Bates, Cornell University, Indian Village; Linn C. Race, Oxford, State Institutions' Building and State Museum Building.

Close to \$100,000 in premiums and purses will be distributed. Extensive repairs are being made to practically all permanent buildings.

## Space Is Moving in Ionia

IONIA, Mich., Feb. 8.—Declaring it to be a healthy showing, Secretary Fred A. Chapman said that 42 1/2 per cent of mid-way concession space for the 1936 Ionia Free Fair has been contracted to date. This is based on total space used in 1935.

## 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, City Club, Hartford. Leonard H. Healey, secretary, Hartford.

## Varied Bill for Wapakoneta

WAPAKONETA, O., Feb. 8.—Secretary Harry Kahn detailed plans for a nightly change in entertainment at the 1936 Auglaize County Fair here at a dinner on February 3 at which State Director of Agriculture Earl H. Hanefeld and B. P. Sandles, Ohio Junior State Fair and son of the late A. P. (Put) Sandles, were guest speakers. While all time has not been filled, Mr. Kahn said Sunday afternoon would feature a champion lodge drill team, with rodeo and drill team at night; Monday, rodeo, fireworks; Tuesday, WLS Barn Dance, fireworks; Wednesday, Nature's Merry-Go-Round, new WLS company, fireworks; Thursday, revue; Friday, change in revue, public wedding. Fairgrounds are being improved.



Fair Grounds

DOVER, O.—Tuscarawas County Fair, under its new management, will feature a rodeo on two nights this year, when night shows will be held for the first time.

APPLETON, Minn.—Secretary J. G. Anderson reports that numerous auto

giveaways will be featured at 1936 Swift County Fair here, for which WLS Barn Dance, an array of other acts and John Francis Shows have been booked.

HALIFAX, N. S.—E. Frank Lordly, secretary - treasurer - manager of Nova Scotia Exhibition Commission, sponsoring Halifax Fair, continues as vice-president of Maritime Amateur Hockey Association, altho dropping many other sports positions since being appointed directing head of the fair last summer to succeed H. D. Biden.

ST. JOHN, N. B.—City council has guaranteed St. John Exhibition Association against deficit to the extent of \$5,000. George D. Ellis, president, before the council in behalf of the grant, pointed out that the association is in better financial condition than in some time but that the guarantee is necessary to obtain loans from banks. The council is heartily in favor of holding a fair this year.

CENTER HALL, Pa.—Secretary Edith Sankey Dale reported Grange Encampment and Center County Fair free from indebtedness, a camp of 550 tents in conjunction with the fair and that \$3,500 has been paid out in prizes and premiums.

WAYNESBURG, Pa.—Damage estimated at \$3,500 resulted when a large horse barn burned on Waynesburg Fair grounds on February 2. William Hewitt, a blacksmith, narrowly escaped from his sleeping quarters in the structure. The building will be replaced in the spring, directors said.

CLAY CENTER, Neb.—Among improvements, assisted by the WFA, on fairgrounds of Clay County Agricultural Association are two new 200x38-foot barns, an 80x40-foot two-story exhibit building, 40x30-foot school exhibit building and enlarged poultry building to be erected. H. H. Johnson is fair president, and radio is widely used in advertising, reported Secretary H. H. Harvey.

# Variety in Entertainment Bills Best at Beaumont, Herring Finds

Excerpts from paper on "Outstanding Amusement Features of 1935" by Secretary L. B. Herring Jr., South Texas State Fair, Beaumont, at annual convention of Texas Association of Fairs on January 24 and 25 in Dallas.

Building an amusement program calculated to attract the largest number of people from the potential patronage in your territory is one of the major problems confronting every fair manager every year.

From the first year of our experience down to the last, we are compelled to individually formulate amusement programs on the "trial and error" formula, because in no other business on earth, I dare say, is the old saying so true—"What is one man's meat is another man's poison."

It necessarily follows that my experiences and opinions are based on operations of my fair, and what may have proved to be "meat" for me in 1935 could conceivably be "poison" for some other manager in 1936, and vice versa. Some attraction that proved to be an outstanding feature of my fair may have been, or may later be, a complete flop in some other section of the State.

During the 14 years of my connection there have been a great many "outstanding amusement features" that were credited as making "red-letter days" at other fairs, but which registered only red-ink headaches on the books of mine.

During those 14 years there has not been a single feature of amusement for fairs that I can recall which we have not tried at South Texas State Fair.

## No Outstanding Feature

Races, of course, of every kind, dog races, running and harness races, automobiles, motorcycles, airplanes; in fact, every imaginable race except those requiring hills or ice. For several years our most outstanding amusement feature was a Queen's Coronation, produced on a most elaborate scale.

We have had circuses, college football games, as well as high school football games, rodeos, vaudeville, circus acts, outstanding musical organizations and

acts, bands, orchestras, vocalists, old fiddlers' contests, community singing—all of them. And innumerable minor features, such as dance halls, pie-eating contests, horseshoe pitching and others common to all fairs.

Which brings me to our 1935 fair and the outstanding amusement features. We had no single outstanding feature such as rodeo, races, circus or coronation ceremony. But our amusement program, on the whole, was outstanding above every previous fair in Beaumont. One of the major problems each of us faces each year is a program calculated to attract the largest number of people.

Our 1935 program was planned around the idea that a great variety of entertainment would attract a larger attendance than would some one super-colossal feature, and at much less financial risk.

## For General Appeal

Almost any amusement attraction of (See VARIETY IN on page 42)

**GEORGE A. HAMID Inc.**  
General Amusements  
1560 Broadway, New York

conventions. We are proud to announce that their good will, evidenced by a record number of contracts for 1936, will not go unrewarded, over and above commercial considerations, for it is the intention of this firm to present the highest caliber novelty acts, revues, units and general attractions available throughout the world.

This is no idle promise, but a statement based on a close study of the act market for 1936.

# Fair Elections

KEARNEY, Neb.—Buffalo County Fair Association elected Fred Knobel, president; Allen Cook, secretary; Otto Oakes, manager.

BOONVILLE, N. Y.—Clarence R. Sperry was elected president of Boonville Fair Association, succeeding Clayton A. Muzzer; vice-presidents, Mr. Muzzer, Ray Schweinsberg, Donald H. Douglass; secretary, Romeyn Vaughn; superintendent of concessions, Ronald Ryder; treasurer, Devere Merrill; premium secretary, Perley S. Babcock.

APPLETON, Minn.—Swift County Fair Association elected A. T. Forsberg, president; Paul Waldon, vice-president; L. E. Scott, treasurer; J. G. Anderson, secretary.

DILLON, S. C.—Dillon County Fair Association elected Judge Joe Cabell Davis president; E. M. Hamer, vice-president; C. T. Wheeler, secretary-manager; Judge Davis, Mr. Hamer, C. G. McLaurin, A. B. Jordan, James McEllan, J. W. Adams, John W. McKay, directors.

MARYSVILLE, O.—Union County Agricultural Society, sponsoring annual Union County Fair, reports a balance of \$1,627.13 in its treasury.

## THE STRATOSPHERE MAN

At the Top of the Highest Aerial Act in the World.

New Booking  
FAIRS, PARKS, CELEBRATIONS,  
Season 1936.

Address Care The Billboard,  
Cincinnati, O.

**WE AIM TO PLEASE WITH**

1936 CATALOG NOW AVAILABLE.

**"Attractions That Attract at Attractive Prices"**

Your job is to please your patrons, ours to please you. We know what patrons want to make them thrill, laugh, return to look again and again, and be sorry when the show is ended. We can fill your requirements. Have our representative call.

**PHIL WIRTH, Pres.**  
**Boyd & Wirth Attractions, Inc.**  
1564 Broadway, NEW YORK, N. Y.

**CARNIVAL WANTED**

For one of the largest County Fairs in Illinois, Week of August 10.

**J. D. GREEN, Sec'y, Greenup, Ill.**

**GEORGE A. HAMID Inc.**  
General Amusements  
1560 Broadway, New York

takes this opportunity to thank Eastern, Southern and Canadian Fair Associations for hospitality and co-operation shown during annual conventions. We are proud to announce that their good will, evidenced by a record number of contracts for 1936, will not go unrewarded, over and above commercial considerations, for it is the intention of this firm to present the highest caliber novelty acts, revues, units and general attractions available throughout the world.

This is no idle promise, but a statement based on a close study of the act market for 1936.

**GEORGE A. HAMID Inc.**  
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# FAIRS

WE CAN GIVE YOU FREE ATTRACTIONS THAT WILL DRAW MORE PATRONS THAN ANY YOU HAVE EVER HAD—AND AT A PRICE YOU CAN AFFORD.

**B. WARD BEAM**  
Suite 705, 1564 Broadway, New York City

# Ontario Gets More Annuals

**Increase in fairs shown at Toronto convention—Carroll explains legal games**

TORONTO, Feb. 8.—Ontario Association of Agricultural Societies ended its 36th annual convention in the King Edward Hotel here on Wednesday with over 300 members in attendance. Officers elected were Hon. D. Marshall, minister of agriculture, Toronto, and A. J. Eckardt, Toronto, honorary presidents; J. Lockie Wilson, Toronto, honorary life director; George E. Foster, Honeywood, honorary director; S. A. Gibson, Ingersoll, president; W. J. Hill, Madoc, and R. J. Kerr, Acton, vice-presidents; J. A. Carroll, Toronto, secretary and editor; J. E. Peart, Hamilton, treasurer; J. R. Herrington, Richmond Hill, auditor.

Importance of women's organizations and junior work in annual fairs was stressed by Secretary Carroll, Ontario government representative.

"There is still talk about there being too many fairs in Ontario," he said, "but five more were conducted last year than in 1934. There were 315 active agricultural societies during the year, of which 297 held regular fairs."

## Some Illegal Operation

He pointed out that certain illegal games have been operated at agricultural fairs and that operators of these seem to have increased. He said he had been instructed by the minister of agriculture that Section 30 of the Agricultural Societies Act would be enforced in 1936. This act throws the onus of allowing "independent shows and all kinds of gambling and games of chance" upon officers of the association conducting the fair. The penalty, he said, was the withdrawal of the annual grant to the society.

Mr. Carroll added that it was "not the organized carnivals that are giving the trouble, but the independent concessioner, who hopscoches around the country playing fairs and operating controlled games and who usually ends up the season with the same merchandise he started with. The organized carnival cannot afford to carry this type of people, as they have too much at stake. When they play your fair they bring thousands of dollars of equipment and they expect to be in the business long after the small chiseler, with little or no investment, is gone."

## Must Put Out Prizes

In a personal interview with Mr. Carroll *The Billboard* endeavored to find out just what type of games they classed as gambling or of chance, and he replied the type on which the player has no chance or where the operator doubles up and the player comes out the loser. Types like bingo or merchandise wheels or any game where a number of players play at one time and there is a prize given every time the game is run are acceptable, he said.

At the annual banquet Tuesday night the King Edward's Crystal Ballroom was filled to capacity. Dr. G. I. Christie, president of Ontario Agricultural College, Guelph, spoke on the pulling power of high-class grand-stand attractions linked with a well-planned advertising campaign as the secret of any fair's success. "I noticed," said Dr. Christie, "that the fairs that showed a substantial profit last year were the ones where secretaries were on the job for new ideas and saw that they were followed thru." Other speakers were N. Hipel, M.P.; W. J. Guardhouse, M.P.; Colonel F. H. Deacon, president of the CNE; Elwood Hughes, general manager of the CNE, and Controller Wadsworth, representing city of Toronto.

## Hamid Rep Is Emsee

George A. Hamid, who provided the entertainment, placed the show in the hands of his Canadian representative, Tommy McClure, who panicked the house with an original presentation built on typical circus style, with Mr. McClure making a regulation "opening" and then carrying on as emsee. On the bill were tramp juggler, cowboy rope work, strong

(See ONTARIO GETS on opposite page)

## ATTRACTIONS PULL

(Continued from page 40)

portant features in drawing the interest of people to our fairs.

Since inauguration of night fairs with their spectacular revues and brilliant presentations, attendance figures have jumped to new high records. Fairs are no longer an exclusive rural holiday, but are drawing heavily from near-by towns and larger cities. The automobile and good roads have extended the drawing territory for county fairs at least ten-fold.

Experience has shown that races, grand-stand shows and clean midways already overshadow all other departments as revenue producers. It is quite evident and important that the entertainment offered patrons must be of high quality to arouse and maintain interest. Cheap, shady and off-color entertainment has no place on modern county fairgrounds.

## Showfolks Important

The lure of the fair is as strong as ever and so long as fairs are to instruct and inspire the people with educational purposes, thrill with contests of speed and skill and offer pleasurable relaxation and clean amusements, so long will fairs grow and prosper. Fairs not only bring new life to the community but bring contentment to its people.

The 1935 fairs made a substantial gain over 1934. Thirty-eight fairs, reporting to the international association, showed an average attendance of 241,102. Average grand-stand attendance in the afternoon showed an increase of 28 9-10 per cent; night grand-stand attendance increased 37 9-10 per cent.

Your officers had the pleasure of several meetings with Commissioner of Agriculture Thomson, discussing matters of interest to our fairs. A special committee was appointed, consisting of E. W. Delano, W. F. Jahnke, H. B. Kelley, Ralph Tew and Fred A. Chapman. When this committee report is made, I sincerely hope every fair official will be able to attend, as its adoption is of vital importance to Michigan fairs.

I wish to take this opportunity to thank the members of the outdoor show world for their attendance at our meeting. These ladies and gentlemen and the firms they represent are important factors in the success of our fairs. Their presence here gives us an opportunity to contract amusements, outdoor advertising, midway attractions for a minimum expense. I hope our members will show their appreciation by contacting these various representatives.

## Hits Group Management

It is also a pleasure to welcome the representative of that greatest of outdoor show papers, *The Billboard*; also the representative of *The Horseman*. These publications mean much to our fairs and keep us informed in all matters connected with the outdoor show world.

I wish to say a few words regarding group fairs under one management. The outcome of this venture as demonstrated last year in Michigan was disastrous to the organizers, the showmen, concessioners, exhibitors and employees. Its sad ending was not conducive to the best interest of fairs in general.

The success of a county fair depends on local management, local support and a community spirit. This necessary cooperation is always lacking in a fair managed by officers and directors that do not live in a community in which the fair is held. I would suggest that similar attempts to organize a group of this kind should be emphatically discouraged in the future.

It is essential for every fair official to keep in mind that our fairs make their greatest appeal to people who live in the smaller communities and the same class of people who have moved to the larger cities. Fifty-one per cent of the population of the United States still live in cities of 10,000 and under, and our program of activity and entertainment should be directed to make the greatest appeal to this class of our patrons. If we do this, I feel sure success will crown our efforts.

MILWAUKEE—The five-day Socialist Carnival and Bazaar, which closed on February 2 in Milwaukee Auditorium, attracted 134,500 people, besting last year's record by almost 10,000. Entertainers included Art Buech's clowns, Harmoniza Cal and his Badger Ramblers; Phil Di Meo, piano accordionist, and the Falcons Band, under direction of John Paulsch.

## VARIETY IN

(Continued from page 41)

exceptional magnitude would have involved an advance expenditure of more than the cost of our entire program of varied features, and we are convinced that no one such feature would have attracted the attendance which we credit to the variety program. We are equally satisfied that the larger number of patrons so attracted were, on the whole, entertained with a quality and quantity of amusement that greatly exceeded their expectations.

Much as a carnival is assembled to appeal to various types, classes and ages, with its attractions ranging from trained canaries for the kiddies to dances for fatigued fossils, our extra features last year were diversified with the view of entertaining patrons of all ages and inclinations.

One of our most popular features was a 30-piece band, entertaining afternoon and night on the main plaza of the grounds, and which in itself offered a variety of vocal and instrumental music that covered the widest possible range, including juvenile interpretations, red-hot torch singers, opera tenors and celebrated instrumental soloists, while the repertoire of the ensemble embraced everything from jittery jazz to heaviest classics. To further round out a complete musical entertainment and please a type of music lover which is certain to be found on every fairgrounds in America, we obtained radio stars for several afternoon and evening concerts.

## Value of Carnival

Our free acts (which are absolutely free on our grounds) included two high aerial acts for the amusement of those patrons who must have a genuine thrill, and a large variety of platform acts for the benefit of patrons preferring rib-ticklers to spine-chillers.

The features so far discussed are those booked as free acts. In addition to the fine carnival of Beckmann & Gerety's Shows, which played our midway in 1935, we booked an unusually popular attraction in the Hopi Indian Village. This show clicked with patrons to the extent of a most surprising gross, very nearly topping the midway. That show is an excellent example of what I meant when I referred to "trial and error." I was a little dubious at the time of booking it, but before our fair was half over I knew we had picked a midway natural. The only way we ever know for certain that an attraction will pan out is by a tryout at our own fair.

Beckmann & Gerety's Shows brought the famous Illion Rides that proved so popular at a Century of Progress. Also they brought four Ferris Wheels, varying in size from the smallest to the giant size, and this provoked a great deal of favorable comment.

I should like to remark here that in connection with the comment elicited by the flashy appearance and efficient operation of these shows and riding devices, one could not fail to be impressed with the fact that a liberal expenditure for paint and electricity on the midway will produce an "outstanding feature" that will pay big profits to the shows and fairs.

## Mardi Gras Event Big

We have one outstanding event in Beaumont that costs less and makes more money for our fair than any other one feature of any kind. The biggest day every year at South Texas State Fair, rain or shine, is the second Friday, which is known as Joy Nite—and it is all that the designation implies.

It is what some would term a Mardi Gras event. But could anything be more expressive of a spirit of unrestrained merriment than Joy Nite? From far and near patrons come to participate in the masked revelry which begins just after dark and continues until the small hours of Saturday morning. It is a night when "anything goes!"

The hilarity begins with a costume parade, prizes being awarded for originality of costumes, comic character portrayals, etc. The parade may be said to "blow off the lid," and from there on the midway is literally a seething mass of merry madcaps. From that point on, your imagination can fill in the gaps.

This is an event that really catches both old and young, and is one that I can unhesitatingly recommend to any fair. If properly planned and executed, it is one that may make a fair a financial success without risking any appreciable sum in advance.

# Newness Theme For San Diego

**Angle of publicity is that old exhibits are gone—O. N. Crafts placing rides**

SAN DIEGO, Feb. 8. — "Everything's new" is the theme carried on posters of the 1936 California Pacific International Exposition. Fred Mastels, publicity director, announced that practically none of last year's exhibits are remaining. Nearly every building was cleared and exhibits, even from companies which are returning, are different. Scores of firms not represented last year are making elaborate displays.

Harry A. Guthrie, chief of exhibits division of federal housing administration, Washington, will be here for the opening. Stuart A. Ripley, manager of the FHA exhibit, said. Lectures and literary reviews will be given by Benjamin H. Haddock in a three-month series of free programs in the House of Hospitality. Plans for the March of Transportation exhibit in the Palace of Transportation were outlined by President Frank G. Belcher.

## Monday Closing at First

With all space in California State Building allocated, workmen started installing new exhibits in sections that have not already been renewed, according to Adolph N. Sutro, building manager. One of the most significant exhibits in the Palace of Education will be that of California Institute of Technology, Pasadena. Work has begun on building and installation of exhibits in the Hall of Medical Science. Los Angeles has launched a nation-wide campaign to publicize the exposition, which opens on February 12.

Phillip L. Gildred, managing director, said that during the winter season the exposition will be closed on Mondays. On other days exhibit buildings will be open from 12 noon until 8 p.m. Gates will be open in the morning, however, and the Amusement Zone, Spanish Village and other attractions will remain open at night as during the past season. "As we approach summer the exposition will go on a full-time basis, opening gates at a reasonably early hour until late at night," he said. Exhibitors and concessioners are said to be in hearty accord.

## F. & M. Booking Talent

Julius Rosenfield, dean of California restaurateurs, has accepted management of the Cafe of the World. His prominence in cafe management dates back more than 25 years. Ben Black, manager for Fanchon & Marco at the exposition, is supervising engagement of talent for floor shows.

A. J. Humke has been engaged as manager of Days of '49. O. N. Crafts is here, supervising installation of his riding devices. J. Zowter has arranged to place his Frolic Ride in the Fun Zone. Jimmy Stevens and Sid Wolfe have contracted concession space. Whitey Perry visiting J. Ed Brown.

# Gainesville Circ Going to Dallas

**Famed community show contracted for expo—stadium is called Cotton Bowl**

DALLAS, Feb. 8.—Signing of a contract on Friday brings to Texas Centennial Exposition the Gainesville (Tex.) Community Circus on June 25-27, world's only known organized and community-sponsored three-ring circus. Representing the circus in the agreement was A. Morton Smith, D. E. O'Brien, Roy P. Wilson, and for the exposition G. D. Bell and W. A. Webb, general manager. Performances are scheduled for the stadium, which seats 46,000, and will not be shown under any "big top."

Paul M. Massmann leaves again for Detroit to confer with automotive officials. (See Gainesville Circo on opposite page)



By CLAUDE R. ELLIS  
(Cincinnati Office)

OPENING of a sister rink, the Annex, Rhoades street, Dorchester, Mass., formerly known as Morton Arena, on February 1 was announced by management of Winter Garden Rollerway, Dorchester. Several Winter Garden employees were promoted because of the new rink. Manager of the Annex is Edward F. Lunny, who has been floor manager four years in Winter Garden. Daniel McNeice goes along with Lunny as his floor manager and first assistant. John Haggerty is in charge of the skateroom in the new spot. Manager Fred H. Freeman, Winter Garden, said Lunny will be in complete charge at the Annex. Tickets purchased in one rink will be honored at the other. Melvin J. Solari, there four years, has been made Winter Garden floor manager.

WEST PENN ROLLER Hockey League in Pittsburgh opened its season when Olympia Club defeated Rainbow Aces 7 to 1. A large crowd witnessed the opening game. The second game was between National Park Skaters and Ardmore Gardens team. Current season lists some 40 games in which seven roller rinks will participate. D. S. Mamula, Charles Alexander and W. J. Moyer are league executives.

WINNERS of the eight preliminary heats in Tri-State Speed Championship Tournament in Winland Auditorium, East Liverpool, O., under direction of Dick Dillon, are Pete Pollock, Earl Burlingame, Charles Jackson, Richard Boulton, Johnny Jones, Vic Dray, Curly Nolan and Bernie Miller. Grand finals were scheduled for February 9, winner being titled tri-State speed champion and awards being a silver loving cup from the auditorium management and a pair of racing skates from Chicago Roller Skate Company. Red Rhodes, winner of last year's tournament, challenged this year's victor, to decide the speediest skater in the tri-State district.

WHIRLING ACES, Carl Roenick and Bernie Hgulihan, formerly of Rochester, N. Y., they advise, recently joined the Brown & Bailey Revue, playing theaters in Midwestern States.

A TASTY souvenir program in gilt, aluminum and green, with a novelty diary insert, was issued by Manager E. H. Bollinger for grand spring opening of Oaks Roller Rink, Portland, Ore., on February 7. Changes include redecorations and new skates. A big carnival marked night of February 8, and every Wednesday "Pay Night" will be featured.



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Established 1884.  
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The Best Skate Today

**REWOODING**  
2-Piece Hubs and warrnut Fibre Wheels.  
This Maple Wheel proved to be rugged and reliable over four years ago. IS NOT A NEW WHEEL, but is now widely copied. Write for Prices.

**FRANCIS J. BALDWIN,**  
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**\$1.75** — MEN'S NEW WHITE BUCK-SKIN SKATE SHOES, All Sizes.  
Special Price on Dozen Lots. WEIL'S CURIOSITY SHOP, 20 S. 2nd St., Philadelphia, Pa.

Dick Bauman and Buck Nye preside at the pipe organ.

CAMDEN Arrows Club won a 2-to-1 hockey match over Ventnor City Hockey Club after 45 minutes of fast competition in Ventnor City (N. J.) Auditorium on January 31, reports Manager W. A. Mac Bain Jr., of the Arrows. Ventnor City Club, financed and backed by city council of Ventnor, is playing hockey for its first season.

MORE THAN 300 attended a President Roosevelt skate party on night of January 30 in Land o' Dance Rink, Canton, O., one of several functions held in that city in observance of the President's birthday anniversary. Special events were featured. The Canton Repository gave the rink party several first-page notices and carried a nice after-story, with a four-column piece of art showing a group of skaters and several rink officials.

NEW ARENA GARDENS RINK, Detroit, is featuring a series of dance contests. Personality Revue furnishes vocal and dancing numbers by members of the Arena Skating Club and professionals. Wednesday night is regularly two-step night and Friday is waltz night, all dance specialties being for skaters only.

**On Rollers in Europe**

By CYRIL BEASTALL

Speculation is still rife in roller-skating circles over here respecting the forthcoming championship events scheduled to take place in Stuttgart, Germany, in early April. Otto Mayer, efficient secretary-treasurer of the Federation Internationale de Patinage a Roulettes (European controlling body for roller hockey and speed), informs me that only if America responds to the invitation to compete will a world's roller-hockey championship be staged.

In any case a European title event will take place (at least six nations are expected to compete), the ninth of the series, while the amateur roller speed championship of Europe will also be promoted (third of the series) at the same time.

Mayer tells me that only four roller rinks are operating in Switzerland at the moment, Montreux, Geneva, Bienne and Zurich. The first mentioned is the oldest and best known (constructed in 1910) and was the venue for the first of the present series of European roller-hockey championship tournaments.

Floor space measures 118x59 feet, which is considered an almost ideal dimension for the game as played in Europe, where five men in a team is the rule.

A roller-hockey scribe, writing in a local newspaper, comments that "England has a reasonable claim to recognition as world's champions, being as yet unbeaten in Europe after 11 years."

Unless a representative world's championship can be staged no country is entitled to make such a claim, and the U. S. A. could hardly be excluded from any event which might be termed representative, having been such a stronghold of roller skating in all its branches since the sport first received public favor over 60 years ago.

I think England can and would field a team capable of holding and possibly beating America's best, but until such a meeting comes about it is really idle to speculate.

Apart from the hockey and speed contests in Stuttgart, there are expected to be some competitions for roller dance and figure skating, altho of what character these will be is not officially known at time of writing. Jim and Joan Lidstone (Derby), Gladys Frost (Derby) and Leslie Sharples (Accrington) and Ernest A. Clarke (London) are most likely to represent England in these events.

Devonshire Park Bowl, first national roller figure competition of the season, promoted by the NSA, was recently won by O. D. Garner, London, with Joan Lidstone (Derby) second and L. Sharples (Accrington) third. This event is open to all amateurs in Great Britain who have not previously won the national championship (international style).

Gladys Frost, Derby, NSA roller dance gold medalist, who has, following many years of perseverance, become recognized as one of Europe's finest dance skaters, has this season been appointed an NSA gold standard judge for roller dancing and has also been honored by invitation to join the dance and figure section subcommittee, first woman to be so honored.

**GAINESVILLE CIRC**  
(Continued from opposite page)

cial regarding the industry's participation in the exposition. Mr. Massmann is director of concessions and exhibits. Two major auto companies will announce their participation.

C. M. Vandenburg, radio director for the expo, is in New York closing arrangements for national broadcasts before and during the exposition.

William Langley, director of photography for the expo, is conducting a contest for girls with "camera faces." Cash prizes and trips to Coast studios are offered winners. John Sirigo, who contracted photography and guide-book privileges, will publish a book of 100 pages of text and photos in conjunction with his other privileges. Eastman kodak officials are here conferring about space. Missouri-Pacific Railroad will exhibit in the Travel and Transportation Building.

The huge stadium on the grounds, formerly known as Fair Park Stadium, will hereafter be known as the Cotton Bowl, name adopted by city council and expo officials. Museum of Fine Arts, a \$500,000 structure, which will be a part of a \$3,500,000 permanent civic cultural center now being built by the city of Dallas on the exposition lot, already is taking form. It will be completed before the June 6 opening date.

**TAMPA BOW**

(Continued from page 40)

space in the 18 large exhibit buildings is filled to overflowing. Temple of Citrus, beautifully designed and arranged; the Cigar Industry Building, traveling process of cigar making; Florida World's Fair display, and Pan-American Building, in which seven Latin-American countries have exhibits, are outstanding. Flower displays are especially beautiful, with all varieties of tropical plants and flowers.

**Acts Declared Best**

Grand stand features vaudeville, circus and hippodrome acts, rated as the best show that has ever played this fair. A special plate-glass floor has been set up on the platform in front of the grand stand for Eric Young's Revue, *A Trip Around the World*. As in previous years, there are two rings, one at each side of the platform. Other acts include Royal Repenski Troupe of 10 featured in the Ringling Bros.-Barnum & Bailey Circus, equestrians; Blondin-Rellem Troupe, riding bicycles on high wire above stage; "Suicide Ted" Elder, Roman standing while leaping his horse over a flaming automobile; Vittorio Zacchini, human cannonball; Merrill Brothers and Sister, hand balancing and high perch; Ira Watkins and his educated dogs, ponies and chimpanzees; Frederico Canistrelli, unsupported ladder; Maximo, Cuban wire walker, and Nine Uyeno Japs, acros.

The last act was originally billed as The 10 Uyeno Japs," but when they came from Sarasota to fill the engagement at Florida Fair one brother was left in Sarasota at the point of death from tuberculosis of the spine. News of the death of Masa Uyeno in Sarasota came just before an evening performance, but the troupe put on their difficult acrobatic numbers perfectly. Orchestra for grandstand attractions is directed by Ed Chenette.

Royal American Shows, on the midway for the third consecutive season, opened with several new shows and riding devices and did good business on opening day. Rain, however, marred midway business on the second and third days.

**ONTARIO GETS**

(Continued from opposite page)

man, clowns and a mixture of floor show and vaudeville, headed by Anson and Claudette, who made their first Toronto appearance in original rumba and Zulu

**Bay State Fairs**

By L. B. BOSTON, Director Division of Reclamation, Soil Survey and Fairs, Massachusetts Dept. of Agriculture.  
A. W. LOMBARD, Asst. Director.  
HOWARD HAINES MURPHY, Commissioner of Agriculture.  
136 State House, Boston.

For a great many years fair officials have been enthusiastic over making their fairs bigger and better. Without doubt they are, as a group, the most optimistic, energetic and enthusiastic class of persons holding elective office. Crowds and more crowds, glamour, thrills, sensation, color and action have spurred them on. There is something about it all that inspires one's imagination to put on a show that will appeal to the mass. It is a creative vocation. To the one endowed with a sense of humor, or to one with a passion for sport or the more serious-minded with a zest for knowledge, it matters not. The fair affords an outlet for each to plan, to organize, to manage.

When every member of a fair association or at least each director or trustee or committee chairman feels the same degree of enthusiasm as the secretary and is equally willing to donate as much time and energy with no thought of financial remuneration or personal favors, then will a fair have a better than even chance to succeed, not only financially but helpfully in every way to the community and to the objects for which its charter is intended.

Experience has definitely, positively and conclusively proved that a fair is not a business to go into for financial gain. Take it year after year, it is about as poor a gamble, from a money point of view, as any enterprise one can name. Fair directors are beginning to realize this and yet their optimism and enthusiasm and occasional years of success keep them going. We had, all in all, a pretty decent break in the weather this past year—only two or three fairs were hit by bad weather—and yet the financial sheets are cloudy. What to do about it? Well, first let us keep optimistic. Second, let us face the facts, acknowledge that our fair has its limitations, admit it has competition, realize expense must be cut still further, appreciate the value of a ticket sold, a dollar saved on hired help and the need of making friends for the fair of those who live within the shadow of its fairgrounds.

numbers in a semi-burlesque style that stopped the show. A novel touch was added with McClure's Juvenile Revue of 10 nifty tots working in the finale as front for the entire company lined up.

Sam Snelder, Toronto Coin Machine Company, sent over a number of new-type pin games for display.

Among visitors were Fred Wilson, publicity director of the CNE; Charles Ross, manager of attractions CNE; W. C. (Bill) Fleming, H. William Pollack Poster Print; Frank Conklin, Jimmy Sullivan and Joe Hughes.

Joe Hughes, of the Hamid office, advised that his bookings are greater this year so far than for some time. Closed so far are Peterborough, Kingston, Lindsay and Belleville, all Ontario, with more to follow in a week or so.

Conklin's All-Canadian Shows, represented by Frank Conklin, will have the midways at Peterborough, Kingston and Lindsay fairs.

Jimmy Sullivan, Wallace Bros.' Shows, reported several bookings.

Others represented were Gray's Greater Shows; Sims United Shows; Queen City Amusement Company, Joe Atkins; Ralph A. Hankinson Speedways, Affiliated Theatrical Agencies, Canadian Vaudeville Exchange, Hand Fireworks, and Lewis Bros.' Circus, Harry Lottridge.

**For Health's Sake Roller Skate**

ROLL ON Rubber

Physicians recommend roller skating as the most healthful exercise. Develops mental joy and physical strength.

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# NEW ACTIVITY IN INDUSTRY

## Operators Showing More Effort Than in Years, Declares Baker

Following survey of park and beach field for several months, president of NAAPPB finds determination to expand in attractions is greater than since 1929

NEW YORK, Feb. 8.—There can be no hope of drawing 1936 business with amusement parks appearing the same as they did in 1935, is the keynote of a new sentiment found in the field by Harry C. Baker, president of the National Association of Amusement Parks, Pools and Beaches and head of the Park and Beach Supply Company, Inc., New York City. Mr. Baker reports that a survey for several months of parks and beaches throughout the country has proven there is greater activity under way than in any operators have concluded that they must begin renovating to meet demands of a public which hitherto has been unable to patronize attractions afforded by the industry.

"The many inquiries received by the Park and Beach Supply Company are strongly indicative of the fact that all angles of renovation and improvement are being considered. In addition to the purchasing of rides, playground equipment, paints and other supplies and equipment to augment their present layouts, many parks are changing the entire physical appearance of their places by rebuilding fronts of their rides and buildings with structures of modernistic designs. Every wide-awake operator is doing something with a view towards greater possibilities for 1936. 'We certainly cannot hope to draw a 1936 crowd with a 1935-appearing park,' one live-wire operator remarked to me," said President Baker.

### Example of Riverview

"As an example of what one of the largest and most successfully operated parks in the world thinks of the future possibilities, I call attention to Riverview Park, Chicago.

"A scale model of the entire park, showing every building and device in miniature, has been prepared for them. Every building and ride was reproduced, showing its exact location on the plot. No detail was left out. But it was made up showing the park in modernistic and streamlining design. A meeting of the board of directors was called and the management was enabled to show them just how the park would look in keeping with the public demand for streamlining and modification. In addition to being given an opportunity to visualize a revised park, they were also informed as to the proposed costs for such changes. This just gives an idea of how important owners of our large parks consider the matter of improvements. To them it is not just a matter of an extra can of paint or a few more planted flowers.

### Foreigners on Watch

"These models and layouts would have been on display at the last convention of the National Association of Amusement Parks, Pools and Beaches, but, unfortunately, final arrangements for them had not been completed in time to make this possible. However, it is hoped they will be available to parks throughout the entire country in time.

"It is surprising the amount of interest shown in our business by operators of amusement parks in foreign countries. That they are interested in our rides and equipment and our promotional activities is evidenced in the letters we receive from them. They tell us the articles on amusement parks, as published in *The Billboard*, are looked forward to weekly and appreciated. To them the reports on our development are guiding hands."

## Bond Confers in New York

NEW YORK, Feb. 8.—Cyril (Cy) D. Bond, recently appointed sales manager of the Dodgem Corporation, is to spend the week of February 10 in the Paramount Hotel, New York City, where he will discuss ride problems with amusement park operators and carnival managers.

## N. E. Group, AREA Will Meet in Boston

BOSTON, Feb. 8.—New England Section of the National Association of Amusement Parks, Pools and Beaches will hold its winter meeting in the Hotel Manger here all day on February 25 and until noon on February 26.

Executive committee of the American Recreational Equipment Association will meet in the hotel on the afternoon of February 26.

## Bert Gets Dallas Contract For Rides and Concessions

DALLAS, Feb. 8.—Samuel Bert, manufacturer of ice-shaving machines and operator of eating and drinking concessions at fairs and celebrations in and around Dallas, has contracted to furnish the eating and drinking concessions at Dallas Zoo during 1936.

In addition to the food concessions, he has made arrangements to place his Merry-Go-Round and Ferris Wheel in the park.

Since the closing of the rides in Fair Park to make room for the Texas Centennial plant, Dallas has been without an amusement park. Outside of the centennial grounds the zoo is the only amusement park in Dallas, and its entertainment features, away from the animal divisions, are few.

## Jones Aiding in Fed Census

PEORIA, Ill., Feb. 8.—Beese H. Jones, several seasons manager of Mackinaw Dells Amusement Park, Congerville, Ill., and prior to that associated with his brother, Lawrence Jones, in the management, has discontinued amusement work temporarily and is now working with the federal census bureau in taking biennial business and manufacturers' census in the Peoria area.

## Joe Basile, Vet Batonist, Given Pronounced Silver Jubilee Tribute

NEWARK, N. J., Feb. 8.—A combination amusement-political-social throng turned out for a testimonial dinner and dance in honor of Joe Basile's 25th anniversary as a band leader, event being staged in the large and well-appointed ballroom of the Elks' Club Wednesday evening. With toastmastering by Henry A. Guenther, president of Olympic Park, Irvington, where Basile's Madison Square Garden Band has appeared for years, and a number of prominent speakers and guests on the dais, the veteran batonist became the subject of one of the most pronounced tributes ever paid to a Skeeeter State personality.

Invocation was delivered by Rev. Abbey Niedebuehl, and among guests and speakers were James A. McReil, sheriff of Essex County; William J. Egan, assistant attorney-general; Col. W. Kelly, Dr. and Mrs. E. Butler, Mrs. Henry Guenther and James Beidon. A special table held Mrs. George Hamid, wife of the president of George A. Hamid, Inc.

### A SUGGESTION

For turning parks into merchandising centers, with riding devices and attractions acting as department stores, may be found in the article

### "USE OF MERCHANDISE IN PARKS"

on the first page of the Wholesale Merchandise Department in this issue.

## Wet Drive On By Whalomites

Return of liquor to park in Massachusetts sought—secession sentiment seen

FITCHBURG, Mass., Feb. 8.—Concessioners in Whalom Park, under leadership of Robert S. Lufkin, owner of Rose Garden Restaurant and refreshment stand on the lake front, are united in a drive to bring back liquor to the park, at the annual town meeting of Lunenburg, Mass., on March 2.

Under Mr. Lufkin the concessioners have been successful in having House Bill 724, to permit citizens of Lunenburg to vote on the liquor question at the annual town meeting, passed by the Legislature. The bill was sponsored by Mr. Lufkin, who, with the others, contended that their business at Whalom Park had been injured by the dryness of the town of Lunenburg, in which a greater part of the park is located.

There is about 33 1/3 per cent of Lunenburg's vote at Whalom Park. The town voted against liquor last year but Mr. Lufkin and others are confident voters will return to the wet column.

Residents of Whalom Park are threatening to secede from the town of Lunenburg and become a section of either Fitchburg or Leominster. This action was revealed by Frederick F. Williams, prominent resident of Whalom Park, who said that from an economic and geographical point of view Whalom Park should be tied up with Fitchburg or Leominster.

Whalom Park gets its water from Leominster and its electricity from Fitchburg and its telephones are hooked up with the Fitchburg exchange. Residents of Whalom Park, according to Mr. Williams, have been denied a separate voting precinct by Lunenburg town officials and have to go two miles to the center of the town to vote.

Whalom Park Theater is in Leominster and the rest of the park is in Lunenburg territory.

## Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: More frozen waterways around Long Island than in years. Frost, coupled with icy roadways, put the kibosh on night life. To motor out from New York City (source of most of the trade) was a task. Clever exploitation and showmanship have made Queens Terrace, Woodside, a standout nightery. To maintain a personnel as large as there is at the Terrace and pack 'em in like the management does speaks well for those who argue that amusement biz is still alive.

Around Queens County pool owners and operators, our neighbor Nat A. Tor might be interested to know, are going to yell loud and long next spring at the federal and city governments if both continue to offer opposition in the form of publicly operated natatoriums. It's the old argument that'll be dragged up on the platform about high taxes and then competition from the taxers. An old argument, true, but nevertheless a real solid one.

Harry E. Tudor, who was Long Island's No. 1 showman before he packed his bundle to go abroad, may be back in his old haunts once again after all. The '39 World's Fair should do as much to attract Harry as anything. If that doesn't bring him back nothing ever will. Crew around Island could use some of his ingenious thoughts. . . . Stan Ross, who is known around his house as Stanley Rosenberg, is an industrious young gent, if we may say. Plus editing Rockaway's *Argus*, a man-sized job right off the bat, he leads his own orb on the radio and several nights each week at the Long Beach Casino. (See LONG ISLAND on opposite page)

## Conneaut Will Open Early; Bookings Big

CONNELLAKE PARK, Pa., Feb. 8.—This resort will open its preliminary season on May 15, due to heavy bookings for June and July. Regular season will open on Decoration Day.

Among new features this year will be new boardwalk, two bathing beaches and Beach Club, now open all year. New rides will be installed together with new concessions and some new buildings. As soon as weather breaks carpenters and painters who were compelled by extremely bad weather to lay off will start in again. About 300 carloads of ice, 14 inches thick, best crop in years, was taken from Conneaut Lake this week for next summer's use.

There is a rumor that dog races will be run on the fairgrounds, just across the highway from the park and owned by the same company.

## Sluskys Meeting Success In a Plan for Bank Night

LINCOLN, Neb., Feb. 8.—Winter snows failed to curb inventive genius of the Slusky Brothers, Abe and Louis, who operated Capitol Beach Park here one season and of late have been operating in Omaha.

They have assembled what appears to be a sure-fire money maker in the form of "Bank Night Absentee Insurance," a plan under which a bank-night registrant at a theater does not have to be in the house to collect.

The Sluskys are operating in Nebraska, Iowa, Illinois and Missouri at present.

## Death of Harry Van Hoven

CINCINNATI, Feb. 8.—Details of the death on February 3 of Harry Van Hoven, widely known exploitationist, connected a number of years with interests of John J. Carlin, Carlin's Park, Baltimore, and with Jack Curley in marathons, are reported in the Final Curtain in this issue of *The Billboard*.

Gertrude J. Van Delne (Clock), Mildred O'Done and Hattie Delman, all of whom have sung with Basile's unit; Dorothy Packman and Anita Goldie, of the Hamid office; Jack Delman, Mack Goldberg and Chester Clock; Leslie G. Anderson and Leonard Traube, of *The Billboard*, New York.

About 125 musicians attended. Dreamland Park was represented by Victor J. Brown. Basile's entire family was present. Herb Baudistel and Hugo Carano bands furnished the music. Entertainment, emceed by Nick Lang and supplied by Erwin J. Rutan, included the Randows, clowns; Al Florenz, acrobat; Amelia Bergen, toe dancer, and others.

Gay and distinctly lively, the party broke up at 3 a.m., emerging as an outstanding testimonial to one of the most outstanding musicians and conductors in the country. Some of the proceeds went toward maintaining Basile's musicians' club here.



**The Pool Whirl**

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard.)

I'm a bit disappointed in high divers in general. Always knew a great many of them boasted a lot, but never knew that so many were afraid to stand up for their claims. Since first announcement of the world's high-diving championships to be held, starting on Decoration Day, in Palisades Amusement Park, Fort Lee, N. J., in this column two issues ago, only a few requests have come in for entry blanks. And these have been from divers who don't continually tell how good they are, but who apparently know their worth and are willing to prove it in open competition.

At first I thought it just a matter of unintentional delay in the high-diving fraternity. But Captain G. E. Craig, at present residing in Miami, Fla., writes: "I was speaking to a few divers here and they have 'chilled' after seeing the definite competition plans. That will take a lot of starch out of these would-be high divers, and that goes for Peejay Ringens also, as I know I can make him sit up and take notice myself."

Now I don't want to agree with Captain Craig, but it appears that I'll be compelled to unless I hear from some of the high divers who have been doing a lot of talking, letting me know of their intentions to compete.

Setup of the contest is not complicated, so no one has a legitimate alibi of not being able to enter. The same tank will be used by all performers and the ladder raised accordingly until the highest leap is made, much after the fashion of high jumping in track and field games.

The \$1,000 in awards is something for which to strive, and then there is the additional offer of a six weeks' route by the well-known George Hamid office. Then, too, competition is purposely being held at the beginning of the outdoor season so that whoever wins can capitalize on his or her official world's title.

Some divers who have written appear to think that Peejay Ringens' challenge of \$500 is the only money offered. That has nothing to do with the grand to be put up by Rosenthal Brothers, Palisades Park. Ringens' \$500 competition will be separate from the world's high-diving competition and just an added feature.

Letters from pool and park men encourage me to believe that this column is doing something for the industry. They all agree that they've been fooled too often by high divers who claimed this or that world's championship and that at last they will be able to know beforehand just how good their prospective free-act artist is. Rex D. Billings, formerly manager of Luna Park, Coney Island, N. Y., and now general manager of Belmont Park, Montreal, Can., was in New York last week and told the writer: "This high-diving championship is a grand idea, one that has been sorely needed in the park and pool field for ever so long."

But I am disappointed in responses so far from high divers. I want to feel that it's a case of merely waiting on the part of the divers and that they will eventually come in. But Captain Craig has raised a point which can't be overlooked. "Say it isn't so," you high divers. Are you afraid of having "the starch taken out of you," as Captain Craig puts it, or is it just a matter of neglect? I do hope it's the latter for the sake of the good name of your profession.

Captain Dan Cherry, Pampa, Tex., writes: "Notice things are shaping up for the high-diving contest, but since I wrote in some time ago have seen nothing regarding net divers. I realize that the offer made by Peejay Ringens and also the world's championship sponsored by Nat A. Tor would not include net divers. But if this is a contest to determine the champion diver, then why not net divers? After all they are all divers, and would it be fair to all concerned to crown some water diver the undisputed champion of all divers if some net diver could and would work higher?" "Understand me, I am not laying claim to being the highest diver. That should be determined at the contest.

Neither have I seen all the divers, either net or water, but I do know net divers who are working higher than any water diver that I have ever seen. So if it is for the championship let's make it a real contest, nobody barred, if he or she is a diver. Would like to hear the opinions of some of the other net divers. Come on, boys, let's get in the game and see who is really the champion of all divers!"

In answer, we regret that net divers do not come under the jurisdiction of this department and for this reason couldn't very well be included in the contest. However, if enough of them are interested perhaps they can stage a contest of their own, in which case I shall be only too glad to hear their opinions and reprint them here.

**American Recreational Equipment Association**

By R. S. UZZELL

The executive committee of the American Recreational Equipment Association will meet in Boston in the Hotel Manger on February 26 at 2 p.m. The meeting will follow the adjournment of the New England park men, who meet on February 25 all day and until noon on February 26. Chairmen of our standing committees are asked to attend this meeting. In fact, any AREA member is welcome. There is an accumulation of much important business to transact. The New England meeting of park men promises also to be of vital interest to its members.

The national association of park men and all of the allied interests acknowledge a deep debt of gratitude to the late Charles Browning, who gave so freely of his time and effort each year to make it pleasant for us at our annual meetings. He made for himself a large place in our industry. His brother, Frank, seconded him in this annual labor for us. Then when Charles passed to that great resort beyond, his son-in-law, Stephen Roscoe, took up the mantle of Charles as he let it fall. Mr. Roscoe was devoted to us until he passed on.

**Careful of Patents**

Their work was that of a man, so Charley's daughter, Harriet, could not take it up, else she would have done it willingly. She lost her main supports in the demise of her father and her husband. She occupies the place which her father built at which to entertain his friends and in which to spend his declining years. She can entertain Florida tourists and can at one time accommodate 14. It is in Clermont, Fla., in Lake County, most beautifully located. There are 1,400 named lakes in that county. She is deserving of our support and will surely make it pleasant for any of our people who may become her guests. She is making a heroic effort to properly bring up Charles Browning Roscoe, her son. Let all who pass that way give her a hand.

Some amusement men have been talking of a coaster car that will leap the gap. In our American Museum of Public Recreation W. F. Mangels has large drawing of a coaster leaping the gap, which has been patented for more than 30 years. Don't be too sure that a ride idea is new until you investigate it in our museum.

**Billings Goes North**

Rex D. Billings left Miami, Fla., on February 1, stopped in New York City to call on business connections for a few days, and then resumed his journey to Montreal, Can. You might look at your newspaper for the differences of temperature between Miami and Montreal. Were he out for pleasure, he would be going from Montreal to Florida this season of the year, but "the show must go on," so he must go where and when business calls.

He says the season has not been up to expectations in Florida. That storm came at the wrong time, and then, he says, money is not plentiful yet for spending the winter in Florida.

Fred L. Markey, of the Dodgem Corporation, writes: "I am in favor of having the exhibition hall open at all hours. If amusement park men are interested in the subject matter of the day's program session, they will attend. If there is no interest in the meeting for them, the manufacturers will have an opportunity of contacting them in the exhibition hall. With double activities, our prospects will be more apt to stay in the hotel rather than be going out to shows and clubs." Lee A. Sullivan, president of the Eil

Bridge Company, Jacksonville, Ill., writes: "Now, if I do exhibit in the future, I would most certainly want the exhibit hall to stay open from opening time in the morning until closing time at night."

**Expression on Exhibits**

R. E. Chambers, president of R. E. Chambers Company, which took over the Traver Engineering Corporation, of Beaver Falls, Pa., expresses himself thus: "I am heartily in favor of limiting the exhibition to three days. It has been my experience that when the convention as a whole drags on for a week there is considerable letdown of interest. If the exhibition hall is of more interest than the program sessions, then the program should be made more interesting rather than have us close up shop. Most of the expense of the exhibit is borne by the manufacturers and, since they are now a separate and distinct organization, I think we have a perfect right to conduct the exhibit as will best serve our interests."

Let us have more responses before February 26, so that we will have tangible evidence of the attitude on length and time of our annual exhibit. The executive committee desires to get the general attitude of the exhibitors on which to base its discussion and action.

The exposition for Cleveland, O., does seem to be on the way. There are reliable reports that \$1,000,000 is now available for this enterprise.

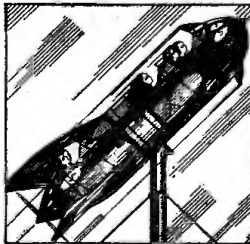
**LONG ISLAND**

(Continued from opposite page)

He's a special writer for *The Brooklyn Eagle* and handles a couple of press-agency accounts. To top it off, he's a runner who dashes off the mile event in crack time.

**ROCKAWAY BEACH:** Playland Park will soon announce officially the appointment of its manager for '36. It's Lou Meisel, who has done a good job of it for the last couple of seasons. . . . Terry Donoghue, once operator of the Moulin Rouge here, is publishing a mag over in Manhattan. His brother, Bill, erstwhile local press agent, is now secretary to New York State Attorney-General John Bennett. . . . Hank Margolies, wife and child are in South Africa to stay.

**LONG BEACH:** Bids for jetties and preliminary piling let to a New Jersey outfit, and that'll take \$500,000 of the \$2,000,000 Boardwalk money. . . . Mickey Rosner okeh after heart attack. . . . Long Beach Casino stealing much of Roadside Rest's thunder. . . . At least one network will run a wire here



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# CHARITY SHOW SETS RECORD

## PCSA High Jinks A Big Function

Turnaway attendance — many amusements represented—fine program

LOS ANGELES, Feb. 8.—The first Charity High Jinks of the Pacific Coast Showmen's Association, the sum realized to be added to the new special fund for the relief of members in need, held Tuesday night at the Balboa Gardens Ballroom, was an outstanding event in the history of the association. There was the largest number of people to ever attend a PCSA function, and the profits, when completely tabulated, probably will also set a record. Altho the lately enlarged and handsomely decorated playroom at Balboa Gardens permits the seating of 1,500 persons, many were turned away as early as 8 o'clock. James Simpson, former showman and the owner of Balboa Brewery, donated the use of the room for the affair.

There were present representatives of every branch of the amusement field, a considerable number from the movie colony. Because of the dense crowd it was not possible to have any definite form of registration, so the names of many notables of the amusement field (See CHARITY SHOW on page 52)

## Beckmann Recovering From Eye Operation

SAN ANTONIO, Tex., Feb. 8. — The most gladsome report relative to the personnel of Beckmann & Gerety's Shows is that the "grand man of show business," Fred Beckmann, is recovering nicely after a week in a local hospital, where he underwent an operation on one of his eyes.

Mr. and Mrs. B. S. Gerety left recently for a motor trip to Florida, on which they will visit the Florida Fair at Tampa. They expect to be away about two weeks and will visit in Atlanta, New Orleans and Houston before returning to this city.

Charley Driver, of the O. Henry Tent and Awning Company, and his wife were recent visitors to the Beckmann & Gerety quarters while on a combined pleasure and business trip. Karl Walker's Gay New Yorkers has been putting on "Midnight Rambles" on Saturday nights at the Palace Theater to very heavy patronage. H. D. (Doc) Harnett has contracted his mammoth Deep Sea Show for the Beckmann & Gerety midway. Pete Kortez, whose World's Fair Museum has been playing storerooms this winter, for some weeks in Denver, advises that he will have a greatly enlarged Circus Side Show, with the large top purchased late last season and with a long line of three-high front banners. Carpenters, blacksmiths, mechanics and painters are busily engaged at the show's winter quarters, preparing the paraphernalia for the spring opening in this city.

## Marks Shows Fair Dates

RICHMOND, Va., Feb. 8.—An executive of Marks Shows, of which John H. Marks is owner-manager, advises that contracts for fairs this year for that amusement organization include the following: Greater Mt. Airy Fair, Mt. Airy, N. C.; Wilkes County Fair, North Wilkesboro, N. C.; Robeson County Fair, Lumberton, N. C.; Cumberland County Fair, Fayetteville, N. C.; Coastal Fair, Wilmington, N. C.; York County Fair, Rock Hill, S. C.; Athens District Fair, Athens, Ga., and Tri-State Fair, Savannah, Ga.

NASHVILLE, Tenn., Feb. 8. — While attending the Tennessee fairs meeting here this week, Col. T. L. Dedrick, of Happy Days Shows, advised that he had just received contract for this year's Greater Boonville Fair, Boonville, Ind., from Albert C. Derr, secretary the fair.

## "Susie" Didn't Answer

The personnel of United World-Wide Oddities, traveling, Frank Casey, operative owner, had "the biggest laugh of the season" while at a stand in Alabama, infos Bobby Kork of that show.

In a printing of the museum roster of attractions appeared "Susie, Claffe Neck Woman." The following week that attraction received offers of work for the coming outdoor season from several showmen.

"Susie," in reality, is a wax figure. Says Bobby: "Page Starr DeBelle—'Ballyhoo Bros.' might also want to book 'her.'"

## Max Gruberg Again At N. Y. State Fair

CINCINNATI, Feb. 8.—A telegraphic communication from Max Gruberg, manager Gruberg's World's Exposition Shows, early this week advised that his amusement organization had been awarded contract for this year's New York State Fair, at Syracuse. Gruberg's third time to furnish amusements at that event.

## ACA Insurance Plan To Be Announced Soon

ROCHESTER, N. Y., Feb. 8.—It was announced this week by Max Cohen, general counsel of American Carnivals Association, Inc., that the investigation authorized by the association with reference to obtaining group life insurance for the employees of members has resulted in the definite submission of a proposal by one of America's outstanding insurance companies to accept this risk classification.

A detailed report on the matter will be published in the near future, and it is likely that it may be ready for release by the next issue of *The Billboard*.

## O'Brien Signs Acts for His Revere Beach Show

REVERE BEACH, Mass., Feb. 8.—Zenda, mentalist, now playing New Jersey dates, has been signed for O'Brien's European Museum by W. J. (Bill) O'Brien, opening next May. She will be featured, with O'Brien arranging for radio tieups.

O'Brien will also have three rides which will get going in mid-April. Devices will be in charge of Norman Schendel, formerly connected with Jack Murray, Joste Nagata and John M. Sneesley.

CLINT, Tex., Feb. 8.—Ed Stritch, manager Valley Shows, in winter quarters here, has arrived and started activities on repairs, building and painting. Show is slated for an early season opening. Mr. and Mrs. Roy Gray were recent visitors.

## BALLYHOO BROS.' Circulating Exposition

A Century of Profit Show

By STARR DeBELLE

Suffering Springs, Fla. Week ended February 8, 1936. Dear Charlie:

Show lost Monday night here, due to late arrival. Orders Saturday night from the office to hold up the tealing down until Sunday morning caused the delay. Thereby saved a four-hour light bill.

Day and date with the Gasparilla, only a few miles away. The State license being prohibitive forced the show to play a park engagement here. This killed the week's layoff! (Note: We are not the first to play the spot. We take no credit for same.)

In contracting the show agreed to take over all the park's amusements. The agreement further read that show must keep all the park departments active. Rather than use the park attractions

## The Clairs Meet Many Showfolks During Trip

WALTHAM, Mass., Feb. 8.—Arch E. Clair, manager of Norumbega Park, near here, and Mrs. Clair, who recently returned from a trip to the Southeast, met many showfolk acquaintances during the trek. Clair for a number of years was an executive with the Johnny J. Jones Exposition, and also was secretary-treasurer of the late Brown & Dyer Shows for a similar period of time until their closing in 1929.

On their southward journey they spent Christmas with Mrs. Dyer at Fawling, N. Y., and the following day drove to Parkridge, N. J., to visit Rose Hicks at her mother's home. At Boston had a nice visit with Alfred Dernberger, also a short visit with Rick Richter. At Norfolk, Va., chatted with Kenny E. Moore, Matthew (Squire) Riley, the Lobsacks and others. At Miami stopped at Eph Gettman's hotel two days and 10 days with Bill and Ruby Bartlett at their beautiful place on Biscayne boulevard. From Miami to Tampa, where they met Bootsie and Buddy Paddock, Ben and Midge Blakely and many other acquaintances. Visited Bishop and Mamie Turner at St. Petersburg, Mr. and Mrs. Punch Allen at Orlando and Mae (Shep) and Ray Snyder near Orlando. On the return trip stopped at Elizabeth City, N. C., where they stayed a night with Mr. and Mrs. William (Bill) Dawson and enjoyed talking over the good old days of Brown & Dyer. Clair states: "Never have we seen so many old-time friends in the last 12 years."

## Big State Execs Back in Houston

HOUSTON, Feb. 8.—Altho there has not been much done in winter quarters of Big State Shows, extensive activity toward putting the paraphernalia in shape for the coming season will start in about a week, a representative of *The Billboard* was advised by one of the show's executives.

Mr. and Mrs. Roy Gray are back in the city, as also is Louis Bright. Jess and Mrs. Wrigley have an apartment near quarters. A new office wagon will be built. The show's opening will be early in March. Show will move on 21 company-owned trucks, besides living cars and autos. Ruth (Gray) Young and her husband have remained in Navasota all winter with their photo gallery and will report here late this month.

ST. LOUIS, Feb. 8.—The Missouri Show Women's Club has been making notable progress for its annual Valentine dance to be given February 15 in the large ballroom at the American Hotel. Tickets are reported going fast and a large attendance is expected.

## League Theatrical Night March 16

CHICAGO, Feb. 8.—The third annual spring theatrical night sponsored by the Showmen's League of America will be held in the College Inn of Hotel Sherman Monday night, March 16. Sam J. Levy and Jack Nelson were appointed chairman and co-chairman, respectively, at the last meeting of the league and are already working on plans for the event. They handled last year's spring theatrical night, which was one of the most successful shows the league ever held.

As with last year's affair, the league will take over the College Inn for the entire evening and will present a show that will include many well-known artists of stage, screen and radio. Tickets for dinner and show will be \$2.50 each. Frank Bering, manager of Hotel Sherman, is lending his full co-operation to make this show even more brilliant and successful than last year's.

## Foley Returning to Outdoor Show Field

HOUSTON, Tex., Feb. 8.—Tom E. Foley, advance representative, who has spent the last 12 years in the theatrical branch of show business, with such shows as Frank McGlynn in *Abraham Lincoln*, Eddie Cantor in *Make It Snappy*, and for three years with Ann Nichols' *Abie's Irish Rose* (Chicago company), will return to the outdoor field this season.

Years ago Foley was very active in the circus and carnival business, having been connected as agent with various shows, among them Hampton's Great Empire Shows, Greater Sheesley Shows, Clifton Kelley Shows, Walter L. Main Circus (under Andrew Downie), Moss Bros. Greater Shows, and was co-owner with Capt. Doney in the Doney & Foley Greater Shows in 1921. He operates the Royal Hotel here, which will be under Mrs. Foley's management during his absence.

## Frisk Launching Show

MINNEAPOLIS, Feb. 8.—Frisk Greater Shows are being prepared for launching this coming season, with E. C. Frisk as manager.

Mr. Frisk has operated concessions about 15 years, and hearkening to an inspiration gained thru his association with officials of fairs and other special events, along with prospects for a good year, he recently decided to form a collective-amusements organization. Will carry 4 rides (all company owned), 5 shows and about 15 concessions. He has made successful booking trips to fair meetings. Work of preparing the equipment at winter quarters will start about February 15. Mr. and Mrs. Harry Zimdars and Clyde Curran, of Zimdars Shows, were recent visitors at the home of Mr. and Mrs. Frisk after attending the fairs meeting at Winnipeg.

## "Uncle" Hoyt Seriously Ill

CINCINNATI, Feb. 8.—Dr. Theodore (Uncle) Hoyt, many years a showman, who has passed his 83d milestone of life, reverently called "Uncle" by showfolk acquaintances and actually an uncle of W. H. (Bill) Rice, was reported seriously ill early this week in General Hospital, Los Angeles, having suffered a stroke. Dr. Hoyt graduated from Jefferson Medical College at Philadelphia in 1876. He was with the Rice & Dorman Shows in 1919-'20 and 1921-'28 with Morris & Castle Shows.

## Zbysko in Hospital

HOUSTON, Feb. 8.—John (Young) Zbysko, last few seasons with Big State Shows, is in Hermann Hospital suffering from high-blood pressure and leakage of the heart, and there is little hope for his recovery, according to his physician. He is aware of and reconciled to his condition. Showfolk and other friends when in this vicinity should visit him, as his greatest enjoyment is the visitors' period. Mr. and Mrs. Roy Gray and Louis Bright and other outdoor amusement people wintering here visit him frequently.



**Showmen's League of America**

CHICAGO, Feb. 8. — Vice-President Jack Nelson was in the chair at Thursday's meeting. With him at the officers' table were Vice-President J. C. McCaffery, Treasurer Lew Keller and Secretary Joe Streibich.

Application of Max Green passed to the board of governors for ballot, and that of Lawrence O'Keefe presented for initial reading and referred to the next meeting for ballot.

Ways and means committee showing plenty of action and has some novel ideas to be carried out during the summer.

Relief committee reported Brother Charles R. Hall recovered and out of hospital. . . . Brother Schack gave a very able report on the work of the press committee and announced a special report for next meeting.

Theatrical night committee busy and has arranged for the affair to be held on March 16. Price the same as last year, \$2.50 per person including dinner. The League will take over the College Inn at Hotel Sherman for that night. Past President Levy out of town, but Jack Nelson co-chairman, has been working hard in his absence.

Brother Dave Russell back from his vacation in Florida. . . . Lou Leonard writes that he is enjoying the Sunny South. . . . Brother Leo Berrington expected back soon, which will add one more to regulars at the rooms. . . . Fay, the magician, in for a call. Almost got snowbound. Had an engagement at Anderson, Ind., and just made it in time. . . . Larry O'Keefe hobnobbing with the boys at the rooms. . . . Harry Lewiston in every day but says he has made a connection that will take up quite a bit of his time until opening of the season.

Committees appointed for the Spring Theatrical Night: Sam J. Levy, general chairman, with Jack Nelson as assistant. Reception . . . Sam Bloom (chairman), Jack Benjamin, A. R. Cohn, Frank R. Conklin, Lew Dufour, Frank P. Duffield, Frank Fitzgerald, Maxie Herman, Ed-

ward A. Hock, Elwood A. Hughes, Lew Keller, Max Linderman, Jimmy Morrissey, Joe Rogers, A. L. Rossman, Frank E. Taylor, Dr. Max Thorek, H. A. Lehrter, Harry Lewiston, B. A. Mendelson. Entertainment — Harry Russell (chairman), M. H. Barnes, Frank P. Duffield, Ernie A. Young, George A. Hamid, Ted Lewis, Tom Mix, George Raft, Albert J. Horan, Dave Russell, Edgar I. Schooley, Earl Taylor, Fred H. Kressman, Rube Liebman, Paul Lorenzo, Jimmy Morrissey. Reservations—Maxie Herman (chairman), C. R. Fisher, A. L. Rossman, Dave Russell, Frank D. Shean, J. C. McCaffery, Forest G. Scott. Program—A. L. Rossman, Jack H. Beach, John R. Castle, M. J. Doolan, H. H. Hancock, J. Alex Sloan, Sam Solomon, Ernie A. Young, Frank Ehlenz, C. A. Reger. Publicity — Nat S. Green, Maurice Schack, Jack H. Beach, Ray Marsh Brydon, Kent Hosmer, Arthur Radcliff, A. L. Rossman, Beverly White, Charles G. Driver, Frank Winchell, Col. F. J. Owens, Lindley H. Cann. Advertising—Jack Nelson (chairman), Fred Beckmann, L. S. Hogan, B. S. Gerety, C. G. Dodson, Charles H. Duffield, W. R. Hirsch, Harry A. Illions, Max Goodman, William Kaplan, C. D. Odum, John M. Sheesley. Tickets—J. L. Streibich (chairman), Max E. Brantman, James Campbell, Harry Coddington, John L. Lorman, Walter F. Driver, Al E. Hock, Herman Mehr, Charles J. Miles, John A. Pritchard, Julius Wagner, Irving Matitz.

**LADIES' AUXILIARY**

CHICAGO, Feb. 8.—Nice attendance at the regular business meeting Thursday. President Mrs. Lew Keller was in the chair, accompanied by the vice-presidents, Mae Taylor, Leah Brumleve and Hattie Lotto; Treasurer Edith Streibich and Secretary Cora Yeldham. All committee reports showed cooperation.

Ora Miller, past-president, has recovered from her recent illness and is again regular in attendance. Vice-President Brumleve has also recovered from her sick spell. President Keller, Mr. and Mrs. Carsky, Lucile Pope and Mr. and Mrs. Maxie Herman were guests of Joe Archer at the Roller Derby.

Treasurer Edith Streibich was called to Milwaukee due to a serious accident which befell her mother.

Secretary Cora Yeldham has mailed notices of dues. When yours is received kindly give it your immediate attention. After the meeting all the members enjoyed coffee and cake, which is a regular donation by President Keller.

**Heart of America Showman's Club**

KANSAS CITY, Mo., Feb. 8.—President John R. Castle made an impressive talk at last week's meeting. He had just arrived from his trip north, including Canada, and gave some interesting news from that part of the country. President Castle also spoke about the membership drive that is on, and as many members pledged themselves to obtain a certain number of new members during the year, he stated that he would do better than the winner of the prize and he is not competing.

After the meeting the lunch and refreshments were furnished by Fairyland Park concessioners. Next Friday, after the meeting, the Ladies' Auxiliary will furnish the lunch and refreshments.

Mr. Castle brought back with him the applications of two new members, J. W. Conklin and F. R. Conklin.

Arthur Hockwall left for St. Louis, where he will pick up a new truck and trailer to take to New Orleans, where he will open with his minstrel show.

Quite a few of the show people here plan going to St. Louis on February 15 to attend the Valentine party and dance given by the Missouri Show Women's Club of that city.

The Ladies' Auxiliary of Heart of America Showman's Club held its first afternoon meeting last Friday. This practice was agreed upon some time ago, and the meetings in the afternoon will be in honor of the entertaining committee. This is going to be a regular affair. Altho the weather was hovering around the zero mark, the attendance was above expectation. Mrs. C. W. Parker and her daughters drove from Leavenworth to attend the meeting. At cards Juanita Strassburg and Mrs. Margaret Robinson carried away the prizes.

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**WEST'S WORLD'S WONDER SHOWS**

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**SHOW OPENS SATURDAY, APRIL 25, AT COVINGTON, KY.**  
 All mail and wires, BOX 22, Covington, Ky.

After the meeting refreshments were served.  
 At the evening business meeting the following were made members of the Auxiliary: Florence Parker, Daise Davis, Ann Roselli and Elizabeth Rice.  
 The ladies voted to hold their anniversary dinner at Hotel President on February 28, starting at 7 p.m.

**New York Yodelings**  
 NEW YORK, Feb. 8.—L. Harvey (Doc) Cann, general agent World of Mirth Shows, came in from Lynn, Mass., to hold down the fort while Max Linderman, general manager, is vacationing in Florida. Gerald (Frenchy) Snellens, special agent, is with Cann.  
 Another World of Mirth visitor was Elaine Owen, dancer, who will manage the fem revue the coming season. Miss Owen was here to buy costumes and scenery and then left for her home in Portsmouth, O. She joined W-M last season, her debut in the biz, and she's possibly the youngest girl-show empress.  
 Art Lewis, manager Art Lewis Shows, reports that he will play the fairs in South Paris and Farmington, Me.  
 Carlson Sisters, Dorothy and Florence, boxing fat girls, are fully recovered from their recent illness and have signed with Mighty Sheesley Midway for coming season. Edward E. MacEddy, of Seattle, will handle the front as well as publicity for the girls, who are now residing in Philadelphia with a sister.

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mond Kittle booked with Rubin & Cherry Exposition for the coming season. Kittle's mother and niece, of Vermont, have been visitors at the McGarry home.

**HAROLD BROWNING** writes that a recent report he would join the Majestic Shows was erroneous. "We are booked with Volunteer State Exposition for coming season with our Loop-o-Plane and Kiddie Auto Ride," sezee, and they plan an early departure from Rockwell City, Ia., to Cleveland, Tenn.

**CAPT. CURLEY WILSON**, of late years superintendent of Brookside Zoo, Cleveland, is heard from. Says Curley: "I see that Beckmann & Gerety folks have been experiencing some real winter weather at San Antonio. I wonder if John T. Backman remembers this instance; In 1916 I hired out to J. T. for the following season, and in my correspondence with him he told me that the sun never sets at that dear loving city."

Showfolk acquaintances of the former Mrs. Ethel Dore, wife of the late Harry (Irish) Dore, of water-show note, now Mrs. Louis H. Schmidt (2335 Salem avenue, Dayton, O.), regret learning that she has been ill the last nine months, bedfast since last August, with heart trouble. She was formerly with Zeid & Dore, T. A. Wolfe, World at Home, Zeidman & Pollie and other shows of the collective-amusement field, also with the old John Robinson Circus. Doubtless Mrs. Schmidt would appreciate receiving cheery letters.

**MRS. MARGUERITE RAGLAND** was given a surprise party on her recent birthday by her hubby, John (Spot) at their home on West 18th street, Los Angeles. Was invited to go to a movie with her daughter. On her return was greeted by many friends. Those enjoying the evening, besides John and Marguerite, were Mr. and Mrs. Bill Nagel, Joe Wilson, Mr. and Mrs. Harry Taylor, Sammy Katz, Rosanna Norris, Mr. and Mrs. E. L. (Spot) Kelley, Roy Ludington, Mr. and Mrs. C. H. Korte, Ben J. Korte, Mr. and Mrs. Louis J. Korte and daughter, Babette; Helen Korte, Jackie Lou Korte, Clara Wood, Curly Cummings, James Evert, Mr. and Mrs. George Harmes, Mr. and Mrs. Mathews (of Arlington), Mr. and Mrs. William Sweigert, Mr. and Mrs. Louis Wall, and Tillie Palmater, who after three years is back in Los Angeles and regaining her health. Mrs. Ragland received many presents.

**Yellowstone Shows**

**ALBUQUERQUE, N. M., Feb. 8.**—Manager W. S. Neal has received contracts from General Agent Don M. Brashear for the Fourth of July Celebration at Livingston, Mont., the show's second year there. Dan Star purchased a new Chevrolet tractor and ordered built a 20-foot semitrailer for same, giving him three trucks for his concessions. Charlie Pope has contracted his *Nite Club Revue*. Mrs. Eulla Brashear leaves for a visit with her mother in Santa Monica, Calif. Will return with a new concession. Manager Neal started the crew building a new walk-thru fun show, with a 40-foot panel front. Mrs. W. S. Neal, secretary, is having the office trailer redecorated and installing new furniture. Debs Pifer, who will be with the show this season, passed thru on his way to the Grand Canyon with his concessions. Visitors included Mitch Freeman and wife, R. H. Blattman and Johnny Blake and wife.

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Two-Abreast Merry-Go-Round, good running condition, used last season and now in Southern Missouri. Also Stage, Scenery and Banners for Minstrel Show. Also Athletic Platform, Typewriter End Desk for office. Would consider booking Ride with responsible people, and have Strip Photo, Duck Pond, Grind Joint and some Stock Wheels I will book for this season. Address **A. E. LYONS**, De Queen, Ark.



**Pacific Coast Showmen's Assn.**

**LOS ANGELES, Feb. 8.**—The turnout for Monday night's meeting was heavy and the intensive plans that are under way are being given great impetus. There were 137 present when President Theo Forstall called the meeting to order. The only absentee of executives, O. H. Hilderbrand, third vice-president.

Reports from sick committee: Henry Emgard critically ill. The PCSA, thru Doc Cunningham, of the new relief committee, had him for a hospital observation. Case diagnosed as tuberculosis. Arrangements made to have him taken to the Sunland Rest and Tuberculosis Sanatorium for treatment. Ben Dubbert, who was taken ill in San Francisco, brought home for treatment and is reported improving gradually. Doc Hall, at General Hospital, improving, and with the aid of a brace (arranged by Dr. Ralph E. Smith for PCSA) he will be able to leave the hospital in two weeks. John S. Lyons' condition reported as somewhat improved. Captain Frank Phillips about ready to leave hospital.

Doc Cunningham introduced a distinguished guest, Director Roberts, of United Artists studio.

Communications: From Mrs. Bessie Bowers, expressing appreciation of floral offering sent for the funeral of her husband, the late Bert Bowers. From G. O. Dupuis, of Pack Bros.' Circus, El Paso, Tex., a note with an inclosure that got a hand. Letter from Mrs. Irene Butler, daughter of late Charles Curran, expressing her appreciation to PCSA and showfolk in general of the many kindnesses shown her and mother, Fay Asia. From Harry W. Kornhardt, of St. Louis, for information as to eligibility for membership in PCSA. From J. Ed Brown, San Diego, a check for tickets sent him for the High Jinks and expressing his regret at being unable to attend. From Jack Butler, Bakersfield, new member, who stated that he was proud to be a member of this organization. From Joe Glacey a letter of valuable suggestions.

Two new members accepted, Giles Otis Dupuis, credited to George Tipton, and James William Hicks, credited to Al Moss.

It was decided that the membership drive would be put on at once and that new members for the fee asked would be given cards until September 1, 1937 (this to apply only to new members and not cover reinstatements). As an added prize Harry B. Levine donated a handsome wrist watch as a third prize.

The matter of the newly organized emergency relief fund was taken up. There had been a temporary committee. President Forstall appointed the following as permanent committee to dispense this charity: John T. Backmann, who on account of being secretary and his availability was made chairman; Pat Armstrong, Harry Fink, Harry C. Rawlings, Claude Barle, Doc Cunningham and Harry B. Levine. This charity emergency fund will function to take care of members in need of aid. J. Doug Morgan advanced ideas that will be acted upon for raising of funds. Each show will at some time during the season stage what is really a show within a show. Various departments will give a certain percentage of profits at a certain time. Another idea is the receiving from owners of carnivals and circuses a percentage of profits on a day set for that purpose. President Forstall will appoint a committee to form a definite working plan.

Parade for the Lion's Head netted a substantial sum, and the weekly award, also a nice amount, went to Ted La

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For, and a sum for the weekly entertainment.  
At adjournment lunch and refreshments served by Jimmie Hurd, Clyde Gooding, Charley Soderburg and George Wiler. Now that the new membership drive is on, eligibles should be interested in knowing more of this organization.

**American Carnivals Association, Inc.**  
By MAX COHEN

**ROCHESTER, N. Y., Feb. 8.**—The first bulletin of the 1936 series has been sent to our members under date of February 1 and inclosed with it were the 1936 membership certificates. As has been the custom of the association, bulletins containing specific information for members only will be issued from time to time, and we request our members to preserve the bulletins and furnish such information as is requested in them.

Inasmuch as the membership certificates have a legal value, we ask that each member acknowledge receipt of its certificate.

One of the best known insurance companies in this country has submitted a detailed plan for group insurance coverage in the carnival industry, and in the next issue a detailed description of the plan will be submitted to the members of the association and the industry.

A. Murphy, of the Strates Shows Corporation, was a caller at the ACA office during the past week.

Our present plans are to be at the New York State fair meeting in Albany on February 18. Present indications are that many of the Eastern members of the association will attend that meeting and a report of the meeting from the association's standpoint will be published in this column shortly after that date.

Immediately after completion of the series of articles on Police Power and Interstate Commerce we plan to write a number of articles with reference to the new Motor Carrier Act, as the same applies to and affects the motorized members of the carnival industry. Already correspondence has been entered into between this office and the Interstate Commerce Commission at Washington for the furnishing of all rules and orders applicable to the carnival industry, and this information will be available immediately upon release.

We continue the discussion of the legal cases applicable to the outdoor amusement industries by way of illustration of the articles which have previously appeared in this column:

Another well-known illustration cited in this field is Spaulding vs. Evanson, 149 Fed. 913, which was decided by the United States District Court in the East District of the State of Washington in 1906. The case arose on a motion for a preliminary injunction. The complainants were residents of the State of Iowa who were engaged in the manufacture and sale of buggies in the State of Iowa and in other States, including the State of Washington. Sales were made by traveling salesmen who called on purchasers and in this manner the complainants had built up a good reputation in that industry. The defendant

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was an association of Washington dealers in the same business who had accumulated funds and organized for the purpose of preventing the complainants' agents from selling in the State of Washington by harassing the complainants' agents and attempting to persuade purchasers to buy locally.

In granting the preliminary injunction restraining the defendant from interfering with the plaintiff or its agents, the court pointed out that under the Federal Constitution, Article I, Section 10, no State could erect commercial barriers preventing free trade within that State by residents of other States.

The court further pointed out that a non-resident of a State has just as much right to do business in that State as a resident and it is the duty of the courts to uphold that right whenever it is encroached upon by unlawful means.

Applying this case to the carnival industry, it is evident that a State cannot grant privileges to a resident show which it refused to grant to a non-resident show, and this case is the basis for many attacks on licensing ordinances for revenue which distinguish, in the amount of fees to be paid, between resident shows and non-resident shows.

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**AERIAL COWDENS**—double Trapeze, Comedy Revolving Ladder, Illuminated Revolving Ladder. All standard acts. Celebration managers write for prices. Literature on request. Address Billboard, Cincinnati, O. mh21

**GORDON'S EDUCATED PETS**—Dogs, Pony and Monkey Circus. A real act of merit. Sensational, humorous, interesting, educational. An outstanding attraction on any show. Booking theatres, fairs, circuses. **GORDON SMITH**, 121 S. 69th Ave., W. Duluth, Minn.

**VAUTELLE CIRCUS**—Dogs, Cats and Monkeys. No better or skiffier, the act that makes them talk. Fairs, theatres or carnivals. Go anywhere; auto transportation. Tampa, Fla. fe22

**AT LIBERTY**

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**DANCE PIANIST—READ, FAKE, TRANSPOSE.** Six years' experience, sober, union, age 20, reliable. Prefer location. **PIANIST**, Box 222, Mexico, Mo.

**POPULAR PIANIST—FOR HOTELS, CABARETS,** etc. Age 32, single, sober. Rhythmic jazz a specialty. Prefer work in Upper Canada. Good recommendations. **ALAN CREIGHTON**, 336 Robt St., Halifax, N. S. fe15

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**PIANIST**—Experienced unit, club, dance, tent rop. Car, go anywhere. Leader tent dramatic in South past season. **PIANIST**, 536 Lincoln Street, Hazleton, Pa. mh

**AT LIBERTY**

**VAUDEVILLE ARTISTS**

**AT LIBERTY—CLEVER RUBE VAUDEVILLE** act. Low salary, go anywhere. **EDGAR MAYWOOD**, Jonesboro, Ark.

**AT LIBERTY**—2 girls, Musical Act. Violinist. Ingenue type; Pianiste, Song and Trick Piano Numbers. Have car. Thoroughly experienced, night club, unit. **RAY MURRAY**, Brown Hotel, 27 W. Ohio, Chicago, Ill.

**PUNCH AND JUDY**—First class, talented and up to date. Excellent figures; de luxe set up for theatres, department stores, expositions, etc. **CHERRY**, Billboard, 1504 Broadway, New York. mh7

**AT LIBERTY** for the coming season—Attractive lady, age 30, A-1 Pianist, double Drums. Talking, Singing Specialties and some Novelty Acts. Also double stage, acts or bits. Tent, rop, medicine shows or carnival preferred. Write or wire **BOX C-589**, care The Billboard, Cincinnati, O.

**Cold Weather Interferes With Buck Show at St. Paul**

ST. PAUL, Feb. 8.—Frank Buck was ready to open his *Malay Village* animal show in Municipal Auditorium here for six days beginning today after struggles against frigid temperatures. Show is being sponsored by Ozman Temple Shrine and is to be a replica of Buck's camp in the Malay jungle.

Troubles began with arrival Thursday of first shipment of animals. Arriving in a specially heated car, completely covered on the outside with four inches of ice and snow, seven elephants found themselves locked in. Workmen got the door to the car half open and that was as far as it would go.

Blasts of the 23-below-zero weather entered their car, chilling it to below zero. The elephants ranted and belated their protests. Crews of trimmen and aids of Buck spent four hours with steam hose and acetylene torches while the elephants battered and shoved against the door and the walls of the car before they were finally released.

Final touches were given to the many snares and traps to be used in the show by William McMahon, head of the Como Park Zoo, and formerly with Buck.

**Seltzer Derby Near End**

CHICAGO, Feb. 8.—Col. Leo Seltzer's International Roller Derby, which has been in progress at the Coliseum for several weeks, is nearing its end. Contestants will, theoretically, reach New York City in a few days and that will end the race. Extremely cold weather has affected attendance, but crowds over week-ends have been good. Only a few teams remain. In a serious spill Monday night John Devitt, teamed with Tish Van Dyke, suffered severe injuries and was forced to withdraw. His partner immediately teamed with Curly Nanna. Teams of Joe Kleats-Ether Runne and John Rossaso and Gene Vizona are making a stiff bid for first place. Col. Seltzer is understood to have several spots lined up for derbies.

**Los Angeles**

LOS ANGELES, Feb. 8.—Quite a number of carnival executives here this week. C. F. (Doc) Zeiger, of Zeiger Shows, back in town from a "mystery trip."

Mel and Pearl Vaught in town for a few days and to make the PCSA High Jinks.

Mike Krekos and W. T. Jessup, of West Coast Amusement Company, are in for a short stay.

Will Wright and Phil Williams, of

Golden State Shows, ran in for a short stop. Have been in the North.

Roy Ludington, of Crafts 20 Big Shows, in and out of quarters at San Bernardino.

Ed Smithson on frequent trips to unannounced destinations.

E. W. Coe, of Hilderbrand United Shows, back for the usual conference of the heads of departments of that show.

Archie Clark, of Clark's Greater Shows, back at quarters and said he was set until the opening of his show.

Krekos and Jessup stated that from a survey they made in the Northern territory people were apparently more spending-minded and they look forward to a good season. Wright and Williams returned with a very optimistic view of conditions.

Elmer Hanscom, of Crafts Shows, working out electrical equipment for the two shows owned by Orville.

Frank Forrest's Bare Facts Show at Ocean Park is in fourth week. Lu Verne is in the annex. Frank will have three shows with West Coast Amusement Company. Noted at the show as visitors this week were Floyd King, general agent Al G. Barnes Circus; Al Sands, former circus executive; Charley Dodson, Johnny Ward and wife, Jane Godfrey and Doc Reicher with a party.

Frank (Overland) Murphy will be with a Northern carnival.

Fred Foster will sell his small animal group and with the missus return to the antipodes, where he will again embark in the amusement business.

Thomas J. (Fuzzy) Hughes, while on a hurried trip to this city and the North, stated that everything was going all right with his project at the San Diego exposition.

Jimmy Delancey a short-time visitor. En route to home in Pittsburgh.

Bob Winslow reports his wife and son improving rapidly since operations.

**BALLYHOO**

(Continued from page 46)

salaries were paid with slightly used shirts, hats, shoes, pocket knives, billfolds, cigar lighters, neckties and watches



**Decker New Owner Oriole, Baltimore**

BALTIMORE, Feb. 8.—Ralph Decker is the new owner of the Oriole Museum, which was formerly under the management of D. Stack Hubbard. Decker formerly owned the Joseph J. Kirkwood Shows. This is his first time back in a museum since the World War. Decker has an entire new show and will have changes each week. He reports that business has been fair considering the extremely cold weather.

Featured this week is the *Streets of Paris*, with Mildred Clayton, Thelma Miller, Mildred Jackson, Vivian Burkley and Mona Day. Other acts in the front include Charles Buellis, carving miniatures; Clark, man who grows; Frank Randall, clown contortionist, and *Colored Varieties of 1936*, with Elaine and Eddie Johnson and Cotton Club Band. Front men are Eddie Weiss, Whitey Sutton, Pat Lorraine and Jack Clifford. Mrs. Decker is also there, being her husband's chief assistant.

**F. W. Miller's, Traveling**

BATON ROUGE, La., Feb. 8.—F. W. Miller's World's Fair Museum played its fifth week of the season here last week and has had good business except during extremely inclement weather. The roster includes: Single, fire worshiper; Determination Ruth, armless wonder; Prince Dannie and Lady Ethel, midgets; Miss Faye, iron tongue; Captain Nelson, sword swallower; Hario and Mario, Australian knife throwers; Agnes Smith, rubber-skin girl; Professor White, human pin cushion; Madam Lucca, palmist; Milton Sandberg, lectures and sword box, assisted by Mona Faye; Major Fox, clown; in the annex, Lu-Louette, presented by W. C. Crosby. Dick Traylor and Tom Crane, tickets; Marion Williamson, ticket taker; Mrs. Dick Traylor, cook and wardrobe mistress. Mrs. F. W. Miller joined her husband here after a four weeks' visit with relatives at Marshall, Tex., and is looking fine after her long illness in New Orleans

Our big Freak Show topped the mid-way. Only sold one ticket on the week. Was purchased by a man who came in to have a 25-cent tattoo put on his arm. Painted when the first needle hit him. Tattooer put 212 designs on his body before he came to, grossing \$180. Might join him out. Let him work off the nut. Needed another act.

Show's new airplane arrived here. Kept it busy flying over the fairgrounds to see what the other show was doing. Our department of propaganda reported our show in the lead. That ought to hold our people. The entire show staff and their families will make the weekly jumps by air. Management feels as tho it's safer than riding the show train.

Our office fighting the Townsend Plan. Pete Ballyhoo (candidate for President on a straight carnival ticket) said: "If the Townsend becomes a law it will retire all of our dancing girls and lady motordrome riders."

**MAJOR PRIVILEGE.**

P. S.: Just canceled the next stop. Received a wire from our auspices stating that our agent put out a lot of bad paper. Probably meant on billboards.

**CHARITY SHOW**

(Continued from page 46)

and men prominent in other business cannot be given. The function, an idea of Claude Barle, was staged in a manner that reflected great credit on Barle, who, with T. Dwight Pepple, of the Continental Revels, handled the whole show. Decorations were of outdoor show variety and the atmosphere created was one of the many notable features.

**Novel Introduction**

Carrying out a novel idea, the first number was the grand entree, with the Buck Jones Rangers Band of 60 pieces, under direction of Captain Witnell, in the lead; Bonnie Jean, of Metro-Goldwyn-Mayer studios, with the banner of Pacific Coast Showmen's Association, and a bevy of striking looking girls, modishly gowned, in single file, carrying banners of several amusement groups—circus, screen, carnival, parks and beaches. As each banner was announced

**MUSEUMS**

before the show took to the road. The show moves on two trucks and four cars. **DICK TRAYLOR.**

**Anthony's, Traveling**

CORSICANA, Tex., Feb. 8.—Milo Anthony's Museum moved here from Bowie, Tex. Business in Bowie was good while weather was favorable, but when it snowed and turned cold business slumped. The museum is sponsored here by American Legion, Post No. 22, and located at 117 Beaton street. The roster at this time includes: Major John Hall, lecturer and singing midget; Captain LeRoy, whip cracking and knife throwing; Princess Judy, with trained dog, assisted by Captain LeRoy; pygmies, ballyhoo in the window; Mrs. LeRoy, Punch and Judy; Habba Habba, iron tongue and fire eater; Macano, mechanical man; Joe Master, snake worker; All Hindu, magician; Zaida, mentalist; Mildred Townsend, sword and blade box; Captain Walters, tattooed man; Edwards, turning to stone; Ho-Jo, Ostrich Boy; Cannibal Family; Edna and George; dancing girls, presented by Kittle Mae Smith. On the front, Lee Manley and Earl Wheeler; tickets, Mrs. Lee Manley. **MRS. MILO ANTHONY.**

**Philadelphia Houses**

PHILADELPHIA, Feb. 8.—This week has certainly been hard one on the museums. Business has been way below par, with snow one day, cold the next; the worst in this territory in many years.

Eighth Street Museum this week has a very extensive "Crime" show in place of the usual platform attractions. Many interesting scenes. In the annex, Callahan and Mary Morris are the added attractions. In the main hall, Jackie Mack, sword box, and Mme. Zaida, mentalist.

South Street Museum has a colored revue in the big pit and on the platform are Congo, African tribesman; Allen Lewis, ventriloquist and juggler; Mme. Verona, mentalist, and Captain Sig, tattooed man. In the annex, dancing girls are the feature.

representatives or groups from the shows took bows in the spotlights. Members of the Al G. Barnes Circus and the Tom Mix Circus acknowledged introductions of these shows. A delegation from Crafts 20 Big Shows, headed by Manager Roy Ludington, responded. Archie Clark and party responded to the Clark's Greater Shows' banner; Mike Krekos and W. T. Jessup for West Coast Amusement Company; Mr. and Mrs. O. H. Hilderbrand for Hilderbrand's United Shows; C. F. Alton and party for Silver State Shows; Will Wright and Phil Williams for Golden State Shows; Mr. and Mrs. C. F. Zeiger, Rosemary Loomis and party for C. F. Zeiger Shows; a party headed by Clyde Gooding for Mel Vaught's State Fair Shows; C. E. Steffens for Steffens Shows; Frank Babcock and party for Frank W. Babcock Shows; Olga Celeste and party for California Zoo; M. Asher, of Ocean Park Pier, for beach resorts; Eddie Gamble stood when the vaude banner passed; Ross R. Davis and party for parks; Mr. and Mrs. C. S. Wrightsman and party for Wrightsman Amusement Company. Bill Newberry and party, Newberry publicity chief of MGM studios, got a big hand when announced. Jack Grimes and representatives of local paper took bows when the local press banner came into view. *The Billboard* banner received a great big hand and Steve Henry took a bow.

**Fine Acts Program**

The acts program included the Howell Areta Ensemble, piano accordion band of 45, playing three numbers; for finish the overture to *William Tell*. Marjorie Lord, the Troubadour, the Rolsterers, acrobatic clowns. La Paree Folies, numbers staged by Bessie Ramsdell and Jack Cook under direction of T. Dwight Pepple—prolog sung by the Vitaphone Four—the numbers in order: What Girls Can Do, Marjorie Adams and the Djer Kiss Misses; the Ramsdell Parisian Dollies, with Mary Lee, Dorothy Claire, Mary Bell, Ruth Hazen, Jane Brown and Virginia Gamble; Dresden Dolls, Ramsay Sisters; jazz high kicking, Jane Brown; Belles of Old Broadway, with Mary Claire, Dorothy Claire, Mary Bell and Ruth Hazen. The Three Canadians, dance medley, Corinne Crafts, Dorothy Ambrey and Ray J. Lislel. Dixie Dixon, banjo specialty. Appearance of Marjorie Keeler, of screen and stage, sister of Mrs. Al Jolson. Finale of first part, *The Lady in Red*, song by Ramsdell Sisters, Vitaphone Four, Ruth Pitts as the Lady in Red.

Then came an intermission, at which time prizes were awarded. The radio went to Stella Kirkendall, the proceeds to Ladies' Auxiliary for its Charity Fund. Other drawings of lesser note, with Ed Walsh, John J. Kleine and Doc Cunningham in charge.

Resuming the show, the following numbers were presented: My Cigaret, Marjorie Keeler and Parisian Dollies. Marjorie Adams, billed "the Junior Sophie Tucker." *Waltz Dreams*, with Virginia Gamble, Patsy Delano, Jane Browne and Jerie Kerns interpolating *Blue Danube Waltz*, *Merry Widow*, *Pink Lady* and *Chocolate Soldier*. Novelty dance selections, the Three Canadians. Songs, imitations and comedy singing, the Vitaphone Four. Dance selection, Marjorie Keeler. The "Personality Girl," Ruth Pitts. Dance, Ramsdell Dollies. For finale, a beautiful number, *Tom*, with songs by Vitaphone Four and introduction of the entire company, with Dixie Dixon's Orchestra of 14 people. There was dancing until 1 a.m.

Drawing of many articles donated by business houses and business men gave the affair a big boost.

Out-of-town guests included Mr. and Mrs. Ernest H. Schmidt and Mrs. H. E. Schmidt, guests of Steve Henry; Will E. Caskey, Lexington, Ky.; A. Frost, Covington, Ky.; Denny Callahan, Dallas; Mr. and Mrs. Arthur Greenhalgh, Sydney, Australia.

Harry Fink headed a party of 53 from San Fernando. Dr. Ralph E. Smith a large party. The High Jinks Committee: Claude Barle (chairman), Milt Runkle, T. Dwight Pepple, Ed Walsh, Joe De Mouchelle, Harry Levine, Theo Forstall, Jack Grimes, Joe Krug, Leo Haggerty and Doc Cunningham. Krug turned a fine sum from the lunch. Other refreshments were free, served at the tables by a small army of waiters. Joe De Mouchelle, Chris Olsen and John T. Backman were in charge of front door. The program was donated by Ed Walsh, of Hotel Bristol. A wire sent to Steve Henry by Joe E. Brown, screen star, expressing regret at his being unable to make the show, received a tremendous hand when read by Claude Barle.





**The Public Prints**

THE other issue ago this corner made an aside to Milton Danziger, of Eastern States Exposition, Springfield, Mass., in which he was asked to make note of the fact that the Westminster Kennel Club's dog show, current at the Garden this week, had booked Jorgen M. Christiansen's Great Danes as featured novelty attraction. Your correspondent now notes that Danziger's canine section in *The Springfield Republican* not only quotes from our item, giving proper credit, but adds the old build-up, which, of course, is deserved by Christiansen, who is a master trainer. Aside to Danziger: Thanks for the compliment to us, which, of course, is undeserved.—*Tex*: Sherman's *Out of the Chutes* column in *Ranch Romances* is turned over to Bert Revier, rodeo contestant, who takes the guest opportunity to offer his biography. I like his wind-up: "One of these days I'm coming out to give 'er another whirl. I have my eye on a little bay mare that's going to be plenty fast. So when you see us coming, give us room!"—Second issue of *Winter Playland*, organ of Playland, Rye, is filled with terse text on hockey heroics.—I see by last week's *Billyboy* that my line about the Seils-Floto title being dropped from Al G. Barnes Circus has been confirmed in Los Angeles.—I see by last week's column that Rex Billings Jr. appeared with George Olsen's Ork in Chicago. Incorrect. Should have been Will Osborne. Not my mistake, but I'll take the blame. Must be the Santa in me.

LEW DUFOUR will crack Eastern journals any minute now.—If the papers are not spoofing about his height, which is eight feet four inches, Robert Wadlow, 17-year-old high-school graduate of Alton, Ill., is surely headed for the Side Shows.—For some reason or other the ads in New York dallies the other day intrigue me. They read: "Elephants wanted. Healthy male or female. To rent by day or week." A chain of hat stores did the seeking.—Guy Wedick writes about Earl Thode in his *Cowboys I Have Known* series in *West*. "He is a real all-round cowboy who had ridden all kinds of stock in about every place of note that holds cowboy contests in North America," notes the Guy. Herb Maddy's blistering attacks on rodeo irresponsibles in his *Chat* pillar in *Hoofs and Horns* carry the weight of experience and authority.

BUSTER CASTLE and Chief Wool Oo, of Coney Island and other obscure places, have formed a partnership and will operate a sepien village on large carnival this season.—*Rockaway Beach Wave* says that a memorial is being planned for the late John F. Hylian, former mayor of New York, because he assisted the Rockaways when chief of city hall. Same sheet reports that hundreds of PWA workers were used for beaches and boardwalks in the area.—And it's about time that the New York gazettes played down the stupid political angles in connection with the proposed New York 1939 World's Fair and played up the news which is really vital to the project. If the politicians continue to indulge in their inanities, too many of the right-thinking people will be alienated and the expo will resolve itself into just another promotion.

All-Time Favorites will resume in the next issue, as I have tried to confine myself to "Public Prints" up to this point. For the benefit of those who haven't been following rules, and for the benefit of all others, the people selected may be living or dead. They may be showmen, performers or otherwise in the male and female classes. The limit is 10, no more, no less. When persons are dead, this should be indicated. Any person in the amusement business, active or retired, is eligible to vote. In some cases people who are on the fringe of show business are eligible, but straight commercial "ballots" are not too difficult to detect and will be thrown in the basket reserved for such material. Present or former titles of nominees should be given, and voters

must sign their names and give their addresses. All ballots are subject to editing. For further information write to me. Thanks for coming this far.

**Hennies Bros.' Shows**

HOUSTON, Feb. 8.—Two well-known showmen, Fred Bond and Don Carlos, have signed contracts with this organization. Bond will ship his Freak Animal and Crime shows from his home in Dallas, and Carlos his live stock, consisting of trained monkeys, trained dogs, Shetland ponies and a high-school horse, from Billings, Mont., to this city. This gives the Hennies boys 14 shows and 12 rides for their midway. Orville W. Hennies and Noble C. Fairly arrived last week from their last fair secretaries' meeting at Grand Forks, bringing back with them contracts for fairs in Minnesota, Iowa, North Dakota and South Dakota. Mr. and Mrs. E. D. Strout (Alice Melville) have returned from their home, La Salle, Ill., bringing with them several sets of girl show costumes, and already Alice has started work on some of her own costume creations to add to her *Manhattan Garden*. Mr. and Mrs. R. B. Scott and "Red Jr." drove in from Hannibal, Mo., recently and R. B. has started work on several new illusions for his International Oddities. Mr. and Mrs. Johnny Herron and Mr. and Mrs. Monty Campbell have joined the trailer colony at winter quarters. Mr. and Mrs. George Vogstad, of the United Shows of America, and Barney Gerety, of Beckmann & Gerety's Shows, were visitors to winter quarters during the past week.

JOSEPH S. SCHOLIBO.

**Philadelphia Pickups**

PHILADELPHIA, Feb. 8.—Hank Slyow has deserted the show business for medicine; he is now assistant in a health show operating on one of the main corners of Market street.

The PWA has allowed \$13,000 to the acrobats of Reading for the purpose of putting on shows in various towns in the vicinity of the city. Will be strictly acrobatic in makeup. Reading is the home of many circus performers and other show attractions. The first show was given January 30.

It is understood that the routine of securing permits for carnivals in the city will be drastically changed under the new administration, now in office. Whether outside carnival companies will be allowed in the city is still an open question.

New and drastic change has also been made in the issuing of permits for museums. The fire marshal's office that previously handled the permits has been completely reorganized and permits have to go thru other channels.

The cold weather of the past two weeks has kept local showfolks indoors. Quite a few attended the fair meeting at Reading last week.

**Cetlin & Wilson Shows**

GREENSBORO, N. C., Feb. 8.—On his return to Greensboro a few days ago after being away since the show closed last season the writer was surprised at the amount of work that had been done by Superintendent Frank Massick and crew. Two beautiful new fronts just about ready for the scenic work, which will be done as soon as the weather warms up a bit. Speedy Merrill has completed overhauling the Motordrome and is now starting to build a front for the Penny Playland, which will have about 350 lights. A new idea for the new fronts this year will be hidden lights, with spot and floodlight illumination. Attended the Virginia and Pennsylvania fair meetings in company with J. W. Wilson, I. Cetlin and Harry Dunkel, and, incidentally, Harry Dunkel is still up country getting the still-date season lined up. By the time the show opens in April the entire route will be booked. Quite a number of showfolks are wintering in Greensboro this winter. A recent count was 128. Downtown office is again at a hotel and nightly gatherings are held, with all present in "open forum," and some wonderful ideas are presented. Quite a few of the boys went to Roanoke, Va., for an indoor circus there this week. Great Lester is also playing Roanoke this week. Mr. and Mrs. Ferguson, having returned from a trip south, are now located on the fairgrounds. Mr. and Mrs. MacNaughton have the children in school here. Mrs. I. Cetlin, who was confined to bed for a month, is again up and doing. The writer spent the last two months in Princeton but will be in Greensboro for the rest of the winter.

GEORGE HIRSHBERG.

**Marks Shows**

RICHMOND, Va., Feb. 8.—Severity of weather has slowed down work in winter quarters, but the shows, rides and trucks will soon be ready for the road. They will be put in first-class condition to compete with the new devices and equipment Mr. Marks has purchased to add to the show. The electrical wagon has been completed, having added another 100-kw. transformer. This makes 250 k.w., which will help illuminate the show this year. The show will open here some time in April with 12 rides and 12 shows. Mr. and Mrs. Marks and Mr. and Mrs. Slim Britt have left to attend the fair in Tampa. Recent visitors to winter quarters were Jimmie Strates, of Strates' Shows; Mr. and Mrs. Bantley, of Bantley Shows; on their way south, and Mr. and Mrs. Harry Ramish, of De Luxe Shows. Word has been received from Mr. and Mrs. Walter Holliday that they will be back with the show again this year with their frozen custard.

ART ARTSON.

**West Coast Shows**

SEATTLE, Feb. 8.—A crew of 15 men has started work at winter quarters under the supervision of Eddie Flynn and Bill Shannon. Flynn has just completed a new cookhouse—all new from truck to kitchen. All the show equipment will be repaired and painted. The lineup will include 7 shows, 10 rides and about 30 concessions this year. George Styles is building a large corn game concession. The truck fleet will be increased to 40 units, all painted aluminum. W. C. (Spike) Huggins, owner the show, is active around quarters, also makes frequent trips in interest of the show's engagements. The writer, Pierre Quellet, has contracted the Centennial Celebration at Lewiston, Ida., as one of the spring dates. Among visitors seen at quarters: Harry Goodwin, Dee Newland, Mr. and Mrs. George Styles, Wayne Endicott, Curly Jones, Charlie Goodwin, Russell (of Prison Show note), Tex Cordell, Grover Wright and Roy Wilson.

**Miner's Model Shows**

PHILLIPSBURG, N. J., Feb. 8.—Work in winter quarters will not start until March, as all rides and show outfits are stored in a large tobacco barn in New Holland, and the preparation of them will start when Bill Goodrich arrives (in March). A new ride and two new trucks and trailers will be added to the equipment. Will open late in April, and play spots in New Jersey, Pennsylvania, Maryland and West Virginia. Puddle Parker advises from Lambertsville, N. J., that he is building two new concessions and a new show, and Leroy Krauss, from Lansdale, Pa., that he will have two new concessions. Meyer Pimelitt will arrive in March to start construction of two new show fronts. W. Brown informs from Texas that he will arrive within a few weeks and will have a concession. William Davis, of Easton, Pa., and Harry Mutchler are weekly visitors, and will return to the show as ride men. Mr. and Mrs. Miner have been on the sick list. Mr. Miner with an infected toe and Mrs. Miner with the grippe, but both are now coming along fine.

H. H. BERNARD.

**Volunteer State Exposition**

CLEVELAND, Tenn., Feb. 8.—After a two weeks' absence attending fair meetings the writer, Colonel W. E. Green, has returned to headquarters to start work on plans for the opening. The writer will handle publicity and contests, with some novel ideas. Manager Roy Blake, who had been busy at quarters completing arrangements for the arrival of attractions, attended the recent fairs meeting at Nashville, Tenn. Among people attending last Sunday's dinner at winter quarters were Colonel Charles Sutton, business manager; Mr. and Mrs. H. D. Kennedy and son, Jimmy; Colonel Hugh Lowe, Clara Jennings and her niece and the writer. Colonel Sutton left in interest of the show Monday. Harry Hunting advised that he would arrive here about March 2 with his Chairplane and concession. Freddy Wright informs Manager Blake that he will be here in time for the opening. Mr. and Mrs. Kennedy will arrive about March 1 with their concession. Manager Blake and his wife, Pearl, have been cordially greeting visitors at quarters. Carl (Gilly) Magil is the champion checker player during the absence of Manager Blake.

**Blue Ribbon Shows**

Vero Beach, Fla. Week ended February 1. Indian River County Fair. Weather, against the show. Business, fair.

Tuesday, altho cold, gave the show a very good Kiddies' Day. The main Blue Ribbon Shows are in winter quarters in Florence, S. C., where rebuilding and painting of equipment have been in full sway for some time. Quarters in charge of Slim Blackford, the chief mechanic, and his assistants, Harry Pierson and Jack Kennedy. The regular season will start at Florence early in April, with 10 major rides and 2 kiddie rides, 10 or more shows, all behind panel fronts, and a sound truck for street advertising free acts. Will be completely motorized. Among the attractions are Doc Willis's Big Side Show, James Lacey's Pony Ride and Dr. John Wilson's "Life" show. General Agent Robert (Bob) Kline is still busy on engagement contracts.

STARR DEBELLE.

**Zimdars Greater Shows**

MAGNOLIA, Ark., Feb. 8.—Work at winter quarters has been progressing nicely, and the show will look spick and span for its opening on or about March 1. All the paraphernalia, including show fronts and trucks, is being gone over by mechanics and the painting is being done by capable men. Weather has been unusually cold here this winter but forecasts are for more comfortable atmospheric conditions in the offing. There are many housecars, living trailers and trucks of showfolks on available lots in town, all awaiting the start of the new season.

CHARLES SEIP.

**Dee Lang Famous Shows**

ST. LOUIS, Feb. 8.—Ten men are now in winter quarters and they are turning out a lot of work each day in spite of the weather around zero. The show will carry 10 rides, 12 shows and a string of concessions. The route is expected to be the best in the history of the show. Dee Lang and the writer, Elmer Brown, general agent, have been busy lining up engagements. A lot of new canvas has been ordered, with the show going out with new tops from front to the back.

**Snapp Bros.' Shows**

JOPLIN, Mo., Feb. 8.—Immediately upon the arrival of William Snapp, owner and manager, from a visit to the homefolks, work was started on getting the equipment ready for the new season. With John Morton in charge, assisted by R. A. Murray, the entire equipment will be overhauled. Four new show fronts will be built and also new ticket boxes for all the attractions. Red Bell is building a novel front for the Glass House. The show this season will be larger. The following rides are already at quarters: Merry-Go-Round, twin Eli Wheels, Tilt-a-Whirl, Loop-o-Plane, Glider, Merry Mixup, Auto Ride, Pony Track and Ride-o-C. The following shows have been contracted: Palace of Illusions, Motordrome, Athletic Show, Hill-Billy, Glass House, "Unborn," Musical Revue, Circus Side Show, Giant Pythion and Minstrel Show. Due to the enlarging of the show and the lighting features an additional transformer has been placed in the transformer trailer. The season undoubtedly will be longer than last year as several late fairs in Louisiana have been contracted to follow the Northern dates.

MARK BRYAN.

**KYLE PRODUCTIONS**

WANT Complete Motorized Circus Feature Freak Animal and Circus Side Show. All Concessions, no strong joints, for the best in the East, already contracted. Any money-getting Attraction, Banner Man, Lot Man, Celebration and Old Home Committees write. All address CHAS. KYLE, 104 Judson Ave., New Haven, Conn.

**Want Small Elephant**

(Maxine write). Riding Act. Wild West for Concert. Merwyn Ray write. WALTER REO, Box 193, Upper Darby, Pa.

**BIG STATE SHOWS**

WANT capable Man to take charge of Circus Side Show. Must be sober. Will furnish Tops for money-getting Shows. Several openings for legitimate Concessions. Want to hear from Net High Diver and Sensational Fire Acts. Address 415 Spring St., Houston, Tex. Show will open middle of March near Houston.

**BINGO GAMES THE MONEY MAKER OF TODAY.**

100 to 3,000 Card Sets. Send for Prices and Description. SYL-MAGIC, 189 Eddy St., Providence, R. I.

**WANTED CARNIVAL, Firemen's Week, Second Week June, Concessions, all types, Side Shows, Free Acts, WILTONIAN FIRE CO., Milton, Pa.**

# Wholesale Merchandise

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## USE OF MERCHANDISE IN PARKS

By BILL GERSH

INTEREST has been aroused among members of the premium merchandise industry, as well as amusement park managers, in the use of premiums to stimulate park attendance and patronage and to help bring back that popularity which amusement parks enjoyed some time ago.

But with this new interest there has arisen a general demand as to how premiums can best be used to stimulate patronage. Park men have long been known as among the greatest advertisers in the amusement world. Their manner of creating interest in their establishments is second to no other division of the amusement industry, provided, of course, that their finances permit spending the necessary moneys.

Therefore it is the suggestion of this writer that the first moneys which they spend to bring premium merchandise to their parks be classified under advertising and that this expenditure be considered an "advertising expenditure" until such time that they feel it can be classified separately.

It is again the writer's suggestion that the park immediately publicize the fact that premium merchandise can be obtained free at the park in return for the patronage of the public, in advertising campaigns, using as their slogans "Play along with us—share along with us," "We'll pay—while you play," and further along in this manner to capitalize on the fact that the public now "shares in the park's profits."

### Modern Display

To the entrance of the park, on both sides of the ticket box, there should be attractive and extremely modern-designed display windows, along the lines of an outdoor sign display.

Design features should be taken from those used at the Chicago Century of Progress. Extreme modernism, arranged with steel supports and finished off with beaver board so as to gain the necessary curves and angles in the display windows at the least expense. The merchandise should be inclosed in a be-decked sheet-steel compartment and the windows wired with burglar alarm systems so that insurance can be had.

A beautiful tiered display arrangement of merchandise should be made inside these modern displays and each item marked with the number of coupons required to obtain it.

The use of extreme modernism has the desired psychological effect on the public mind, for it brings a "Century of Progress" touch to the park.

### Coupon Point System

The point system is very simple. For each 10 cents spent at the park the patron receives a coupon entitling him to one point. (This is but used as an example.) The point can be valued at one cent or at one-tenth of a cent; that is up to the profit standard of the management.

Every ride, every concession, every feature of the park, whether the patron is successful in being awarded a prize at a concession booth or not, will still return him his coupons along this basis from the concessioner or the park, and he will therefore be receiving something besides fun and amusement for his money spent.

The concessions and others in the park are to purchase these coupons direct from the park management. In this fashion the park itself repays its own advertising bill and continues to increase its own popularity.

### Redemption Store

As the patron leaves the park he will find to one side of the exit, again modernistically arranged as at the entrance, a store wherein he can redeem his coupons for merchandise, depending upon the number necessary for the item he may desire. The store should have

a large and modernistically attractive display of merchandise of a wide range.

Or, if the patron desires, he may at this store convert his small denominations of coupons into one large coupon, else have his name and address and the number of coupons in his possession entered into a ledger, with a receipt given him for the number of points. He could then exchange these receipts later for the item he desires.

The park management itself, therefore, takes over the awarding of prizes in its establishment on a profit-sharing basis with the public.

The range of the merchandise can easily be decided by the park management according to the type of patronage. But, to attract better merchandise that is not easily obtained locally should be used.

Not to be overlooked, previous to further discussions of merchandise to be used, are the modernistic arrangements in display booths at the entrance to the park and the modern redemption store at the exit. These are most important.

In the first place, such modernism is necessary because of the extremely beautiful and modern merchandise which is being produced at this time. In the second place, the modernization of the park atmosphere is more or less certified with such display arrangements.

### Merchandise Establishments

The parks now become merchandising centers. Their rides and other attractions will be part of a great merchandising scheme whereby they will be acting as department stores selling the public merchandise thru amusement and gaining good will of the public as would any other large merchandising establishment.

Tho they will continue to be known as amusement parks and people will continue to go to them for the pleasure which they obtain from the rides and

(See USE OF MERCHANDISE page 56)

### WATCH FOR the Big Issue of THE BILLBOARD

Dated February 29

It will contain the most varied and complete line of premium, prize, novelty and specialty advertising we have ever published. Lots of new items, special articles and scores of advertisements.

### Coupon Sales Plans Seen As Aid to Premium Field

A certain large profit-sharing corporation is featuring big space in the Newark, N. J., press to gain greater appreciation of its coupons from the public and also to attract more storekeepers under its coupon banner.

In a large advertisement, which appeared this week in *The Newark Evening News*, it advised the public to purchase its needs from those stores listed in the advertisement which distribute the company's profit-sharing coupons.

The firm also carried a message to the storekeepers in the State of New Jersey to the effect that if interested in obtaining a franchise to distribute the profit-sharing coupons to call at its New York offices for further details.

The advertisement was decorated with

(See COUPON SALES on page 56)

### Use Our Buyer's Directory Service

The Billboard maintains a special Buyer's Directory Department for the convenience of prospective purchasers who know what they want but do not have a source of supply. Our 41 years of experience in the novelty, premium, prize, gift and specialty merchandise field has enabled us to build up indexes that include from one to 50 sources of supply on over 4,500 separate items.

Write us about any article or address you want and we will forward your inquiry to the proper sources. This service is entirely free!

## Growing Use of Mdse. in Premium Field Attracting Many New Mfrs.

The progress which has been made in merchandise has been noted by all those connected with the industry.

For many years there was more or less a similarity of merchandise used thru-out the year. Buyers were almost certain of their seasonal choice of items months in advance.

Today the trend is changing so rapidly that the buyer is kept on his toes to be in the front rank.

The entrance of modern design and modern manufacturing methods, as well as the turn to merchandise with a definite necessity value to the public, has created a new era.

The public now demands merchandise which is being popularized by the larger manufacturers in their national advertising. Not only the merchandise manufacturers who use this merchandise. The cigaret firms have made a move back to premium merchandise, as have many other manufacturers in the national field. These have been responsible for creating a better understanding of merchandise by the public than ever before. When this forward movement started

in the premium merchandise field it did so with a sudden spurt and ever since has been going ahead at a terrific pace.

This progress was quickly noted by leaders in the industry as well as by other industries and has created wide comment. In turn, this comment has created sufficient public interest in the new merchandise to bring about its wider acceptance from many sources.

New items are entering the field in greater number than at any time in history. Furthermore they are competing for popular favor and not being offered as price merchandise to displace other products. This is one noteworthy sign of the past year which the merchandise industry can acclaim with loud praise.

Progress has also been noted in the acceptance of a great many more items than have ever before existed in the premium field. This number hasn't yet stopped to grow. Each month more and more items are being added, and it is believed that gradually the number will grow to such an extent that the industry will have generally reached into every major field for its needs,

### Adult Hobby Items Opening New Field

Adult hobby and recreation merchandise, heretofore considered by many premium men as one of the less important classifications in the merchandise field, is making rapid gains in popularity. Included in this group are airplane and ship models, miniature railroad systems, ping-pong games, boxing paraphernalia, callisthenics equipment and the like of an adult nature and not to be confused with the strictly juvenile items.

The publicity given the penchant of many movie actors for this type of merchandise has been a great stimulant to the widespread use and favor of this type of goods, and the public demand has been steadily on the increase. Manufacturers have been alert to this trend and have done an excellent job of producing a wide range of quality merchandise at reasonable prices. In fact, so conscientious have they been in their efforts to satisfy the public demand that they provide many of their plane and ship models in "knocked down" condition. It is explained that this is done in order to give those individuals who desire it an opportunity to construct their own models in pursuing their hobby.

Merchandisers analyzing the steady gains being made have noted that in general it is being purchased because of the definite place it fills in the lives of the general public. This observation is especially true of that merchandise designed to serve both as a wholesome hobby and as a health-building medium. It also applies to scale models of planes, ships, trains, etc., which not only serve to keep the public abreast of the latest in engineering developments, but qualify as a most worth-while spare-time avocation. An interesting point in this connection is the tendency of the purchaser to most often select only the quality merchandise in the better price range, giving the industry an opportunity for good profit in most instances.

Premium men stand to gain most by immediately featuring more extensively the adult hobby and recreation merchandise and giving it the full measure of recognition which its rapid growth in favor and its substantial background warrants.

thereby gaining co-operation and support from many important industries to aid its own welfare.

This is one sign of progress which is absolutely essential to the further growth of the merchandise industry.

Another progressive movement has been noted in the continued entrance of larger and internationally known corporations into the manufacturing division of the premium field.

It is believed that every one of the largest manufacturers in America will soon be either directly or indirectly connected with the manufacture and sale of premium merchandise.

This again aids the general field and is one progressive movement that should not be overlooked by the industry, for it tends to better all merchandising conditions, expand the sales area and bring greater demand for premium merchandise.

Thruout all this progressive movement the merchandise user has noted greater appreciation from the public for the merchandise which he has been bringing them.

This last factor is a definite sign of growth of the field and displays the import which the larger manufacturers and their sales campaigns have played in the general progress of the entire field.







We Will Ship You Any Item in Our Line That You May See Advertised Elsewhere at a Guaranteed Saving. Send in YOUR Order With Prices. 18 Days of Price Leadership is Your Guarantee of Satisfaction.

Quantity	Description	Amount
	United Blades, Dbl. Edge, Blue Steel, 100	\$ .45
	Razor Blade, Champion or Mills Dbl. Edge, 100	.45
	Champion Single Edge Blades, 100	.65
	Shaving Cream, 350 Sizes Ass'd. Brands, Dozen	.45
	Dental Cream, 350 Sizes, Ass'd. Brands, Dozen	.45
	Turtle Oil Cream, 2-Oz. Jar, Dozen	.45
	Brilliantine, Flashy, Shaker Top Bottle, Dozen	.45
	Merchandise for Side Line Salesmen, Gross	.47
	Select, Assorted 2-Oz. Tins, Dozen	.35
	Vanilla Flav. Extr's, High Quality, 18 Oz. Gross	8.64

Our Slogan—WE ARE NEVER UNDERSOLD OR WILL SELL FOR LESS, Assures You of the Best Values on Earth.

The Above Can Be Ordered From New York or Chicago at Prices Stated Plus 25% Deposit, Balance C. O. D.

**MILLS SALES CO.**  
301 Broadway, 27 South Wells St.  
NEW YORK CITY CHICAGO, ILL.  
85 ORCHARD ST., NEW YORK, OPEN DAILY, INCLUDING SUNDAY

**B & N'S FEBRUARY SPECIALS**

NEW BENAGO—Do Luxe Double-Edge, Blue Steel Blades, 5 to Box, Cello, Wrapped, Per 100	45c
BENAGO—Do Luxe Single-Edge, Blue Steel Blades, 5 to Box, Cello, Wrapped, Per 100	70c
DREAM LAX—8 Laxes to Tin, Gross Tins	2.55
ASPIRIN—6 to Tin, 50 Tins on Attractive Display Card, 10 to 10 Cards, Each	65c
ASPIRIN—12 to Tin, Gross Tins	1.75

The Pittsburgh and Detroit Stores Are OPEN SUNDAY from 9 A.M. to 1 P.M. for the Convenience of OUT-OF-TOWN CUSTOMERS.

**B & N SALES—Same Day Service**  
CLEVELAND, O.—1444 West 3rd St.  
CHICAGO, ILL.—150 South Wells St.  
DETROIT, MICH.—227 Woodward Ave.  
CINCINNATI, O.—1005 Vine St.  
MILWAUKEE, WIS.—1000 N. 3rd St.  
ST. LOUIS, MO.—112 North Broadway  
PITTSBURGH, PA.—997 Liberty Ave.  
Order From Your Nearest Branch.

**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, Chicago.  
223-25 W. Madison St., Chicago.

**NEW NOVELTY WATCH SENSATION! GREAT FOR SALESBORDS PRIZES—CRANES**

With Label Fob and Score of Game in Each Brown and Tan. Actual Size of Game, 1 1/2" x 1 1/2". In Grand New 6-J. Movement. In Lots of 3, Each... \$3.75

15-J. In Lots of 3, Each... \$6.00

15-J. In Lots of 3, Each... \$6.00

Send for Catalog of Complete Line of New Swiss Watches and Reconditioned Walthams and Elgins.

**FRANK POLLAK**  
86 Bowery, New York City.

**POO-POO PILLOW.**

Place this under a cushion or newspaper before someone sits down. WOW! a most embarrassing sound results! A Scream for Parties, Dances, Auto-Sales, Etc. Durable rubber. Sample Only 25c. Postpaid. Agents Wanted. NALPAC CO., 2325 W. Crystal, Dpt. 337, Chicago.

**NOTES from SUPPLY HOUSES**

Quality shirts at lowest prices are being featured at the present time by the Hollywood Shirt Company. This company offers free of charge an attractive sales outfit, showing patterns, materials, etc.

Penny handkerchiefs is one of the items now being pushed by the E. Kingtex Company. This firm also carries a complete line of men's shirts, hosiery, underwear, women's lingerie, etc., all at especially low prices.

Junior G-man and special police badges are still being featured by the Ocean Novelty Company. Despite the fact that in some quarters the G-man vogue has reached and passed its peak these badges, which are almost exact duplicates of the real article, still find a ready sale. The badges are made of gilt metal, with the G-man badge mounted on a special card bearing the picture of a G-man. The special police badge is mounted on a card bearing an action picture of a policeman. Ocean Novelty is offering both these items at a new low price.

Jackwin Pen Company has added an electrically operated namegraph machine to its line. This news should be of interest to window and store demonstrators. The Jackwin Company has long been in the field and its products enjoy a wide distribution.

Eureka Neckwear Company announces that the New York trend in ties leans toward English silk knit, favoring two-tone solid colors and figures.

Several additional items have been placed on the market by the Kenberry Company, for whom John Clark Brown is distributor. Items include Tick Tock Servicing Tongs, useful for removing foodstuffs from the oven, turning meats



on the griddle, removing corn and eggs from boiling water, etc. "Useful in 100 Ways" is the advertising promotional line used by the manufacturer for this item. Other items recently added are: the New Era Knife Sharpener, which embodies five implements in one; it can, as the name indicates, be used to sharpen knives, sharpen scissors, pull corks, open bottles and cut glass; OK Cloth Sprinkler, which consists of a rubber cork and a perforated brass cap and which, it is claimed, will fit any ordinary bottle; Duz-All Razor Blade Holder, which is adjustable and can be used for scraping, cutting, ripping, sharpening, mincing, etc. The adjustable feature makes it possible to hold the blade in five different positions.

Joseph Plum and William Hornig have opened a new sales organization known as the Florn Company in New York. They will manufacture and distribute a complete line of novelty gift items and clocks. Mr. Plum and Mr. Hornig were formerly sales representatives of the De Luxe Clock and Manufacturing Company, Inc., of New York.

One of the finest father and son combinations to be found among supply houses is that of Isidore and Sam Smallman, of I. Smallman, leather goods manufacturer in New York. Ever since Sam graduated from college and started

**Beg Pardon**

Thru an error we inadvertently stated in this department last issue that the new framed mirror, featuring the pictures of the Dionne quintts, was distributed by Illinois Art Industries. The article should have stated that Vincent & Hughes are distributing and manufacturing the pictures under their own exclusive world contract with the Ontario Government.

as outside man for his father business has been rolling merrily along. Recently I. Smallman added another floor to their factory and they are all set for the big expansion program now in progress. Among the items manufactured by I. Smallman are military sets, wallets and key cases. The company was established in 1922.

**USE OF MERCHANDISE**

(Continued from page 54)

Other attractions, the main spirit of the establishment is that merchandise is being sold by a coupon-point arrangement thru amusement instead of by dollars and cents thru direct-purchase methods. The park, as a merchandising establishment, has a big advantage over the department store. The department stores, to further attract and amuse their patrons and place them in an entertained and happy frame of mind, have their own acts, their own small circuses, their own theaters, but the amusement park is already based along these lines and therefore has its public in the frame of mind which the large department stores are attempting to gain, and is ready to do business with a happy public for the "sale" of its merchandise.

**Direct Profit**

The concessioners at last bring desirable profit to the amusement park management in direct fashion. The management purchasing the merchandise itself and reselling it at its coupon-point arrangement brings definite profit beyond the cost of the ride, for it sells the coupons to the rental spots in the park and then further profits from the sale of the merchandise to the public. The merchandise should be "sold" to the public at below list price. Where department stores must strictly depend upon the margin between their cost and the sale price to cover their overhead and show them profit, the amusement park has this margin plus the entrance fee, the costs of the rides and other attractions, as additional margin with which to operate. Therefore the amusement park can "sell" cheaper than the department store and still have a larger working margin.

And the amusement park can actually state in its ads to the public, "PROFITABLE ENTERTAINMENT," backing up that statement with the merchandise which it is giving the public in return for its patronage.

**A New Era**

Once again the writer wishes to stress one major feature: Modernism—and more modernism—in display. Away from the old and into the new. A new era. A new idea. The amusement park as a merchandising establishment basing itself on a more substantial footing than ever before. Depending upon public acceptance of its entertainment from a profitable standpoint and not fickleness, whim and fancy of the public for excitement or thrill or circus display. The amusement park with a solid base to continue to grow on and a foundation which cannot easily be shaken by desire for a new thrill, but, instead, the development of a better and steadier patronage thru the sale of merchandise, which is an essential to American life, becomes one of America's greatest merchandising establishments.

**NEW ITEMS**

(Continued from page 55)

the edge of the envelope that you want to open. It is made of bakelite and is constructed so that it cannot damage the letter inside the envelope. Excellent for premium or novelty use. Low in price with attractive quantity proposition.

**Shake-To-Sharpen Razor**

The one-blade razor, manufactured by the DeHaven Razor Company, is designed to eliminate tedious stropping and honing and constant changing of blades thru a patented new-type construction that permits the original blade to be retained in the razor for indefinite use. To sharpen the blade all one has to do is shake the razor. No extra attachments or special adjustments are necessary. You can sharpen the blade every day in less time than it takes to dismount the ordinary safety razor. While item is not absolutely new it is fresh enough to still make an appealing premium or fast-moving novelty.

**Miniature Flashlight**

Microlite has a convenient new flashlight on the market that fits into the vest pocket or handbag, yet takes a standard battery that flashes a remark-

ably strong light considering the size of the outfit. Has a translucent tip, which makes it a combination spotlight or spread light. Battery refiles retail for 5 cents and light is designed to retail at a quarter. Comes in an enamel case, or in chromium, gold and silver cases at slightly higher prices.

**COUPON SALES**

(Continued from page 54)

much premium merchandise and was generally arranged so as to tempt the public with the free obtaining of this merchandise by saving coupons. Redemption stores were listed and the public was invited to visit them and to see the merchandise which could be had by saving the coupons. The public was also urged to get a copy of one of company's free premium catalogs at any of a certain number of chain cigar stores in this area. Premium men in New Jersey are of the belief that such advertising will benefit all premium merchandise dispensers. They claim the average premium dealer can easily compete with the coupon plan and that the advertising further develops the premium idea in the public consciousness.

**Levin's Always Offer Best Values in ST. PATRICK'S DAY NOVELTIES**

B1—Shamrocks (Plain), Per Gross	\$0.80
B2—Shamrocks with Hat, Per Gross	1.00
B3—Shamrocks with Pipe, Per Gross	1.00
B4—St. Patrick's Bow Pin, Per Gross	1.00
B5—Irish Silk Flag, Per Gross	1.00
Above prices do not include postage.	
B30—Samples—1 Dozen Each of Above Items, Postpaid, for	.85

**LEVIN BROTHERS**  
TERRE HAUTE, INDIANA

**5000 WALTHAM and ELGIN Hunting Movements in New Open Face Chromium Cases!**

18 Size, Case in Case or Engraved; 7 Jewel, \$2.75; 15J, \$3.75; 17J, \$4.75. 18 Size, Case in Case or Engraved; 7 Jewel, \$2.75; 15J, \$3.75; 17J, \$4.75. 19 Size, Case in Case or Engraved; 7 Jewel, \$2.75; 15J, \$3.75; 17J, \$4.75.

20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100.

Send for Catalog.

**The NEW YORK JOBBERS**  
74 Bowery, New York, N. Y.

**AMAZING CAN JAR & BOTTLE OPENER**

**WORKS BY NEW MAGIC METHOD**

Millions of women waiting for it. "Three devices all in one. Opens Cans, Jars, Bottles of any size, shape, style in a jiffy. Takes out center top of can. Leaves velvet smooth edges. No cut, bruised fingers. Removes tightest jar tops instantly. Fits on walls; always ready handy. Money-back guarantee. AGENTS! BIG PAY EVERY WEEK. Startling demonstration makes instant sales. Amazingly low priced. Two Magic Selling Plus plus pour money into your pocket. Trial sample offer.

**MAGIC PRODUCTS COMPANY, Dept. CB-4860, 4234 Cozens Avenue, St. Louis, Mo.**

**AMERICA'S LEADING MANUFACTURER OF FELT RUGS**

Lowest Prices. Sample, \$1.25. Postage Prepaid. EASTERN MILLS, EVERETT, MASS.

**DAD'S PUZZLER**—Tricky, baffling, \$4.50 per box. Includes Sample, 10c. Send for list of other Puzzles we make. Buy from manufacturer. **STANDARD TRAILER CO., Cambridge Springs, Pa.**

**TRIX "DOES THE TRICK"**

DOUBLE EDGE BLADES

Packed 5 Blades in a Package, 20 Packages in a Carton.

Doz.	Gro.
Octagon Shaped Lighters	\$0.64
15" Imitat'n Pearl Necklaces	.30
Needle Threader	.07
Shine in Basted, Shaped Blis	.21
Gorgeous Powder & Perfume Kit	.04 1/2
Army & Navy Needle Book	1.29
#232 Toothpick Knife	.75
No. G203 Men's Fancy Ties	.79
No. N375 Sewing Needles, 10 in Pkg, 100 Pkgs U. S. Made	.85

Men's Rayon Sox U. S. Made .85

OVER 3,000 Bargain Specials. Write for New 1936 Wholesale Catalogue. 1/2 Free.

**SPORS CO., 2-36 Erie St., Le Center, Minn.**

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

# PITCHMEN

by BILL BAKER

(Cincinnati Office)

"AM IN JOHNSON CITY, TENN. . . . working the tail end of the tobacco season and getting the tail end of the cash," scribbles Ray Redding. "Several pitchmen are here cutting up big ones of the days gone by. Glad to hear Joe Morris is getting dough. Sorry I can't say the same about myself. If Joe wants to give New Orleans back to the French he can throw this burg in for good measure. Here's hoping the snow stops."

D. J. STANDIFORD . . . or anyone knowing his whereabouts is requested to get in touch at once with his sister, Mrs. W. M. Ward, who is gravely ill at Kansas City.

M. G. (MIKE) WARD . . . pipes from Harrisonburg, Va., in the Shenandoah Valley: "Recently seen here were Jack Stover, Pat Kelly and Detrick on the leaf; Colonel Maitland, of oil fame; Slim Millikin, circus man, and Doc Lovett, coils. Colonel Maitland takes to the road in April in his business trailer, carrying 12 people on his shed show this season. Pete Turner will do the advance. Let's have pipes from Tommy Dillon, Bill Yaeger, Paul Kinzer and Ray Chapman. Conditions are okeh here and the boys seem to be in the money."

"TOBACCO MARKETS HERE . . . are good in spite of the extremely cold weather," tells George (Heavy) Mitchell from Mountain Home, Tenn. "Jimmy Brenell, Harry Weber, Doc Jackson and I am all alone here. Will stick around until March 10."

JOHN W. SWISHER CARDS . . . from Charleston, W. Va.: "Biz fair tho the coal fields are not so hot. Plenty of sheet and med workers here. Would like one from Curly Adams. Plenty of snow-balls here but am eating steaks. Boys in Georgia, please note."

FROM THE DENVER STOCK . . . Show H. Brown cards: "Among those here were Red Powell, A. G. Goldberg, E. D. Henry, Joe Burrell, Brownie Holmes, E. Arnheim, G. K. Peck, J. Phillips, Frank Ellis, Charles Lawson, Silm Gorman, Bush, E. Baldwin, Mrs. A. G. Goldberg and the Denver Pat Boy. Good weather and good show. All are bound for the Arizona rodeo."

"SEEMS LIKE SOME . . . 25 tribes and kelster boys are here in Hot Springs," shoots Doc Campbell. "All of us got a good lesson on how to sell the other day. Was downtown talking

IT PLUNGER FILLER VAC SELLS ZIP! ONE PULL—IT'S FULL!



EVERYTHING IN FOUNTAIN PENS & SETS. JOHN F. SULLIVAN, NEW YORK CITY. 458 Broadway, Fast Service Sully.

LEADER TIES Ready-Made Knot. Holds Its Shape Forever. Silk-Lined. Latest Patterns. \$2.25 PER DOZEN Sample Dozen Submitted, \$2.50, Prepaid. 50c Sellers. Repeaters. Money Refunded Without Question. M. LEVINE, Inc. 78 North 13th Street, Philadelphia, Pa.

NEW PRODUCT MAKES OLD RAZOR BLADES SHARP New Blades sharper. Write for information. NU-SHARP PRODUCTS, P. O. Box 24, Fremont, O.

WILL ROGERS 4,000 LATEST JOKES. 10,000 Laughs; Wiley Post Enology, 4c, sells 15c. Sample 10c. Veterans' Magazine, Joke Book, Go the good. WET'S SERVICE MAG., 157 Leonard St., New York.

SILVERITE SIGNS COST 5c-SELL 25c List Free. \$5.00 per 100. Postpaid, SILVERITE SIGN CO., 417-C South Dearborn Street, Chicago.

INFORMATION WANTED as to the whereabouts of HAPPY NORVELL if living, or date and place of death, if deceased. Communicate with ATTORNEY PAUL M. CONWAY, Georgia Casualty Bldg., Macon, Ga.

to my old friend Brooks when he saw a crowd. We walked over and there were Harry Woodruff and wife working a pen sale. Saw a dozen pitchmen standing in the tip. I have been in this game 25 years and thought I knew all the angles, but the Woodruffs have them all beat. They are showing the pitch world that pens can still be sold. Think I'll get out of the med-show business and start selling pens."

ROY (SKIPPY) DAVIS . . . sends in a pipe to let the boys know he is still alive and spending the winter with his dad and mother in Muskogee, Okla. He writes: "Believe you me it's something to not have to worry about the rent, stock money, etc. I make a few Saturday spots, weather permitting, in order to keep my batting eye in trim. That veteran worker, Frank Libby, can sure take it when it comes to working in cold weather. Wonder how the boys and girls are standing it in Detroit. A few good Saturday spots around here include Hugo, Holdenville, Coalgate, Ada and Wewoka. They are all open. Of course, you won't have to have a truck to carry the gelt away. But it will fill the old gas tank a few times and let you out the front door. Glad to hear Billie and Dave Rose are whipping that big bad wolf. The bonus going over will sure mean plenty of beer for some of the boys. What is the lowdown on the whereabouts of Fido Kerr, Siz Cummings, Dick Hull, Charlie Halley, Joe Ackerman, Morris Davidson, Jimmy Burnette and Tom Barrett? Will stand by another month before taking off. Hope Mike Lewis and missus are up and at 'em. How much longer is Tom Kennedy going to take the smoke in Pittsburgh?"

SHOOTING FROM . . . Bakersfield, Calif., Jimmy Watson pipes: "Have been working the Coast to fair business. Worked Fresno since Christmas. Lots of the boys there, including Frenchy Delmar, Herbert Johnson and many others. Everyone seems to be getting along nicely. Came here from Fresno, thru a lucky break Bill Goffirth and I got to work a corner. No reader. Will be here as long as biz holds good. Upon reading a recent issue it was quite a blow to learn of the death of George Bedoni. He will be missed by everyone that knew him. He was a nice fellow and one of the best in Pitchdom. The boys join me in expressing to Salem, young George and the rest of the family our deepest sympathy."

MRS. IRA WEISS . . . was a recent caller at the New York office of The Billboard as she was passing thru en route for a cruise to the West Indies and South America, while recovering from the shock of her husband's recent death.

"SORRY TO LEARN . . . of the passing of my old friend George Bedoni," cards Doc A. M. Johansen, Oklahoma City. "Worked with George and Johnny Hicks back in 1925 in Birmingham. He was a square fellow and a good friend and will always live in my memory. I hope I meet him on the other side some day. My sympathies to Salem and the whole family."

"CONDITIONS HERE ARE . . . always about the same," shoots Carl Herron from New York. "True enough, the big burg has become educated to 5 and 10-cent items, but a good worker can demand his price and get it. A new face on the streets here will do better with an old item than some of the home guards who have been working here for years. I've seen it done. All the boys are excited over the new pitch joint that has just blossomed out, a television gadget for radios. Something new to replace the static eliminator. Judging from all local reports, it's a big thing. I am still working the moving pix joint and doing well considering the

weather. Just met Bill Harvey, looking prosperous, on his way to the Boston show, where Leo McCullough and Joe Conti are also working glass cutters. Red and Irene Hallie are still here working astrology. Old Indian Jack is selling song sheets at subway entrances. He is still hale and hearty at 82. Doc Lee has switched to horn nuts. Goody is there with flukum, Jerry with run menders, and Shorty Grace, Sam Stein, the blade man, is now working static eliminators from a peculiar-looking vehicle resembling a wheelbarrow. Also seen about are Swartz and Seidel, the mouse men; Louis Rosenberg, the much-disputed millionaire pitchman, working 86th street with glass cutters; Sick-Foot Pete and Denny Goonan, glass cutters, and Archie Smith and McCann, also with cutters. Seems to be a good demand for the glass-cutting tools in New York. If all the glasses that these pitchmen cut up in a day were put together it would be enough to fill the sashes in the Woolworth Building. But hats off to Frank Libby, the king of 'em all."

JACK SCHARDING . . . "Opened in a pipes from Tampa, Fla.: "Opened in a store on the main stem here January 4 and am still operating. Business nothing to brag about but fair, and far away from the frozen North. Want to say a word in regard to the knocking that has been mentioned in recent issues. I still pitch health books, but have entirely eliminated all knocking of any other products and find that I still sell just as many of my own units. I advise all others to quit knocking, as I have done, or they will get in trouble sooner or later. Will close here February 15 and make some other towns in Florida. The big fair is on here now and plenty of the boys are on hand."

"HAVE BEEN HERE . . . in Joplin, Mo., for two weeks, but unable to work on account of the weather," shoots Old Bill Ellis. "Left Pennsylvania Christmas and all we had all the way was snow and cold. Were tolled to death in Kentucky. Ran into Al Decker, a good boy from Chicago. He and his wife are good trouper and willing to lend a helping hand. Still with Billy Meyers. Intend to go into Oklahoma City tomorrow. My advice is that if you are making anything where you are, stay there. Ask Mary Ragan how she happened to nearly hang herself making a bally with a rope in Texas. The slogan now seems to be save for a rainy (or snowy) day."

"WAS IN LOUISVILLE . . . for a few days," cards Jeff Farmer from Dresden, Tenn. "Glad to see that the old headquarters are still open. Quite a few of the boys were on hand—Costello, L. A. Duff, C. D. Johnson, etc. Lots of the boys had something to be thankful for in all this rough weather when the Senate passed the Bonus Bill. Due to that fact, lots of new house trailers, new cars, trucks and new stock will be sprung this summer."

"WE ARE DIGGING OUT . . . of a norther which struck last Saturday night," tells Milton Curly Bartok from Victoria, Tex. "We hope to get out and work tomorrow, Saturday (February 1). Have not met many pitch people down here. Most of the towns down this way are planning to have separate Centennial doings. This may prove a worthwhile tip to the boys and girls. The doings will include rodeos, street fairs, farm shows, etc. They will start in the latter part of the month and continue to run concurrently with the big show in Dallas. The boys and girls ought to consider these towns in their route lists for the coming months. Hear that Cincinnati is closed (right). Things are open down in this country for your o. m. as far as we can see. Met Doc and Honey Jacobs in Huntsville and expect to go down into the Valley and see Snake King about a bally. They say he has plenty of animals and snakes. We are getting Murphy (the monk) a mate and the wedding bells will be ringing soon. Will say one thing about this State, if we ever settle down this will be the locale. Has the most wonderful climate and people in the country. And it's only in its infancy and will sure go places some day. I will continue to pipe in to Billyboy even if, as some say, it is a sucker educator. I personally have nothing in my work on the platform that I am afraid to 'educate' them in. And the boys that do have something

OAK BRAND-HY TEX BALLOONS for WINTER EVENTS

Special Prints and our exclusive Mickey Mouse Balloons are popular sellers everywhere.

For Sale by Leading Jobbers.

The OAK RUBBER CO. RAVENNA, OHIO.

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 BF45. Optical Specialties 17 N. Wabash Ave., Chicago, Ill.

EVERYTHING IN THE FOUNTAIN PEN AND PENCIL LINE

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ARGO PEN-PENCIL CO., Inc. 206 Broadway, NEW YORK CITY.

Hercules Made Something New in TIES

Greatest value in the history of Neckwear, real Silk Reqs. Corduroys, Mogators, over 100 patterns, woven, full size, hand-made shape, 4 1/2" lined, at \$1.00 to \$1.50 a Dozen. Can be sold for \$50 Each. 20% with order and balance C. O. D.

HERCULES NECKWEAR COMPANY, 772 Vermont Street, Brooklyn, N. Y.

Save 80%

Buy your Sundries, Specialties, Supplies, Blades, etc., direct from manufacturer through our Mail-Order Department. All orders mailed postpaid by us. We have everything. Send for FREE mail-order catalog.

THE N-R MFG. CO., Dept. H-81, Box 353, Hamilton, Ontario.

ELGIN-WALTHAM WRIST WATCHES

Brand-New Cases, Metal Bands. Send for Catalog. Biggest Bargains in Used Watches and Diamonds in the Country.

H. SPARBER & CO., 108 North 7th Street, St. Louis, Mo. 2.95

MEDICINE MEN

PRIVATE LABEL TONICS. Immediate Shipments. New Price List. WRITE OR WIRE.

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HAND STROPPERS

RAZOR STROPPERS, \$4.80 to \$72.00 per Gro. WALLEBECK MOLAND MFG. CO., Sandwich, Ill.

ALWAYS AT THE HEAD OF THE PEN PARADE—Banker Pens and Banker Blades, Plungers, Vacuum and Combinations. My Pens Sell It's All in the Pen Point. Get away from the 5 & 10 stuff. Send for New Price List.



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A Complete Medicine Show Line. Immediate Service. Wholesale Catalogue upon request.

GENERAL PRODUCTS LABORATORIES, Mfg. Pharmacists, 137 E. Spring St., Columbus.

AUTO JOKER

Also known as WHIZ BANG, or AUTO BURGLAR ALARM. The original made here. It is a sensational item for its performance.

New Looking Display of Fireworks for Parks, July 4th, Fairs, etc. Write or Wire for details. FROM THE DOOR OF OUR FACTORY TO YOU.

ILLINOIS FIREWORKS CO., Inc. Box 792, Danville, Ill.

GREATEST MONEY-MAKER EVER OFFERED  
YOU GIVE A  
**FREE 50c PREMIUM**  
WITH EVERY PEN.

**PLUNGER VACUUM—**  
A Push & A Pull—  
Pen Is Full.  
CLEANS AS IT FILLS.

**BIG PROFITS**  
Drop Indicator  
Records Ink.  
Tells When To Refill.  
**JACKWIN PEN CO.**  
50 W. 28th St., New York, N. Y.

Complete Plan and Sample Outfit.  
**50c**  
Stamps or Money Order.



series of pictures. There are plenty of chain stores that use methods of selling merchandise that are no better than those in use by pitchmen and some of the merchandise is no better either. I certainly think it would be to the interest of the Detroit manufacturers to see that the pictures being run in their local sheet are stopped. Plenty of business is involved and it seems peculiar that the local sheet would work against the best interests of local manufacturers."

**HORACE VAN CAMP** writes one from Sal Lewis' store in Worcester, Mass.: "Among workers here are Little Sampson, seeds; Bud Harrington, herbs, and the Man From California, Jimmy C. Stone, working soap and liniment. Jackie Adair is managing the store."

**DOC GEORGE BLUE** . . . "A large crowd gathered January 26 to see Kid Carrigan go swimming below the Fulton Street Bridge here. He can also be seen working every day in a bathing shirt. Errrrr. Says he enjoys it and it helps get the crowds."

**"JUST A LINE TO** . . . let the boys know that the missus and I are still in Florida," cards Sunshine Rogers from Live Oak, Fla. "We caught plenty of fish while in Sarasota for two weeks. Of course you know how the weather is here. It's nice to park your car under a palm tree, but you better let the water out first."

**"AFTER READING . . .** Dave Rose's so-called jam pitchman and Dave's version of them burning up towns I want to say that I think he is all wrong," shoots Harry Kline from Atlanta, Ga. "I have seen about every man in the high-pitch game work and the few that are left I believe you will find to be perfect gentlemen, and if Mr. Rose would only stop and consider how many of the low pitchmen are closing towns thru misrepresenting their merchandise and knocking other road men whom they happen to meet, then the picture would take on a different appearance. Am still working strops and leave soon for New Orleans. There are a number of the boys here, but no one is getting rich. Sorry to hear about George Bedoni as we lose a good friend with his passing. I hope Salem will keep up the good work where his father left off. The passing of Tom Rogers and Daddy Bedoni leaves but a few really good jam pitchmen, but those that are left are mostly experts in the business and my estimate of how they rank follows: English Tommy Evans, Morris Kahntruff, Harry Corry, Salem Bedoni and Harry Maers. Let's have pipes from all those gentlemen."

**"TWENTY BELOW ZERO** . . . here today and I know of no better way of passing the time than reading pipes," writes E. Wooley, cowboy oil worker, from Perla, Ill. "Certainly enjoyed reading Jay G. Hobson's pipe. The field would be better for med workers if more supply houses felt like he does. Last spring I was working an herb package in a near-by Illinois town. The druggist watched a couple of passouts and then asked the wholesale price. When I told him he laughed and asked if I thought he was crazy. He opened a copy of *The Billboard* and showed me where I was asking him almost as much for a dozen as the supply house asked for a gross. I told him I didn't think he was crazy, but that I sure thought the supply house was. From that day to this I have not spent one penny with that company and will not as long as they advertise their prices. Things have been quiet here this winter. Last year seven pitchmen wintered here, but this winter Cle Randall and I have had the town to ourselves. Biz is only fair, altho several of the boys have piped in that business was good around here. Funny that we haven't run across any of them. Doc Clifford Stevenson and Doc James were in town over Christmas but neither worked. Gar Johnston is still going strong with his auction store, after 16 months in one location. What's become of Johnny (Chief) Vogt, Chief Rice, Fred Miller? Pipe up, boys."

**"SEE WHERE MY FRIEND** . . . Happy O'Curran wants a pipe from the

Old Master, so here goes." infos Doc Coy D. Hammack, Tifton, Ga. "Am in the Land of Plenty and Sunshine. Just returned to my outfit after three weeks in the one and only Miami. The past season was pretty good to me and the show did well. Plan to open in one of the best spots in Alabama soon as the weather will permit. If you pay the reader and stand pat on your rights you can work Alabama and there is plenty of money in the State. Will some good trouser drop a line and tell me what a man has to do to work Mississippi. I want the correct dope as I am getting ready to go down to the capital, and a pipe from some med man might save me a lot of time, trouble and money. I am putting out a No. 2 show this season, one to work Alabama and one to work Ole Miss. Will be glad to read pipes from all the good folks, especially Doc H. C. Laird. What has become of Doc and Dinah Ward. Wonder if they remember Sand Springs. Well, my stomach tells me it's time for the dinner bell to start ringing. Will see you all (is that Southern?) when the grass begins to shoot."

**CARLIE HOOPS PIPES** . . . "Saw Larry Gunison and Art Robinson, the waffle-iron team from Philadelphia, putting it over in good style. They can't miss the way they work and keep hustling all the time. Their flash is the class of all waffle-iron joints. Had lunch with them and they took me for a ride in their Buick. Nice boys to meet on the road. Also saw Shorty Clinton, rug-cleaner man, doing fair in a department store. Says he is headed for the big city. Prof.

**Pitchmen I Have Met**  
By SID SIDENBERG

A trip up and down North Clark street, Chicago, seems a journey thru the "street of lost souls"—lost because they have lost a desire to succeed. Here you see many performers who went haywire when flesh turned to celluloid. Among some of these folks are mighty good performers who have seen better days but could succeed despite the turn of events. Among the constituents of Pitchdom, the successful ones, are former performers who are doing better in the selling game than they did when they were behind the footlights.

As a matter of fact, some of the best demonstrators and lecturers I have come in contact with are former actors, and they are naturals, for they have been trained to talk to a big tip, while the novice who has not confronted multitudes before is frightened by a sea of faces.

Two of the most successful ex-actors are Doc and Mrs. Truman W. Barker, who were reputed to be among the best concert players and vaude performers of the old days.

This pair still use their talent with musical instruments, but they turn it into real, ready spending money that they collect right now.

When Doc and the missus came to the turn when bookings were getting lean and the going tough, they saw the handwriting on the wall and got a job with Doc Lloyd Long, med-show impresario of Oklahoma City, and ballied his tips for him. After working with Long for some time Truman decided that he always wanted to be in the selling game and soon embarked with his own show and if you should ask me, I claim they are getting as much of the dough of the realm as any two in the same line in the same game.

While the missus is playing the piano Doc does his stuff with the accordion and violin and when those folks are thru with their little concert the first night you can gamble that they attract tips that any large med show would envy the following nights of their stay in a spot.

The Trumans have two children, Margie, 14, attends school at De Soto, Mo., and Winfield, 4, travels with the Barkers. Barker is 43 years old.

**Get Set for Life!**  
IN COUNTER CARD BUSINESS

**NO INVESTMENT NEEDED.**  
Good pay right from the start handling one of our regular routes. Place famous line 50¢ Counter Card Goods in steady store customers. World's finest, largest, best-selling line. Almost 200 daily necessities, including Razor Blades, Aspirin, Choccolated Laxative, Bromo Pizze, Mercurchrome. All mounted on new-style, safe-making, self-help counter displays. Up to 140% profit for you and merchant. Make up to \$16 weekly. You can make a World's Products store route a lifetime business that can pay you up to several thousand dollars a year. Men who started short time ago now handling big distributing business. Big profits sent free. **WORLD'S PRODUCTS CO., Dept. 288, Spencer, Ind.**

**175 STARTS YOU IN TIES**  
BUSINESS Selling

Fastest selling line of Men's Ties in America! Wonderful values! Over 100% Profit! Unbeatable guarantee of best quality at lowest prices. We Pay Postage.  
**SILK LINED TIES**  
In gorgeous Woven Materials—Satin Stripes, Jacquards, Bartheles, etc. Sample Dozen, \$1.75, Postpaid.  
**NEW SPRING STYLES,** Complete line of Latest Spring Neckwear priced from \$1 Doz. to \$3.60 Doz. Send for Our Free Catalog and Free Sample Swatches. See why Our Men are Biggest Money-Makers! Satisfaction Guaranteed or Money Refunded.  
**BOULEVARD CRAVATS** 22 West 21st Street, Dept. B-1, New York.

**RING WORKERS!!!**  
OUR SPRING AND SUMMER LINE OF LATEST DESIGNS IN WHITE STONE AND CAMEL RINGS IS BEING SOLD UNUSUAL BARGAINS IN NEWEST STYLES AND FAST SELLING RINGS!!!  
Send \$2.00 for complete Sample Line. Free Catalog. Complete Line of Diamond Cut Crystal Novelties sent prepaid for \$2.00.  
**OLYMPIC BEAD CO.**  
307 Fifth Avenue, NEW YORK, N. Y.

to hide would be better off with a \$15-a-week job. I get a kick out of Pipes. They seem to go in cycles. First, the pitchmen's union, arguments pro and con and nothing doing. Second, arguments as to the mentioning of prices in *The Billboard's* ads and nothing doing. Third, arguments on jobbers and wholesalers opening towns for us and again—what? Oh, well, see you shortly."

**"A LOCAL CHAIN STORE . . .** permitted Santa Claus to play a return visit to the boys and girls of pitchdom here," says Johnny McLane from Philadelphia. "The store was closing out and gave the folks a chance to work undisturbed, and the fraternity did plenty. There were pitchmen to the right and pitchmen to the left, pitchmen in front and pitchmen behind. Never saw so many. They volleyed and thundered and it was like a four-ring circus, with everything going full blast at one time. The management used good judgment, as it sure sold a lot of jumbled and worn-out stock during the two weeks of the sale. Only one place, Maxwell Market in Chicago, where I have seen more pitchmen at one time—and the Market is outdoors. The din was so great that people came in just to see what it was all about. Some depended on noise to get attention, some on tricks and some on perfume. Everyone was on his respective feet when the final bell rang, ending a long-to-be-remembered event in the lives of a score of pitchmen. A list of those participating includes Billy Lang, peelers; Sol Zukor, tie forms; the Harpers, perfume; Master Russly and Harry King, mentalists; Billy Blackhawk, oil; Eddie Ross, food-lax; H. Grohes, solder; Sam Tepper, gummy; McDaniel's, calculators; Sam Huttman, eyeglass cleaner; John Bradley, transferine; Bel-

fer, sharpeners; Old Man Riley, darners; myself, tricks; a wire worker and two others working astrology and Buddhas. The darner man has been here 11½ years and the wire worker 17 years.

**IN ORDER TO BE** . . . of assistance to a poverty-stricken woman, Paul M. Conway, located in the Casualty Building, Macon, Ga., is asking for information as to whether Happy Norvell is still living and if not the date and place of his death. Information will be greatly appreciated.

**HERE COMES A** . . . pipe from a real oldtimer, his first in 10 years. Who is it? None other than Charles (Yiddle) Gameiser, from Miami. He scribbles: "Am now running a flat joint in Saratoga, N. Y. But for the past two months have been down here trying to get away from the cold North. Also trying to do a little business but they are very strict regarding working. To open a store you must have no less than three readers, city, State and county. And in addition to that a \$1,000 bond is required, to prove that you will stay in business one year. If you stay less you lose the bond. No street work is permitted. You also have to have the three readers to work in a doorway. A new health joint opened here last week, operated by Botwen and Milton Reese. This seems to be the toughest town in the country on business of all lines. They work every "angle" to the limit. Various businesses open in accordance to what appears to be the regulations and then get it in the neck for plenty. Plenty of people from the North have found this to their sorrow. My advice to the boys is to stay away from Miami unless they have a h. r. All they give you down here is the sunshine. Plenty of drifters here and all behind the eight ball."

**"NOTICE WHERE . . .** Mary Ragan and husband have come out of hiding," pipes George (Heavy) Mitchell from Mountain Home, Tenn. "Also noticed the name of Schultz, Great boy, Freddie. He sure knows his condensers. Saw a pipe from Michigan Red. My friend has gone back among the bears up in Michigan. Saw Jimmie Brenell working strops and paste at Johnson City, Tenn. Look good. Would like to see pipes from some of the boys and girls. Come on, Paul Houck and Pearl, also Bert Jordan and wife. Am still working herbs, oil and corn med. Let me express the feelings of the many pitchmen and pitchwomen who use the services of the only guide we have, the old reliable *Billboard*. God bless the gang responsible for its existence, from the porter to the big boss, Harry Weber and I are glad to know that we can turn to *The Billboard* these cold nights and look thru Pipes and read about our friends and comment on 'Oh, boy, look—so and so is in Atlanta, etc. Isn't it great? Will be here until March 10."

**"SURE WAS SHOCKED . . .** to read of George Bedoni's death," writes Chic Denton from Midland, Tex. "George was a prince of pitchmen. Helped him with many a pitch when we both were with Robbins Bros.' Circus. His many friends will miss him. Glad Salem will carry on and here's hoping he makes the pitchman his father was. Business is fair in this section."

**MICHIGAN RED SALLOW** . . . "A certain Detroit sheet recently printed a series of pictures in its brown section purporting to be an expose of the methods pitchmen use in getting a tip to buy. Plenty of articles sold by pitchmen are made by Detroit manufacturers and it seems too bad that they allow the local sheet to get away with such a



John Wagner, New York astrologer, was going big here. A real hustler with a loud voice and plenty of personality. He is the tops along with it. The Prof. just bought a new Plymouth."

**RAIN CRIMPS**

(Continued from page 3)  
sunshine and children alike, and shows and rides were jammed.

On Thursday, Live-Stock Day, when attendance was 15,462, scheduled live-stock parade and pony races were canceled because of rain. Saturday, Future Farmers' Day, brought out 24,039, although the day was cloudy and marred by frequent showers. About 1,000 agricultural students from all over the State were guests of the fair management, and Commissioner of Agriculture Mayo spoke in front of the grand stand. Saturday afternoon Lucky Teter and his Dared-Devis, in motorcycle and automobile stunts, thrilled spectators.

Sunday was designated as Major Bowes Day, due to the fact that Tampa was guest city on Bowes' amateur program yesterday. Exhibits and the midway were closed, but following special night acts in front of the grand stand the radio program honoring Tampa was tuned in on amplifiers, and arrangements were made for the crowds to vote for the Tampa contestant.

**ROUTES**

(Continued from page 35)  
Old Maid: (Curran) San Francisco 10-15.  
Personal Appearance: (Harris) Chi.  
Personal Appearance: (Royal Alexandra) Toronto 10-15; (Cass) Detroit 17-22.  
Poigy and Bess: (Nixon) Pittsburgh 10-15; (Erlanger) Chi 17-22.  
Postman Always Rings Twice: (Chestnut St.) Phila 10-15.  
San Carlo Opera Co.: (Auditorium) Los Angeles 10-15.  
Skinner, Cornelia Otis: (American) St. Louis 10-15; (Collins) Ottumwa, Ia., 14; (Parkway) Madison, Wis.  
Taming of the Shrew: (Erlanger) Chi 10-15.  
Three Wise Fools: (Shubert) Boston 10-22.  
Three Men on a Horse: (Plymouth) Boston 10-15.  
Three Men on a Horse: (Orph.) Reading, Pa., 12; (Court Sq.) Springfield, Mass., 13-15.  
Three Men on a Horse: (Davidson) Milwaukee 10-15.  
Tobacco Road: (Forrest) Phila.  
Tobacco Road: (Met.) Seattle, Wash., 10-15.

**MISCELLANEOUS**

Acker's, Edna, Indians: Hughesville, Glaswa, LaPlata, Indian Head, Md., 13; Germantown, Stanton, Owensville, Galesville, Shadyside 14; Greenway, Va., 15; Upper Marlboro, Mulliken, Bradbury Heights, Md., 17; all school auditoriums.  
Bibb, Magician: Hattiesburg, Miss., 12; Biloxi 13; Bay St. Louis 14; Pascagoula 15; Apalachicola, Fla., 17; Panama City 18; Pensacola 19; Chattahoochee 20-21.  
Bragg Bros. Show: Epworth, Ga., 10-15; Whitepath 17-22.  
DeClen, Harry, Magician: (Strand) Maysville, O., 17-20.  
Felton, King: Cisco, Tex., 10-15.  
George, Great, & Co., Illusionists: (State) Baltimore 10-12.  
Johnson, Judith Z., Mentalist: (Beacon) Beacon, N. Y., 10-15.  
Lucy, Thos. Elmore: (Auditorium Hotel) Chi 15-28.  
Marine-Firestone Co.: Waco, Tex., 10-15.  
Norris & Berger Variety Show: (Auditorium) Coal Grove, O., 11.  
Ricton's Show: Guyton, Ga., 10-12; Stillson 13-15.  
Schroeder's Dogs: Stockton, Calif., 10-15.  
Turtle, Wm. C., Magician: (Blue Danube Tavern) Portland, Ore., 10-15.

**REPERTOIRE**

Blythe Players: Woodboro, Md., 10-15.  
California Players: Clarksville, Va., 10-15; Henderson, N. C., 17-22.  
Harvey Players: Dyersburg, Tenn., 10-15.  
Princess Stock Co.: Grapeland, Tex., 10-15.  
Sadler's Own Co.: Wichita Falls, Tex., 10-15.

**CIRCUS AND WILD WEST**

Polack Bros.: (Auditorium) El Centro, Calif., 10-15; (Shrine Aud.) Phoenix, Ariz., 17-22.

**BUNTS' GREATER SHOWS**

New Booking for 1936 Shows, Concessions, Ride Help and Sidelow People. Address: W. J. BUNTS, Crystal River, Fla.

**SUNSET AMUSEMENT CO.**

New booking Shows and exclusive Concessions for 1936. Address: P. O. Box 348, Danville, Ill.

**SOL'S LIBERTY SHOWS, INC.**

New 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: Ladd, Ill.

**MOTORIZE**

Write for Our Finance Plan. CHAS. GOSS, Standard Chevrolet Co., East St. Louis, Ill.

**CARNIVAL COMPANIES**

(Routes are for current week when no dates are given.)

Barfield's Cosmopolitan: Titusville, Fla.; Eau Gallie 17-22.  
Blue Hibbon: (Fair) Fort Pierce, Fla.  
Capitol City: Hampton, Va.  
Crafts 20 Big: San Bernardino, Calif., 20-March 1.  
Great Coney Island: Millerville, La.  
Greater United: Laredo, Tex., 15-25.  
Hughey Bros.: Funston, Ga.  
Krause Greater: Sarasota, Fla., 10-22.  
Metropolitan: Canal Point, Fla.  
Regal United: Baytown, Tex.  
Royal American: (Fair) Tampa, Fla.  
Shugart, Doc: Anahuac, Tex., 10-22.

**Additional Routes**

(Received too late for classification)

Blossoms of Dixie Show: New Iberia, La., 10-15.  
Daniel, 2-10, Magician: Farmersville, Ill., 10-15.  
Dressen & Purcell Circus: Jena, La., 13; Friday 14-15; W. Monroe 16-17; Ruston 18-19; Arcadia 20.  
Fraser-James Dance Group: Brookings, S. D., 12-15.  
Harlan Med. Show: Frankfort, O., 10-15.  
McNally Show: Great Mills, Md., 10-15.  
Miller, Al H., Show: Claxton, Ga., 10-15.  
Richard & Fringlet's Minstrels: (Pal.) New Orleans 10-15; (Alamo) Jackson, Miss., 16-18; (Pekin) Montgomery, Ala., 19-20.  
Tranger, Don: (Fair) Tampa, Fla., 10-15; (Fair) Orlando 17-22.

**FINAL CURTAIN**

(Continued from page 29)

Norwalk, Conn., January 28. He recently operated a dramatic school in Norwalk.  
WEYMAN—George, for last 40 years a clown, at Butterworth Hospital, Grand Rapids, Mich., after a seven weeks' illness. Survived by three sisters and a brother. Burial at Fairplains Cemetery, Grand Rapids, February 6.  
WITTIG — William W., 74, former theater operator and promoter of shows and sporting events, February 2 at his home at Linwood Lake, near Wyoming, Minn. He first introduced burlesque to Minneapolis and St. Paul when he forsook the plumbing business in 1880 to open the Dewey Theater in Minneapolis. Later he operated the Lyric and Gayety theaters, Minneapolis; the Old Star Theater in St. Paul; the Alhambra in Milwaukee and a theater in Omaha. He is credited with having started the late S. L. (Roxy) Rothafel on his way to fame. When Roxy first appeared in theatrical circles Wittig, then a successful showman, became interested in his proposals for spectacular displays and backed him at the old Lyceum Theater, Minneapolis. The deceased also became interested in dramatic stock and backed companies in the Twin Cities, Milwaukee and Omaha. In 1906 he promoted the wrestling match between Frank Gotch and George Hackenschmidt in Chicago. Funeral services at the Enger Funeral Home, Minneapolis, February 6 under auspices of the Elks' Lodge, of which he was a life member. Surviving are his widow; a brother, Dan Wittig, Milwaukee, and a sister, Mrs. Ottomar Esche, Manawa, Wis.

**MARRIAGES**

BAKER-DODDS—Luther Baker, saxophonist, of Soranton, Pa., and Kathryn Dodds, dancer, of New York, both members of John R. Van Arnam's Uncle Ezra Jones' Barn Dance Frolics, recently in Winston-Salem, N. C. After the ceremony Mr. and Mrs. Baker entertained the members of the company with a cocktail party in their suite at a Winston-Salem hotel.

BRAUCHER - HENSHALL — John Braucher, nonpro, and Helen Henshall, former Ziegfeld girl and presently in charge of still department at Paramount Pictures, in Monrovia, Calif., February 2.

CARLTON-LLOYD — Arthur Carlton, English production and pantomime comedian, to Dorothy Lloyd, widow of Leo Bliss, comedian, at Bournemouth, Eng., January 13.

ELBON-THORNER—J. W. Elbon and Zona Thorner, daughter of Mr. and Mrs. E. F. Thorner, formerly with various amusement companies, including Harry Copping Shows, at Tampa, Fla., January 10.

GOLDING-SLAVIK — Jack Golding, Memphis, and Polly Slavik, Detroit, dancers, in Baltimore recently.

GUNDLACH-BURKE — Frederick S. Gundlach, an official of the Specialty Tool Manufacturing Corporation, Belleville, Ill., and Verna Burke, radio, vaude and night club singer, at Waterloo, Ill., February 3. Miss Burke, whose home is in St. Louis, plans to retire from the theatricals. After several weeks' honeymoon the couple will make their home in Belleville.

HERMANN-YOUNG — James C. Hermann, former Chicagoan, and Polly Ann Young, sister of Loretta Young and Sally Blaine, movie actresses, in Hollywood February 5.

JAWOROWSKI - WALTON — George Jaworowski and Adele Walton, who conduct the Polish Hour on Station WGES, in Chicago January 31.

JOHNSON-ALLGAIER — Harry Johnson, sports commentator for the Union Holding Company—Lincoln newspapers stations, KFOR and KFAB, Lincoln, Neb., and KOIL, Omaha, to Constance Allgaier, nonprofessional, in Lincoln recently. Johnson before hooking up with the radio was a sports writer with The Omaha Bee-News and The Lincoln Journal.

LELAND-WINTERS—Cy Leland, chief announcer at Station WBAP, Fort Worth, Tex., and Oleta Winters, also of Fort Worth, in that city January 31.

PRENTICE-GORDON — George Prentice, known in American and English vaudeville as "the Punch and Judy man," to Ray Gordon, English musical comedy actress, at Manchester, Eng., January 17. They are appearing with Tom Arnold's Jack and the Beanstalk pantomime company at the Place Theater, Manchester.

RAYMOND-MITCHELL — Mack Raymond, with the Maurice Golden theatrical office, and Sylvia Mitchell, of the vaudeville team of Mitchell and Durante, in New York February 6.

SALMON-EAST — Wheeler Salmon, nonprofessional, and Jean East, daughter of Eddie East, of the radio team of East and Dumke, "Sisters of the Skillet," February 1 at the Fifth Avenue Church, New York.

STANLEY-GRAY—Ashley Stanley, of Detroit, and Ethel Gray, of London, at the Paddington Register Office, London, January 22. Both are members of the Kafka Stanley and Gray Four, American vaude and circus aerialists, now playing European engagements.

**BIRTHS**

To Mr. and Mrs. Ned Torti February 2 a boy, Ned Edward Jr. Father is secretary-treasurer of the Wisconsin De Luxe Corporation, Milwaukee.

To Mr. and Mrs. W. F. Letts, of Midwest Shows, an eight-pound boy at Asherton, Tex., February 4. Mother was formerly known as June Hedberg.

A boy to Mr. and Mrs. Marvin Townsend in Detroit January 23. Father is associated with the Butterfield Circuit office in that city.

A five-pound daughter, Dolores Marie, in Chicago January 28 to Mr. and Mrs. Al Reynolds. Reynolds is a singer at the Marquette Club, Chicago.

A son recently to Mr. and Mrs. Lloyd Turrell. Father is general manager of the I. J. London Theater Circuit in Detroit.

A nine-pound boy, Samuel Jr., to Mr. and Mrs. Samuel Bert January 19 in Dallas.

Twins, a boy and a girl, to Mr. and Mrs. Maurice Davis at Alton, N. H., January 18. Newcomers have been named Marie and Maurice. Mother is a well-known bag puncher.

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**DIAMONDS**  
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**THE TIP NOVELTY COMPANY**  
TIPPECANOE CITY, OHIO

**WANT CIRCUS  
SIDE SHOW**

Will furnish tent. Also other Pay Shows to open Laredo, Tex., February 15, Washington Birthday Celebration. Twenty weeks of fairs booked. Wire J. GEORGE LOOS, Laredo, Tex.

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Open Middle of March, Close Middle of November. Freaks, Wonders, Curiosities, Novelty Acts and Platform Attractions. Long season and good treatment. Address

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WILL BUY  
8 Lengths Blues, 8 Lengths Star Backs, 70-Ft. with two 30s, Light Plant, 2 K. W.; Cook House, complete; 4-Pony Drill. WANT Circus People all lines, to open May 15. WIZIARDE NOVELTY CIRCUS, Westminster, Kan.

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Now booking for 1936. Rides, Shows and Concessions. Address: P. O. BOX 1561, Orlando, Fla., or as per Route in The Billboard.

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Now Booking for 1936. Address 3633 Seyburn St., Detroit, Mich.

**PAN AMERICAN SHOWS**

Now Booking Season 1936. Address 410 Winona St., Hot Springs, Ark.

**WEST BROS. AMUSEMENT CO.**

WANT Cook House, Concessions, high-class Show. Opening in March. BOX 97, Morley, Mo.

**SILVER STATE SHOWS WANT**

Show, Concessions and Free Acts, BOX 816, Carlsbad, N. M.

**KRAUSE GREATER SHOWS**  
**WANT**  
For Sarasota, Fla., Fair and Pageant Next Week; Ft. Lauderdale Fair, Redland Fair, Miami White Fair, Belleglade, Everglades Fair, Daytona Beach Fair and more to follow, Good Plant Show. Will furnish outfit. Monkey Circus or Animal or Dog and Pony Show, Motordrome or any other Show not conflicting. Opening for legitimate Concessions. Address, this week and next week, Sarasota, Fla.

**WORLD'S FAIR MUSEUM WANTS**  
Two Feature Freaks, also Mind-Reading Act and Strong Window Attraction. Robert (Doc) Ward, wire. Also want General Agent and Banner Man. Frank Zorda, wire. All year's work. State lowest salary. Wire F. W. MILLER, 135 St. Charles St., New Orleans, La.

**HILTON SISTERS WRITE J. SAM HOUSTON**  
**BAY STREET MUSEUM, JACKSONVILLE, FLORIDA**  
WANTED—Acts and Attractions. Long engagement in the Land of Sunshine—Glass Blowers, Magic, Musical Acts, Flea Circus, new Novelties of class. This is the largest organization intact showing our many units, not nose-bag outfits, and the manager has no birthdays. Come on folks, you all will like the South.

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Conducted by WALTER W. HURD—Communications to Woods Bldg., Randolph and Dearborn Streets, Chicago.

## Capital City Tax Proposed

**Congressman to consult operators for trade views on \$10 license fee**

By G. W. MEHRTENS

WASHINGTON, Feb. 8.—A new bill to provide for the control and regulation of coin machines in the District of Columbia and to levy a tax of \$10 per machine, with an additional \$1 license fee, was introduced into the lower house early this week by Congressman Alfred F. Beiter (Dem.) of New York. In an effort to make clear some of the highlights of his bill, Congressman Beiter in an exclusive interview with *The Billboard* outlined in detail the purposes and benefits to be derived from the new measure.

The introduction of Congressman Beiter's bill does not exactly come as a surprise to the many District of Columbia operators. Strong indication of the proposed measure was given shortly before the close of the first session of the 74th Congress, when the New York representative during an interview with *The Billboard* mentioned that he had talked with some of the operators and they had told him at that time they would not be opposed to a tax provided, of course, it was a fair one.

The \$10 tax with the additional \$1 for license tag would include claw machines, baseball, football and pinball amusement games. After the passage of the act it will be impossible to operate any of the above mentioned machines legally without a license. The owner of any coin-controlled machine or his duly authorized agent who desires to distribute or place the machine must make application to the director of licenses for permission, describing the mechanical features, the method of its operation, the name and address of the person having responsible charge of the premises upon which the device is proposed to be located and the location of said premises by street and number.

Following this, the application will be referred by the director of licenses to the commissioner of police for his investigation and recommendation.

No license tag shall be transferable from one device to another, nor from one location to another, unless there has been obtained written consent from the director of licenses.

In explaining the merits of his bill, Congressman Beiter stated that it was estimated the bill would bring approximately \$55,000 to the city each year.

"Of course, we shall try to appoint a commissioner for the purpose of looking after the revenue," Congressman Beiter said, "and if we deduct \$3,500 from this revenue for his salary it will bring the total down a bit."

"However, I feel confident," the Congressman continued, "that with police

regulation we shall at the same time accomplish something in the way of getting rid of chiseling racketeers, thereby leaving the business-man operator free to conduct his business without being molested."

Congressman Beiter, while saying that he intended to push the bill this session, nevertheless declared that it was his intention to send copies of his bill to all the operators and distributors in the District in an effort to obtain their reactions.

"This will give me an opportunity to play fair with those most interested in the bill; namely, the operators themselves," the Congressman said. "It is quite possible that amendments can be made to co-operate more closely with the industry itself."

Asked if he had contacted any of the other members of the district committee concerning the bill, Congressman Beiter explained that he would do that on a later date, and that what he was more interested in now was getting the reactions of common themselves.

While it is a little early in the game to give any reactions of the operators themselves, the Congressman stated that he felt sure his bill in its present form is fair to all concerned. In Buffalo, he said, similar legislation had been passed and had met with the favorable approval of both the distributors and operators as well.

Asked if he felt the bill would prove eventually to be the spearhead of federal legislation, the Congressman stated that he didn't think so.

"The taxing of such a device as a pin game, to my way of thinking, should be a local problem," the Congressman said. "Most communities think differently when it comes to a situation like this."

## Washington Sportland Has Big Carnival Staff

WASHINGTON, Feb. 8.—Sportland at 610 Ninth street, N. W., here, of which John Donlea is general manager and Leonard Reader manager, employs a large staff of carnival people, with veteran being Frank LaBarr, 82, of West's World's Wonder Shows. LaBarr is cashier.

Others are "Spot" Pinsons, floor manager; Stubby Mouser, Ed Leahman, Bob Willard and Mitchell Kld, clerks; Pete Arnella, mechanic, and A. L. Porter, watchman.

## Oklahoma Ops Report on Big Time at Convention

Oklahoma delegation had a big time at the Chicago show. Oklahoma had the largest representation at the show it has ever had. The trip was made over the Santa Fe Railway and during the shuffle of things—cards, dice and what have you—Iron-Man Snyder, Mills Novelty Company's active field man, and Harold Miller, Oklahoma City distributor, gathered in the loose change. The boys said it was strictly a Snyder-Miller night.

Among the members of the Oklahoma delegation were Ben Hutchins, of Walters, Okla.; Carl Jackson, Seminole; Jim and Bernard Boyle, Buster Felix, A. C. Kettering, Harold Miller, Edgar Herrick and Everett Haynes, of Oklahoma City. Captain Nelson, of Guthrie, was also with the party and took an active part in association activities while in Chicago. Danny Odum and Ed Stern, of San Antonio, were also members of the Oklahoma delegation.

One of the outstanding members of the Sooner State crowd was Mrs. Lou Young, lady operator of Duncan. Mrs. Young operates marble games, counter units and phonographs. She had a great time at the show and says she will never miss the annual exhibition.

The Oklahoma operators are well organized and look after their business in an efficient manner. Oklahoma City is the coin-machine hub of the State, with noticeable activities in evidence in Tulsa, Muskogee, Lawton, Guthrie, Altus, Duncan and Bartlesville.

## British Show

The second annual British coin machine exhibition will be held at the Royal Hotel, London, February 25, 26, 27 and 28, 1936, under the auspices of the British Automatic Machine Operators' Society.

Those who wish to contact the exhibition officially should correspond with the Organizing Manager, Coin-Operated Machine Exhibition, Cromwell House, Fulwood Place, London, W. C. 1.

Cablegrams may be sent to GRAVES, JAMARKER, LONDON.

## Ops Like Show And Refreshments

LOS ANGELES, Feb. 8.—Regular monthly meeting of the California Amusement Machine Operators was held recently at the Cafe de Patee, with 177 members present. A delectable dinner was served at 7 o'clock, with the business session following at 8 p.m. and a floor show at 9 p.m.

The organization officials are establishing a record for prompt dispatch of business. The programs have been moving without a hitch and the big attendance at the meetings proves that members like the plan immensely.

The floor show was introduced by Bob Morice, emcee, and the following acts appeared: Allen and Martin, singers and dancers; Jack Golden, black-face comedian; Dave Mondl, xylophonist; Rich and Adair, comedy act; Jack Sumner, pianist, and the Avalon Four as a closer.

## Brooklyn Paper Describes Trade

BROOKLYN, Feb. 8.—Oliver R. Pilat, writing a series of articles in *The Brooklyn Daily Eagle*, describes how "pinball moguls defend their business" in the issue of January 17, 1936:

"The largest single pinball proprietor in New York City is the partnership of Schork & Schaffer, consisting of two Brooklyn men, William F. Schork, of 2410 Glenwood road, and Max Schaffer, of 2412 Avenue P.

"Both men are prominent in the business, and Mr. Schaffer is president of the Amusement Men's Association, 1607 Broadway, Manhattan, which has been leading the fight against Mayor La Guardia's attempt to outlaw the games as gambling devices.

"We are out for clean amusement for the public and for skill in playing to give useful articles," is how Schaffer expressed the aims of the association today in an interview with *The Eagle*.

"For five establishments in the city the partners declared that they pay a rental of \$100,000 a year. Last year they paid a sales tax to the city of \$7,000.

"Ours is a big business," said Schaffer. "We have \$300,000 invested. We have 250 employees."

"The largest establishment of the partners is the Broadway Sports Palace at Broadway and 52d street, Manhattan. There they have no less than 322 pinball machines, costing an average of \$45, they say. The average life of a machine is three or four months.

"Tho in the amusement business since 1916, the partners say their prominence began as pinball jumped almost overnight from a minor fad to a huge industry, following the legal execution of slot machines.

"In 1932 Schork & Schaffer located in a store at 1663 Broadway, in the middle of the block. The following year they expanded to reach to the north corner of the block and several months ago they expanded again, to take in a store to the south.

"The other four establishments of the partners are located at 1145 Sixth avenue, 1173 Sixth avenue, 216 West 42d

## Baltimore Test Case Is Ended

BALTIMORE, Feb. 8.—According to *The Baltimore Evening Sun*, February 5, Police Commissioner Charles D. Gaither "put an end to the claw-machine injunction case against him in a hurry today without having to call for any help from the uniformed members of his department.

"All the commissioner did was to state that he had no intention of attempting to confiscate any claw machines in use in the city. As a result the proceedings, intended to prevent such confiscation, were dropped.

"Commissioner Gaither, called to the witness stand while claw-machine operators were filling a machine with merchandise so they could show Judge Ell Frank just how the articles could be removed by the derrick and claw, made his announcement under questioning by William Curran, an attorney for Richard E. Ring, Edmondson avenue druggist who brought the injunction suit.

"The commissioner said he not only had not threatened to confiscate any machines except those taken in connection with test cases nearly two years ago, but also that he had no intention of ordering others seized. Mr. Curran moved to dismiss the case. He pointed out that the suit had alleged that the police head intended to seize the devices and that such an intention was the basis on which Ring entered his suit.

"Hilary W. Gans, Deputy Attorney-General, who represented the commissioner, urged that the case be continued to a decision in order to settle the question as to the legality of the claw machines. Judge Frank ruled he must dismiss the case because the absence of a threat to confiscate removed his jurisdiction."

street and 228 West 42d street—all in Manhattan.

"Denying that the games of poking marbles toward holes with a plunger involves gambling or that racketeering is involved in any way in the industry, the partners point out that last year they distributed \$400,000 worth of prizes exchanged for the curious little metal objects given for point-winning in the games.

"We do not take away trade from other stores, either," argued Mr. Schaffer. "About 70 per cent of the merchandise distributed is really forced sales. That is, a man wins points and decides to take home something to his family, an electrical sweeper, a washing machine, a bridge table or a radio.

"That is, if the man had not played the games he probably would not have bought the objects at all."

"The variety of merchandise and the quality of it has improved with the growth in popularity of pinball, the partners declare. They are willing to hand over as prizes for 'skillful' play anything from a package of nuts to an automobile.

"Yes, an automobile," repeated Mr. Schork. "If a customer comes to us with enough points and wants an automobile we will get it."

"Favorite articles on display as prizes in the sportland places run by Schork & Schaffer include gum, candy, cameras, cigars and cigars, chinaware, clocks, cocktail sets, coffee, cooking utensils, glassware, handkerchiefs, hats, shirts, shoes, socks, neckties, jewelry, lamps and leather goods, mirrors, various novelties, playing cards, pocketbooks, razors and blades, smoke stands and pipes, soap, toys, toilet articles, umbrellas and watches.

"Quite a few of our customers come in and select what they want to win and they play until they earn enough points to buy the article," one of the partners said, with a triumphant look.

## Toronto Ops Get Together

TORONTO, Ont., Feb. 8.—Ontario Coin Machine Operators' Association was formed here recently, with S. Schneider as president.

The organization has appealed to operators to join by using the slogan, "Create a better feeling among your fellow operators." An intensive membership campaign is being planned.

Other officers of the association are C. Lake, vice-president; W. H. Hurley, secretary; Charles Sigal, treasurer.

Headquarters are maintained at 131 Dundas street, West, Toronto.

**Newspaper Tells Growth Of Stoner Corporation**

AURORA, Ill., Feb. 8.—According to *The Aurora Beacon-News*, the Stoner Corporation, well known to the coin machine industry, "sends products throughout the world. Skyrocketing into an apparently permanent popularity within the last three years has been the pinball game, amusement in which marbles are propelled onto the surface of an ingeniously devised playing board. Linked with the success of pinball games is the growth and success of the Stoner Manufacturing Corporation, whose Gale street plant is known in the industry as 'the world's largest factory devoted exclusively to the manufacture of coin-operated games of skill.'"

"Less than three years ago the Stoner organization was trying to make 10 games a day. During peak production in 1935 200 men were employed in the manufacture of 200 games a day."

"The Stoners are credited with having materially aided the phenomenal success of pinball. Harry Stoner is president of the company, M. H. Stoner is vice-president and Ted M. Stoner is secretary and treasurer."

"The first Stoner games were built at a loss, built entirely by hand and with painstaking care. Pinball was a comparatively unknown quantity and manufacturers were marketing games that were almost totally lacking in attractiveness and durability. The Stoners entered this field and their custom-built games created a sensation, offering a striking contrast to poorly built games then on the market."

"The success of modern Stoner games, games known in the trade as 'the Aristocrat line,' is based on mass production along precision lines. Parts of machines are interchangeable, varying less than a hundredth of an inch. Prices have been lowered because of lower production costs, and the games are sold all over the world. There are Stoner distributors in Argentina, Brazil, England, Japan, Egypt, South Africa, New Zealand, France, Germany, Holland and other countries. An export office is maintained, and foreign sales are constantly mounting."

"The Stoners have taken Aurora's name into the far corners of the world, and they are constant boosters for the city where they have enjoyed their success."

**Dice Game Proves Real Competition to "Bones"**

CHICAGO, Feb. 8.—Coinmen who attended the banquet during the 1936 Coin Machine Exposition will recall the amusing antics of the Two Zephyrs, colored team, in their clever slow-motion crap game dance. Bally Manufacturing Company officials say that the new Reliance dice game, with automatic payout, will make even the Zephyrs forsake the "bones."

Ray McInerney, president of the Bally firm, reports that Reliance was one of the most popular games at the show.

"Operators were fascinated," Ray stated, "by the mysterious action of the dice and a common question was: 'How does the machine know when to pay out?' The answer is that they're pretty smart dice. If a player rolls 7 or 11 on his first throw, machine automatically pays out, while a 2, 3 or 12 automatically locks the machine until another coin is deposited. If any other number such as 4, 5, 6, 8, 9 or 10 comes up on the first throw player gets free plays till he either makes his point or sevens. In the first case he receives automatic payout and in the case of a 7 machine locks. A gold award, \$25 on the quarter model and \$5 on the nickel model, is awarded when player throws four 'naturals,' 7 or 11, in succession."

"We are tuning up now for volume production and will soon start shipments on the tremendous volume of Reliance orders booked at the show."

**Weekly Premium Offer**

NEWARK, N. J., Feb. 8. — Hercules Sales Organization, Inc., reports that it has arranged for a free premium deal to offer its customers each week.

Miss B. Gisser, who is in charge of the premium department of the firm, reports that they tried this deal some weeks ago and that it proved so popular they have decided to continue it. Miss Gisser worked out the entire deal and has averaged the purchases of customers so that the operators who use premiums are assured a certain amount of free goods each week.

The firm has enlarged the premium department, Miss Gisser says, and believes that there is a definite trend to greater use of merchandise.

Arrangements have also been made, she stated, whereby the firm will feature new merchandise on salesboard deals. One of the best deals which they have arranged in this field is the salesboard, with the new Moviematic camera, which the firm distributes in this territory.

**Ideal Novelty Takes Over Veatch Specialty Business**

ST. LOUIS, Feb. 8.—Ideal Novelty Company, St. Louis, has purchased the entire jobbing business and operating route, including pin games and phonographs, of the Veatch Specialty Company, of Mt. Vernon, Ill., and Vincennes, Ind. The Ideal firm will maintain separate offices for the route in Mt. Vernon, Ill., and the new staff there will consist of Edward English, manager; Mrs. E. English, stenographer, and R. S. Piercy and H. Legge, route men. Ideal firm will also have an office in Vincennes, with D. Veatch in charge.

The Ideal Company has been enjoying greatly increased business, since moving into its new and larger quarters at 1618 Market street here. Besides being distributors for Bally Manufacturing Company and the Exhibit Supply Company, they were recently appointed Middle West distributors for Torpedo, new machine manufactured by Rube Gross & Company, of Seattle, Wash.

Carl Trippe, of the Ideal Novelty Company, is also distributor for Snacks, new merchandise vending machine, in association with Dan Baum, well-known St. Louis jobber. The two have the distributorship for Southern Illinois and Missouri.

**Bally Building Is Near Completion, Fitz Reports**

NEW YORK, Feb. 8.—Bally Building at 453 West 47th street is almost completed. The building is being constructed by Fitzgibbons Distributors, Inc. It has been attracting a great number of visitors lately. John A. Fitzgibbons, president of the firm, is working day and night to complete the building in time for the great dedication ceremonies and reception which will be given to members of the Bally organization.

Now nearly complete, it has an elevator to bring the machines from the basement to the top display floor. The new bay windows, in old English period, have been warmly praised. The entire interior is finished in grained walnut, giving the offices a warm, rich appearance.

The attendants, mechanics and others of the firm will wear special uniforms now being made for them. These new Bally uniforms are said to be the most unique in the industry.

The first floor becomes a repair department of unusually large size. The front part of the first floor will be devoted to sales desks and offices. The upper floors will be private offices,

**Western's New Wildfire Features All-Skill Play**

CHICAGO, Feb. 8.—Consistent with the Western Equipment and Supply Company's policy of "leadership in the automatic field," the firm is announcing a 10-ball all-skill automatic pay-out table named Wildfire. Beautifully designed and with forest fire scenes embellishing the playing field and backboard, the cabinet is exceptionally attractive. The new large-size de luxe cabinet, 24 inches by 50 inches, enhances the fascination and thrills of playing Wildfire.

An unusual feature of the new Western product is the backboard dial indicator. As each ball drops into its respective pocket, the indicator, with mechanical positiveness, automatically moves in clockwise motion to the new total score. After the first scoring award has been automatically paid out, additional awards are automatically paid out as the indicator moves to higher scoring totals.

Wildfire also introduces for the first time the added improvement of 10 one-inch steel balls in an automatic pay-out table. With this type of ball and the Western skill range-finder plunger, the player has complete control of the ball on every shot. On test locations Wildfire has proved tremendously successful.

Wildfire is equipped with Western's fast proven positive pay-out unit. The entire game reflects the expert workmanship and engineering so typical of all Western coin-operated machines.

Jimmy Johnson, genial owner of the Western Equipment and Supply Company, states that the advance orders for Wildfire have exceeded his fondest expectations. He also announces that orders are receiving prompt attention.

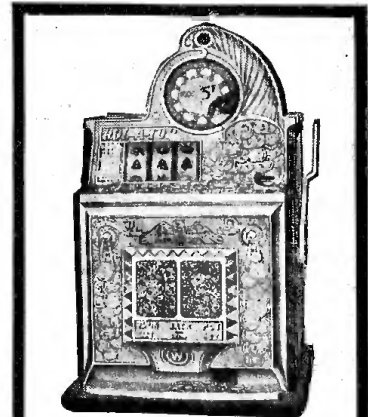
**Drollinger's Son Improved**

DALLAS, Feb. 8.—Clarence (Buddy) Drollinger, son of Harry Drollinger, popular music colman, underwent a major operation last week at the school hospital, A. & M. Military School, College Station, Tex. Latest reports indicate Buddy is improving nicely.

Within three days young Drollinger and three companions at school, all in Company D, underwent appendix operations, and two others from the same company were on the sick list suffering from appendicitis.

lounge rooms and private display rooms. The second floor will have the private offices of Mr. Fitzgibbons and will contain complete displays of the new Bally games.

The basement will be used for a warehouse. It has been entirely rebuilt with shelving arrangements and fireproof protection.



**ROL-A-TOP BELL**

The above machine is the first and only Bell type machine on the market with a coin top showing the last 9 coins, the best protection against slugs.

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Prospectors 32.50 Black Rockets 9.95  
**INDEPENDENT NOVELTY CO.,** Springfield, Ill.  
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Rapid Fire . . . . . 8.50	Put 'n' Take, Front . . . 15.50	Pacific Big Leaguer . . . 29.50
Rocket (40 Ball) . . . . . 9.50	Door . . . . . 17.50	Bally Ranger Automatic Pay-out . . . 39.50
Gold Rush, Late Mod. . . . . 17.50	Door . . . . . 9.50	Penny Pack . . . . . 13.50
Do or Don't . . . . . 17.50	Gold Award . . . . . 29.50	Stampede . . . . . 27.50
Sportsman, Walnut Cabinet . . . . . 14.50	Pacific Eclipse . . . . . 19.50	Match Play, Late Model . . . . . 17.50
<b>BOYLE AMUSEMENT CO., 522 N. W. Third St., Oklahoma City, Okla.</b>		

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CANADA'S LARGEST LEGITIMATE PIN GAME DISTRIBUTOR.  
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Pushover . . . . . \$12.00 Fleet . . . . . \$10.00 World Series . . . . . \$ 6.00  
Golden Gate . . . . . 15.00 Shooting Star . . . . . 15.00 Travel . . . . . 22.00  
New Century . . . . . 7.00 Skyscraper . . . . . 12.50 Jig Saw . . . . . 12.00  
Silver Cup . . . . . 7.00 Subway . . . . . 15.00 American Beauty . . . . . 12.00  
Split Second . . . . . 15.00 Gridiron . . . . . 15.00 Live Power . . . . . 6.00  
Action . . . . . 10.00 Whirlie . . . . . 6.00 Super 8 . . . . . 12.00  
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1-Ball Automatic Payout, with Changing Odds.  
Price Talks—Why Pay More?  
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The Whirlwind Action Game with 8 Kickers.  
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Prospector . . . . 45.00	Patent SLOTS . . 10.00
Rodeo . . . . . 24.50	Cent-A-Pack . . . \$12.00
Traffic . . . . . 15.00	Little Dutch . . . 25.00
Do or Don't . . . . 27.00	Silent Tom . . . . 10.00
Gold Rush . . . . . 19.95	Sportland . . . . . 17.95
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**Music Ops Who Failed To Register Are Losers**

DALLAS, Feb. 8.—Music operators of Texas, now operating their equipment under an injunction against the State tax, have not been molested by the State tax collectors where it was shown their machine serial numbers were registered with the State Comptroller. However, about 10 per cent of the music ops in Texas felt the burden of work in arranging these matters up to their fellow men and neglected to register their serial numbers. In these cases the Comptroller's office is demanding the tax.

Letters from the neglectful 10 per cent are pouring into the Texas Music Association headquarters at Dallas with appeals for help. It's a case of crying over "spilled milk." The association sent out notices requesting serial numbers of music machines for filing with the State tax office. About 90 per cent of the music ops in Texas responded, but about 10 per cent failed to heed these requests.

The association filed the numbers on hand and left the others to shift for themselves. And they're shifting for themselves to the tune of \$10 per machine, when they could have adjusted their difficulties thru the Texas Music Association for a fee of 50 cents per machine, which is being used to help defray the costs of the court cases in connection with the injunction suit, won in the lower court, and now in the Court of Appeals, where it was taken by the State.

**Sheet-Music Leaders**

(Week Ending February 8)

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.; Gamble Hinged Music Company and Western Book Company, of Chicago.

1. Alone
2. Moon Over Miami
3. Beautiful Lady in Blue
4. Lights Out
5. Dinner for One
6. Feather in the Breeze
7. Music Goes 'Round
8. Red Sails
9. Broken Record
10. With All My Heart
11. If I Should Lose You
12. Please Believe Me
13. I'm Shooting High
14. Building Up an Awful Letdown
15. Gonna Write Myself a Letter

**Detroit Operating Firm Forms New Incorporation**

DETROIT, Feb. 8.—National Coin Machine Corporation, ambitiously organized local operating company, has been formed with a capitalization of \$10,000 to do a general operating business, specializing in music machines. Eddie Clemons, who began operating music machines in this territory about six months ago, is head and chief stockholder of the company.

Clemons has acquired a reputation in the last few months as one of the liveliest operators in town, especially in his own

**Radio Song Census**

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is from Friday, January 31, to Thursday, February 6, both dates inclusive.

Alone	43
I'm Shooting High	26
I'm Building Up to an Awful Letdown	26
Moon Over Miami	23
With All My Heart	23
Cling to Me	22
Feather in the Breeze	22
Lights Out	22
You Hit the Spot	18
Dinner for One	17
It's Been So Long	17
If I Should Lose You	15
Gonna Write Myself a Letter	15
Alone at a Table for Two	14
Little Rendezvous in Honolulu	13
Beautiful Lady in Blue	12
Got My Fingers Crossed	12
Never-To-Be-Forgotten Night	11
Red Sails	10
Blue Illusion	9
Green Fields and Bluebirds	9

**10 Best Records for Week Ended Feb. 10**

	DECCA	RCA-VICTOR	BRUNSWICK	VOCALION
1	651—"A Beautiful Lady in Blue" and "Moon Over Miami." Jan Garber and orchestra.	25212—"Lights Out" and "Moon Over Miami." Eddie Duchin and orchestra.	7591—"The Broken Record" and "Too Much Imagination." Freddy Martin and orchestra.	3147—"Suzannah" and "Lights Out." Art Karle and his Boys.
2	666—"Thanks a Million" and "Saltide." Louis Armstrong and orchestra.	25191—"Alone" and "Two Hearts Carved on a Lonesome Pine." Tommy Dorsey and orchestra.	7587—"The Music Goes 'Round and Around" and "Dinner for One, Please, James." Hal Kemp and orchestra.	3146—"Moon Over Miami" and "I Feel Like a Feather in the Breeze." Art Karle and his Boys.
3	668—"Swanee River" and "Avalon." Jimmie Lunceford and orchestra.	25189—"I Feel Like a Feather in the Breeze" and "You Hit the Spot." Richard Himber and orchestra.	7584—"I Wanna Woo" and "A Beautiful Lady in Blue." Leo Reisman and orchestra.	3135—"I've Got My Fingers Crossed" and "You Let Me Down." Wingy Mannone and orchestra.
4	665—"Too Much Imagination" and "Please Believe Me." Al Donahue and orchestra.	25235—"Cling to Me" and "So This Is Heaven." Richard Himber and orchestra.	7589—"Moonburn" and "My Heart and I." Hal Kemp and orchestra.	3134—"The Music Goes 'Round and Around" and "I'm Shooting High." Wingy Mannone and orchestra.
5	678—"Just One of Those Things" and "Write Myself a Letter." Ted Flo-Rito and orchestra.	25222—"You Stayed Away Too Long" and "When Somebody Thinks You're Wonderful." Fat Waller and His Rhythm Boys.	7581—"Spreadin' Rhythm Around" and "You Let Me Down." Teddy Wilson and orchestra.	3123—"You Took My Breath Away" and "You Hit the Spot." Putney Dandridge and orchestra.
6	677—"The Broken Record" and "Hypnotized." Ted Flo-Rito and orchestra.	25210—"The Broken Record" and "Alone at a Table for Two." Guy Lombardo and orchestra.	7580—"Mrs. Astor's Horse" and "Mama Don't Allow It." Ozzie Nelson and orchestra.	3122—"A Little Bit Independent" and "No Other One." Putney Dandridge and orchestra.
7	633—"Eeny Meeny Miney Mo" and "One Night in Monte Carlo." Bob Crosby and orchestra.	25201—"The Music Goes 'Round and Around" and "If I Had Rhythm in My Nursery Rhymes." Tommy Dorsey and His Clambake Seven.	7579—"Just One of Those Things" and "Lights Out." Freddy Martin and orchestra.	3126—"Old-Timers" Medley Waltz—Part I" and "Old-Timers" Medley Waltz—Part II." Bar Harbor Society Orchestra.
8	647—"I Feel Like a Feather in the Breeze" and "I'm Shooting High." Jan Garber and orchestra.	25188—"Out of Sight, Out of Mind" and "Don't Mention Love to Me." Eddie Duchin and orchestra.	7566—"I'm the Fellow Who Loves You" and "Life Begins at Sweet Sixteen." Hal Kemp and orchestra.	3114—"Lazy River" and "When Your Lover Has Gone." Louis Armstrong and orchestra.
9	671—"The Music Goes 'Round and Around" and "Write Myself a Letter." Boswell Sisters.	25187—"Where Am I?" and "Dinner for One, Please, James." Ray Noble and orchestra.	7559—"One Night in Monte Carlo" and "A Little Bit Independent." Freddy Martin and orchestra.	03110—"Sweet Violets." The Sweet Violet Boys, and "Put on Your Old Grey Bonnet," Hot Dance with Singing.
10	659—"I Found a Rose in the Snow" and "I'll Never Forget I Love You." Joe Sanders and orchestra.	25178—"How Do I Rate With You?" and "You Took My Breath Away." Eddie Duchin and orchestra.	7552—"It's Dangerous to Love Like This" and "Alone." Hal Kemp and orchestra.	3097—"Red Sails in the Sunset" and "I Found a Dream." Henry Allen and orchestra.

field of amusement machines, and has now completed plans for the operation of about 75 machines. All of Clemons' personal business will, of course, be turned over to the new company.

The company has wide plans for expansion for the coming year, confining operations, however, to the Greater Detroit area. All equipment is practically new and consists solely of Mills Novelty Company machines, all of the de luxe models, which have proved highly popular around here. The company is operating all types of suitable locations, especially in restaurants and beer gardens.

Asked to explain his remarkable suc-

cess record in one sentence, Clemons replied: "It is only due to placing the interest of the customer rather than the operator first." Clemons is establishing new offices and shop for the company at 1856 Ash street.

**Doubles Floor Space**

NEW YORK, Feb. 8.—Plaza Manufacturing Company has more than doubled its floor space in its new location at 869 Broadway. Mr. Germain, president, states that the increased space was largely necessitated by the growing demand for their Durapoint needles. Additional machinery for the manufacture of these needles is now rapidly being installed. In the meantime additional competent help is being carefully trained so that they can start increased production as soon as the machines are ready.

Mr. Germain also states that he was greatly impressed at the 1936 Coin Machine Show with the beauty and tone quality of the automatic phonographs on display. He shares the belief of many leaders of the industry that phonograph operation will prove to be the most profitable coin-operated field of 1936.

**Phonograph Activities Increase in Detroit Area**

DETROIT, Feb. 8.—Remarkable increase in sales of Mills' automatic phonographs is testified to by the increased number of machines of this make visible in restaurants and beer gardens around Detroit. Report from Frank Oakes, salesman for the company in Detroit, shows that sales in January alone exceeded his total sales during 1935.

Oakes is known among operators for the special courtesies and services he has gone out of his way to give them. Among these are the frequent calling to deliver new records for machines or going out to do the really heavy work of helping to move a machine from one location to another, and with machines of this size that is no light task. Last week Oakes was out on the job with a 2 a.m. appointment to see an operator who happened to go to work at that time, proving he is on the job more than eight hours a day.

One of the newest Detroit operators is John Suratski, who has started operating a route of coin machines. Like several other recent operators, he is concentrating on the music machine field, which is proving one of the most profitable branches of the industry in recent months. Suratski has bought a number of Mills' automatic phonographs, placing them largely in restaurant locations.

Suratski reports business generally good, altho finding a slight improvement with the recent general increase in business, since, he says, the play on the music machines is directly proportional to general business conditions.

Walter Lang, Detroit jobber, has discontinued the Detroit Coin Machine Exchange, which he formerly operated on Woodrow Wilson avenue, and has become a salesman for the Mills Novelty Company, handling both automatic phonographs, scales and ice-cream freezers.

Lang has moved to a new location at 317 Glendale avenue, Highland Park, north-end suburb, and is conducting his business from that location. He is not operating any machines at the present time, concentrating all efforts on sales for the Mills Novelty Company, which has an exceptionally active sales force at the present time.

**Wrong Place for Phono**

NORTH TONAWANDA, N. Y., Feb. 8.—A post card reply received by the Rudolph Wurlitzer Company, maker of Simplex phonographs, has occasioned some reflections among members of the staff.

The card states that: "You mentioned in your letter to me that your operator would be in to see me in about 10 days. When I wrote your firm I didn't mention that I was in the penitentiary and that I'm not allowed to leave it. Thanking you in advance for your troubles."

"That one reminds us of an aggressive operator in a Florida city who had a most profitable Simplex location in the county jail which sure took in the nickels," a Wurlitzer official said. "That's further proof that music operation is legitimate in every way."

**PHONOGRAPH OPERATORS**



We have the record carrying case that you asked for, built to your own specifications. A heavy metal case built to last a lifetime.

Strong hinges, leather handle, lock and key. Protects your records from breakage and warping. Carrying capacity, Sixty 10 or 12 Inch Records. We guarantee this case to be the best ever built for this purpose. Each of your service men should have at least three so they can carry Hill Billy, Race, and Fox Trots separately. Price \$3.91 each F. O. B. Greenville, N. C. One or a Thousand.

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**GIGANTIC PHONOGRAPH SALE**  
(Reconditioned and Guaranteed)



8 Records Selective \$95 EACH

Seeburg Model "E"

**OTHER PHONOGRAPH SPECIALS**

- MILLS Model 801 (Hi-Boy) . . . \$ 85.00
- MILLS Model 845 (Troubadour) . . . 115.00
- MILLS Model 875 . . . 125.00
- SEEBURG Selectophone . . . 125.00
- SEEBURG Audiophone with Radio . . . 75.00

Terms 1/3 Deposit, Balance C. O. D.  
**W. B. SPECIALTY** 237 Marcus Ave. CO. ST. LOUIS, MO.

**10 E.Z. \$1.50 Pay \$15.95**

- 5 GOLD RUSH \$1.50 PAY . . . . . \$17.45
  - 10 PUT 'N' TAKE \$1.50 PAY . . . . . 19.95
  - 6 STAMPEDE . . . . . 22.45
  - 2 SPORTSMAN BLACK CABINET. 15.00
- One-Third Deposit, Balance C. O. D.  
Prices f. o. b. Wichita Falls, Tex.

**LONE STAR COIN MACHINE CO.**  
614 Eighth St., WICHITA FALLS, TEX.

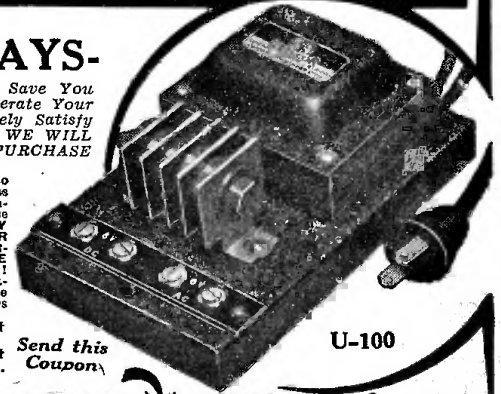
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If It Doesn't Save You Money—Efficiently Operate Your Games—And Completely Satisfy You—Return It and WE WILL REFUND THE FULL PURCHASE PRICE!

UNIVERTER enables you to completely eliminate batteries in your games. Installed within a few minutes, all you use is a screwdriver. THE ONLY BATTERY ELIMINATOR MADE THAT USES CURRENT ONLY WHEN THE GAME IS IN OPERATION! Fully Guaranteed. Univerters are the Only Complete Line of Battery Eliminators Made!

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U-100

**O. K.! SEND C. O. D. THE MODELS CHECKED**

- U-100 Replaces 4 or 5 batteries in series, or 8 to 10 in series parallel.  \$4.50
- U-200 Replaces 5 to 6 batteries in series, or 8 to 10 in series parallel.  \$4.95
- U-400 Double output of Stancor Univerter Model U-100.  \$7.10
- P-3400 For 13 to 15 lights only.  \$1.30
- U-1000 - \$8.70 Same as U-100, but Operates on Either 110 A. C. or 110 D. C.

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**STANDARD TRANSFORMER Corp.**  
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**OPERATORS —AND— JOBBERS**

The 1936 Wurlitzer Models Are Perfection in Automatic Music

WE CAN GIVE YOU FACTORY PRICES—TERMS—CASH DISCOUNT ON THESE NEW No. 412 and No. 312 MODELS.

**USED PHONOGRAPH BARGAINS**

- 25 Wurlitzer P-12 (Each) . . . . . \$218.00
- 5 Mills Dance Masters (Each) . . . . . 80.00
- 1 Natural Dance Master . . . . . 135.00
- 1 Refinished Dance Master . . . . . 120.00
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- 10 Seeburg Seniors (Each) . . . . . 55.00

The above Machines are offered subject to prior sale. They are guaranteed to be satisfactory. The Wurlitzer Phonographs are less than six months old.

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**LONG LIFE**  
**ADJUSTABLE PAYOUT**

**100,000 Locations Waiting For PUNCHETTE, SENSATIONAL COIN OPERATED MECHANICAL PUNCHBOARD**

**\$19.75**

ALREADY THE TALK OF THE INDUSTRY, PUNCHETTE IS QUICKLY MOVING INTO CHOICE LOCATIONS EVERYWHERE. IT'S DIFFERENT, NOTHING ELSE LIKE IT TO COMPETE. Nothing short of a blizzard can keep PUNCHETTE from your locations—players want it, locations are demanding it—the whole country wants PUNCHETTE.

Player turns dial to select any one of the 1050 possible punches on the ticket roll. Insertion of nickel connects mechanism and a round paper slug which indicates reward is punched out and vended. Last 4 coins visible. Large, steady profits—PUNCHETTE keeps a printed record of payouts. Ticket rolls replaceable at \$1.10 each for 1050 punches taking in \$52.50 gross.

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**BUY YOUR PUNCHETTES FROM KENTUCKY'S OLDEST DISTRIBUTOR—EST. IN 1915**  
THE COIN-OPERATED MECHANICAL SALESBOARD. IT'S A KNOCKOUT. **\$19.75**  
**KENTUCKY SPRINGLESS SCALE CO., INC.**  
514-516-518 South 2nd Street, LOUISVILLE, KY.

## TIT-TAT-TOE

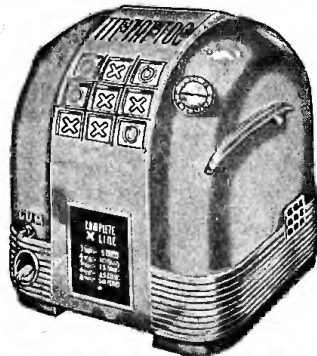
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THE HIT OF THE SHOW—Greatest Penny Collector ever made. Beautiful modernistic cabinet. Easy and fun to play. Double door and register model which counts all pennies entering machine. **\$17.50**

Immediate Deliveries!

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PONIES ..... \$ 57.50 STOCK MARKET \$115.00  
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### STONER'S

MADCAP ..... \$47.50 TURF CHAMP.. \$115.00  
SPECIAL! SPLIT SECOND—NEW—IN ORIGINAL CARTON \$8.50

WRITE FOR OUR REVISED PRICE-LIST ON USED GAMES  
Always a Complete Stock of New Games.

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2200 N. WESTERN AVE., CHICAGO, ILLINOIS 1705 FIFTH AVE., PITTSBURGH, PA.

## NACOMM News

National Association of Coin-Operated Machine Manufacturers

By WALTER A. TRATSCH, President

There is a bigger job before us than for me to thank you sincerely for conferring the highest honor possible in our organization, that of electing me your president.

This is the one industry that I know well. Thirty-three years, the best years of my life, have been given to this industry. I stand as a man who you feel is in a position to give you a message of importance because I have been in this line of business not only as a manufacturer but also as an operator, salesman, mechanic and inventor in all branches of our industry.

Remember, this message is not from Walter A. Tratsch, but from the man whom you have appointed to serve you and carry out your wishes for the benefit of the industry. This message is directed to the most vital spot, the very existence of our business. Please get that straight. It means the very existence and the future of our industry.

I do not have to dwell on the position that we enjoy as an industry in public opinion. Maybe you've heard that before, but I am going to add the saying Benjamin Franklin directed to the Revolutionary Congress, "Gentlemen, if we don't hang together, then we will hang separately."

Regardless of what the future has in store, it is my desire to produce harmony in our organization which will enable us to stand together and face the difficulties which may arise from any situation in the year 1936.

We face unscrupulous enemies from without, not because they have the right on their side, but because it pays them to war against our industry for political reasons or personal gain.

Organization wins or loses. IF YOUR OPPONENT IS BETTER ORGANIZED THAN YOU ARE—IF HE MAKES BETTER USE OF HIS RESOURCES THAN YOU DO—IF HE HAS GREATER LOYALTY WITHIN HIS RANKS THAN YOU HAVE, then it is a foregone conclusion that he will whip you hands down.

It is apparent that we must organize ourselves solidly if we are going to successfully meet and overcome our opponents of whom you all know.

Any firm in our industry not believing in organization after the many difficulties we have encountered during the last few years is indeed making a big mistake.

Every member in our organization should pledge himself to make a drive inducing every eligible person in this industry who is not a member of our organization to join us. Tell them that our battles and problems are their battles and problems and if they join us and help create a united front we certainly will win.

It was only a few years ago that I attended the first convention which was held at the Great Northern Hotel, Chicago. It didn't exceed a dozen exhibitors. There was made the first attempt to organize and we banded together.

Only a decade has passed. The industry has grown in leaps and bounds, passing all obstacles placed in its path of continuous progress, plowing its way thru the worst depression the world has ever known. The coin machine industry has developed in such proportions that it is benefiting the entire country and has also been a depression smasher for foreign countries. Coin machines in operation in every town, hamlet and village in the United States have made it possible in many instances for storekeepers to remain in business—and so the coin machine industry has much to be

proud of in occupying its place among the major industries of America today. Years ago anyone could go along on almost any kind of methods, but today we are open for attack—not for the reason that we are wrong but apparently our business is successful and any successful business is subject to criticism, envy and comment.

We have more branches in our industry than we had 10 years ago. No matter what branch, be it music, merchandise or the amusement line, every one of them is open for attack, either for their conduct or their taxation. And that alone is one of the most important factors and is one of the big reasons why we should stand together and fight together in union! It is time to lay aside jealousies and internal strife and unite and show the good work we are doing and the public will be with us 100%.

If we organize ourselves better—if all the mavericks and strays and chronic nonconformers will come into the fold, become regular and unite with us to meet and overcome the enemy who is now knocking at our gates, there is no limit to where we will go.

We have a future before us that many in our industry may not appreciate. I feel that I have a glimpse of what the future will be if we organize in the right way, but I can also see, only too clearly, what will happen if we work against each other, become disorganized and let certain influences dominate this field.

So I say to you: Organize, conform and play ball with each other and we will go places. We will see this country entering a period with the public coin-operated-machine-minded, and all of us will ride on the waves of prosperity. But if we are disorganized, at the mercy of the chiselers who are trying to make a precarious nickel here and there to the detriment of this industry, what will happen? I will tell you. Most of our divisions will be outlawed, every man's hand will be against us, we will be harried and driven by people who do not understand.

In closing, let me tell you this, the choice is yours. Every man has the right answer in his heart—it is ORGANIZE 100 PER CENT, present a united front, clean house and we will go places. It is with the greatest pride that the officers and myself whom you have selected to serve you during this trying period promise we will devote our best efforts to our common interests.

### Buckley Donates Pay Day

CHICAGO, Feb. 8.—Buckley Manufacturing Company has joined a number of the other coin-machine manufacturers in donating an automatic pay-out table game to be given away free to the lucky jobber or operator attending the grand opening of the new \$50,000 Cleveland salesrooms of Sicking-Gerber & Glass, Inc., February 15. The Buckley firm is donating a Pay Day, an exceptionally popular five-ball automatic pay-out table. According to the many operators who have this Buckley winner on location, it has what it takes to make it easy going for the operators. It will be a lucky operator or jobber that cops Pay Day.

Thru an error the advertisement of D. Robbins & Company in the February 8 issue carried the incorrect prices of Stoner's Madcap and Evans' Life-A-Basket. The prices are—Stoner's Madcap, \$47.50 and Evans' Life-A-Basket, \$43.50.



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COUNTER GAMES  
and  
CLUB EQUIPMENT  
Get**

Your orders to us immediately for fastest delivery and factory prices! **WRITE TODAY!**

**PAY TABLES**

We can supply you with every type of Pay Table. Whether one ball—three ball—five ball—or ten ball. Cash play, check play, ticket or free play models.

**Counter Games**

With tickets, registers, automatic pay-out, checks or cash. A small or large game to fit the smallest or largest counter.

**Club Equipment**

To suit every type clubroom. Horse Race, Crap Game, Bird Cage, Roulette, Slots and Pistol Practice. ALL AUTOMATIC PAYOUT. Also small and large Bird Cages, Crap Layouts, Dice, Cards, Wheels, Faro, Keno, Bingo, Chemin de Fer, all complete layouts.

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**SQUARE  
AMUSEMENT CO  
335 MILL ST.  
POUGHKEEPSIE N.Y.  
Doing Business on  
the SQUARE since 1919**

**TIT-TAT-TOE**

With Gum Vendor. Three Games in One. Use for Cigarettes, Beer or Cash Prizes. Just Change Card on Face 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.  
1/3 Deposit, Balance C. O. D.

**INSIDE DOPE!**

Write, wire, or see us before buying any of the new games! Liberal TRADES! Get our "Coin Shoot" Bargain List. Write now!

**LEARY, MANGUSON & JENSEN CO.**  
56 East Hennepin Ave., Minneapolis, Minn.

**JOCKO THE NAUGHTY ELEPHANT**  
Jocko is a scream. He does Tricks with his Trunk. Sample, 10c; Dozen, 80c; Gross, \$8.50.  
T. R. PAYNE, 23 Cardinal Place, New York

**AMERICAN SALES CORPORATION**  
936 WRIGHTWOOD AVE., CHICAGO, ILL.  
**AFTER CONVENTION RECOMMENDATIONS No. 3**  
"TRICKS," Jr. and Sr., made by Genco. Entirely Skill and Amusement.  
Tried . . . Tested . . . and Proven ON LOCATION.  
**JR. MODEL \$39.50—SR. MODEL \$74.50**  
CREDIT TERMS TO OUR CUSTOMERS.  
*Lee D. Jones*  
P. S.—The "Hams" Will Know What I Mean By "OFF TO BUFFALO." But Operators Who Want To Reach Financial Heaven—Write or Wire (But NOT Collect).

**BULL'S EYE**  
*a fast selling game of skill!*

Here's a new game, legal anywhere in the U. S. A. Our men average 22 sales out of every 25 calls, at \$5 each. Target Board is placed on back bar, and player shoots from 8 or 10 feet in front of bar. Target Board is made on 3-ply wood, with standard. Gun is well made, suction targets stick on board until removed. Order at least one sample and be convinced.  
**PRICES—Sample Game, including Gun, 4 Suction Targets and Board, with Standard, \$41. Lots of 5, \$3.50 Each; Lots of 10, \$2.75 Each. SAMPLE Prices on Larger Quantities on Request. Extra Gun, with 4 Suction Targets, 50c Each. Terms 1/4 with Order, Balance C. O. D.**  
Sole Distributors,  
**SPECIALTY-SALES COMPANY**  
113 King Street, Madison, Wis.

**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  
PROFIT, Beer Payout ..... 19.75  
SMOKE-UP, Cigarette Payout ..... 32.50  
HALF MILL (Horse Race) ..... 19.50  
SKILL SHOT ..... 19.50  
PAY TABLE.  
GOTTLIEB'S SUNSHINE—1 Ball, Changing Odds ..... 89.50  
Terms: 1/3 Cash, Bal., C. O. D., F. O. B. N. Y.  
NEW YORK DIST. 544 West 125th St., NEW YORK CITY, COMPANY Tel.: Mon. 2-6525

**HIGH-LOW — PIPPIN (New in original cartons) \$32.50**  
ACTION ..... \$4.00 RELAY ..... \$4.00 SIGNAL SR. .... \$ 7.50  
CONTACT ..... 4.00 SUBWAY ..... 4.00 BALANCE ..... 10.00  
CRISS CROSS ..... 4.00 SPIT FIRE ..... 4.00 KINGS ..... 10.00  
DROP KICK ..... 4.00 BIG BERTHA ..... 4.00 KINGS OF THE TURF ..... 10.00  
ELECTRO ..... 4.00 CRISS CROSS ALITE ..... 7.50 PAR GOLF ..... 10.00  
GOLDEN GATE ..... 4.00 ROCKOLA'S 21 ..... 7.50 HOP SCOTCH ..... 15.00  
LIVE POWER ..... 4.00 MAJOR LEAGUE ..... 7.50 SORE HAND ..... 15.00  
Any Games Equipped With English Slots, \$2.00 Extra.  
TERMS: Full Cash With Order. F. 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.

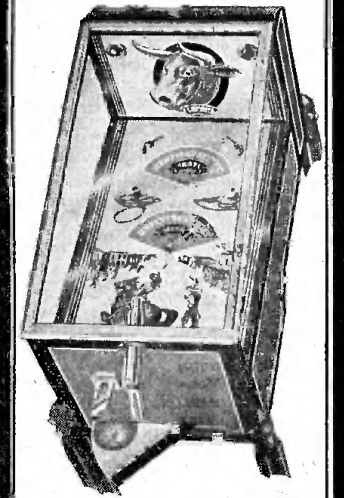
**OVERSTOCKED ON USED MACHINES**  
SLASHED PRICES AS NEVER BEFORE IN THE COIN MACHINE HISTORY.  
Drop Kick ..... \$ 4.50 Rockola's 21 Pin Table ..... \$14.50 Select 'Em ..... \$ 4.00  
Men in the Moon ..... 12.00 21 Vender ..... 25.00 King Smoker ..... 8.50  
Banker ..... 16.50 Spit Fire ..... 15.50 King Six ..... 8.50  
Showdown ..... 10.00 All-American Football ..... 10.00 Hunter (No Lights) ..... 20.00  
Grid Iron ..... 4.75 Subway ..... 3.00 Hunter (With Backboard Lights and Register) ..... 29.50  
Esquire ..... 4.00 Manhattan ..... 14.50 Match the Dial ..... 15.50  
Wagon Wheels ..... 8.50 Kings ..... 15.00 Rebound ..... 4.50  
Flying Traps ..... 4.00 Feisky ..... 12.00 High Hand ..... 17.50  
Crisis Cross-A-Lite ..... 11.50 Cheer Leader ..... 3.50 Beacon ..... 6.00  
Big Six ..... 8.50 Live Power ..... 4.50 Jack Rabbit ..... 4.50  
All Machines Reconditioned in Good Order. One-Third Deposit With Order, Balance C. O. D.  
**COIN MACHINE EXCHANGE, 114 Lowell St., Rochester, N. Y.**

**SUPERIOR SALESBOARDS Make Operators More Money**  
**OPERATORS' SERVICE SYSTEM**  
WORLD'S LARGEST COIN MACHINE DISTRIBUTORS

**WANTED TO BUY FOR CASH - OR WILL TRADE ANY OF LATEST GAMES FOR YOUR PAY TABLES ROYAL DISTRIBUTORS, INC.**  
Pay Tables with Ticket Combinations preferred. Write us details of condition, name of game and lowest cash price wanted TODAY.  
1125 Broad Street, NEWARK, N. J. Bigelow 3-3508.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

**PLAYERS GRAVE FOR this great SCIENTIFIC SKILL GAME**



**EXHIBIT'S ELECTRIC EYE**  
PISTOL TARGET PRACTICE

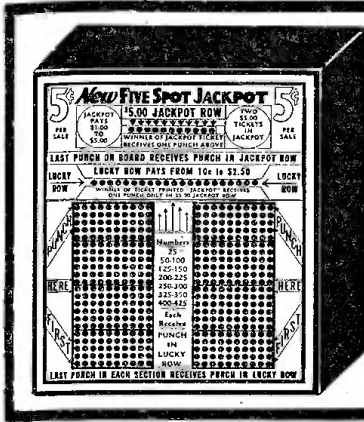
**LOCATIONS DEMAND IT**

Locations everywhere are reporting "Electric Eye finest amusement skill machine we have ever had in our store. Players don't want anything else."  
Operators are telling us "Electric Eye most successful and satisfactory machine ever used." WITHOUT EXCEPTION repeat orders have followed delivery of first Electric Eye—is conclusive proof that Exhibit's Electric Eye has SOMETHING no other coin machine can give. Remember, there is nothing on the market to compare with Exhibit's Electric Eye,  
Sold on liberal terms—order from your jobber today or write.

**EXHIBIT SUPPLY CO.**  
4222 W. LAKE ST. • CHICAGO







### 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 Easels.

**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.

### Univerters Stand Heavy Drain in Busy Machines

CHICAGO, Feb. 8.—Since the introduction of Stancor Univerters, power units for games, the Standard Transformer Corporation reports that the demand has been far greater than its fondest expectations. In fact, it became necessary to convert the space formerly occupied by the general offices, engineering department and laboratories into production space for the manufacture of Univerters. An additional 5,000 square feet has been leased to provide adequate space for the newly built offices, engineering department and laboratories.

"The initial acceptance at the recent coin-machine show and the continued demand for Univerters, not only by distributors, jobbers and operators but by leading manufacturers, is proof that they are acknowledged as standard thruout the industry.

"Many of the games exhibited at the show were equipped with Univerters. Of these approximately 50 per cent were operating on 110 volts D. C. and the remaining Univerters were operating on 110 volts, 60 cycles, A. C. Each game in which these units were installed received an unusually heavy play due to the tremendous interest shown at this show.

"In any number of instances many of these games were idle for only a few minutes during the entire show, and not once did any game equipped with a Univerver fail to perform entirely satisfactory. These examples of unflinching service, together with justifiable compliments received from experimental and production men employed by the leading manufacturers, are the best testimony that can be offered as to the efficiency and trouble-free service rendered by Univerters. These units are now being offered by leading manufacturers as optional equipment.

"By reason of the fact that these units were designed, developed and time tested by one of the leading transformer manufacturers is adequate proof that they are properly designed and guaranteed

to withstand the unusually heavy current drains required by coin games."

### Make Jingles in Praise Of Daval Counter Game

NEW YORK, Feb. 8.—Modern Vending Company is featuring the Tit-Tat-Toe and claims that it will prove to be the "greatest selling counter game in the last 50 years of coin-machine history."

The firm distributes the game thruout the States of New York, New Jersey and Connecticut and claims that it has already received so many requests that it is far behind in deliveries.

At the same time the firm's staff members have become proficient in making jingles for the game. Nat Cohn offers one jingle which he believes will soon be popular with all operators and which came from his own pen: "If your bank account is getting low, and you're looking for big dough; just rush your order for Tit-Tat-Toe."

"The game has everything that the operator needs in a counter game," Nat stated. "It is beautiful in appearance, modern in design, has two-year unconditionally guaranteed mechanism, an entirely new kind of player appeal, is small, neat and compact and doesn't weigh much, can be used for cigars, points or beers without changing the reel strips, is economical in price and brings in really big profits."

### Attractive Glass Clocks

NEWARK, N. J., Feb. 8.—Sam Broudy, of Jersey Trading Company, reports that his firm is offering an attractive prize item to operators in the new modernistic glass Pre-Vue clocks. Operators are using them in large quantities for high-score prizes, he says.

The firm has a large display of clocks in its salesrooms. They are constructed of heavy plate glass, in mirrored effects, and in so many designs that they are considered distinctly novel in the premium goods line. The firm has included clocks in its new spring line of merchandise.

**Double UP ONE BALL  
AUTOMATIC DOUBLE PAYOUT**

**STONER Corp**  
AURORA, ILL.



**PARTY FOR THE REYNOLDS**—Harry Drollinger gives a party at his new home in Dallas for Mr. and Mrs. Earl Reynolds on their 10th wedding anniversary. Seated, left to right are: Mrs. Don Laws, Mrs. Dick Cowan, Mrs. Tom Murray, Mrs. Joe Morris, Mrs. Arthur Lee Moore. Standing, left to right: Joe Morris, Charlie Nowell, Neil Ringold, Mrs. Harry Drollinger, Ann Ware, Don Laws, Arthur Lee Moore, Weidon Keys, Mrs. Earl Reynolds, Ed Furlow, Mrs. Furlow, Jo-Ann Nowell, Mrs. Charlie Nowell, Ed Morris, Charlie Thompson, Earl E. Reynolds, Gregg Wellinghoff, Harry Drollinger, Tom Murray, Mrs. Weidon Keys, Mrs. W. F. Snodgrass, Senator W. A. Reed, W. F. Snodgrass, Dick Cowan and Bryan Karr.

**READY FOR DELIVERY**

**STONER'S MAD CAP \$47.50**  
**EVANS' Lite-A-Basket \$43.50**  
**G.M.LAB. Shoot The Chutes \$39.50**

STONER'S TOP HAT -- \$44.50 | STONER'S DOUBLE UP \$87.50

**D.ROBBINS & CO.** 1141-B DEKALB AVE. BROOKLYN, N.Y.

RECONDITIONED CIGARETTE MACHINES.  
**CIGARETTES**  
Write for Prices.

**HARMONY BELL Pays Phonograph Notes Plus Large Profits**  
**OPERATORS' SERVICE SYSTEM**  
WORLD'S LARGEST COIN MACHINE DISTRIBUTORS

**30 DIFFERENT COUNTER GAMES, \$12.50 UP**  
Brand-New DOUBLE JAK CAILLES, \$67.50 Each; DIGGER MACHINES, \$17.50 UP; CIGARETTE AND PEANUT MACHINES. PREMIUMS AND SALESBOARDS.  
**LEHIGH SPECIALTY CO., 2nd & Green Sts., Philadelphia, Pa.**



OUR MOTTO: "A SQUARE DEAL ALWAYS"

THE LATEST HITS WHICH WE HIGHLY RECOMMEND

Table with 3 columns: NEW PIN GAMES, NEW COUNTER GAMES, NEW AUTOMATIC GAMES. Lists various game titles and prices.

TRIPPE'S SENSATIONAL GRAND OPENING BARGAINS in Guaranteed USED MACHINES

Table listing various game machines and their prices, including Ace (4 Ball), Champion, and Mystery Eye.

Table listing various pin games and their prices, including Action, Jr., Airway, American Beauty, and many others.

COUNTER GAMES

Table listing various counter games and their prices, including ABT Check Target, Cardinal, Chicago Club House, etc.

SLOT MACHINES

Table listing various slot machines and their prices, including Brownie J. P. Color, Ollie Double Jackpot, etc.

MISCELLANEOUS

Table listing miscellaneous items and their prices, including Caphart Phonograph, Coin Wrappers, etc.

SUPPLIES

Table listing various supplies and their prices, including Ball Gum, Batteries, etc.

Advertisement for Missouri and Southern Illinois Distributors, Northwest Peanut Venders, and Five Star Ball Gum. Includes an image of a peanut vender.

HOT

EXTRA SPECIAL THIS WEEK GOLD RUSH - \$16.50 Easily Worth \$25.00

Table listing various automatic games and their prices, including Ace, Champion, and many others.

TERMS: 1/3 Cash With Order, Balance C. O. D.

ELECTRO-BALL CO., Inc. DALLAS, TEXAS

Gala Opening In Cleveland

CHICAGO, Feb. 8.—Bill Marmer, Ben Goldberg, Paul Gerber and Max Glass announce the formation of Sicking-Gerber & Glass, Inc., and the gala opening of their new \$50,000 showroom at 4606-4608 Prospect avenue, Cleveland.

A gala and pretentious grand opening has been planned for February 15. The officials of the firm announce that they have made arrangements for making this opening one of the greatest affairs in coin machine history.

Ben Goldberg joined the coin machine ranks when only 15 years of age and is probably one of the most widely known men in the industry, having operated and jobbed coin machines in some of the largest cities in the country.

Several manufacturers have devised an idea to induce operators and jobbers to attend the formal opening February 15 by donating \$1,500 worth of merchandise to be given away.

His first knowledge of the coin machine business was gained thru rather extensive operation of machines in Ohio, Indiana and Kentucky for several years before joining the Sicking firm.

# MAKE EVERY DAY A *BIG* PAY DAY

**BUCKLEY'S NEW ALL SKILL 5 BALL LITE-UP AUTOMATIC PAYOUT TABLE**

Players go for a 5 BALL AUTOMATIC PAYOUT TABLE—they get more play for their money. PAY DAY IS A SUPERIOR 5 BALL AUTOMATIC PAYOUT TABLE IN EVERY RESPECT! It is one of the few payout tables offered that combines SKILLFUL PLAYER ACTION with the AUTOMATIC PAYOUT AWARD. PAY DAY is most attractive with its chrome edged cabinet, the elaborately designed playing field with chrome fittings, the colorful backboard which lites up the award automatically paid out and the many other BUCKLEY BETTER BUILT FEATURES. With the MYSTERY BONUS, THE HIGHEST POSSIBLE PAYOUT IS FROM \$3 to ???

Just order one PAY DAY! Actions speak louder than words and PAY DAY is its own best salesman!

**QUICK DELIVERY GUARANTEED!**

BUCKLEY MFG. SALES, 1819 Cotton Exch. Bldg., Dallas, Tex.  
 BUCKLEY MFG. SALES, 1416 Polk Street, Houston, Tex.  
 BUCKLEY MFG. SALES, 811 Cherry Street, Ft. Worth, Tex.  
 BUCKLEY MFG. SALES, 103 S. Broad Street, New Orleans, La.  
 PHILIP ROBINSON, 155 S. Mansfield Ave., Los Angeles, Calif.  
 RICHARD LOVE, 1122 S. Xanthus Street, Tulsa, Okla.

**DE LUXE CABINETS**

**BETTER BUILT BY BUCKLEY**

**CONVENIENT PAYOUT DRAWER.**

**\$69<sup>50</sup>**

**NO EXTRA CHARGE FOR CHECK SEPARATOR.**

## BUCKLEY MFG. CO.

2150 W. Washington Blvd., Chicago, Illinois

## CORRECTION NOTICE

The correct price of the CHICAGO COIN CORPORATION'S BIG CASINO Automatic Payout Table is \$89.50, instead of as advertised on page 88 of the February 8th issue of The Billboard.

**HARRY KELNER & SON, Inc.**  
 50 BOWERY NEW YORK, N. Y.

### MARDI GRAS SPECIALS

MISS NEW ORLEANS DOLL with Double Feather Dress, Double Necktie and Earrings, With Hi-Hat and Goggles. Exceptional Value, Gross. **\$10.80**

Large size SILK PARASOLS, with Mickey and Minnie Mouse Pictures. Gross. **\$24.00**

Large CHINESE GOOLIE HATS. Dozen. **\$ 1.50**

Large SPANISH HATS with Ball Fringe. Doz. **\$ 2.00**

Send \$2.00 for Samples of Hot Items. 1/2 deposit on all orders.

coin-operated devices. Their operations have earned for them a nation-wide reputation. They have put over many games nationally and locally. Many times they have contracted for the entire output of manufacturing concerns and have exclusively distributed nationally many of these products. Paul Gerber and Max Glass are known throughout the industry as Potash and Perlmutter and are without a doubt two of the most beloved characters that the automatic field can boast of.

Max Glass, who is the Potash of Potash and Perlmutter, is one of the genuine oldtimers in the coin machine business. Starting as an operator of scales more than 10 years ago, Mr. Glass progressed from operator to salesman to distributor. Together with Paul Gerber, he established Gerber & Glass several years ago. Max, altho he is large in size, is one of the most generous men this industry can boast of. Thru sheer aggressiveness and by sticking to a point of purpose, Mr. Glass has advanced himself in the business world to a point where he is respected by everyone. Because of his spotless reputation Mr. Glass was invited to and did operate the scales and coin-operated amusement devices at the 1934 World's Fair in Chicago. Max's hobby is traveling. Paul Gerber, the Perlmutter of Potash and Perlmutter, is one man the entire industry has taken to heart. Within a few years Paul has made his name synonymous with good fellowship thruout the automatic field. His genial smile and energetic handclasp are familiar to all coinmen. Outside the coin machine world, Paul's great hobby is baseball. Being a personal friend of P. K. Wrigley, the owner of the Cubs, Paul makes the Catalina trip every year with the team. Paul has been favored by a life-time pass to Wrigley Field in Chicago. As a friendly tip, if you want to get on the good side of Paul, just tell him that the Cubs have the best team in both leagues.



### The Operator's WINNER!

A two-day sell-out on average location. Best seller at Show. Order yours today.

## ITALY vs. ETHIOPIA

640 Holes. Advances step-up type. Guarantees two \$2.50 and two shots at the \$10.00 Top, also over 40 other winners. It pays off fast and big. Five attractive colors.

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.

1352 N. E. 1st Avenue, Miami, Fla.  
 272-274 Mettetta Street, N. W. Atlanta, Ga.  
 3602 1/2 McKinley St., Tacoma, Wash.  
 227 S. Pecos Street, San Antonio, Tex.

## SAVE MONEY ON A. B. T. TICKET MACHINES

RECONDITIONED—FULLY GUARANTEED.

A. B. T. AUTO FLASH, AUTO ARCHER, Regular, \$97.50; Special.....\$30.00  
 A. B. T. AUTO DART, AUTO CROWN, AUTO WINNER, Regular, \$97.50; Special..... 25.00  
 A. B. T. REPLACEMENT BOARDS (Used), Special..... 7.50  
 MAN IN MOON, New Model (New), Regular, \$47.50; Special..... 25.00

Full Line of Used Counter and Cigarette Machines. Send for Price List on New and Used Machines.

**K. C. VENDING CO., 415 Market St., PHILADELPHIA, PA.**

If You Thought JUMBO Good, Just Try PEERLESS

## OPERATORS' SERVICE SYSTEM

WORLD'S LARGEST COIN MACHINE DISTRIBUTORS

## LAST 50-RUSH YOUR ORDER

# PENNY SMOKES - \$8<sup>50</sup> EACH

ALL BRAND-NEW IN ORIGINAL CARTONS

Rush 1/3 Cash Deposit, Balance C. O. D., F. O. R. New York.

**EASTERN AUTOMATIC SALES CO.**  
 887 BROADWAY, NEW YORK, N. Y.  
 (Tel.: ALgonquin 4-6810.)

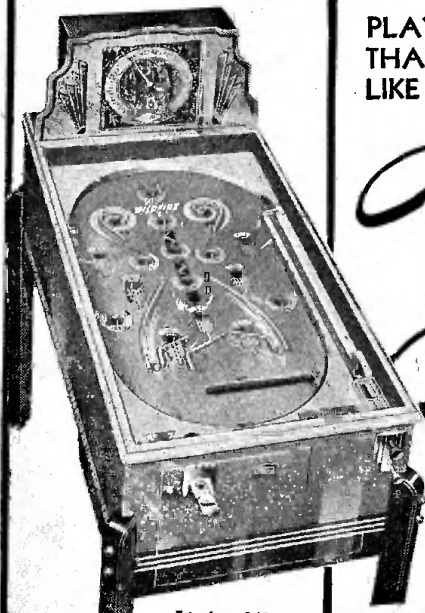
**SENSATIONAL FACTORY GLOBEOUTS.**  
 Brand-New Automatic and Novelty Pin Games. Substantial Savings.  
**SILENT SALES CO., Minneapolis, Minn.**  
 It Helps You, the Paper and Advertisers to Mention The Billboard.

READING, Pa., Feb. 8.—At a recent meeting here Eastern Pennsylvania operators discussed the various taxes paid by operators in the State. The session brought out some interesting facts.



# THESE GAMES WORK!

and assure you of  
**BIG EARNING POWER**



PLAYING FEATURES THAT GO OVER LIKE

# Wild Fire

*Dynamic New 10 Ball Automatic Payout Action*  
**1 INCH STEEL BALLS**  
**BIG BACKBOARD DIAL AUTOMATICALLY REGISTERS ALL SCORES** AFTER FIRST WINNING SCORE AWARD IS AUTOMATICALLY PAID OUT. ADDITIONAL AWARDS ARE AUTOMATICALLY PAID OUT AS THE INDICATOR REACHES THE HIGHER SCORES ON THE DIAL. THE COMPLETE ASSEMBLY IS COMPACTLY ARRANGED IN A DRAWER BY PULLING OUT THIS DRAWER, EVERY PART OF THE MECHANISM IS EASILY AVAILABLE. BEAUTIFUL CABINET, PLAYING FIELD AND BACKBOARD. WESTERN'S FAST, PROVEN, POSITIVE PAYOUT UNIT. KICKERS. ALL SKILL PLAY. FRONT SWINGING FINGER-TOUCH PAYOUT DRAWER. ADJUSTABLE AUTOMATIC TILT. RANGE FINDER PLUNGER. GUARANTEED MECHANICAL PERFECTION.

AN INVESTMENT THAT YIELDS SKY HIGH DIVIDENDS!

# Stock Market

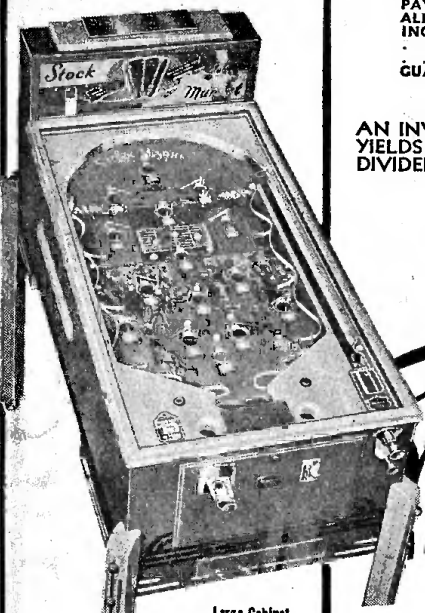
*An Uncanny New Odds Changing 1 Ball Automatic Payout Table*

Future Odds Play Feature . . . Two Mystery Dividend Lights . . . Brilliantly Illuminated Backboard Odds Indicator Clearly Explains Method of Play and Automatic Payout Award Possibilities . . . Automatically Pays Out as High as \$1.50 Plus Mystery Dividend (An Unknown Amount).  
 All Skill Action . . . Glow Bouncer Arrangement . . . Western's Fast, Proven, Positive Payout Unit . . . Unusually Beautiful De Luxe Cabinet . . . Playing Field Designed with Colorful Stock Market Scene . . . Mechanical Perfection Guaranteed . . . Adjustable Payout Percentage . . . Adjustable Automatic Anti-Tilt . . . Front Swinging Finger-Touch Payout Drawer . . . Range Finder Plunger.

Extra Large Cabinet 24" x 50"

**\$115.00** Check Separator \$5 Additional

**\$123.00** Ticket Model



Large Cabinet 22" x 44 1/2"

**\$115.00** Check Separator \$5 Additional

**\$123.00** Ticket Model

PROMPT DELIVERY GUARANTEED!

**WESTERN EQUIPMENT & SUPPLY CO.**  
 925 WEST NORTH AVE. • CHICAGO, ILL.



As Many As SIX May Play

SIZE:  
 Table Top 33" Diameter,  
 Weight 75 Lbs.

P  
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K  
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T

Deals, Discards and Draws To Poker Hands.

Also Plays Stud Poker and Twenty-One.

Beautifully Finished in Walnut. NO Mechanical Servicing Required. 5c Coin Chute.

**\$14.50**  
 EACH

★ ORIGINAL PRICE, **\$65.00**

★ **\$12.50** Each

In Lots of 6. Brand New and packed in original cartons.

## PERFUME SPRAY MACHINE

All metal construction, beautifully finished in Chromium and Black Enamel. Double Swivel Mirror—Ten-Cent Coin Chute. Size, 16 Inches High, Base 8 Inches Square, Weight 10 Pounds. Built to last a life time.

Sure Fire Money Getter on Locations frequented by Ladies. A 2-Oz. Charge of Perfume Shoots 500 Sprays.

● ORIGINAL COST, \$30.00.  
 BRAND NEW—MECHANICALLY PERFECT.

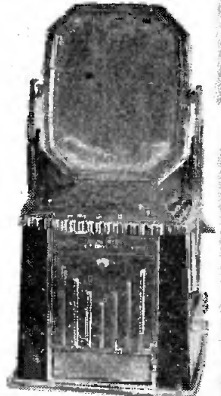
OUR PRICE

**\$4.50**

In Lots of 6, \$3.75 Ea.

One-Third Deposit, Balance C. O. D.

**GEO. W. CHESTER CO., Inc.** 2 West 20th St. New York City



## TIT-TAT-TOE

WITH GUM VENDOR.

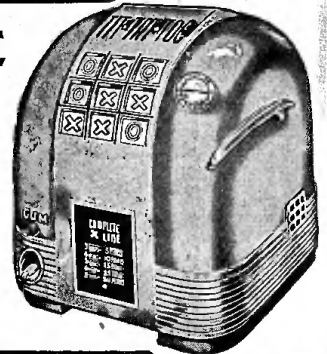
**Three Games in One**  
 Use for Cigarettes, Beer or Cash Prizes.  
 Just Change Card on Face of Machine.

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 Boxes for \$12.  
 1/3 Deposit, Balance C. O. D.

**SICKING MFG. CO., INC.**  
 1922 Freeman Ave., Cincinnati, Ohio



## Punchette

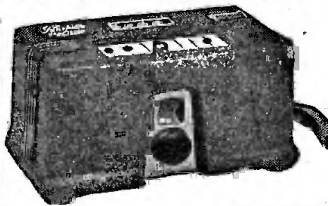
### IMMEDIATE DELIVERY

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.



### OPERATORS—Beat These Prices If You Can—If Not Send in Your Order Today

All-American . . . . . \$12.50	Dealer Exhibit Whirlpool . . . \$10.00	Outkissilver . . . . . \$12.50
Beacon . . . . . 7.50	Exhibit Whirlpool . . . . . 32.50	Socket . . . . . 12.00
Beamlite . . . . . 8.00	Esquire . . . . . 7.50	Ranger . . . . . 40.00
Builder Upper . . . . . 10.00	Frisky . . . . . 13.50	Rebound . . . . . 7.00
Big Game . . . . . 14.50	Flying Trapdoor . . . . . 6.00	Select-Em . . . . . 3.50
Cris Cross, Plain . . . . . 7.50	Golden Gate . . . . . 4.00	Score-A-Lite . . . . . 12.50
C. O. D. . . . . 7.50	Grid Iron . . . . . 4.00	Star Lite . . . . . 11.00
Cardinal . . . . . 7.50	Hold and Draw . . . . . 15.00	Signal . . . . . 6.00
Cris Cross Lite . . . . . 11.00	King Six, Jr. . . . . 12.50	Subway . . . . . 4.00
Castle Lite . . . . . 8.00	Lightning . . . . . 4.00	Time . . . . . 6.00
Cheer Leader . . . . . 19.50	Live Power . . . . . 6.50	Wagon Wheels . . . . . 10.00
Drop Kick . . . . . 5.00	Puff Golf . . . . . 15.00	Wahoo Payout . . . . . 10.00

Brand New (In Original Cases) LUCKY STARS, \$30.00.

**AMERICAN COIN MACHINE CO.**  
 559 Clinton Avenue, North, Rochester, N. Y. 989 Main Street, Buffalo, N. Y.

## THE GREATEST SUCCESS

IS ASSURED ONLY WITH THE BEST MACHINES. WE ENDORSE NO OTHERS, Jackpot Bells—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.**



The HOTTEST GAMES ON THE MARKET!

# GINGER

ONLY **\$39.50**

F. O. B. Chicago

**SIX KICKERS PROVIDE THRILLING SPEED AND ACTION --- TEN BALLS!**

People who have seen GINGER and have played it say that it's the greatest action game of all times. Skill shots cause the balls to loop the loop, shoot around curves, progress to higher score holes, travel below and over elevated runways. GINGER comes in the smartest cabinet and the flashiest playing field you've seen in a long, long time. GINGER is the greatest profit performer you could possibly buy. GINGER is the biggest bargain ever at only \$39.50.

**IF YOU OPERATE PAY-OUT TABLES SEE THESE**

- **STRAIGHT "8"** 1 ball, odds changing - \$115
  - **TRACK ODDS** 1 ball, odds changing - \$115
  - **BIG CASINO** 1 ball, double feature - \$89.50
- ALL PRICES F. O. B. CHICAGO

**IMMEDIATE DELIVERY AVAILABLE!**

**CHICAGO COIN CORPORATION**  
1725 DIVERSEY BLVD. CHICAGO ILL.

Cable Address CHICOCO

SUPREME VENDING CO. WESTON NOVELTY CO.  
Brooklyn, N. Y. London, England  
Met. N. Y. Distributor European Distributor

# CUE

**\$44.50**

F. O. B. Chicago

**JUST LIKE SHOOTING A GAME OF POOL--ALL ACTION SHOWN IN LIGHTS!**

Upon the insertion of a coin, the "balls" on the light rack appear all "baked" up. By making the "break" hole on the playing field these balls are spread all over the back rack in lights. Then as the corresponding holes on the board are made, the balls on rack disappear and the numbers of the balls are shown in lights at the side of the back rack.

**CUE Senior**

**\$52.50** A de luxe model, larger size CUE. A game that will steal the play in all your de luxe locations.

## OPERATORS and JOBBERS!

**WRITE FOR PRICE LIST ON**

ELECTRIC EYE, PAMCO PARLAY, PAMCO SPEEDWAY, PAMCO PA-LOOKA, STRAIGHT EIGHT, TRACK ODDS, BIG CASINO, PAY DAY and SURE SHOT, all automatic pays.

EXHIBIT TICKET MACHINES and PAY MACHINES, SHOOT-the-CHUTES, SOCCER, BEANO, GINGER, CUE.

EXHIBIT COUNTER GAMES, BUCKLEY CENT-A-PACKS. USED MACHINES WITH A GUARANTEE THAT COUNTS. AUTOMATIC PAY, TICKET AND STRAIGHT PIN GAMES.

The House of Service

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## HERE'S A "KNOCKOUT"

**THE BIG FIGHT . . .**

600 Hole . . . . . Form 3810  
Takes in . . . . . \$30.00  
Pays out . . . . . \$16.50  
PRICE WITH EASEL . \$1.14  
PLUS 10% FEDERAL TAX.

**CHAS. A. BREWER & SONS**  
LARGEST BOARD AND CARD HOUSE IN THE WORLD  
6320 Harvard Ave., Chicago, U. S. A.

**THE BIG FIGHT**  
15 ROUNDS \$10.00 GUARANTEED TO THE WINNER  
HOLD YOUR TICKET! HOLD YOUR TICKET!  
HOLD YOUR TICKET! HOLD YOUR TICKET!

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Genco TRICKS, JR. . . . . \$39.50	Evans' BASKET-LITE (Transformer Model) . . . . . \$45.50
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Enclose 1/3 Cash With Order, Balance C. O. D.

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Enter **\$75,000.00**  
**CASH TITLE CONTEST**

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OFFICIAL PUBLICATION OF THE NATIONAL CORPS.

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Individuals, crew managers, baseball operators, pin machine men: Here is the fastest selling legal contest proposition in the country. Approved by post office department. Write, stating your qualifications and territory covered. Full particulars by return mail.

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REPEATER Makes New Players and Holds Old Ones

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FOR WESTERN EQUIPMENT'S SENSATIONAL  
**HARMONY BELL**

A New Marvelous Automatic Payout Sensation! Win or lose, player always gets music if operated with phonograph. 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**

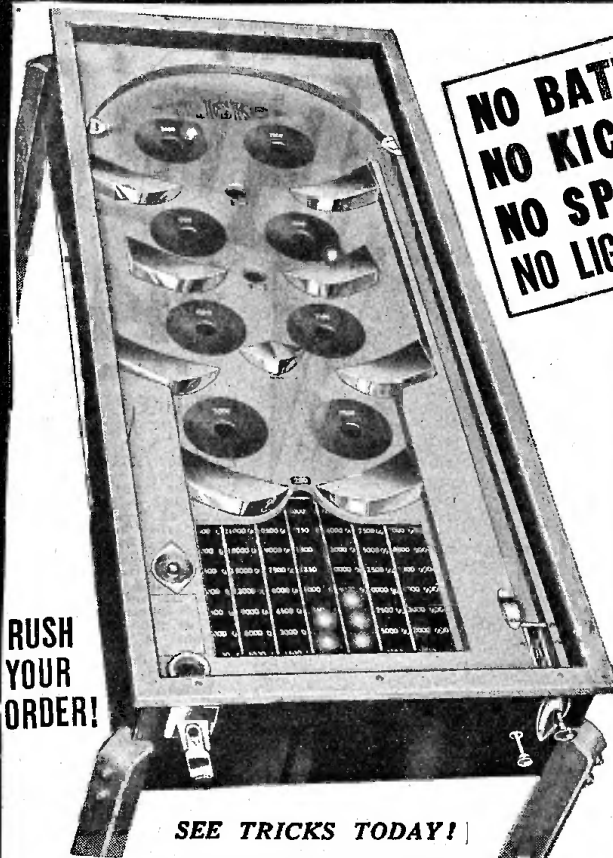
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Eastern States Representatives **SUPERIOR SALESBOARDS**

**KAUFMAN**

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**NO BATTERIES  
NO KICKERS  
NO SPRINGS  
NO LIGHTS-NO PINS**

# TRICKS

**RUSH YOUR ORDER!**

**SEE TRICKS TODAY!**

**ALL JOBBERS HAVE TRICKS OR CAN GET THEM FOR YOU! GET YOURS!**

**OPERATORS TELL US TRICKS IS THE GREATEST "MONEY" GAME EVER MADE**

*An Entirely New Kind of an Amusement Table!*  
TRICKS has everybody talking! Yes, EVERYBODY—jobbers, operators and players, too! It's so different—so fascinating. Every single player goes wild over the breath-taking antics of the ball as it swoops off the curved buffers and twirls around the saucer-type holes. Can be used with from 5 to 10 balls. Action clear to the very bottom!

**SENIOR MODEL**  
62½x26½ inch cabinet. Uses Extra Large 1½ inch Balls.  
Priced F. O. B. Chicago, Ill. Tax Paid. **\$74.50**

**JUNIOR MODEL**  
40x21-Inch Cabinet. Uses Large 1-Inch Steel Balls!  
Priced F. O. B. Chicago, Ill. Tax Paid. **\$39.50**

**Now! COUNTER MODEL CRISS CROSS**  
The most interesting game in a junior size. Immediate deliveries. Tax paid, F. O. B. Chicago. **\$17.50**

**IMMEDIATE DELIVERY!**

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## DANCING DOMINOES

**Exciting New Dice Game**

We asked 500 prominent operators what they wanted in a counter game. DANCING DOMINOES was built to their specifications.

It attracts attention. The beautifully finished wood cabinet is of modernistic design. Insert card printed in Chinese Red and rich blue on silver foil. Mechanism is sturdy, simple and trouble proof. A.B.T. coin device.

**BIG PLAY - BIG PROFITS**  
Played with 3 specially designed dice. Without a doubt the most alluring reward card ever devised. Very liberal payout. The profit PER PLAY is less, but DANCING DOMINOES gets action. Over a short period of time, it returns greater profits to the operator than a machine with a larger "take." You're interested in profits.

**SPECIAL LOW PRICE \$10.50**

SEND 1/3 WITH ORDER



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SALE ENDORSED NATIONALLY BY THE **DISABLED AMERICAN VETERANS OF THE WORLD WAR.**

The Only One of Its Kind on the Market. A GOLD MINE FOR OPERATORS.

Unique Feature Makes This the Fastest Moving Deal Ever Placed on the Counter. Write for Complete Information.

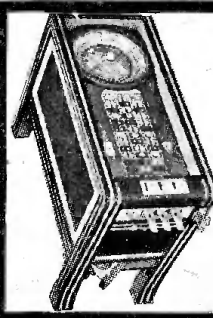
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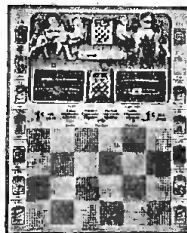
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★ **ROLL-ETTE** A perpetual life, automatic payout with the fascination of real roulette. Three coin chutes. **\$262.50**

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2,400 to sales takes in \$24.00, nets \$19.80 after cigarette payout. You can sell outright to dealer for \$7.75. On 50% commission you collect \$3.65. We carry a large line of Penny and Nickel Boards, complete with Merchandise. We manufacture Blank Boards, a complete line of Cut-Out Boards—in fact, any kind of Board you want, at the right price.

WRITE FOR SAMPLES AND PRICES.

**General Sales Company 121 4th Avenue, South, NASHVILLE, TENN.**

**Takes in \$24.00**

**Costs You \$2.90**

One-Third Cash with Order. Balance C. O. D.



1/3 Deposit, Balance C.O.D., F. O. B. Chicago

## BEST BUYS ON USED GAMES

<b>PIN GAMES.</b>	<b>PIN GAMES.</b>	<b>1-BALL PAYOUTS.</b>
Action, Jr. \$ 6.50	Frisky \$15.00	Bonanza \$32.00
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Listen to

# SAM GENTILICH of New Orleans HIGH IN PRAISE OF Automatic Changing Odds— PAMCO PARLAY!



My first sample "PAMCO PARLAY" with AUTOMATIC CHANGING ODDS actually SOLD me INSTANTLY on the Principles involved. As Exclusive Distributor in Louisiana and Mississippi on all "Pamco" Machines—I want to let Every operator in America know that "PAMCO PARLAY" is MECHANICALLY and ELECTRICALLY PERFECT—is STEADILY MAKING MORE MONEY FOR OPERATORS—and ONE machine that's GOOD for a LONG TIME to come. You can BANK on it—I'll BACK it 100%!

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## PAMCO PALOOKA!

Again Pacific SMASHES ALL COMPETITION with "PAMCO PALOOKA"—a Super Deluxe Giant Payout Table—with Bowl-Type Scoring—AUTOMATIC CHANGING ODDS on Lite-Up Board and Payout Pockets—with 6 Coin Chutes taking in as MUCH MONEY as 6 Bell Machines—or ANY six machines combined. Order YOUR GUARANTEED Sample "PAMCO PALOOKA" on 7 days' Trial. **\$169.50** PRICE.....

## PAMCO SPEEDWAY!!!

Forced into VOLUME PRODUCTION by HEAVY ORDERS placed at Big Convention—"PAMCO SPEEDWAY" is now being RUSHED into Payout Territory in CARLOAD lots! AUTOMATIC CHANGING ODDS on Lite-Up Board and Payout Holes puts it across! It's Auto Racing in a Big Payout Table with Awards ranging from a Dime to a Dollar and a Half. Ask your Jobber! It's "PAMCO SPEEDWAY" a **\$115.00** GUARANTEED WINNER! PRICE.....

1 OR 5  
BALL  
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50"x24"  
PRICED  
RIGHT AT

**\$115.00**

JUNIOR  
40"x20"  
A REAL BUY  
AT

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U. S. PATENT  
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Electropak Equipped \$5 Extra

See Any Progressive "PAMCO" Jobber — or Write! Wire!

"CHANGING ODDS" GET HEAVY  
LONG RUN MONEY! LET THESE  
WINNERS PROVE IT TO YOU!

# PACIFIC

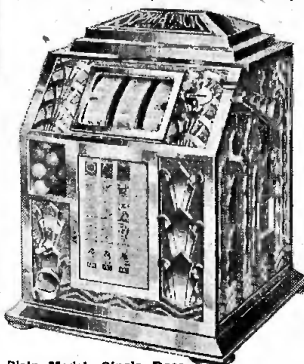
**AMUSEMENT MFG. CO., INC.**

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CHICAGO, ILL.

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LOS ANGELES, CALIF.

## "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.

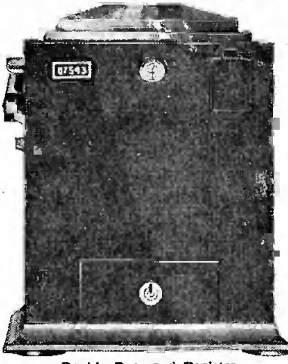


Plain Model, Single Door

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.



Double Door and Register  
1922 Freeman Ave.,  
Cincinnati, O.

**SICKING MFG. CO., Inc.**

You Can BANK on a Bally Game

## OPERATORS' SERVICE SYSTEM

WORLD'S LARGEST COIN MACHINE DISTRIBUTORS

BOARDS  
OF ALL  
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Manufacturers of All Descriptions of  
**SALESBOARDS and SALESCARDS**

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ADVERTISE YOUR  
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## MONEY SAVED IS MONEY MADE

ORDER FROM THIS LIST

NEW GAMES.	USED GAMES.	USED GAMES.
Cheer Leader ..... \$27.50	Flying Colors ..... \$10.00	Big League Payoff ..... \$35.00
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in a **PENNY PLAY**  
Cigarette Machine  
it's "PLA-PAX"

Makes Its Awards With Printed  
Tickets Automatically

Introductory **\$12.95** F. O. B.  
Price Only Chicago

The only Penny Play Cigarette Machine of its kind—issues tickets on winning plays, giving you an absolute check on awards—of variable denominations. Equipped with legal ball gum vender, visible coin window. 100% mechanical—silent operation—plenty of player appeal—and plentiful profits. Order yours today at special introductory price. Size, 15x12x7. Weight, 29 lbs.



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**Bally  
SHOW HIT  
No. 2**

# RAMBLER

*Giant*  
**10-BALL  
PAYOUT**  
(OR TICKET) GAME

WITH  
**1 3/8 IN.  
Composition  
BALLS**



**PAYOUT  
\$115.00**

**TICKET  
\$125.00**

CHECK  
SEPARATOR  
\$5.00 EXTRA  
F. O. B. Chicago

50 in. by 26 in.

**WATCH** those big "billiard" balls ramble 'round that giant **RAMBLER** field . . . nimble, feather-light balls, rolling, bouncing, weaving in and out between the pins! You'll think you're watching the cue work of a Fancy-Shot Champion . . . and you'll understand why the crowds were packed around **RAMBLER** at the Coin Machine Show!

Awards range from 10 to 150 . . . and are based on various color combinations artistically arranged on the board. **SEVERAL SUCCESSIVE PAYOUTS CAN BE OBTAINED IN THE COURSE OF A SINGLE GAME . . .** a feature insuring plenty of "last-ball" suspense and a big nickel's worth of thrills and excitement.

**RAMBLER** has the 10-ball appeal of Bally's famous 10-ball hits . . . plus the big-board appeal of Bally Derby. Mechanically, it features every refinement found in de luxe Bally game construction. And in appearance it is one of the most beautiful games ever created.

**RAMBLER** has what it takes for long life and big earnings! Get in on the ground floor by ordering today!

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**ALREADY A NATION-WIDE BEST SELLER**

Announced last week—and today a Coast-to-Coast hit—with sales mounting higher and higher in regular Jumbo-Bally Derby style!

Operators were quick to see the powerful play magnet provided by

**DOUBLE PAYOUT with \$7.00 GOLD AWARD**  
ELECTRIC BALLY-HOLE and ODDS-BOOSTER LIGHTS

flashing on and off . . . and making ALL POCKETS PAY 150, 100 or 50, depending on which light stays lit! These revolutionary features will out-play anything you ever used . . . so get going at once!

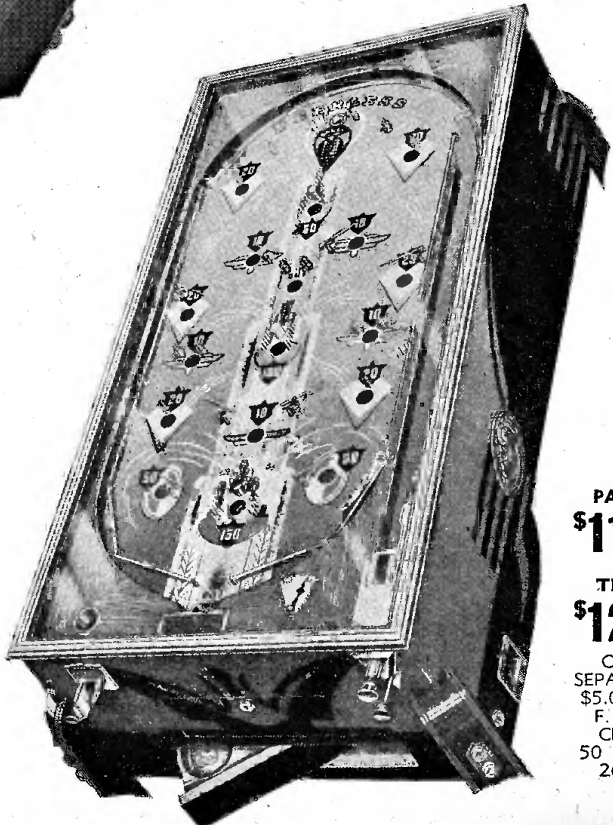
**Scoop Your Territory! Order Today!**

## BALLY MFG. CO.

**2642 BELMONT AVE. CHICAGO, ILL.**

Bally Payout Games licensed by Consolidated Pat. Corp. (Pat. No. 1,802,521) and Ace Pat. Corp. (Pat. No. 2,010,966).

JOHN A. FITZGIBBONS, INC., Eastern Factory Representative, 453 W. 47th St., New York, N. Y.



**PAYOUT  
\$115.00**

**TICKET  
\$125.00**

CHECK  
SEPARATOR  
\$5.00 Extra  
F. O. B.  
Chicago  
50 IN. BY  
26 IN.



# Everybody's Invited TO THE **GRAND OPENING**

**SATURDAY • FEBRUARY 15 TH.**

*New* **\$50,000 Salesroom**  
**IN CLEVELAND, OHIO**

**O**UR new beautiful salesroom will be the most completely stocked in America. Each manufacturer represented will have his entire line displayed.

☞ We honestly say, "If It Works With a Coin—We Have It." Large stocks of all the latest Coin-Operated Devices will be kept on hand ready for prompt delivery. . . . PIN GAMES—AUTOMATIC PAYOUT TABLES—COUNTER MACHINES—SLOTS—MERCHANDISE MACHINES—PHONOGRAPHS—RIFLE RANGES—AUTOMATIC PHOTO MACHINES—ALL TYPES OF VENDERS, SALES BOARDS, SALES JARS, ETC. LIBERAL TRADE IN ALLOWANCES—USED GAME BARGAINS—SEE US FIRST!



"BEN" GOLDBERG



PAUL GERBER



"BILL" MARMER



MAX GLASS

*Free!* **\$1500 WORTH OF MERCHANDISE** *Free!*

**NO STRINGS OR HOOKS! THIS MERCHANDISE WILL BE GIVEN AWAY TO THE LUCKY OPERATOR AT OUR GRAND OPENING FEBRUARY 15th**

*We thank the following Manufacturers for their sincere co-operation in donating the following games:*

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|--|--|
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| ● BALLY MANUFACTURING CO. . . . . DERBY            | ● ROCKOLA MFG. CO. . . . . FORTUNE             |
| ● GENCO, INCORPORATED . . . . . TRICKS, SR.        | ● J. H. KEENEY & CO. . . . . REPEATER          |
| ● CHICAGO COIN CORPORATION . . . . . GINGER        | ● PACIFIC AMUSE. MFG. CO. . . . . PAMCO PARLAY |
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*Free!* **TO THE LUCKY OUT OF TOWN  
JOBBER OR OPERATOR  
ALL EXPENSES PAID!** *Free* **TO  
THE LUCKY LADY—A BEAUTIFUL PORTABLE BAR**

*A good time is promised for all—Be sure to attend! Bring the Ladies.  
Plenty of good music and all you can eat and drink.*

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# CASH *or Sympathy* in the event of..



**ACCIDENT or SICKNESS?**



**\$25<sup>00</sup> WEEKLY BENEFIT**  
also **\$10,000 Principal Sum**

**S**UPPOSE you meet with an accident or sickness *tonight*—will your income continue?

Remember, few escape without accident—and none of us can tell what tomorrow holds for us. While you are reading this warning, somewhere ghastly tragedy, flood or fire, some automobile or train disaster, is taking its toll of human life or limb.

**Now is the Time to Protect Yourself!**

If you suddenly became ill—would your income stop? What if you suffered from lobar pneumonia, an appendicitis operation, or any of the many common ills which are covered in this unusual policy; wouldn't you rest easier and convalesce more quickly if you knew that our com-

**PREMIUM \$10 A YEAR**

Payable **\$2<sup>50</sup>** Down

**Balance in Monthly Payments**

pany stood ready to help lift from your shoulders the distressing financial burdens in case of a personal tragedy?

**A Sudden Accident! A Sudden Sickness!  
Can You Say Neither Will Happen to You?**

Then don't delay another day. Protect yourself by insuring in the largest and oldest exclusive Accident and Health Company in America. Send the coupon NOW for complete information about our new \$10,000 Accident and Sickness Policy.

**SPECIAL AUTOMOBILE CLAUSE**

for disabling injuries sustained while riding in or driving a private automobile or by being struck by any moving conveyance.

Some of the Features of This Limited Policy

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16 to 69 Years Accepted

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**\$10,000** Loss of hands, feet or eyesight.

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Doctors' Bills, Hospital Benefits, Emergency Benefit and other liberal features to help in time of need—all clearly shown in policy. This is a simple and understandable policy—without complicated or misleading clauses. You know exactly what every word means—and every word means exactly what it says.

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**FREE Booklet Coupon**

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At no cost to me mail copy of your FREE booklet  
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