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The Billboard

The World's Foremost Amusement Weekly



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- NATIONAL BROADCASTING COMPANY Programs, including: Empire Builders, 1930. Lady Next Door, 1930. Real Folks, 1931. Parade of the States, 1932. With Paul Whiteman's Orchestra, 1932. Rudy Vallee's Varieties, 1935. (With Carver's "Mainstreeters.")
- COLUMBIA BROADCASTING COMPANY Programs, including: American School of the Air, 1930. Television Station W2XAB, 1931-'32. Lux "Theatre of the Air," 1935. "Shadow" Program, 1935.

PICTURES

- Frank Buck's "Bring 'Em Back Alive." (All bird and some animal sound effects.)
- "Ubangi." (All birds and animals.)
- "Kidnapping Corilla." (All sounds.)
- "Shorty on the Farm." (Paramount short.)
- CARTOONS: Pop Eye, "Be Kind to Animals." Betty Boop, "Stop That Noise" and "With Henry." Van Seuren's Rainbow Cartoon, "Bird Scouts."



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New York, N. Y.

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"POSSIBILITIES" SCORE UP

Majors Lose In Pa. Case

Drop second round of Perelman double feature tangle—verdict is upheld

PHILADELPHIA, Jan. 18.—The major defendants in the famous Perelman double feature case lost the second round of the battle on Thursday when a decision against them was handed down in the United States Circuit Court of Appeals, sitting in Philadelphia.

The decision, written by Judge Joseph Buffington and concurred in by Judges J. Warren Davis and J. Whitaker Thompson, rules that the so-called "movie trust's" methods to combat double featuring by the use of anti-double feature clauses in their contracts showed a violation of the Sherman anti-trust law.

Their action sustains a similar decision of Judge George A. Welsh, handed down in Federal Court on January 31, 1935. Judge Buffington declared that the evidence submitted before Welsh is conclusive that the defending motion picture companies were in a conspiracy to violate the Sherman law, but that there was some doubt as to the sufficiency of the evidence to warrant a charge of violation of the Clayton law. Inasmuch as the evidence bears out the charges of Sherman law infraction, the finding of Judge Welsh is sustained.

In its decision the court pointed out that the notion of the defendants tended (See MAJORS LOSE on page 10)

Acts Budgets Tilted By Pittsburgh Parks

PITTSBURGH, Jan. 18.—Meeting of park managers in the tri-State territory to form a circuit for acts for the coming season opened here yesterday in offices of A. Brady McSwigan, president of Kennywood Park, and will be continued in Hershey, Pa., on February 8 for convenience of managers in Eastern Pennsylvania.

George Hamid, who came from New York for the meeting, spent several hours with Mr. McSwigan and Charles Beares, manager of West View Park, closing deals for all acts to play the two local parks next summer.

It was revealed that Kennywood will use more than \$3,000 worth of entertainment than was used last year.

An increase in the act budget of West View has also been noted. Both parks will co-operate this year for their mutual benefit.

NVA and Rogers Funds Still Negotiating Saranac Deal

NEW YORK, Jan. 20.—Altho the Will Rogers Memorial Fund announced it had accepted gift of the NVA Saranac Lake Lodge from the NVA Fund two months ago, it has not yet taken over actual operation of the Lodge. Spokesman for the Rogers Fund here says: "The matter is still being straightened out by our attorneys."

According to the deal announced by the Rogers Fund two months ago, the major circuits were to underwrite the

64 Click Since Last Once Over; Pix Take Major Share of Winners

165 have come thru in less than three years that department has been running—144 click in fields for which recommended—six a month for last 11 months

NEW YORK, Jan. 18.—In the last 11 months, 64 new names have been added to the list of those recommended in The Billboard's "Possibilities" department who have subsequently clicked. The 64 came thru since the last tabulation of "Possibilities" hopefuls was made in February, 1935. Department takes performers and recommends them for fields other than those in which they're engaged. It was started a bit less than three years ago, with about 700 performers recommended to date. With the 64 added, 165 of those recommended have clicked. In addition to the 64 new names, three of those already clicking have come thru to hang up scores in still other fields. Margo, originally recommended for legit musicals, double-crossed in the first check-up by scoring in pix with her performance in the Hecht-MacArthur Crime

Without Passion; now she has clicked in legit dramatics with her performance in Winterset. Enea and Raymond, who were recommended for their own vaude act and subsequently came thru, have now gone on to legit musicals, appearing in George White's current Scandals. Charles (Slim) Timblin, who went from vaude to radio after he was recommended for the move in "Possibilities," has gone into legit dramatics, playing Jester Lester in one of the road companies of Tobacco Road.

Even of the new clicking names double-crossed their "Possibilities" sponsors by crashing thru in fields other than those for which they were recommended. Of these the largest slice, five, were suggested for vaudeville—and the fact that they didn't go into the recommended field may be because there's so little vaude in which to go. Two of the first went into legit musicals and two into pix. In legit are the Six Spirits of Rhythm, appearing in At Home Abroad (See POSSIBILITIES on page 10)

530 Applications Turned In for AFM Agent Visas

About 450 licenses granted so far, with 25 being investigated—temporary licenses for five—locals will police the field—additional license list given

NEW YORK, Jan. 18.—The American Federation of Musicians has granted temporary licenses to five agencies: Edward Fishman, Al Rogers, Tape Schornstein and King and King in this city, and Frank Fishman in Cleveland. It is understood these agencies are on a three-month probationary period, after which their licenses may be extended to the regular one-year term. Licenses are revocable by the AFM at any time. The AFM reports more than 530 have applied for licenses to date. Around 450 have already been granted. The AFM reveals that its locals will have the job of policing the field, collecting evidence and filing complaints against licensed agencies. The AFM national office, however, will be the final judge on disciplinary action.

Following names are the latest to be granted AFM licenses, and supplement a list of the first 284 licenses printed in The Billboard two weeks ago:

- ALABAMA—Birmingham: Whatley Orchestra Service.
 - CALIFORNIA—Bakersfield: Russell T. Belknap. Hollywood: Reg. D. Marshall. Sacramento: McClatchy Artists' Bureau. San Francisco: Lou Emmel Artists' Service.
 - CONNECTICUT—Bridgeport: Edward J. Janus. New Haven: Thomas P. Murphy. Waterford: A. P. Benvenuto.
 - FLORIDA—Miami: Chester Alexander. West Palm Beach: Harry L. Meyers.
 - ILLINOIS—Belleville: Jack Boyd. Centralia: Mark Opperl. Chicago: Chicago "Hitler" Bureau. Mena Momenk, David P.
- (See 530 APPLICATIONS on page 10)

san for five years at \$100,000 a year, but the Rogers Fund would own and run the property. The circuits were to raise this money by annual subscription drives conducted in theaters throughout the country. These drives are usually held Easter week, which would be week of April 12 this year.

Altho neither the NVA nor the Rogers funds have announced when the next drive for money will be held, it is understood that it has been decided to drop the NVA label this year and run it under the Rogers Fund auspices.

The NVA Fund is no longer handing out cash to needy performers, but is concentrating on the Saranac Lake Lodge, the permanent NVA wards in the French Hospital and the Kensico burial plot. The Theater Authority meanwhile did not allot any money to the NVA Fund when the benefit matinee was cut last week.

Illions Contracts Two Ferris Wheels at Texas Centennial

SAN ANTONIO, Tex., Jan. 18.—Harry A. Illions has just entered into a contract with the Texas Centennial Celebration at Dallas for the two 16-cent Ferris Wheels which he had at a Century of Progress in Chicago. He expects to close a contract for the Land of Make Believe at the centennial shortly.

St. L. Trial Boomerangs

Gov. counsel makes little headway with own witnesses—Skouras on stand

ST. LOUIS, Jan. 18.—Developments of the past week during the federal government's attempt to prove restraint of trade on the part of Warner Bros., Paramount and RKO centered around the relationship between Warner and Pancho & Marco, the chief complainants. Russell Hardy, chief government counsel, made no appreciable headway in trying to prove violation of the Sherman Act on the part of the defendants. Chief witnesses for the government, among whom was Spyros Skouras, turned out to be blessings in disguise for the defense. Skouras in particular very materially aided the Warner interests by branding Harry Koplar, Pancho & Marco associate, a "trouble maker." The same "witness" account of the intricate business entanglements of Warner and the complainants was greedily seized upon by Attorney Good for future use.

Against the advice of Skouras, according to the latter, Koplar instituted receivership suits against the Warner-controlled Skouras company, and Warner executives decided to retaliate by not dealing with Pancho & Marco and sub-

(See ST. L. TRIAL on page 13)

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N. Y. Musicians Win Out Over WPA; Relief Ruling Settled

Threatened strike averted—new arrangements leave five or six services a week up to specific case—commercial broadcasts of relief programs are banned

NEW YORK, Jan. 18.—New York musicians' union won a sweeping victory in its battle with the WPA over the question of musicians' services on government projects. Practically every point contested came out with the musicians winners. This is the second time a strike of the players on WPA projects was threatened, this one being caused by the union's claim that the WPA was trying to get out of the deal made in settling the original squabble. Musicians battled, primarily, for five services a week, a service being either a rehearsal or performance up to three hours. They get \$23.50 for this. Nikolai Sokoloff, federal music project director, was for six performances. Out of this difference grew an agreement made December 4 in Mayor La Guardia's office giving the musicians their five-set deal.

Soon after Chalmers Clifton, New York regional director, resigned and Local 802, AFM, charged he did so because Sokoloff was going to scrap the agreement. Question was taken in hand by Daniel Ring, presiding over a local labor board. Ring said he was not convinced, at first, of the actuality of the agreement.

The new arrangements is not iron-bound as to specific numbers, but leaves it up to specific cases, either five or six. Musicians also gained their points in having proposed commercial broadcasts of WPA concerts banned and limitation of admission charges to WPA concerts.

TURN TO PAGES 26 to 29
for our monthly augmented
Theatrical Schools Department.

Cash in on lively news about dance, drama, music, radio schools—now courses for both professionals and amateurs—business promotion angles for school operators.

Power Break Shuts Houses

200 pix theaters in and around New York affected Wednesday aft. and eve.

NEW YORK, Jan. 18.—Pix houses took the rap Wednesday afternoon and evening when alternating current emanating from the Hell Gate station of the United Electric Light and Power Company went on the blink. United Electric, which furnishes only a. c. and concentrates in the section above 59th street, suffered a short circuit and fire in its Hell Gate plant, with power shut down for varying periods, according to vicinity. About 200 pix houses in upper Manhattan, the Bronx and Westchester were affected.

Above 125th street, where houses use a. c. for both booth and lighting, whole theaters went dark, with the management offering either "rain checks" or return of dough to the customers. At the Alhambra, in Harlem, the colored ushers used their flashlights for illumination and danced and sang while the crowd fled out. At the Apollo, on 125th street, there were 1,500 customers when the booth apparatus went bad. With an amateur night scheduled, the tyros were rushed to the stage and allowed to dance, sing and emote to their hearts' content, the management playing against time. Only six refunds were requested.

Theaters below 125th street had use of their house lights while the customers fled out. Time of the shutdowns varied from shortly after 4 until 5:35 p.m. Power was off for varying intervals. Some houses reopened during the evening, but others had to stay closed all night.

Managers reported good attendance at practically all spots. Wednesday, a good matinee day anyhow, was strengthened by the power break. There were no disorders, however, according to managers contacted, patrons in even the completely darkened houses filing out quietly.

Downtown spots, below 59th street, were only momentarily affected. There was a brief dimming in the Times Square theaters, including the de Luxure, and then the show went on as before. Cuts in business, however, were reported during the evening. The blowout had crippled the service of the Independent subway system and had also darkened all homes using a. c. in the affected districts. Potential customers, in almost all cases, preferred to risk home in the dark, rather than to risk transit delays and theater breakdowns if they traveled to the bright-light belt.

Philly Censor Board, Maybe

PHILADELPHIA, Jan. 18.—Philly's newly elected mayor, S. Davis Wilson, is reported to be setting into motion plans for the formation of a theatrical censor board with jurisdiction over legitimate theater. Proposed board is to have a personnel of five, including three men and two women.

The city has been without an official theater censor for several years, since Dr. Frederick Poole left the office. In the intervening period, during Mayor Moore's administration, City Statistician Henry Starr Richardson served in an unofficial capacity, reporting his opinion on plays to the mayor and to the police department.

"WINGY" MANNONE

This Week's Cover Subject

"WINGY" Mannone was christened Joseph, but for many years has been known by his nickname. Born in New Orleans, his first professional engagement was in a dance hall in that city with his own band. Since then he has played the trumpet under such leaders as Joe Venuti, Red Nichols, Benny Bruns, and was also with the "Girl Crazy" unit with Blossom Seeley, who was responsible for bringing him to New York. Mannone has many compositions to his credit, including "Strange Blues," "Walkin' Streets," "Nickel in the Slot," "Deep Jungle" and others. Recently he played Adrin's Tap Room in New York and he is now at the Hickory House, steadily adding to his popularity.

Kane Book Reveals How First Ballet Dress Panicked Them

NEW YORK, Jan. 18.—More First Facts, by Joseph Nathan Kane, is rich in information of peculiar interest to show people. A former press agent, Kane has preserved between covers some of the little known but interesting initial efforts of the amusement world.

To Nelson Flower, a bareback rider in the Buckley & Weeks show (vintage of 1828), goes the credit, such as it is, for the introduction of tights. Palling to receive his proper costume, he gallantly appeared with nothing but his BVD's and a blush separating him from moral

disaster. This choice bit of speedy theatrical evolution, while accomplishing so much with so little, did not equal the electrical effect produced by Madame Francisque Hulin, who, as danseuse of *The Diverter* (circa 1828), introduced the first modern ballet to an audience comprised largely of staid and corseted females at the old Bowery Theater. Her appearance in a dress of gauze inspired a mass respiratory effort, lacking in timbre as a belch but succeeding admirably as a gag. Exeunt Omeas. (See KANE BOOK on page 31)

"Roxy"

A man of many moods and achievements, a complicated personality, a colorful figure that flashed and then dimmed across the face of the theatrical industry—S. L. Rothafel is no longer with us.

He will be missed. Despite his eccentricities, his extravagances and his spectacular temperamental outbursts, he remained a creator who gave our business the best he had.

Rising from a small town village-shoemaker family, he made good in the big city, attracting attention with his flair for unusual enterprises. He brought to theater exhibition a brand of showmanship that has become a part of show business. The greatest exponent of bigger and better movie de Luxes, he engaged the public with his military staffs, vast gilded theater interiors, spectacular stage shows and elaborate prizes and the finest music and stagecraft, all offered at popular priced admission rates to permit huge audiences and huge grosses.

Bigger and better—that was Roxy through his entire career. Expressing the queer, dynamic spirit of American business wrestling with commercial art, Roxy personified the progress of the American masses for amusements that were bigger and better—that is, better in a spectacular way.

The economic depression killed Roxy at an important factor in American show business. His lavishness was acceptable when business was expanding, when nothing seemed able to stop the film industry and when grosses could reach \$157,000 a week, as when he played "The Cockeyed World" at the Roxy Theater. But economic collapse, accompanied by receiverships and retrenchment, left little freedom for an executive accustomed to spend as freely as Roxy had.

Roxy has left us the memory of a tremendous worker, a vivid personality and a creative mind whose influence will be felt for many years to come.

Trudi Schoop Debut Dominates Month of Concert Dance in N. Y.

NEW YORK, Jan. 20.—A variety of dance recitals engrossed local dance enthusiasts the past four weeks, with the debut of Trudi Schoop stealing the spotlight. Other important recitals were those of Tina Plade, Carola Goya and the New Dance League.

Miss Schoop, winner of a prize at the International Dance Congress in Paris a few years ago, and her comic ballet, imported by S. Hurok, opened her tour with a 10-day engagement at the Majestic Theater December 27. Hailed as the dancer who made Europe laugh, she revealed a gift for extraordinary choreography. The program consisted of a 12-episode dance-comedy called *Fridolin*, in which Miss Schoop lampoons the pathetic middle classes, and *West-Ads*, six terse, expressive and thoughtful numbers based on the occurrences behind the ads in the papers. To the press Miss Schoop said: "I

wanted to resolve emotional expression into rhythm. And from my head I made up these stories, these fantasies."

Tina Plade's return to the local concert stage after a three-year absence was hailed by an appreciative audience January 12 in the Guild Theater. A lithe, attractive and expressive dancer, she offered nine numbers which again displayed her virtuosity and confident technique.

Carola Goya offered her first recital of the season at the 44th Street Theater December 20. A better artist than when last seen here, she again impressed her audience with her vivacity and individual style. Her excellent castanet playing and the dash and color of all her dances combined to make her recital a thoroughly pleasing event. She is easily a leader in the Spanish field.

LaArgentina ended her sixth American season at Town Hall December 28. Again she proved she is a consummate artist, a dancer who is more than a dancer. Audience was exceedingly warm in its reactions thruout the evening.

The New Dance League offered a group of social satires as its first of this season's recitals December 22 at the Adelphi Theater, among those performing being Jose Litton, Letitia Ide, Sophie Maslow, Merle Hirsch, Anna Sokolow. (See TRUDI SCHOOP on page 13)

Divide \$10,000 Benefit Dough

Actors' Fund getting half, actor groups the rest — NVA Fund excluded

NEW YORK, Jan. 18.—The Theater Authority will finally get around to dividing the \$10,000 collected from benefit shows the past few months when it meets February 6. Altho it would not reveal just how the money will be allotted, it is understood the NVA Fund will not get any money this time because of a recent change of policy on charity cases and that the Actors' Fund will get 50 per cent of the sum. This will centralize the money-dispensing function in the hands of the Actors' Fund more than ever. Another angle is that the various actor organizations getting a share will be compelled to use it for direct relief of members and must not deduct administration expense.

Theater Authority asked The East Side News show at Webster Hall tonight; the St. Wendelin's Church benefit at the Majestic tomorrow; the New Theater show at the Civic Rep. also tomorrow; the Congregation Ezereth Israel at the Majestic, and the Actors' Fund at the 44th Street, both January 26. For February the TA has approved the Jules Delmar benefit on the fifth at the Majestic; the National Customs Association at the Commodore Hotel, the 14th; the Catholic Actors' Guild the 16th; the Wardrobe Attendants' Union at the Delano Hotel, and the Midtown Jewish Center at the Lismore Hotel the 23d.

Press Photographers' annual ball next week is soliciting stars for free appearances but has not applied for a TA authorization.

Gerbel KOMO Sales Head

SEATTLE, Jan. 18.—Arthur Gerbel Jr. has been appointed manager of the sales staff at KOMO-KJR, appointment being made by Hugh Pellis, commercial manager. Gerbel has been with the agency field, having been with Gunther-Bradford and Foster Kleiser.

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WPA Touring Companies Set

NEW YORK, Jan. 18.—The Federal Theater Project, under Mrs. Hallie Flanagan, will send out touring companies to those sections of the country lacking WPA entertainment. Actors will be paid \$103.40 per month, in addition to \$3 daily for maintenance. Transportation costs, which held up the plan before, will be taken care of by the government. This outlay, it is hoped by the government, will be defrayed by admission charges. Geographical areas considered are the Southeast, Middle West and the Pacific Coast.

A company is rehearsing *Jefferson Davis*, first play slated to go on the road. Play, dealing with the life of the President of the Confederacy, is being directed by its author, John McCree. Should the tour prove successful other road companies will be sent out from such focal points as New York, Chicago and Los Angeles, according to Assistant National Director Lester Lang.

If the projected tours meet with favor it is hoped that WPA Administrator Harry Hopkins might be prevailed upon to raise the non-relief quota from the present 10 per cent to 25, and possibly more. If the "as of November" ruling is dropped, 2,000 people may be added to the pay roll.

McCree's play will begin its tour with a stand at Chapel Hill, the North Carolina college town. Names of plays expected to tour Westchester and Long Island have also been announced, and include *The Old Maid*, *Valley Forge*, *Original of Largo* and *Post Road*.

Local WPA projects will take care of (See WPA TOURING on page 13)

'Road' Clicks in Pitt; Censors Give Okeh

PITTSBURGH, Jan. 18.—Tales of the good old days revived by local legit men have been replaced this week by the prosperity notes emerging from the Nixon Theater, where *Tobacco Road* this week broke the box-office record for a dramatic show and boasted of week's sellout long before opening night. Temporary chairs were hauled in to accommodate the overflow, with over 300 standees witnessing the first performance. The show has been held over for a second week beginning Monday, and advance demands for seats point to another capacity week.

The tremendous business is a result of the wealth of publicity this show has been getting here for months and because of Henry Hull and other members of the original cast who are heading this company. A committee of six, including Inspector of Detectives Samuel E. Wheeler, witnessed Monday night's performance and filed their approval with Director of Public Safety Thomas A. Dunn. Inspector Wheeler, who received many protests against *Tobacco Road*, declared that the play "is an accurate portrayal of life and there's nothing that should be cut."

In the meantime Manager Harry Brown has been lining up several other attractions for his theater. Cornelia Otis Skinner, who played here for three days last year, has been booked in for a full week beginning February 3, with Walter Hampden in *Cyrano de Bergerac* being another definite booking for week of February 17. Among other shows on the way are *Porgy and Bess*, *Three Men on a Horse* and *Alla Natimova in Ghosts*.

Nazimova in 'Ghosts' At Erlanger, Chicago

CHICAGO, Jan. 18.—After being dark for a week since the departure of *The Old Maid* the Erlanger will house the long-heralded appearance of Mme. Nazimova in *Ghosts*, which has been chosen as the second of the American Theater Society and Theater Guild plays, opening this Monday night for a limited engagement of two weeks.

Alfred Lunt and Lynn Fontanne in *Taming of the Shrew* follow on February 3 for two weeks as the third play of the subscription series. Other future legitimate bookings here are Walter Hampden in *Cyrano de Bergerac*, coming in the Grand Opera House for two weeks, beginning March 16, and Cornelia Otis Skinner, who will probably precede the Hampden booking. Hampden's appearance is announced as his farewell tour. He will again use the Brian Hooker version of *Cyrano* in which he appeared here four years ago.

Country Wising Up To Amateur Returns

WATERBURY, Jan. 18.—That amateur gold has less glitter than imagined is slowly getting around the country it appears, with the countless aspirants who try to make the grade going home and talking. Result is that on the various radio amateur shows, as well as theater gangs of the same kind, the boys aren't pulling like it used to and participants are waking up.

In its Sunday, January 12, issue, *The Waterbury (Conn.) Republican* detailed every movement of a local trio that recently went on Major Bower's Sunday night hour. Case may be pointed out possibly as a typical example of what happens to the hopefuls who give up their trades or jobs in the hope of going into show business.

The Brass City Trio, says *The Republican*, composed of Billy Young, Eddie Oliver and Joe Grenier had been playing in local taverns. They went on the air December 8 and in the voting came out second. While they weren't promised any vaude dates, they figured that second place would land them a spot. They signed some papers, too, before they went on. They're not sure what they read, but think they gave the Major an option on their services for a year and 18 per cent.

Later, while a Bowes unit was playing Waterbury, they got a long-distance call from New York to call the Major's representative. They're still waiting.

Chi Drama Groups Ready

CHICAGO, Jan. 18.—A federal bulletin authorizing the WPA theater groups to charge admission and apply the proceeds to theater rent and traveling expenses having been received from Washington by Thomas Wood Stevens, regional director of the federal theater projects here, the only thing that remains to be done is the signing of a lease for the Great Northern Theater before the dramatic groups, which have been rehearsing for two months, begin actual public performances.

It is expected that a lease for the Great Northern Theater will be signed by the first of the week and that performances will be given soon after February 1. The only thing now holding up the deal is that the receiver for the theater must obtain the sanction of the court. When this matter is cleared the theater will house Project No. 1. Of the three plays they have been rehearsing *Ibsen's Enemy of the People*, *Golden's Servant of Two Masters*, (See CHI DRAMA on page 13)

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3 POINT SUCTION ROOFLESS Mouth Cure

Especially for Public Speakers
—Cures—No Coughing—Tastes—Keeps clear—100% lighter.
All kinds and prices of tooth brushes and better by Mail.
Send for "Why by Mail"
THE HOD LABORATORIES
1102 Krauss Bldg., Tampa, Fla.

THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally.
Conducted by MARTIN G. HENNAN.
110 City Telephone Building, Pitt Street, Sydney.
Australian Office of THE BILLBOARD.

MICKEY KING

World's Foremost Astairist.
International Feature. ★ ★

SHOWBOAT FOR RENT OR SALE

Well equipped; good stage; open air Auditorium seating 500; Living Quarters for 25, Kitchen, Electrically, Hot and Cold Running Water, Showers. Room 105, 12 W. 4th St., N. Y. C. Van. 3-2233.

PUBLICITY AND PROMOTION MAN

Desires full or part-time work in Chicago, serving theater or ballroom, night club, cafe or hotel, bands or radio artists. Let's talk it over! Address: BOX CHI-33, care of The Billboard, "Wood's" Theat. Bldg., Chicago, Ill.

WANTED TENT REP. PEOPLE

ALL LINES, FOR CALIFORNIA.
Long season, 500 tents near in California. State contracts. Write, don't wire. "WOOD'S" COMMERCE DIARIES, General Delivery, Long Beach, Calif.

FOR SALE AT ONCE

Complete Dramatic Office, Secretary, Typists, Stenographer, Electrical Wiring, etc. Total 45110. Every thing complete ready to go. All in fair condition. Will sell for \$800.00 cash. POSITIVELY no more. Stored in Wood Texas. No time for correspondence. Pay 7000 wire. MARLEY SADDLER, Bay Aneto, Tex., Until January 28; then Abilene, Tex.

ATTENTION CONTESTANTS AND M. G.'S

Opening On or About February 18 at Rudy's Restaurant, 10 West Palatial Opera Palace in Ocean. SUPERWALKATHON.
Paul Fagin, The Mellins, Morris Hall, Don Nelson, Eddie Brown, Henry Fox write, Percy Jacobs, Reginald, Ted Smith, Billy Curtis and partners write. No collect items. H. E. HILLSTROM, Manager and Director. Communicate with E. G. MOORE GRANT, Box 778, Marshfield, Ore.

WANT AGENT FOR ONE-NIGHTER

Must be able to contact schools. Hunter can make real money. Want actors who don't. Answer quick.
JOHNSTON AND STONE.
Imperial Hotel, Columbia, S. C.

HAPPY HOUR THEATRE

(Formerly PABLO POLLER) of Houston, Tex. WANT small young Chorus Girls who can lead numbers. 20 Matinees. \$14.50. H. B. POOLE.

WANTED QUICK

Must join up with Young General Business Man who is taking \$100,000 investment. Circle Stock. WANTED. Communicate with E. G. MOORE GRANT, Box 778, Marshfield, Ore.

WANTED

Young Men for West-End Vaude. Show, in they know and want to. Write or wire. Salary/expense free. CONFERANCE TO PLAYERS, Red Springs, Tenn.

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

WARING WINS DISK SUIT

WDAS Is Temporarily Enjoined From Using His Phono. Records

Station has 10 days in which to file exceptions ere the injunction is made permanent—either way, case is scheduled for higher court action as definite test

PHILADELPHIA, Jan. 16.—As a result of the evidence submitted to Presiding Judge Harry S. McDevitt of the Court of Common Pleas, No. 1, at a hearing December 12, 1935, on the Bill of Complaint entered by Fred Waring against the WDAS Broadcasting Station, Inc., to restrain that station from airing his recordings, the jurist handed down on Thursday (16) morning a decree nisi enjoining the WDAS radio station from using for broadcasting purposes any records made and created by Fred Waring, the well-known orchestra leader and owner of "Waring's Pennsylvanians." WDAS is thus enjoined from the reproduction of any such records for commercial use or profit, and must also pay the costs of the trial.

Being a decree nisi, meaning that it is not a permanent or final one, ten days are given for the filing of exceptions to Judge McDevitt's findings of fact and conclusion of law; otherwise the decree will be final. Maurice J. Speiser, Waring's attorney, and the WDAS legal party consisting of William A. Carr, James Gilliland and William A. Schneider, who sat with the defense as amicus curiae (a friend of the court), will argue on the exceptions before the court en banc, meaning the entire bench of the Court of Common Pleas, No. 1, which includes Judges McDevitt, Kun and Parry. Since the next argument list for the court begins on Monday, January 27, the last day for filing their briefs, the exceptions will be argued on the following list beginning the last Monday in February.

In his rulings on the finding of facts and conclusions of law previously presented by both sides, Judge McDevitt explained in a lengthy decision that the complainant's organization (Waring's "Pennsylvanians") is composed of approximately 26 musicians and additional employees aggregating 40 persons, and a library valued at upwards of \$250,000. He pointed out that for many years Fred Waring has been recognized as a unique and interpretive artist and performer as an orchestra leader in the musical world. And as an interpretive musical artist he enjoys a nation-wide reputation as such.

Court Explains

Furthermore, Judge McDevitt explained in his opinion that "the complainant's interpretations are creative since they add to the original compositions interpreted. Composers, authors and publishers prefer him to introduce and record their compositions, and other orchestras follow his technique."

"The unique and individual interpretation of musical compositions rendered by the complainant is important and increases the sale of recordings and compositions. Complainant and his orchestra are now exclusively engaged for a (See WARING WINS on page 9)

Lower House Gets Connery's Squawk

WASHINGTON, Jan. 19.—The threatened radio investigation to be started by Representative William P. Connery Jr. (D. Mass.) resulted in his resolution, H. R. 304, being introduced in the House on Wednesday. It was referred to the Committee on Rules and ordered to be printed.

Resolution's purpose is stated: "To appoint a select committee to investigate the charges of irregularities in the granting and renewal of radio licenses; the broadcasting of alleged obscene and indecent utterances by radio stations; the charges of alleged monopolies and to investigate and report charges of alleged misconduct and alleged corruption on the part of certain persons officially connected with said Commission (FCC) and to investigate the acts and activities of said Commission."

Resolution itself is not long and mentions a certain instance of alleged indecent song in a foreign language and charges discrimination against religious and educational institutions, etc.

All Right! All Right!

DETROIT, Jan. 18.—Jack Baker, "amateur" with the current Major Bowes unit playing at the Michigan Theater this past week, was disclosed by local admirers to be a professional radio singer just after opening of the house.

Detroit representatives of Major Bowes with the unit said that instructions were given from New York to fire Baker, who appeared for the rest of the week as a solo singer with the Michigan Theater Orchestra. Baker apparently was a Detroit native who had the misfortune to be booked as an "amateur" in his home town.

Ben Gross Appeals Eddie Cantor Suit

ALBANY, N. Y., Jan. 18.—Arguments were presented yesterday before the Court of Appeals in an appeal by Ben S. Gross, radio editor of *The New York Daily News*, in his libel action against Eddie Cantor.

Gross was defeated in the lower court. He sued for \$50,000 for an alleged libel resulting from a story printed in a magazine featuring radio personalities. Gross based his action on a statement credited to Cantor which read: "There is but one person writing on radio in New York City who has the necessary background, dignity and honesty of purpose."

Gross' contention was that he was so widely known to his "reading public" that readers of the magazine which printed the statement would believe that Cantor's statement reflected upon him.

Lord & Thomas Changes

CHICAGO, Jan. 18.—Following the resignation of George P. Isaac, several changes were made in the radio department of the Lord & Thomas Agency here this week. Basil Loughrane has been appointed program director and as such will assume responsibility for the creation and production of programs. M. Lewis Goodkind, who has been with the agency since 1928 and lately served as publicity director, has been moved up to the post of manager of radio service, in which capacity he will supervise all matters pertaining to facilities, contracts and publicity.

Loughrane came to Lord & Thomas two years ago from the National Broadcasting Company and at the present time is participating in the Populist programs as guest announcer on both the Amos 'n' Andy and the Al Pierce programs. He also produces *The Story of Mary Martin*.

Renew WIP-WMCA Deal Six Months

PHILADELPHIA, Jan. 18.—WIP-WMCA mutual relationship deal continues for another six months. Original contract, which expired December 31, 1935, contained a clause stating that in the event a renewal could not be effected within a 15-day period the deal continues automatically for an additional six months. Question as to type of wire service to buy and sales commissions still hangs fire.

Being an indie station without any chain affiliation and desiring a New York contact, WIP allowed the 15-day period to lapse on Wednesday (18). It is understood that WIP is dickering with WOR for a Mutual deal, and figures that developments should be created along those lines within the next six months.

Nips "Lottery" Account

PHILADELPHIA, Jan. 18.—WFIL caught itself being part and parcel to a radio lottery and rather than wait for a Federal Communications Commission squawk canceled a commercial contract in short order. Hotel Adelphia's Cafe Margery offers a 1936 Chevrolet as a giveaway on Monday nights for a patronage promotion stunt. Jack Lynch, cafe operator, bought 13 weeks on the station, calling for three daily spot announcements, beginning the 13th Cafe's newspaper ads included a tag for the reader to listen in for the announcements. Don Wilbycomb, WFIL general manager, nipped the account on the second day. Crowley-LaBrum Agency set the deal.

Cuban Stations Get Together; 9 Agree on a Code of Ethics

HAVANA, Jan. 18.—The chaotic radio situation here, with stations over-running one another, outthroat competition and disregard from local and foreign advertisers, appears to be on the way to improvement. Nine of the better stations have gotten together, organized the Corporation Cubana de Radio, set up a set of ethics and are posting \$1,000 bonds to adhere to that code.

Situation here, especially as compared to the United States, was almost indescribable. There are 32 stations in Havana altogether. Majority operate on a shoestring, with no studios whatsoever. Studios are located often in apartment houses, homes and the like, with transmitters on the roofs of the shabby buildings. Programming was haphazard and slovenly, and schedules, in the main, were unknown.

Most pernicious thing, tho', was—and still is—the existence of agents, a polite name for gyp brokers. These birds would buy time on a station and sell it so that rate cards didn't mean a thing.

One of the main goals in the formation of the COR was Clarence Venner

Jr., president of Conquest Alliance Company of New York. Venner started the ball rolling when here recently for the International radio party. When the stations did get set on the new proportion-large advertisements were taken in the dailies, with all of them plugging Venner and his work. All the nine stations thanked him.

In addition to the corporation, another law, passed by the government but held in abeyance as to enforcement, may help considerably in straightening out conditions. This law was passed to get rid of the unwanted stations in effect and provides that all stations of more than 500-watt power must move their transmitters out of the city limits. When this becomes effective a number of the shoestring outfits will fold.

Ethics code calls for issuance of rate cards, a promise to adhere thereto and an improvement in programming. Bond covers any departure from the code rates. Stations are CMW, CMQ, CMCP, COCH, OMC, CMBC, CMBY, CMCD and COCD. Rene Cantares, local rep for Conquest, was also active in setting up the corporation.

Non-Profit Outlet Sues Warner Bros.

NEW YORK, Jan. 18.—WNYC, municipally owned and operated station, working on a non-profit non-commercial basis, this week filed suit against Harms, Inc., Warner Bros.' music subsidiary, for a permanent injunction to restrain the respondent from interfering with the broadcasting of copyrighted material over the station. Brief was drafted by George H. Mitchell, copyright expert on the staff of the corporation counsel, Paul Windels.

Basis of the suit is that WNYC, a non-profit, conducts its broadcasts "without profit within the meaning of the copyright laws of the United States." Therefore in broadcasting works copyrighted by Warner Bros. music houses WNYC has not violated or trespassed upon the respondent's exclusive rights of performance as regarded in the copyright regulations. On this basis, claim the city's attorneys, the station is entitled to broadcast copyright works without a license or payment of copyright fee.

Suit was in answer to threats by the Warner firms that continued performance by the city station would bring suits for damages.

Policy of ASCAP in such matters is not to collect license fees from religious, educational or other non-profit institutions.

Chicago Union Demands Met by Broadcasters

CHICAGO, Jan. 18.—Following demands by James C. Petrillo, president of the Chicago local of the American Federation of Musicians, a settlement was reached this week between the union and the National Broadcasting Company and the Columbia Broadcasting System whereby the chains agreed to increase the minimum staffs of studio orchestras from 15 to 20 men and to provide librarians. The contract, which became effective January 15, is for two years and affects stations WENT, WMAQ and WBBM, all chain outlets.

Petrillo had demanded that employees in the production, sound effects and music library departments be made members of the local music union. Radio chain executives felt it gave the music union control over departments beyond its jurisdiction, and after several conferences Petrillo conceded a couple of points but insisted on the librarian angle. Station WBBM is keeping its regular librarian but is adding a man to the orchestra instead. The matter of new contracts with WGN, WCFL and other local stations comes up February 1.

WNRC Official Airs Her Views

NEW YORK, Jan. 18.—Luella Laidin, of the Women's National Radio Committee, let go with both barrels this week on WMCA, New York, in an interview with Dick Mitchell and in the monthly bulletin of her organization. In her interview she punched being in numerous programs, including some of those of the station on which she was speaking. In the bulletin Miss Laidin let go on commercial radio surveys.

WNRC sent out two versions of the interview. In one, a WOR program, *The Love Doctor*, and *Voice of Experience*, on CBS, were named as "apostles of morose." The second story, deleting this paragraph, carried thru on the same note but was more general. Miss Laidin also praised a number of shows.

Surveys have yet to contact any one Miss Laidin knows or any of the women attending meetings of the WNRC. She also wants to know if any intelligent people have telephoned.

Trade reaction was that WMCA had plenty of courage to put the broadcast on but may have slipped in publicizing, adversely or otherwise, shows on other stations.

Statistical Robot Gives NBC Figures

NEW YORK, Jan. 20.—As a followup on its *Network Areas National Broadcasting Company* sales promotion department is releasing a new booklet headed *Statistical Robot*, which gives accurate potential circulation figures for any combination of NBC networks in approximately one-tenth of the time taken by previous methods. It is based on a special development of the Hollerith card system and machinery to go with it. System is illustrated in the booklet, which also goes into explanatory detail of the methods used and the results obtained and available for clients, prospective or otherwise.

The new circulation service offers 10 points, as follows:

Gives the advertiser the potential circulation of his individual combination of NBC networks and groups of stations. Total families (radio and non-radio) and the population in that area.

By applying the percentages shown in NBC's daytime study, *Sales Begins When Programs Begin*, an estimated potential circulation for any combination of networks and groups—by half-hour periods of the day.

Gives the potential circulation of any network or group by time zones. Also the additional circulation to be gained by the addition of another group.

Gives circulation according to urban and rural counties. (Each county containing no cities or towns over 2,500 may be segregated.)

Gives an advertiser (gas and oil, for example) the opportunity to relate his potential circulation to the number of filling stations or to the volume of filling station sales. . . . Helps the advertiser to apportion advertising costs by sales territories.

It enables NBC to supply an advertiser with a map showing areas of his individual network combination by Areas 1, 2 and 3. Such a map will resemble the network maps contained in *NBC Network Areas*. In a few months the network will be prepared to supply an advertiser with marketing information when current figures are set up on the cards. This info will range from total retail sales to number of stores of a certain kind, types of stores, volume of certain kinds of sales, income, passenger car registrations, gas, phone and other users, etc.

NEW YORK, Jan. 18.—National Broadcasting Company has issued a boxed set of four small volumes entitled *Broadcasting*, dealing with the service rendered by the organization in the fields of public affairs, education, religion, agriculture and the cultural arts.

Each volume is in attractive red binding and has 70 pages. No. 1 refers to broadcasting to All Home; No. 2, Music Literature-Dramatic Arts; No. 3, Religion, Education and Agriculture; No. 4, Public Affairs.

The books give a comprehensive idea of broadcasting activities exclusive of sponsored programs. R. C. Patterson Jr., executive vice-president, is supervising distribution of the books, the first of their kind in broadcasting history.

WHN Gets Five New Customers

NEW YORK, Jan. 18.—WHN, New York station owned by Loew's, Inc., went on a spree this week and wound up by signing five new commercials. This is the best the station has done since Louis K. Sidney was appointed general manager. Four of the programs start pronto.

Marco dog food, thru the McAlain organization, has a sketch, Fred and Helen, on every Tuesday night. Sketch deals with two vaude actors. Waxmaker Academy of Beauty Culture, with no program set yet, is taking a Sunday afternoon spot thru Metropolitan Advertising Agency.

Stillbirth Health Center, plugging Harvey's Baths, Coney Island, has Katha Lee, going on five days weekly in the morning and an additional spot on Sunday mornings. Placed direct. Retardo, thru Ernest Davids, Inc., starts with Dick Newton, singer, twice a week. Certified Superservice has a Sunday afternoon spot with Braxton and Cox and Frank Hernandez.

Japanese Crabmeat, thru Mason agency, is using transcriptions on a campaign thru the United States.

You Think They're Kiddin'?

NEW YORK, Jan. 20.—Station KFWS, Los Angeles, thru its general manager, Gerald King, communicated to ASCAP that it would sign a temporary license agreement, but with the understanding that it was a case of duress and coercion and that it was not equitable, etc.

Whereupon Jerry King was informed by ASCAP that it was not particularly anxious to sign KFWS, that it was not compulsory and insofar as ASCAP was concerned the station should please go ahead and do business with the individual owners of the copyrights in the ASCAP catalog. A few other strong remarks were included.

KFWS is owned and operated by Warner Brothers.

New Biz, Renewals

NEW YORK, Jan. 18.—New accounts and renewals on the Columbia network: AFFILIATED PRODUCTS, INC. thru Blackett-Sample-Hummert, Inc., New York, starts January 22, Wednesday, 7:15-7:30 p.m., and rebroadcast at 11:15 p.m. on WABC and 31 stations. Musical show. Product is Louis Philippe cosmetics.

AFFILIATED PRODUCTS, INC. thru Blackett-Sample-Hummert, Inc., New York, starts January 20, Monday to Friday, 11:15-11:30 a.m., on WABC and 16 stations. *Heaven Trust*. Product, Edna Wallace Hopper cosmetics.

GEORGE A. BORMEL & CO., thru BBD&O, New York, starts January 20, Monday, 8-8:30 p.m., on seven stations, not New York, with musical program.

NATIONAL ICE ADVERTISING, INC., thru Donabus & Coe, starts February 11 on WABC and 94 stations, Tuesday, 10-10:30 p.m. Mary Pickford.

FORD MOTOR CO., thru N. W. Ayer & Son, New York, renews, effective December 31, 1935, Tuesday, 9:30-10 p.m., on WABC and 88 stations. Fred Waring. Also renews on Sunday, 9-10 p.m., on WABC and 88 stations. Symphony orchestra, soloists.

PELS & CO., thru Young & Rubicam, starts February 18 on WABC and one station, with Four Rhythm Boys.

NBC Accounts

CLIQUE CLUB CO., thru N. W. Ayer

Newspaper - Owned Stations Desirable for Advertiser

Agencies and clients beginning to take this important factor into consideration in buying chain facilities—Ford NBC-CBS program division believed an example

NEW YORK, Jan. 20.—Increasing foothold of newspaper ownership in radio and the increase in reciprocal deals between stations and dailies is affecting national advertisers using networks. Sponsors are thinking about the deals more and more, since it represents a definite loss, in many cases, of newspaper publicity. This applies to both air and landing in columns, as well as in program listings. Splitup of the Fog-Fred Waring show from one hour on CBS to a half hour on NBS and CBS was caused partly by this, it is understood. National advertisers

who use but one paper in a city or town, with an opposition paper hooked up with another network not used by the advertiser are oftentimes out cold insofar as the free space grab comes in.

Extent of such press-radio deals may be seen in that NBC has 30 such stations on its lines, while Columbia has 28. Whether station ownership, for a time and space deal is involved, the space aspect is the same.

NBC Affiliates

NBC stations with newspaper ties, and the papers, include: KOW, Fortified Oregonian; KFO, San Francisco Chronicle; KPRC, Houston (Tex.) Post; KSD, St. Louis Post Dispatch; KSO, Des Moines Register and Tribune and WMT, same paper; KTAR, Arizona Republic (Phoenix); KTBS, Shreveport Times; KYA, San Francisco Examiner; WBAL, Baltimore News, Post and American; WRAP, Fort Worth Star Telegram; WBBN, Buffalo Evening News; WCAE, Pittsburgh Sun Telegraph; WDAF, Kansas City (Mo.) Star; WDAY, Fargo Forum; WFSB, Superior (W.Va.) Telegram; WFAA, Dallas Morning News; WFLD, Dayton News, Springfield Evening News, Springfield Morning Sun; WFLA, Capital Times and Wisconsin State Journal (Madison, Wis.); WIOD, Miami Daily News; WKY, Oklahoma City Times and Daily Oklahoman; WLS, Prairie Farmer (weekly, Chicago); WMAQ, Chicago Daily News; WMO, Memphis Commercial Appeal; WBB, Atlanta Journal; WTAQ, Worcester (Mass.) Telegram and Gazette; WTAR, Norfolk Ledger Dispatch and Virginia Pilot; WTMS, Milwaukee Journal; WUNC, Asheville (N.C.) Times and Asheville Citizen.

CBS Affiliates

CBS newspaper stations include: EWO, Stockton, Calif., with the McClatchy newspaper chain; KERN, Bakersfield, Calif., McClatchy string; WDAE, Tampa Times; WCOA, Pensacola News and Journal and Jacksonville Journal and Reading (Fla.) Times; WBBT, South Bend Tribune; KBCJ, Sioux City Journal; WIBW, Topeka Capital (Copper); WFIL, Wichita Eagle; WHAS, Louisville Courier Journal; KWKH, Shreveport Journal and Times; WCOO, Minneapolis Star; WOKO, Albany Knickerbocker Press (Gannett); WHEC, Rochester Democrat and Chronicle (Gannett); KCH, Reno, McClatchy string; WBSB, Winston-Salem Journal; WIKK, Cleveland Plain Dealer; WBRB, Columbus Dispatch; WEME, Dayton Herald and Journal; KOIN, Portland (Ore.) Journal; WHIP, Harrisburg Telegraph; WNOX, Knoxville News Sentinel; KRLD, Dallas Times Herald; KTHL, Houston Chronicle; KOKO, Wichita Falls Telegram Gazette; KSL, Salt Lake Tribune; WDBJ, Roanoke Times; WISN, Milwaukee Sentinel.

WIXBS Joins Intercity

NEW YORK, Jan. 18.—WIXBS, high fidelity station of The Waterbury (Conn.) Republic, joins the Intercity chain February 1. When the now defunct American Broadcasting System operated with WMCA as its New York key, WIXBS was on that chain and later took programs from WHN, New York. Call letters of the station are to be changed within 90 days, most likely to WCON.

Stations now on Intercity are WIP, Philadelphia; WMEX, Boston; WPRO, Providence; WLNI, Laconia, N. H.; WOK, Washington; WDEL, Wilmington, Del.; and WCBM, Baltimore.

DENVER, Jan. 18.—Classes of journalism in two Colorado colleges are editing two newscasts each, broadcast over Station KLE. The University of Denver journalism students sponsored the broadcasts January 10, and the University of Colorado at Boulder classes will edit two periods today.

Warners Start Web Showdown; Ad Agency-Client Also Sued

NEW YORK, Jan. 18.—The matter of ironing out the status of the networks and such indie outlets that have not signified their intention of taking out temporary Warner Bros. performing rights licenses will evidently be established by the decision that will be eventually handed down as a result of suits for copyright infringement filed yesterday by Warners. For the first time an advertising agency and its client are included in an infringement action on music.

Thru their subsidiary music publishing concerns, Warners brought four actions in the United States District Court here: They are: Remick Music Corporation against the National Broadcasting Company, the specific violation being set down as unauthorized broadcast of *Puf On Four Old Gray Bonnet*, played early on New Year's Day on WEAF.

M. Witmark & Sons filed the suit against Station WHN, owned and operated by the Marcus Lowe Booking Agency; co-defendants are Schenley Products Company, Inc. and the William H. Rankin Company, advertising agency; charge is broadcast of *I Like Mountain Music*, also played on New Year's morning. Witmarks is also the medium for the suit against Knickerbocker Broadcasting Company, which operates WMCA, also charged with the transmission of *I Like Mountain Music* on January 8.

Columbia Broadcasting System is made defendant via suit by Harms, Inc., which alleges a New Year's playing on WABC of *I Get a Kick Out of You*. Procedure is similar to the method necessary when the American Society of Composers, Authors and Publishers file suit for infringement and an individual member plus an officer of ASCAP usually "files" the action.

It has been the contention of the networks and some of the indie outlets that since the Warner group of publishers were members of the ASCAP

board at the time five-year contracts were signed the Warner publishers' catalog is open to those holding the five-year agreements with ASCAP signed last June. Whether the networks will seek to establish this point in their defense or file suits of their own is not yet known. Warners ask \$5,000 damages in each infringement case in the above-mentioned suits. It is presumed that there are other copyright infringements extant against the same defendants but that specific ones were taken down as soon after the first of the year as possible. The stations involved had no intentions of playing the Warner tunes if they could help it, however, and these infringements are supposed to have sneaked in either thru error or to knowledge of ownership, or remote hand coming into the local web outlets. Elaborate precautions have been taken and are now in effect to guard against infringing the Warner tunes, altho Herman Starr, head of the music business for Warners, has refused to turn over a list of their compositions to the networks. According to the Warner attorneys, Wattenberg & Wattenberg, additional suits are to be filed on the Coast and elsewhere, forthwith.

Aside from the infringement angle the webs are anxious not to play Warner tunes anyway. Warners are signing stations daily and as mentioned in these columns last week, some 200 outlets are now licensed. ASCAP has received over 500 new license applications on a five-year basis, and James W. Baldwin, managing director of the National Association of Broadcasters, is continuing his copyright battle from Washington.

Another angle in the Warner suits is the possibility of the Duffy Copyright Bill being passed in the near future, and since this eliminates the minimum damage clause of the Copyright Act of 1909, it is believed that Warners decided to have a test case before the bill complicated matters further.

JACKIE MAYE
 "The Right Club Nightingale."
 INTERNATIONAL FAVORITE OF SONGS.
 Personal Direction ROBERT H. EDSON.

DON RICHARDS
 AND HIS MUSIC

Smart Rhythms For the Smart Set



Exclusive Management EDW. I. FISHMAN, Orchestra Corp. of America, 1610 Broadway, New York, N. Y.

"MIKE" DURSO

The Voice of the Golden Trombone NOW ON TOUR.



FRED YANKEE AND HIS SOCIETY SWING ORCHESTRA

Now on Tour. Permanent Address—350 West End Ave., New York, N. Y.

Now Playing at the FAMOUS DOOR, New York

WINGY MANNONE

(The New Orleans Swing King and His Jam Band)

Exclusive Mgrs. 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, 8:30-10:30 P.M. NBC Network.

EDDIE LEONARD, JR.

Harry A. Rosen, Representative, RKO Bldg., Radio City, N. Y.

charles carlie

Now Playing FOX THEATRE, Washington.

Broadway's Sensation **PAUL MARTELL** AND HIS ORCHESTRA

161st Week Astoria Ballroom, New York

★ **HEALY** W N E W

"The Chorus Girls' Boy Friend"

DAN HEALY'S BROADWAY ROOM, 221 West 84th St., New York, N. Y.

STATION NOTES

Address All Communications to the New York Office

BILL SPARGROVE, formerly on KSO and lately with WMT, Waterloo, Ia., is returning to KSO, Des Moines. He will inaugurate a new program, "News Oddities," in which listeners are invited to send in authentic news.

LOWELL BLANCHARD goes from WXYZ, Detroit, to WNOX, Knoxville, Tenn., as chief announcer. Blanchard was formerly with Iowa Broadcasting System.

THE ASSOCIATED Hardware Wholesalers of Iowa are sponsoring a 15-minute program daily except Sunday on WHO, Des Moines. Called *Hardware News*, the program features the idea of buying from local hardware merchants, and the program is supplemented by a monthly bulletin called *Hardware News*, sent to every hardware retailer in Iowa, Wisconsin, Missouri and parts of Illinois.

LUCILE BRYSON, secretary to J. O. Maland, vice-president Central Broadcasting Company, is in Chicago contacting advertising agencies. Mrs. Bryson is also publicity director of the Des Moines Business and Professional Women's Club, which organization is now sponsoring a special "Drive Safely" campaign.

IRVING GROSSMAN, head of the WHO (Des Moines) Artists' Bureau, attended the Midwest convention of County Fair Managers in Minneapolis.

THE HUEY LONG disk talk transmitted by WDSU, New Orleans, had a State-wide hookup in KMLB, KVOL, KALB, WJBO, KFLO and KHND. Considerable national publicity naturally resulted.

POPULAR SONG HITS taken each week from *The Billboard's* Network Song Census will be used on the program broadcast over WATL, Atlanta, on the Wisteria Gardens program, played by Tommy Boon, and his orchestra. The station has signed the restaurant for an extended run and will go on the air for 15 minutes, 8-8:15 p.m., Monday, Wednesday and Friday. Rosen will base his program on the list, using only those numbers on it for his broadcasts.

KFEL-KVOD, Denver, is broadcasting the final period of the hockey games which are played at the Mammoth Gardens ice-skating rink. By means of a special booth the games are broadcast direct from the rink, with Lou Bryson, connected with the Gardens, doing the announcing. The programs are sustaining, last about an hour, and a summary of the first of the game is given. Games average two a week.

FIFTEEN-MINUTE broadcast from the arena of the National Western Stock Show and Rodeo in Denver will go out over the Columbia network thru KLZ at 1:15 January 22. Cowboy music, wild West action and announcements of national live-stock winners will be broadcast with Abe Lofton at the mike. One Waters, formerly featured at KMBC in Kansas City with the Texas Rangers, will have direction of the music.

JERRY DEAN, assistant program director at WIP, Philadelphia, leaves to take up similar work in New York. Charles Garrat comes in from KYW, Philadelphia, to make the replacement.

JOHN McCORMICK, production man at WKRC, Cincinnati, for the past year and a half, was last week appointed to assistant general manager. Robert DeHart, station engineer, recently revealed his secret marriage several months ago to a Cincinnati girl.

RUSH'S CHAIN of grocery Piggy Wiggly stores and filling stations, operating in North Louisiana, began a "quest for talent" program last week over KALB, Alexandria, La., while in New Orleans the Maison Blanche Department Store began a nightly program for amateurs over WMBB.

KPBK, Sacramento, The Sacramento Bee station, inaugurated its 5,000-watt service January 11. On Sunday (12) The Bee published a special section for the station, with 26 pages, gave full details about the new studios, etc., and

carried considerable good-will advertising.

WPIL, Philadelphia, utilizing its two new short-wave transmitters to do a series of "man-on-the-street" with historic landmarks the originating point.

WFAB, White Plains, recently presented an experimental dramatization conducted by the American Fiction Guild, in co-operation with Charlton Edholm, program director. Guild is planning a national network program now.

WHE, Cleveland, had a Saturday afternoon revue, conducted by Judy Sherrill, assistant program director, wherein star artists get their chance to do whatever they want to do. Thus Charles Routhash has clicked as a stammering comedian, Gilbert Gibbons, announcer, as a soloist, Bert Koeblitz, engineer, is a news announcer.

WBT, Charlotte, N. C., has just issued a sales promotion booklet containing full facts as to power, coverage, accounts, sets in covered areas and the like.

PURE OIL, in a Southern campaign, has signed for time on WSM, Nashville, taking spot announcements, five 35-minute shows and a half-hour show. Account placed similar business last week with WBT, Charlotte.

W. C. GILLESPIE, manager of KTOU Tulsa, Okla., is serving as chairman of the local President's Ball.

WILLIAM H. DAVIS, recently resigned for WJDX, Jacksonville, Fla., as chief engineer; is editing and publishing a weekly called *The Air Journal*. Local papers carry no radio news and the paper is getting considerable attention and good will. Davis has filed application for a new Jacksonville 100-watter.

WDAE, Tampa, Fla., owned by The Tampa Daily Times, has brought forth a new set of daytime and nighttime listening areas, the third of a series. Station's new vertical transmitter is near completion.

WNBR, Memphis, has installed complete new engineering equipment.

CINCINNATI FIRE Prevention Bureau is presenting a five-time-a-week-educational series over WKRC, in that city.

FRED K. FINLAYSON, recently with the Ad-Craftsman agency in Salt Lake City, is back in the sales department in KDTL, Salt Lake City.

EDWARD H. REED is a new member of the WCKY, Cincinnati, engineering staff. Station is rebuilding its control room, under the eye of Charles Topmiller, chief engineer.

LEONARD COX, program director, KNX, Hollywood, has recovered from the "flu."

THE NEWS is on the Air is being broadcast daily over WIOD, Miami, in connection with *The Miami Daily News*. Frank Malone, news director of WIOD, is handling the programs, which feature a dramatic presentation of the news of the day.

AN ENGLISH-SPANISH program, Department Store of the Air, is broadcast weekly over WIOD, Miami. The program is presented complete in both languages.

BYRON SNOWDEN, announcer at WELI, New Haven, Conn., has resigned, and has been succeeded by Charles Wright, of Bridgeport, member of The Parody Boys, who are a weekly feature every Wednesday over WICC, of Bridgeport.

WDRC, at Hartford, Conn., this week received Federal Communications Commission's approval to jump its daytime power from one to five kilowatts.

CONNECTICUT'S ninth radio station, that of *The Hartford Times*, has been assigned the call letters WHIT.

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

UNCLE EZRA
 (PAT BARRETT)
 Monday, Wednesday, Friday
 8:35-9:30 P.M., CST.
 NBC-RED NETWORK.
 (Courtesy Alma-Seltzer.)

JUDY CONRAD
 AND HIS ORCHESTRA
 83d Week on the Stage.
 TOWER THEATRE, KANSAS CITY, MO.

ED WEEMS
 AMERICA'S MOST VERSATILE ENTERTAINING ORCHESTRA

Reopening in the
EMPIRE ROOM
 OF THE PALMER HOUSE
 CHICAGO, JAN. 10

Now on Tour Warner
 Bros. & RKO Theaters.

★ **HENRY HALSTEAD**
 AND HIS ORCHESTRA
 COCOANUT GROVE,
 Hotel Park Central, New York City.
 Management Columbia Broadcasting System,
 New York, N. Y.
 Broadcasting via G. 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
 26th CENTURY ORCHESTRA

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

"New King of Syncopation"
JIMMIE LUNCEFORD
 AND HIS ORCHESTRA

Direction
HAROLD OXLEY
 17 E. 49th St., New York, N. Y.

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

TED JENNINGS
 AND HIS ORCHESTRA

The Crown Prince of Rhythm The Oboe 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.

PROGRAM REVIEWS

(ENT Unless Otherwise Indicated.)

"Not That It Matters—But"

Reviewed Tuesday, 7:45-8 p.m. Style—News Commentator. Sustaining on WFIL, Philadelphia.

Life begins after 40, at least it will for Jim Lambert if his weekly news chats follow the same punch and pace as this initial one. Lambert was formerly city editor for *The Philadelphia Daily News* and well known locally as the author of that paper's comic news column which carried the same title as this air stanza. Has also been a steady contributor to *Life* and *Judge*. However, he recently retired from active press work and turned to radio as a lark.

Not a gagster, but in many ways his style and delivery, including some clever repartee, remind one of the late Will Rogers school. Is certainly an asset to local radio jammed with too many so-so news conferences and should build up beautiful dial twisters for the station.

First story was on the Townsend plan, getting in plenty of hits. Recalled that Townsend lives in California, where the weather is "barmy," and suggested \$40 a month to everyone over 200 years old. Followed with story on the goofy questions given in the Federal Civil Service exams prospects of Joe Louis fighting in Philly for the Democrats, and closed with Halle Selassie continuing as the "reigning" monarch, the war having been postponed on account of wet grounds.

The eminent vet not only knows his news, but he also knows how to bring out the humorous slant. All woven about his honey philosophy, this stanza should become a choice spot. ORO.

The Goldbergs

Reviewed Wednesday, 5:45-6 p.m. Style—Sketch. Sponsor—Colgate-Palmolive-Peet Co. Station—WABC (CBS network).

In a new set of programs and a new network, Colgate-Palmolive-Peet returns *The Goldbergs* as one of its new offerings. The serial, of a Jewish family's life, retains its dramatic quality as it did when on the air before for another account. Author of the serial, Mrs. Gertrude Berg (Molly in the sketch), is one of radio's most effective writers, and while a good deal of this script is pure hoke, it is good hoke, the kind of hoke that keeps listeners and sells products. And yet, while it may be hoke, the characterizations are drawn as true to life as any program on radio, and that very fact, as well as the goings on in the show, make the Goldberg people more than just radio acts.

Since gone off the air Jake Goldberg has lost his money and is starting from scratch again. His wife is trying to get him some money from their neighbors. The Blooms—"Yoo, hoo, Mrs. Blo-coon." Story now is of their troubles in getting on their feet again.

Commercials, sold by Jean Paul King, are overlong. Two products, Colgate's Dental Cream and Super-Buds, are alternately plugged. Original male lead is also back in the cast. J. P.

Gang Busters

Reviewed Wednesday, 10:10-10 p.m. Style—Crime stories. Sponsor—Colgate-Palmolive-Peet Co. Station—WABC (CBS network).

Another of this sponsor's new shows, plugging the Palmolive's lather and brushless shaving creams, and, naturally, meant to catch the ears of men listeners. While G-man stuff is outmoded, and

Material Protection Bureau

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

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.

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

this series is close to that vein but dealing with police instead of federal officers, the popularity of boom-boom stuff should get it by. The one disadvantage, insofar as the stories are concerned, is that the dramatic suspense is limited by the knowledge that the cops will get their men.

The series is written by Phillips Lord (Seth Parker). Lord previously had a similar series on, only dealing with G men, for Chevrolet. First program, detailed the maneuvers in landing the Miller brothers and Abe Faber, who murdered a cop and who were electrocuted in the summer of 1935. Well done in the main, but falling down every once in a while and not as tight as such matter should be.

A good deal of the program will depend on the native interest of listeners in such affairs. End of the program has a "clow" tie-in, supposedly with the police, describing wanted criminals and tipping off as to their latest whereabouts. On this show a "flash" told about the latest escape of Alvin Karpis, now Public Enemy No. 1. Same "flash" was in the afternoon papers of the same day. J. P.

Jack Eigen's Newsreel

Reviewed Monday, 9:15-9:30 p.m. Style—Broadway gossip. Sustaining on WHN, New York.

Jack Eigen is a young chap who has been getting around Broadway somewhat and doing this Broadway column over WHN. Unquestionably he can make something of the program, but he falls into common cliché, using the mannerism and delivery to a considerable degree of Walter Winchell. This encompasses phrases pertaining to the activities of the people who make up Broadway column news, as well as his sign-off line.

Considerable objection has been levied against a style adopted by the writers about Broadway, and that is their overconfidence and self-assurance of an omniscient knowledge. "Joe Bush married Pinky Twinkletoes a fortnight ago and you first read that (or heard that) here." But how about the umpteenth times that Mr. Bush failed to marry (or divorce) said lady.

Originally should be the keynote of young Eigen's program, and that is where he falls down, not on the facts and fancies he tells about. His guest star on the evening caught was Keenan Wynn, son of Ed Wynn, who showed much promise in his style and delivery. J. P.

Cornelius Vanderbilt Jr.

Reviewed Sunday, 1:30-1:45 p.m. Style—News commentator. Sponsor—Jos. Martinson, Inc. Station—WEAF.

Eventually Vanderbilt will no doubt develop into a type of news commentator that radio can use to advantage. First broadcast had its drawbacks, what with the writing not in accordance with experienced radio usage, the long sentences tending to hinder proper breathing. Better choice of some of material and marshaling of facts will also help. Vanderbilt seemed nervous and the voice was more Park avenue than the one belonging to the cub who more than a decade ago covered police districts for an a.m. paper. All of which may be credited to a first show with the hope that subsequent programs free from out the difficulties.

Rambling items covered personalities

from Hollywood to New York in keeping with the title, *Personalities in the News*. Here and there mention of some names did, not carry enough news to warrant them being used, nor the fact that they were known personally to Vanderbilt strengthen the material. On occasion the script took on a Samuel Pepsy outlook; other times it sounded like a lesser Broadway columnist rushing to mention that he met a big act the other day; but what of it insofar as the reader or listener is concerned. Coffee mention was written into the talk by Vanderbilt while the regular announcer mentioned the higher price but better quality, etc. Vanderbilt can, of course, draw on personalities in a way that others cannot. Perhaps an o. o. should be given the items by someone in the network news department with an eye toward lining up the more important or human-interest stuff, but not to the extent of crowding out any good ideas that the commentator may have of his own. He should prove worth while sooner or later. There were quite a few items that were excellent. M. H. S.

WARING WINS

(Continued from page 6)

broadcasting program promoted by an international manufacturing corporation, and receive \$13,500 per week for such services."

"During the past decade complainant has created a good will and reputation in the mind of the public by the expenditure of upwards of \$300,000, as well as his unusual creative and interpretive talent. From 1923 until 1932 he produced approximately 300 records. Copyright proprietors and composers of the music requested such recordings."

"The MCA Company stipulated with complainant at the time the recordings were made that the records would not be sold for broadcasting purposes and such restrictions were stamped upon each record. The records in the instant case were made in November, 1932, and are now outmoded. Complainant's orchestra has increased in numbers and capacity since November, 1932, and complainant's talents have developed and improved, and the recording of his interpretations of four years ago injure his present artistic reputation."

"No mention is made when said records are broadcast that they were made in 1932. They may be purchased for 75 cents retail and approximately 45 cents in wholesale lots, and complainant receives \$13,500 for a 60-minute broadcast in person."

"The respondent operates a radio broadcasting station for profit and uses phonograph records for public consumption in sustaining and commercial programs. The respondent was never granted permission by the complainant to broadcast his recordings."

"Between 350 and 450 stations in the United States are using similar records almost exclusively for their commercial programs. Many stations preface the playing of such records with announcements designed to create the impression among the audience that the concert is being rendered by the performing artist."

"Approximately 250 to 300 stations use another form of recording, described as electrical transcriptions. These are made specially for broadcasting purposes and are of a different type, nature and construction, and require special playing apparatus, different from that needed for ordinary phonograph records. They are made by performers for broadcasting purposes and the trade custom is to use them for one concert."

"Continual broadcasting of said records reduces the complainant's commercial attractiveness and consequently affects his financial income. Constant repetition of particular songs rendered under

West Coast Notes; NBC Amateur Show

SAN FRANCISCO, Jan. 18.—Because they couldn't get a set weekly spot on the KERC schedule, Granat Bros., local jewelry manufacturers, have yanked their *Opportunity Parade* from that station and signed with NBC for 12 weeks. Feature, to be heard Fridays, 7:30 to 8 p.m., over NBC's KPO, starts January 21, with Eddie La Montagne, who handled the KERC mike job, emceeing. It's an amateur show and the first to originate from the network's studios here. Instead of recruiting talent from his amateur broadcasts for stage shows as does Major Bowes, La Montagne recruits from his stage shows for his amateur broadcasts.

Elnise Arden, who had a fashion feature over NBC for three years, is now being heard three times weekly on KYA with her *Fashion Parade*.

Ken Stuart, ex-KOL, Seattle, who does the *Sunshine Hour* at KPRC here for the Don Lee network, is planning a shift to NBC in February. Another shift that's on the books and rumored for some days is that NBC will shortly supplant KPRC as the outlet for dance broadcasting from the St. Francis Hotel. NBC has been after that territory for some time.

Charlie Marshall's "Mavericks," outstanding "cow billes" of the Pacific Coast radio, leave shortly for the East to appear as guest on three National Barn Dance broadcasts. Making the trip are Marshall, with his guitar; Ace Wright, fiddler; Johnny O'Brien, harmonica expert, and Johnny Toffel, accordionist. The NBC'ers will be heard on the network with the *Barn Dance* February 8, 15 and 22. Break came when the local troupe developed Eastern popularity as a result of their weekly appearance on the NBC transcontinental *Come-Here-Cornet* from here.

the direction of a particular artist reduces the public interest in both, and hence affects their commercial standing. The indiscriminate playing of records put the complainant in competition with himself, and their use makes it impossible for him to contract for his exclusive services."

It was for these reasons that Judge McDerritt sustained Fred Waring's suit and granted the injunction prayed for.

NEW YORK, Jan. 18.—Fred Waring, who is president of the National Association of Performing Artists, stated that this suit was only the beginning of a general campaign to be launched by the NAPA against the broadcasting of phonograph records. He also said that some 500 stations throughout the country, thru use of records, replaced thousands of musicians in broadcasting studios. Waring, himself, has not made phonograph records for several years. Above mentioned decision is the first of its kind handed down in this country.

MELODIES BY LARRY WHELAN



NOW ON TOUR. Present Management FRANCIS GORDON.

FLETCHER HENDERSON AND HIS FAMOUS ORCHESTRA

LINCOLN THEATRE, Philadelphia. Management MOE GALE. RKO Buildings, Radio City, N. Y.

RAYMOND McCOLLISTER



"The Pagani 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 net works, via WJZ, WEAF and WABC.

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period is from Friday, January 10, to Thursday, January 16, both dates inclusive.

Monic Goes Round and Around	41	Thanks a Million	39
Alone	30	I'm Gonna Write Myself a Letter	16
Moon Over Miami	10	One Night in Monte Carlo	16
With All My Heart	26	Red Sails in the Sunset	16
Erry, Meeny, Miny, Mo	23	Cling to Me	15
I Feel Like a Feather in the Breeze	23	I'm Shooting High	15
Lights Out	21	Dinner for One, Please, James	14
Broken Record	22	Alone at a Table for Two	11
Please Believe Me	22	To-This is Heaven	11
Wish on Independent	19		

AIR BRIEFS

By JERRY FRANKEN

EDWIN S. REYNOLDS leaves the WOR sales promotion department this week to join the CBS sales promotion staff as aid to Victor Ratner. Deal was pending several weeks. Reynolds (Red) who went from Macy's to WOR, is rated a comer in his field and had considerable to do with WOR's last sales promotion book, *It's a Small World*. Report that he was going to CBS was denied about six days before it was actually announced.

While the Ed Wynn-Plymouth deal waxed hot last week it hadn't been set definitely up to Saturday (18). Auction was Monday and it looks good. Ted Stralberg, general manager of WOR, became a puppy last week. A girl. Ted Allen, salesman in the NBC Artists Service, leaves this February 1. James Strifon, formerly handling sustaining shows in the same branch, has been moved up to become a salesman. WMCA has grabbed itself a piece of the Millrose Games, February 1, at Madison Square Garden, and will broadcast the "900." CBS, which heretofore had the game exclusively, will go to the Mike broadcast. Continental Baking starts commercial on Mutual February 10 and goes on seven of the Yankee network stations at the same time.

Lucky Strike signed a time contract last week for its second hour program on NBC. Starts February 12 and follows

Fred Allen on the red network. Talent isn't set. Originally it was supposed to be headed by Al Goodman and his band, with Goodman getting an option from Luckies for 13 weeks. However, the lender didn't get said option. Meanwhile, George Washington Hill, president of American Tobacco Company, favors returning E. A. Rolfe to the series. Still deadlocked when last heard from: At the same time there was a strong possibility of some legal trouble, since another account claimed it had been promised the time. It was straightened out, however.

Will Voeller was slated to take the plane that crashed last week on his trip to California. He postponed the hop at the last minute tho. Of all things, Larry Nixon saves match book covers. The Bromo Seltzer show, with NTO and Harry Selzer, wound up this week. Martin Beck uses the actual products he advertises on his WNEW show, but is up against it on these noiseless refrigerators. Big Freddie Miller, signed by the CBS artists bureau, started a new morning series there last week. Odette Myrtil may leave the Evening in Paris (Bourjois) program. Jack Benny has started work on his new picture. Babbo starts Doris Harum on NBC at the end of January. Lou Rederman is really "Ken Woods," orchestra leader on the New Corn Products series.

CHI AIR NOTES

By NAT GREEN

Mrs. Louise Starkey Mead, known on the radio as Clara, Lu N' Em, gossip team heard over NBC until last week is the mother of a seven and a half-pound daughter born January 17. The Clara, Lu N' Em program was replaced last week by Phillips Lord's new series, *Gang Business*, on CBS, but the new show is not going so good. The *Rosencoe* of Helen Trent, starring Virginia Clark, returns to the Columbia network January 30 on a five-a-week schedule. Besides Miss Clark the cast will include Marie Nelson, Gunda Koffy, Eugene McGillean, and Dan Suttler. Sponsor is Edna Wallace Hopper. Ralph L. Wonders, CBS artists' bureau chief, dropped in on the Chi studios a few days ago. Tom, Dick and Harry and Carl Hoelle open a new series of programs over WGN February 17 for the same sponsor who has presented them for the last three years. The Sophisticates, girls singing trio with piano accompaniment, are to be heard several times weekly over WBC from the Chicago studios, starting January 20. Group, organized six months ago, includes Mildred Maurer, alto; Marie Nash, soprano; Jane Willard, contralto, and Irma Lyon, accompanist.

made their first Chicago broadcasts over the NBC networks. Lavan's initial program was very good and presented a pleasing variety of numbers. Dorothy Miller, Chicago singer, and Larry Johnson, of California, are his featured vocalists. Alexander McQueen, Nothing But the Truth man, was on three networks within six days last week. Besides doing his regular daily sustaining program on the CBS northwestern network he was guest on the Amos 'n' Andy program on Wednesday night over two NBC nets, and on his new *Nothing But the Truth* series just started on WGN for a food concern. About three weeks ago a pretty young singer in Dallas received a phone call from Chicago. Five minutes later, without baggage, change of clothing or even a tooth brush, she was on her way to a near-by airport to embark for Chicago. Sponsors of the Broadway *Cinderella* had heard her and learned also of her dramatic ability and on her arrival in Chicago she was given the part of the heroine, Hope Carter, in the show. She has made good in a big way.

ET Mfrs. Awaiting License Renewals

NEW YORK, Jan. 20.—Electrical transcription licenses are virtually at a standstill and none are being issued or cleared thru the Music Publishers' Protective Association as a result of the rejection by the disk laboratories of the six months' extension of the agreements that have been in effect for the past year or more. Record manufacturers seek further license agreements for at least one year before they will go ahead with additional commercial programs or sustaining libraries.

Rejection by the laboratories of the six months' extension as of January 1, 1936, has resulted in the publishers holding a series of meetings, and the last one failed to bring matters to a head. Publishers are in a quandary as to what might happen should the Duffy copyright bill be passed and they wish to retain their rights accordingly. Other legislative matters, plus the Warner situation, further complicate the situation. standard Radio, Inc. a Warner Bros. subsidiary, recently waived all electrical transcription fees to stations holding Warner Bros. performing rights licenses.

NEW BIZ

(Continued from page 7)
Wednesday and Friday, beginning January 13 for 13 weeks, 10:15 to 10:30 a.m. THE DREAM SINGER, thru Aitkin Kynett Co., sponsored by the Pico Co. on MBS commercial, featuring Ralph Kirby, will be heard for two additional weeks, Tuesday and Thursday, 11:15 to 11:30 a.m., to and including January 30.

530 APPLICATIONS

(Continued from page 3)
O'Malley, Egin; Dobler Theatrical Agency. LaSalle; William Jasper, Virginia; Buddy Reynolds.
INDIANA—Michigan City: Philip W. Ott, Arthur R. Loomis, Michael Joseph.
IOWA—Iowa City: C. Ohio Toteroff, Keokuk; J. E. Peterson, Sioux City; Coo Kensing Service, Tom Craves.
KENTUCKY—Ashland: W. E. Quillin.
LOUISIANA—Schrevoport: Tri-State Music Service.
MASSACHUSETTS—Boston: Thorne's Amusement Service, Pittsfield; N. Marcella.
MICHIGAN—Detroit: Detroit Artists' Bureau, William R. Benner, Corina Muir, Iron Mountain; August Spers, Niles; Ralph E. Lavery.
MINNESOTA—Duluth: I. L. Lindberg, Egin; Alvin Wandrey, Winona; Kramer Music Service.
MISSOURI—Kansas City: Parker Entertainment Service, Tom Drake Agency.
NEW YORK—Buffalo: Carl Burt, E. Arthur Browne, Canton; Frank R. Martuccio, New York City; Apollo Entertainment Bureau, Amakamated Vaudeville Agency, Inc.; Nat Cook; Lou Irwin, Inc.; Fred W. (Deacon) Johnson, Harry F. Reser, Alfred Skeen, Alfred Stone, Silver and Arken; Superior Radio Artists, Inc.; Edward Sherman, Inc.; Edward Fishman (temporary license), Dan J. Harrington, Durand and Later, A. T. Rogers; Northwestern Broadcasting, Inc., of Minneapolis; Herman Bernie, Jimmy Evans, James F. Victor; United Entertainment Producers, Inc.; Kelly Entertainment Bureau, Nerco Amusement Enterprises, Al Rogers (temporary license), Taps Schornstein (temporary license), King and King (temporary license), Syracuse; H. L. Robinson, Troy; Joseph Buffalino, David H. Konefsky.
OHIO—Cleveland: Interstate Productions and Orchestras, American Artists Bureau, M. Lober, Frank Fishman (temporary license), Columbus; George Anagnost, Delaware; Midwest Amusement Service, Lakewood; Rollin L. Baecher, Lorain; Al Stevens, Salem; R. L. Platt.
OREGON—Salem: Roy H. Pease.
PENNSYLVANIA—Carbondale: Marty Battle, Harrisburg; Mike Yoder, Mount Carmel; Ben Wilson, Narberth; Alexander Zenker, New Castle; B. J. Hibndt, Philadelphia; King Amusement Company, Bob Bennett, Troilo Theatrical Enterprises, Gerald W. Devlin, Harry Biben, George W. Muller, Pittsburgh; Peg Lanagan, Harry C. Thomas, W. L. Meera, National Theatrical Exchange, Erie; Neulandt, Ridgeway; Louis T. Angelo.
TENNESSEE—Memphis: W. M. C. Artists' Bureau.
TEXAS—Brownwood: George Ehinger Jr.
WASHINGTON—Bellingham: George Fortias, Longview; L. W. (Pop) Dunlap, WISCONSIN—Appleton: E. J. Cameron, Eau Claire; Edward Council, Madison; Fred Dexter, Music Service Company, Milwaukee; E. O. Smith, Sheboygan; Universal Artists' Bureau.

MAJORS LOSE

(Continued from page 3)
to reduce business by hampering the production of motion pictures, particularly of the independent variety, since the smaller independent exhibitors were in the habit of buying independent-made films for the second feature on their program. Prohibited from doing this by their contracts with the major companies, they naturally offered a smaller market for the indie producers.
"With such a condition in the industry," stated the decision, "one might be logically struck with the idea that it is more than mere coincidence that the defendants, who represent a large majority of the major producers, are in unanimity in prohibiting double features in their contracts. The fact that this unanimity of purpose is not carried out formally in the same language does not destroy the inference. Coincidence in form as well as purpose might have been fatal; while here the plaintiffs are required to bring forward other evidence to establish their case."
Named as the defendants in the de-

cision are Fox Films, Inc.; Vitagraph, Inc.; RKO Distributing Corporation, Paramount Pictures Distributing Corporation, Metro-Goldwyn-Mayer Distributing Corporation and United Artists Corporation. When the case was originally launched by Harry and Louis Perelman, independent exhibitors in this city, three other companies, Warner Bros. Pictures, Inc.; First National Pictures, Inc., and Paramount Pictures Corporation, were named as defendants. The decree of the court does not apply to them; they were not served with the writ in the suit because they are outside the jurisdiction of the court here. Judge Buffington stated: "They are in fact not proper parties and consequently have been omitted from it."

POSSIBILITIES

(Continued from page 3)
at the Winter Garden, and Benay Venuta, who dubbed for Ethel Merman when the latter left the cast of *Anything Goes*. In pix are Margaret Hamilton and Sid Fields, latter also appearing with Eddie Cantor on the air, and writing material for the comedian. Remaining recommendation for vaude who double-crossed is Nikita Ballew, that "sinker of ad songs," who once emceed the *Cheswe Souris*, now appearing in night spots.
Two film recommendations double-crossed, both of them going into radio—Billy Bryant, the showboat impresario, and Clyde Franklin, legit actor. Two recommended for radio went into pix—Queenie Smith and Fred Stone. Two recommended for legit musicals went into night spots—Steve Evans, who did mimicking de luxe at the House of Morgan, and Boy Fay, sensation of the English music halls.

Remaining 53 all clicked in the fields for which they were recommended. Films led with 16, with 13 for vaude, 11 for legit musicals, 10 for radio and four for legit dramatics.

The film roster: Walter Abel (*D'Artagnan of the Three Musketeers*), Murray Alper, Bill Brady (club singer recently signed), Spring Byington, Dorothy Dare, Walter Gilbert, Helen Jepson (from grand op), Allan Jones (who clicked solidly with the three remaining Marxes), June Martel, Gene Marvey, Burgess Meredith (signed but still appearing here in *Winterfest*), Lloyd Nolan, Joan Edridge, Frieda Inescort, "Pat" Walker and Ruth Weston.

The vaude lineup: Marty and Nancy Bohan, Paul Duke (who is now in vaude in England), the Edwy-Riley Orchestra (now better known as the Parley-Riley Orchestra; appearing in vaude on the strength of *The Music Goes 'Round and Around*, and also signed up to make a picture), Nate Fields, the Hartmans, Richard Humber and his Orchestra, Andrew Marsh, Perrado and Janet, the Baxton Sisters, Rita Rio (who is also on the celluloid books), the Tie-Toe Girls (now split), and the gentleman known as Wences.

For legit musicals: Edgar Bergen (the ventriloquist who went into the Folies this week during his troyit tour, and who has also made shorts), Betty Jane Cooper (with her name abbreviated to Jane Cooper, now appearing in the *Scandals*), Duffin and Draper, Jane Provan (who has also been in pix), the Hanson Wonders (now known as Ray and Sunshine), Gil Lamb, Duke McHale, Donald Novis (singing and riding in *Jimbo*), the Rimas (who are in a Cochran show in England), the Rocky Twins and Tip, Tap and Toe (tappers who now call themselves Sam, Ted and Ray).

For radio: Anna Anderson, Don Baker, Waly Disney (whose asking price is too high for anything but special programs), Nellie Goodelle, Alex Hyde (now musical director of WBN), Ella Logan, Aristo Mizzie (heard on Boston stations), Mrs. Jennie Moskowitz, Pat Rooney and Eddie South and his Orchestra.

For legit dramatics: Richard Clark, Francis de Sales, John Raby (the first two appearing in *Dead End* and all three of them recent graduates of the American Academy of Dramatic Arts) and Everett Sloan (from radio and now appearing in *Baby Meets Girl*).

Of the 168 possibilities who have clicked to date, 144 have come thru in the fields for which they were recommended. Radio, making a meager showing during the past 31 months, yielded as first-place field to pix, with total scores now as follows: films, 45; radio, 41; vaude, 30; legit musicals, 23, and legit dramatics, 6.

National Broadcasting Company has added KLO, Ogden, Utah, to its blue (WZ) network, another step in tightening the Coast-to-Coast service on this chain. Station is a 500-watt; KDYL, Salt Lake City, remains the red (WEAF) Utah outlet.

Phil Levant and his orchestra opened at the Bismarck Hotel January 17 and

Conducted by ROGER LITTLEFORD, JR.—Communications to 28 Opera Place, Cincinnati O.

Much Activity In Chi Spots

Several important changes, new shows and openings in Windy City night clubs

CHICAGO, Jan. 18.—The early weeks of 1936 are bringing forth much activity in the city's night spots. Several Loop spots have changed orchestras and shows and at least one important new spot is scheduled to open next week.

New spot in the Rainbo Casino, formerly the French Casino, dark since last season, when one of the most spectacular shows of the year was shown. The place, which will be under the direction of Frederick A. Chramer, will open Thursday night, January 23, with a spectacular revueserial titled *Eye-Deers of 1936*, staged by Colby N. Harriman, and with Carlton Kelsey and his orchestra furnishing the music. The place has been entirely done over and will present many new features.

Last Tuesday night Little Jack Little, noted band leader of radio fame, had a gala opening in the Terrace Room of the Morrison Hotel. Prominent NBC officials, radio stars, band leaders and others were on hand to give Little a hearty welcome, and he gave them a bang-up show. Little is a wizard at the piano and his Somebody Stole My Girl set the program off to a rousing start. Rudy Bale, emcee; Marlowe, clever mariquette artist; the King's Jesters; Rossman and Seville, dance team; Tito Coral, accomplished baritone; Gaby Lesley with her boy-girl novelty, and the colorful ensemble put on a show that sets a new mark for entertainment at the Terrace Room and won the enthusiastic plaudits of the audience.

At the Bismarck Hotel Phil Levant and his orchestra opened Friday night and his rhythm, melody and clever arrangements, along with his very pleasing personality, set him in solid with the large audience. Dorothy Miller, radio songstress, Larry Johnson, ballad singer, and Dick Dickson, singer of novelty songs, were well received, and the floor show presented by George Keldoff, a tab version of the opera *Carmer*, made a distinct hit. Roy Steffen, managing director of the Bismarck, has again given his patrons something really worth while.

Royale-Frolics show is still headed by the popular Dolly Kay, but has several new features, including Noll Kelly, Pritchard and Lord and Sid Tomack. Hal Monte, Ginger Lynne and Barbara MacDonald also are in the show. At the Edgewater Beach Hotel the new show includes the Vivian Claire Revue, Dorean and Douglas and others. Henry Busse's Orchestra has opened at the Chez Paree, where Libby Holman continues as the feature. Harry Eschman is booked for an early appearance. At Benjamin Joe's Clubhouse some excellent entertainment is being offered. The dance team of Sterling and Silver was featured there the past week, and Barney Richards and his orchestra are again furnishing the dance music.

At Colonel's Faith Bacon opens an engagement Sunday, and Chiquita, Lydia Harris, Don Karico, DuVall and Trigg, Orlina, and Dolores continue in a show that stacks up with the best of them. Business has been exceptionally good in most of the night spots since the first of the year.

Fire Destroys Ohio Spot

COLUMBUS, O., Jan. 18.—Arabian Gardens, one of the leading night clubs here, was destroyed by fire Monday night (January 13). Only a few patrons and a score of employees were in the building at the time of the fire. Jim and Nick Albanese, proprietors, attributed the cause to an overheated furnace.

Dorothy Taylor, mistress of ceremonies, said that her wardrobe, valued at \$300, was destroyed. Walls of the outside dance floor used in warm weather were also razed. The estimated \$15,000 loss was partially covered by insurance.

CINCINNATI, Jan. 18.—A placard hanging in the entrance to a local hotel rattleskeller reads: "Please do not request the orchestra to play 'The Music Goes 'Round and Around.' It will be played every fourth number."

More Shows Open in Miami Clubs, Hotels

MIAMI, Fla., Jan. 18.—The winter season here, already in full swing, was given impetus this week by the arrival of more entertainers and the opening of many night spots, ranging from the very exclusive to popular-priced places.

Buddy Rogers and band opened at the Honey Plaza Sunday afternoon with the palm garden crowded. Supplementing Rogers were Mario and Floria, Lida Santelli, Barry Devine and Nanita Torrains. Earl Smith and his orchestra furnished music for the formal opening of the Fleetwood Hotel Bangor on the beach this week, with Madeline Northway and Georges Danilo, dancers; Elaine

Mayo, blues singer, and Reed and Covert completing the show. The Hollywood Country Club has Milton Berle, Vini Niro, Nice, Florio, Lepow, Harriet DeGoff, the Reddinger Twins and the Delmar Twins and a line of 12, directed by Margery-Fielding. Music is by Joel Candullo and his orchestra and Eduoard Varzos and his Russian Gypsy Ensemble.

Lucienne Boyer has opened an engagement at the exclusive Beach and Tennis Club. At the new Town Casino Paul Sablin and orchestra furnish music, with Florence and Alvarez, entertaining. Achille Borgo is managing the Casino.

At the Hollywood Yacht Club, now in its fourth season, Frank Ford presents June O'Dea, Brandt and Fowler, Zenette and Coles. At the Hollywood Beach Hotel are Arlene and Norman Selby in a dance act. Owsb, Hunt and Parco opened an engagement at Ira's on the beach, Tuesday night.

Tommy Tucker and orchestra, recently at the Hotel Statler in Cleveland, are booked to furnish music for the opening of the new Merry-Go-Round Club in Miami today.

Maximilian Bergere and his orchestra are furnishing the music at the Miami Biltmore in Coral Gables.

NIGHT CLUB REVIEWS

Blackhawk Cafe, Chicago

Another ace band has joined the town's night-life whirl in the person of Will Osborne and his orchestra, who opened here this week. Osborne is unknown to local audiences except for his radio broadcasts and an appearance at the Oriental Theater some time ago, but if the enthusiasm of his opening night's patrons is any criterion his fast tempo and swingy style are going to gather plenty of attention.

Osborne's band of 13 with Dick and Dorothy Rogers (Bob Murphy's kids) provide most of the program, with the exception of Jack and Nita Carleton, ballroom dancers. The first number, *Listen to the Glisten of the Three Trombones*, featured the three trombonists and was sung by Dick Rogers. Dorothy Rogers soloed with *Softitude* and both harmonized on *You're an Old Smoothie*. These youngsters have personality to spare and bid to become as popular in night life as they were when they traveled in vaudeville with their dad. Jack and Nita Carleton did two numbers, first a waltz done with a fan and then a soft-shoe routine to *Stormy Weather*. One of the band's novelties was the playing of theme songs of Lombardo, Little Jack Little, Ted Lewis and Rudy Vallee. Osborne's troupe is a worthy addition to the city's night life. Morpan.

but still very engrossing. Abbott and Turner, boy and girl, come thru with fast and pleasing hoofing, but should not have been permitted to sing. Arthur Ball, tenor, did a couple of numbers but could not register. Andrea Marsh, lovely brunet, made the boys sit up with pleasing warbling of such favorites as *Life is a Game*, *Alone and Just One of Those Things*. Ruth Denning, pretty brunet singer, seemed to have trouble with the mike and did not quite come over effectively.

About 32 girls are used in several numbers and they do much to help the show along. Nice lookers, aided by bright and gay costumes designed by Mahied, Wallace Milan staged the show and Joe Sullivan booked the talent, while Russell Wooding did the musical arrangements. Harry Carroll wrote the music and Mitchell Parish the lyrics. Opening number, incidentally, is a pop. It's built around the *Music Goes 'Round and Around* rag.

Jimmy Carr's band accompanied the show and handled it nicely, while Ted King's orchestra takes care of the dance music. King's outfit offers sweet danceable arrangements, some of the boys offering specialties. King himself does an occasional violin solo.

Palange's staff includes Henry Stack, assistant; Harry Davis, press, and Edward Dukoff, exploitation. Dents.

Palladium Music Hall, N. Y.

Angelo Palange has taken over the Casino de Paris and reopened it as a popular-priced dining and dancing spot. Should be able to make a go of it. Show, except for a couple of slow spots, is a peach. Food is okeh. Dance bands are swell. Dinner, at \$1.50, is plenty cheap, altho there is a \$2 minimum after 10 p.m. and \$3 minimum week-ends and holidays.

A big place, with a capacity of more than 1,200, this one must get the masses and the present setup should do just that. Off to a good start, it should spend more dough advertising and then nothing should be able to keep it down.

Show itself is fast, colorful, tuneful and amusing. The three Bits Brothers deserve credit for giving it plenty of comedy and doing much to knit it together. They work like demons, with Harry standing out more than ever as a truly great comedian. In for one week, they should be held indefinitely.

Helen Reynolds' Eight Skating Champions are a jock hit. Girls are nice lookers and offer a fast and thrilling routine of duo, trio and quartet stunts. A skating novelty that almost stole the show.

Not far behind are Arno and Arnette, who offer a grand satire on modernistic ballroom dancing. It's fun-poking, that is altogether delightful. Drew a huge hand here. Billy Branch and Company, three men and a girl, provided another novelty sock with their wild apache scene which included knife throwing and rough fighting and ends with the villain catching a knife in the chest. Hokay,

Club Onyx, Philadelphia

When the historian begins to chronicle Quaker City's nocturnal emporiums Club Onyx will rate a chapter all its own. In the days when a password was necessary to get by the door this spot was the class speak in the bands of Jack Lynch, who now operates the Cafe Marguery in the Hotel Adelphia. With repeal name was changed from Town House to the Chez Samankin. And as such passed off as an intimate club where Jack White put on the same mad-caps who are now winning favor on West 64th street. Following year found place running a grind policy from the noon hour on. But competition getting keen, with new clubs opening in the zone, room reopened as the Club Onyx with a septa show. With the new year Ed Burns has taken over reins. And with other Harlem spots giving up the ghost when they failed to get their licenses renewed, it's the Club Onyx that is now attracting the local pleasure seekers with a show that is the tops.

Present show will go far to jar this place out of its too-long doldrums because it's hot, fast, furious and stands by the Harlem tradition. Paced by Donnie Lyons, he sells his work bullish all the way, contributing some torrid trap tapping. Julia Hunter sings the blues and Dottie Rhodes wiggles her way to make her turn a sock bit. Stump and Stumpy just a couple of youngsters, but their challenge tape pack a load of dynamite and remind one of Chuck and Chuckles.

Show includes an outstanding turn by Almee Spencer, a flaming redtop. Working with a fan, gal cavorts neatly and

Nite Spot Biz Up in Trenton

Most clubs report heavy increases in business—smaller spots want talent

TRENTON, N. J., Jan. 18.—Local night spot situation is good, most clubs reporting a heavy increase in business over last year. The bigger spots book out of New York or Philadelphia, the smaller clubs being faced with a genuine shortage of available talent. None of the spots feature cover or minimum charges. Thumb-nail review of local clubs: Club Conada, newest swank spot, is using band and big acts.

Swanky Surf Club, in the Hotel Hildebrecht, has Ray Botschart's Band and a New York revue.

Nymphs Room, in the Stacey Trent Hotel, has Harry Warren and band and "guest star" entertainment.

Wonder Bar, in the Windsor Hotel, has Mlle. Dianne Dorsay, Renee La Dore and Sloin and band.

Westover Inn has Darlen Lucky, Marcina, Eva LaTour, Frankie Lee and a band. Changed weekly.

Jack and Bobe has Dottie Winters, Mickey, Jerry Allard; Col. Casper, midget, dicing, chess, and Willard Rodman's Band.

Leghorn Parms has Bobby Kork's *Scoundals of 1936*, with Dixie Dixon, Elmer Miller, Smally Rice, Billie March, Dixie Lee, Nads, Cora Hohlfeld, Fern Raub, June and Jerry Knight and Al Storie's Band.

Colonial Inn has Gladys Walker, Buster Campbell, Billy Freee and Bill Gandy's Band.

Holland Club has a Cotton Club Revue, all colored, and a band.

Edgewood is featuring Russ Miller's Band.

Murphy's Grill has Cora Walsh and band.

Log Cabin Inn has a band and act show.

Levin's Tavern has Alice Lane and Roberta Ramsey's Band.

Sidorna Cabaret has June Clarke's Orchestra.

New Inn has Lew Taylor's Orchestra and Eddie Bracker, emcee.

Robert Morris Hotel has Julia Picchia and band.

Management of the Bluebird Inn, which burned down recently, announces it will open a new club here soon.

Other local spots using band and a show, changed weekly, are Frolic Club, Dixie Club, Weiman's Club, Sunny Brook Farms.

Blue Room, The Roosevelt, New Orleans

In spite of stopped-up shows at two other big spots in town, the Blue Room of the Roosevelt Hotel holds its place as one of the Crescent City's top spots by featuring Phil Harris and the beautiful Leah Ray, his featured singer. Floor show includes Luba Molina, Russian singer; Dana Godelle, comedy singer, and Florence and Bob Robinson, an excellent dance team.

Harris starts the program with the long hit of the moment, *The Music Goes 'Round and Around*, using a well-played tuba accompaniment. It is better than any rendition heard thus far on our radio. His infectious smile and deep baritone voice add to the melody the tang needed to make it close to a perfect night spot number. Harris and Leah Ray team it for a punch song as yet unpublished and tagged *Don't Look Now*. Harris also sings another unpublished score, *Happy as a Lark*, which he used in a short for Warner Brothers that, including (See NIGHT CLUB on page 12)

Openings Balance January Closings Among N. Y. Spots

NEW YORK, Jan. 20.—Night spots still going strong in this section. Quite a few folded after taking in the New Year's Eve cash, but these are being balanced off by the number of new spots. Among those that took disappearing bills were the Continental Cafe Theater, Newark; the Congress Restaurant, which will re-open soon as a ballroom and the Cavalcade Casino here. Among those opening here been the Palladium Music Hall, which took its bow Thursday night, and Gabriel Derville's Club, opening tomorrow evening.

Items about *South*? Ann Greenway opened at Laue's in a flurry of publicity Friday. Ditto Ella Logan at the Club Normandie Wednesday and Evelyn Doro at Connee's Inn Sunday and Estelle Taylor at the Hollywood Restaurant Friday.

Helen Morgan resumed at her House of Morgan Friday after a stay in Hollywood. John Hale and a girl revue opened at the Third Looking Glass Club Friday. Sixth edition of the

Ubangi Club *Follies* opened last night at the Ubangi Club, show including Ray White, Three Lucky Sisters, Edna Mae Holly, Melody Maida, Ken and Ben and Teddy Hill orchestra.

New French Casino Show

NEW YORK, Jan. 18.—New show going into the French Casino January 29 will have a cast of 80 headed by Andre Randall, Estelle and LeRoy, Cilly Feindt's acrobatic act, Freddy and Dogs, Ten Argentine Ladies, Marita Farrell and Andree Lornin and show girls. Mme. Kamorova will direct the ballet. Music by Kamaroff. Sets and costumes imported from Europe.

Show is called *Follies de Femmes* and arrives here aboard the S. S. Champlain Monday for rehearsals. Casino closes tonight after 263 performances of the *Revue Follie Parisienne*, which leaves for Miami immediately to open at the new French Casino there Thursday night.

New Rochester Booker

ROCHESTER, N. Y., Jan. 18.—Arthur Argyle has opened the Mutual Entertainment Exchange here and is booking several night spots in this area. An exclusive booker for the Times Square Supper Club, which opens with a new show headed by Perzide and Jeton Wednesday.

French Casino Reopening

CHICAGO, Jan. 18.—The French Casino, dark for several months, will re-open Thursday night, January 23, as the Rainbow Casino. The large theater-restaurant is being beautified by Eastman, who recently did room at the Congress Hotel here. The stage and dance platform have been elevated and the spacious balcony is being divided with logs seating from six to 20.

Colby N. Harriman, former presentation producer for Loew's and recently connected with Radio Station WCFL, here, is producing the revue, to be known as *Eye-Dears of 1936*. Carlton Kelsey's orchestra will furnish the dance tunes, with the Rainbow Serenaders, a six-piece swing combination, alternating. Fredrick Chramer is the directing head of the enterprise.

"Names" for Salvin's Patio Club, Palm Beach

NEW YORK, Jan. 20.—Jack Bartelli's Florida office has lined up the talent for Sam Salvin's Patio Club, Palm Beach, Fla. Opening show February 1 consists of Georges Metaxa, Gail Gail and Frances Maddux. Second show opens February 21 and includes Dwight Fluke, Marjorie Logan and the D'Trons.

Bond for Operators Suggested in Mich.

DETROIT, Jan. 18.—A \$500 bond for payment of salaries to acts is being sought by Ray Conlin, manager of the Michigan Vaudeville Association, as a requirement from every night-club operator using floor shows. Under Conlin's plan, the Liquor Control Commission would enforce the measure when issuing licenses.

Many local spots have been reported as failing to pay off for New Year's Eve shows, largely because there was no written contract signed by the location owner. In many cases, acts were not permitted to work the agreed number of shows, and salaries were cut or denied altogether.

All beer garden bookings of the Conlin office are being handled by Charles Surza, who states that he will continue to use the more detailed contract form, used for years in vaudeville. Instead of the shorter form proscribed recently for uniform use by the superintendent of Private Employment Bureaus and described in *The Billboard* two weeks ago.

Pomeroy Adds Florida And Baltimore Spots

NEW YORK, Jan. 20.—Sammy Harris, booking for the Jack Pomeroy office, spotted the new show which opened Friday evening at Deimonico's. In addition to a line of Pomeroy girls, show has Betty Keshman, doubling from the show *Moos O'er Mulberry Street*, Marcello Wellington, Three Schoonboos, Jay Mills and Orchestra. Ruth and Billy Ambrose.

Pomeroy office is also rehearsing show for the Hollywood Kennel Club, Hollywood, Fla., and has arranged a salary and percentage deal for Rex Weber as permanent emcee at the Torch Club, Philadelphia, where he will open January 31 with a new floor show.

Other Pomeroy bookings are Ted and Mimi Diamond and Don and Dorcie into the Brown Derby, Boston, last week, and Sid and Buddy Rose into the Penthouse, Baltimore, Thursday, a new Pomeroy spot.

NIGHT CLUB

(Continued from page 11)
dentally, is running currently at the Orpheum.

Molina, who could start another Russian revolution with her eyes, sings songs in four languages and does justice to them all, especially when she becomes rumba-minded and adds a senorita's sensuousness to her interpretation of the Spanish number *Siboney*. She also sings in Russian, French and English.

Danzi Goodell, in cute slacks and a long braid of blond hair, uncovers a bag of eccentric dances that bubble over with zest. She pantomimes through, adding expressiveness to her shuffling strut.

Florence and Bob Robinson seem to get as much enjoyment out of dancing as do the spectators. She is a tiny gal but doesn't let size interfere with beating a flashy tap. Together, the couple close with the overplayed *Astaire-Rogers Piccolino*. They dance it well enough, however, to have this fault overlooked.

Harris emcees in the absence of the Blue Room's popular George McQueen, who is recuperating from a throat operation. He handles the show in a novel way, not too talky, pleasingly and cleverly enough to make New Orleans Harris-minded. His ork "turns on the heat" for the dance sessions. Program is broadcast twice daily thru both WWL and WDSU.

Luigi's, New York

Formerly a well-known restaurant, *Gansmeyer's*, this spot on East 11th street has been taken over by a new management and turned into a cabaret that is open all night.

It's a dingy place consisting of an outer bar and a larger room inside for dining and dancing. A mixed guitar team provides entertainment, the girl instrumentalist contributing some singing. Plenty of girl hostesses sitting around and ready to be called by patrons to dine or dance.

Dinner is 75 cents and up, with a 25 cent cover after midnight if you are not buying drinks. Food is okay, although it is obvious they are more anxious to sell drinks than anything else. Denis.

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RICHARDS AND GOLFORB spotted Don Alvarado and Mlle. Gigli, dancers. Into the Palladium Music Hall, New York. First New York appearance. . . . Lydia and Jorecco have succeeded the DeMarcos at the Hotel Plaza, New York. . . . Society Note: Lia Potter, society deb, has turned blues singer. Opened Friday at the Club New Yorker, New York. . . . Virginia Gibson has gone into the Hotel Commodore, New York. . . . Dunfee and Collette, dancers, closed at the New Orleans Nut Club and opened January 13 at the Edgewater Club, Lafayette, La., for four weeks. . . . Cortez and Marquie and Three Loose Screws followed them into the Nut Club.

KEN NEAL AND BILLY KELSEY, singers, opened at Jack Dempsey's, New York, last week. . . . Chick Endor and Charlie Farrell opened at the Hotel Savoy-Plaza, New York, Monday. . . . New El Chico, New York, show has Consuelo Moreno, Portia Portar, Maravillas, Pilar Calvo and Brazilian Nuts. . . . Bill Brady went into the House of Morgan, New York, Friday.

LOS ANGELES BITS—Judy Short, the Southern gal, who became famous at the Cocoanut Grove with Al Lyons' Orchestra, is hobbling around on crutches as a result of an auto accident January 12. . . . Martha Raye, blues singer, booked for the Century Club. Billy Gray and Jerry Bergen continue on there. . . . Cafe de Parce passing out one free cocktail with each dinner. . . . Dave and Ruth Carlton, dance team, and Vivian and Walters, acrobatic dancers, headlining the new Palomar show.

PAUL ROSSI, musician, opens at the Schroeder Hotel, Milwaukee, January 24. . . . Monroe and Frank, currently at the Blackstone Hotel Chicago, are said to be the first trampoline act ever booked into a hotel or night spot. . . . The DeMarcos opened at the Blackstone Hotel, Chicago, January 17 for an indefinite engagement. . . . Options on Benny Goodman and his orchestra, Gary Leon and Mace and Val Vestoff have been taken up by the Congress Hotel, Chicago, management, and they will remain at the Josef Urban room there indefinitely. . . . In line with the Edgewater Beach Hotel's new Variety floor show policy, Helen Wehrle, and Speed and Spot open there January 26, with Stevens and Dancing Bear, Carlo and Norman, Hathi and Owl and the Bobby Balle Trio to follow on succeeding weeks. . . . Murray Browne's 12 Dancing Dolls and Sonja and Romero

Small Books Taylor

NEW YORK, Jan. 18.—Paul Small booked Estelle Taylor into the Hollywood Restaurant here, opening last night. This is Miss Taylor's first night club date on Broadway. Only other night spot engagement locally was at the Hotel Biltmore last month.

CLUB CHATTER

opened at Jimmy Brink's Lookout House, Covington, Ky., January 7.

JACK WRIGHT, emcee, has been held over at the Glean Club in San Antonio, Tex., having filled a holiday engagement there. Wright leaves for New York shortly, where he will study "voice." Henry Lewis is holding down the emcee spot at the Ambassador Club in Spokane, Wash., having opened January 6. . . . Little Stanley Ross, the diminutive comedy artist, recently closed a lengthy engagement at Cleveland's Mayfair Casino and is currently working Indiana and Illinois theater dates. Granite City Coliseum, St. Cloud, Minn., was destroyed by fire several weeks ago, causing a loss estimated at about \$39,000 to Nick Pinsentman, one of the proprietors. . . . Bill Church, emcee, was the recent victim of hold-up bandits, midway between Detroit and Toledo.

AIMES AND VIVIENNE, ballroom team, are back in the Hotel Anthony, Fort Wayne, Ind., for a return engagement. Length is indefinite. . . . Johnny Wages, "The One-Man Band," and Donna Wamby, songstress, have closed their engagement at the Hi-Hat Club in Parkersburg, W. Va., and are current at the Hub in Zanesville, O. . . . Harriet Norris, blond songstress, closes a successful engagement at the Nixon Cafe in Pittsburgh January 25. . . . Don Tranger, who has been emceeing and playing his clarinet and sax at the Nixon Cafe, Pittsburgh, will join another Ernie Young unit in Chicago next week and head south. . . . Dorothy Taylor, emcee; Sinclair and Yvonne and Jean Huff are appearing at the Arabian Supper Club in Columbus, O. Al McCarty and band are furnishing the music.

JIMMY KELLY'S Paradise Club, Brooklyn, has a new floor show, including Cal Valentine, emcee; Jeff Victor, singer; George and Joe King, vocalists; Sorita Germaine, dancer and singer; Melvina Moffett, guitar player; and Joan Gaynor, singer. Bill Wagner's Band also featured. T. De Jull operating. . . . The new El Chico, New York, show includes Consuelo Moreno, Portia Portar, Pilar Calvo, Maravillas, Brazilian Nuts and Emilio de Torre's Band. . . . Warren Hewitt, who recently finished a nine-month run as emcee at the Club at Atlantic City, is convalescing from a severe cold in New York. . . . The Ben Yost act will double between the Hollywood Restaurants, New York, and the new Ziegfeld Follies.

Conducted by SIDNEY HARRIS—Communications to 1564 Broadway.

Mosque, Newark, Cleans House With New Bank Roll

Chesterfield out as proxy—he and his brothers sell out for \$500 — Brendel paid \$500 on account — F&M resumes booking—theater's nut trimmed in half

NEW YORK, Jan. 18.—The Mosque, Newark, N. J., beset by difficulties early last week when its bank roll ran low, promoted a new bank roll this week and has started off on a new slate. Henry Chesterfield is out as president of the Chesterfield Theater, Inc., the theater's operating firm; claiming he was forced out after losing everything he had. There has been a reorganization of officers, F. & M. Stage Shows has returned as booker of the house; El Brendel, owed \$1,600 by the house, was given \$500 today on account, and the theater's operating costs have been shaved practically in half. It is understood that Chesterfield and his two brothers, Louis and Charles Selner, put \$17,000 into the venture, selling out to Max Tichler for \$500. Tichler, Jersey theater electrical supply dealer, was brought in by Harry W. Reiners. Tichler is the new treasurer of the corporation; Reiners is secretary; H. R. Pausin, of the Pausin Engineering Company, of Newark, is the new president, and John L. McCurdy remains as vice-president.

Tuesday night F. & M. Stage Shows, which had been booking the theater, notified Reiners that it would not book in the show opening Wednesday unless it had some assurance that there would be a payoff. F. & M. gave Reiners the acts and the names of their agents. Reiners wound up doing the buying direct. Last night he satisfactorily arranged matters with F. & M. for the office to resume booking the Mosque, credit having been established thru Pausin.

Ralph Whitehead, executive secretary of the American Federation of Actors, received a \$500 check today from Reiners to apply on the \$1,500 owed El Brendel for his date at the theater a week ago last. Both Brendel and the William Morris Agency, latter having agreed Brendel into the date direct, appealed to the AFA to collect the money. Reiners promised to pay another \$500 next week and the balance the week after. It is likely that he will make a settlement with Brendel before then, however.

The new setup is retaining the same policy—vaudeville and ballroom dancing. Roger Wolfe Kahn ork will go into the ballroom this Wednesday?

Turner Opens Own Publicity Office

NEW YORK, Jan. 20.—Terry Turner, for 14 years advertising and publicity head for Loew and for several years in the same capacity for RKO and the Radio City Music Hall, has opened his own office on Park avenue.

He is specializing in tieups between national advertisers and films and also directing national campaigns and contests. He is working thru agencies and their new business departments.

Harris, Pitts., Opens Feb. 7

PITTSBURGH, Jan. 18.—George Jaffe, former burlesque house operator here, will take a stab at the vaude field and reopen the old Harris Theater here February 7 with a combo policy. House, formerly one of the leading vaude theaters, has been renamed the Casino and will play seven-act bills and occasional units, with programs to be changed weekly. Ben Jaffe, his son and former manager of the Variety Theater, will manage the Casino.

Detroit Office Adds Bookers

DETROIT, Jan. 18.—The Etienne Booking Agency has added Lew Lamarr, former local independent booker, to its booking staff. Leo Curtiss has also been added to the staff.

Ganging Up

LONDON, Jan. 17.—The current nine-act bill at the Hippodrome Theater, Portsmouth, shows a peculiar trend. No fewer than three of the acts have an "and Gang" billing. They are Hughie Green and His Gang, Max and His Gang, and Dudley Dale and His Gang.

Rehearse Union Men

NEW YORK, Jan. 18.—Rehearsing at the Mansfield Theater here, the RKO-sponsored unit headed by Joe Cook also had to rehearse a union property man and carpenter with pay. Inasmuch as the unit is doing its rehearsing in a theater, the union was able to demand the employment of these two men.

British Circuit Plans Using Acts

LONDON, Jan. 18.—The Union Cinema Theaters, large circuit of picture houses, is contemplating using vaude acts as a part of all its programs. It is the firm's plan to use from two to five acts in each theater.

If this is brought about the circuit figures that it will have in the neighborhood of 100 weeks.

Chicago Show Held Over

CHICAGO, Jan. 18.—The combination of Velox and Yolanda and "Red" Hodgeson, writer of The Music Goes 'Round and Around on the same bill has resulted in the Chicago Theater having one of the largest weeks in point of attendance, since the house was built 15 years ago. Receipts fell slightly less than the record-breaking week held by Amos 'n' Andy in 1923, so Balaban & Katz are holding the entire show over for another week. Other acts include Boy Fry and John To. Velox and Yolanda, who have just completed 34 weeks at the Palmer House here, open at the Coconut Grove, Los Angeles, February 4 for eight weeks and will probably act in a technical capacity for one of the studios. MOM wanting them to direct the dances in the new Joan Crawford opus.

National, Louisville, 4 Days

CHICAGO, Jan. 18.—Effective yesterday, the National Theater, Louisville, is running vaudeville for four days instead of a full week as heretofore. Shows will open at Louisville and play there Friday, Saturday, Sunday and Monday, and then in most cases go to the Princess, Nashville, for Tuesday, Wednesday and Thursday, or acts may open in Nashville on Tuesday and then go to Louisville. Dick Hoffman, of the Billy Diamond office here, books both spots.

Clyde Hager Back to Coast

CINCINNATI, Jan. 20.—Clyde Hager, recently set for four and a half weeks by RKO, opening at the Shubert here last week, canceled his remaining time at the conclusion of his local engagement and left yesterday for Hollywood, where he is slated to make RKO shorts under the direction of Leo Marcus. Hager recently finished work in Eddie Cantor's new picture, *Strike Me Pink*. William Morris office is handling Hager.

Cantor Plans Tour With 2-Hour Show

NEW YORK, Jan. 18.—Eddie Cantor is contemplating making personal appearances, mainly a tour of one and two-day stands with a two-hour show at legit prices. The William Morris Agency is at present laying out a route. In his tour thru the hinterlands Cantor figures on playing many auditoriums in view of the bigger capacities. He is not figuring on many week stands in the combo houses.

Paris House Prints Grosses To Counteract False Rumors

PARIS, Jan. 18.—Claiming that an opposition house is using unfair tactics in trying to undermine its operation, the management of the Alhambra ran an ad in the evening papers asserting that rumors of poor business at that house are false and cited figures to prove it.

According to the management, receipts since the opening, September 13, total 4,040,509 francs (\$267,367) and receipts for the two holiday weeks just past were 597,318 francs (\$39,821), a record. House plays to capacity practically every show, twice daily and three on Sundays.

Hal Kemp Opens at Para

NEW YORK, Jan. 18.—Hal Kemp and orchestra and the Yacht Club Boys will open at the local Paramount this Wednesday, going in with the Collegiate film. They follow in the Glen Gray and Casa Loma Orchestra and the Riley Farley Ork Club Boys.

Ypsilanti Sunday Shows

DETROIT, Jan. 18.—The Wuerth Theater at Ypsilanti, operated by the Butterfield Michigan Theater Circuit, went into Sunday vaude last week. Five-act bills are used, booked by Ray Conlin. Theater may add two more days of flesh shortly.

Detroit Agents Made To Toe Mark by State Authorities

DETROIT, Jan. 18.—As many booking agency licenses have been issued since the first of the year as were issued up to March 1 last year, according to Wesson Dickinson, State superintendent of Private Employment Bureaus. No licenses will be issued this year for agencies officially located in a suburb to evade the \$200 annual fee for agencies if they do their principal business here, Dickinson pointed out. This practice was considered legal last year.

Two agencies have been affected by this ruling. The Betty Bryden Agency, formerly in Dearborn, is now officially located in the Fox Theater Building. James Rush, who operated from a Hamtramck location, has formed a new agency in partnership with Cy Beener, who is a new figure in the booking field in this territory. Offices for this agency have been opened on the fifth floor of the Book Building. The Mabel Duggan Agency in Highland Park and the Corinne Muir Agency in Grosse Pointe each list its principal place of business in the suburbs and will not be affected.

All existing agencies are negotiating for renewal or have completed renewal. Dick-

inson said. However, a deadline was set for January 24, with no agency allowed to book after that date unless full payment and qualification for the new license were completed. The Highland Park Conservatory of Music, Dickinson said, was considering taking out only an orchestra license.

Another new ruling issued by Dickinson bans the half-year license by which some agencies have paid half the fee only at one time.

The first arrest of a booking agent in a long time was reported last week by Ceylon Ashton, assistant to Dickinson, who stated that he arrested "Judge" Nelson, operator of the Bandbox Night Club, on charges of booking without a license. The charge was based on a stranded girl revue at the Holbrook Theater. Nelson was released, Ashton said, due to his health, on promise to secure an orchestra booking license and to confine his activities to that field.

Ashton left this week to spend several days up-State investigating recent complaints against various locations and operators.

Jug Ape for Being Human

Tarzan pinched in Wheeling on false pretense charge — case dismissed

NEW YORK, Jan. 18.—Returning here Thursday after being arrested and jailed over night when playing the Capital Theater, Wheeling, W. Va., Felix Patty and his "human ape," Tarzan (Pat Welch), are taking action against the town thru the American Federation of Actors, of which they are members. The act had been arrested on the ground of receiving money under false pretenses, the charge being that the "ape" was not an ape as one might believe from the presentation.

Tuesday night, while appearing at the theater with the Frank Wirth Circuit, the arrest was made. Frank Wirth, owner of the show, and Ken Hoel, manager of the theater, were also arrested, but they were released on \$1,000 bonds. Patty and Welch, not having the necessary bonds, were confined in the Ohio County Jail.

The case was scheduled to come up yesterday morning, but the pair were released on Wednesday when Squire Neil Moran dismissed the case on the ground that there was insufficient evidence. Act in the meantime, with the help of the APA, had obtained attorneys to fight the case for them.

Patty and Welch, who are now rehearsing with the Joe Cook unit, claim they have been doing the act for 15 years and that this was the first trouble they ever had. They are taking action on the assumption that their arrest, which the arresting party claimed was due to complaints, was brought about for other reasons.

Rand Show Picks Up Florida Time

NEW YORK, Jan. 18.—Sally Rand has fashioned her unit in such a way as to make it flexible for either a one or two-hour show. After a brief run of the show as a two-hour affair, Miss Rand is reverting to her one-hour unit. The show has been booked for all of the E. J. Sparks houses in Florida.

Miss Rand is scheduled to open February 5 in Jacksonville for Sparks and is booked up to and including March 5. Mostly one and two-day stands, but the Miami stopoff February 17 calls for four days. Sam Weisbord, of the Morris Agency, negotiated the dates.

Wins \$6,000 Damages

DETROIT, Jan. 18.—Mrs. Maude Jenkinson, of Tronton, west side suburb, widow of William Jenkinson, a trapeze performer, who was killed by an automobile in September, 1933, was awarded \$6,000 damages for the death of her husband by Circuit Judge Joseph A. Moynihan. Suit was brought against the Wayne County Road Commission.

LaMarr Heads Model Guild

DETROIT, Jan. 18.—William E. LaMarr, former vaude producer, is now operating the Detroit Model Guild. The organization furnishes professional models for commercial motion picture studios, conventions, special shows and other events. James H. McAllindon is LaMarr's partner.

Palace, Chi, Six-Week Run

NEW YORK, Jan. 18.—O. L. Or and Macklin Megley are putting in the production of the six-week run of the new Fred Astaire-Oliver Rogers film, *Follies for Feet*, at the Palace, Chicago, opening February 28. They are building their production around the 20 Bebo Barr Girls and Fetch and Desaville.

Cardini Going to Florida

NEW YORK, Jan. 18.—Cardini will open at the Miami Biltmore Hotel in Florida February 1 immediately following his next week's engagement at the State here. He will probably remain in Florida for about three weeks and then more on to the Coast.

VAUDEVILLE REVIEWS

Loew's State, New York

(Reviewed Friday Evening, January 17)

The vaude here this week is slighted and it shouldn't be considering that the State has gone places with its own billing like "nation's leading vaudeville theater." At this supper-show viewing the five acts ran for a total of 48 minutes (probably a speed record here) and the backstage crew was in a hurry drawing in the traveler on the acts. That was probably due to the length of the feature film, *A Tale of Two Cities*, and the fact that the show was 25 minutes late. Still and all, flesh means something here and is deserving of better handling. Headlining are George Olivot and Leon Navara and His Hotel St. Morris Orchestra. Audience was typically a supper show one, very unresponsive.

Three DeLong Sisters, open very well with their novelty, the girls working fast and showmanly at their tricks. They do their tumbling, acro bends upstair, three-high bit and a balancing trick on the stairs. All in five minutes.

Frank Corville, aided by the stunning Sunny Dale, hoked up the deuce frame, getting a lot of laughs but the audience was shy on the hitting. Following his hoked dancing, Corville goes into his Chaplin makeup and sports it for the rest of his stay. All nonsense, yet the turn is okeh.

Kingsley and Case, who have been on Rudy Vallee's air program a couple of times, were treated badly by the audience. They are indeed a clever couple and it was a shame that they should display their talents before so unappreciative an audience. Their singing and arrangements are topnotch, with the girl having a beautiful soprano voice and a lovely appearance. Only two numbers, *With All My Heart* and *Frankie and Johnny*, both well.

George Olivot was more or less on the spot with the audience in the deliriums, but he got some kind of an entrance band anyway. Went right into his Greek monolog and had the folks laughing all the way. Mostly the same stuff, but it's funny. He got an okeh hand, rating a call-back, and he was right in introducing the next act and not giving this unresponsive mob an encore.

Leon Navara and ork close, and it took them a lot of effort to finally awaken this mob. Leon did it by asking them what they prefer, "classical or jazz," and he had to ask twice before they'd respond. Has a nice act, made very vaude, and for specialty people uses Chester Frederick and Dawn and Darro. In his ork are 11 boys and they are clever musically, with Leon taking time out for some of his brilliant piano work. Frederick smashes over with his speedy log-work, covering that stage in nothing flat, and Dawn and Darro are a sock slonoff with their ballroom dancing, featuring corking adagio bits, made more amazing considering the cramped quarters in which they work.

SIDNEY HARRIS.

Uptown, Chicago

(Reviewed Friday Afternoon, January 17)

The policy of this Balaban & Katz neighborhood house varies in regard to stage shows. For a while they were in for a full week. This show is for three days only and then a couple of more bills are set for full weeks again. Present bill is headed by Eddie Peabody and is a stage-band, presentation labeled the *Happiness Revue*. The pit band, and what a mistake it is to put a seven-piece combination on such a massive stage as this, is directed thruout the show by Peabody, who emcees and keeps things moving.

After the band played *Without a Word of Warning*, Wallie Brown, of Brown and Ames, came on for a comedy monolog. The stuff about his experience while riding a bus, was particularly amusing. Annetta Ames, a little woman, taking off as a small girl joined him and did a song, a tap dance and a fair impression of Zasu Pitts. After some patter between the two she tapped to Decca. Two bows.

Kay Donna, the former music demonstrator in a department store here who made her first stage appearances two weeks ago, was next. Working before a microphone she proved to have a pleasing voice, but like most newcomers

to the stage she lacks poise and professional mien. If she is to continue with her chosen career she should first develop some different gestures while singing. Her arm waving is very annoying. Then, too, someone should take hold of her and instruct her how to make up her eyes. Back to her singing, she did *I've Got Trouble*, *Black Eyes with Aspirations* and *Music Goes 'Round and Around*. Took two bows.

Mack Brothers and Rita, three men and one woman, with their line of acrobatic work, tumbling, comedy falls, whips and twists did even better here than when reviewed at the Marbro Theater and left to a good hand.

Eddie Peabody closed the show. He strummed *Boots and Saddles* on his banjo and demonstrated some fast fingering with the playing of the *Past and Present* overture. On the 16-string harpguitar he did *Treasure Island* and *Song of the Island* and followed with his mocking bird impression on the fiddle, closing with some more fast banjo playing. Big hand.

F. LANGDON MORGAN.

Roxy, New York

(Reviewed Friday Evening, January 17)

A better-than-average stage show this week, the no conspicuous "names" are present on the marquee. Which proves once more that a vaude show needn't depend on its headlines. Picture is *Charley Chan's Secret* (Fox), and house was fair the supper show opening day.

Spotting is a bit strange, because of type of acts involved, but general effect is okeh. Big production splash, usually used in midsection, is held this week for the finale and is the only full routine that the Gae Foster Girls, house troupe, go thru. They lead off with a brief introduction to the opener, do background stuff in midsection for the featured contortion and acro work of Mildred Patterson and end with a tap affair in which they use individual platforms for fine effect. It's a difficult and beautifully executed routine.

Captain Procke's tigers and lions open, with the captain now dressed in a gladiator outfit. He puts the animals thrillingly thru their paces in the big cage, with the mixture of the two varieties lending excitement and zest. It's a superior turn in every way.

Benny Ross and Maxine Stone provide the featured comedy, with La Stone's study in suspended animation crashing

over as usual. Ross also scores nicely and sings the background for the final production number. More comedy, of the knock-down and drag-out type, is offered by the Three Nonchalants, whose rough-and-tumble routine is one of the best of its genre. In addition, the three lads go thru some amazing hand-to-hand acrobatics, ringing down solid and thoroly deserved applause. Eddie Shayne and Charlotte Armstrong click tidily with their dance routine, performed in the final production. The Patterson lass, whose acro work was mentioned above, was pulled out of the line—she's a class performer in every way and rates a spot of her own. There's no reason why she shouldn't go into a legit revue.

Two amateur winners appear this week, there having been a tie in the air tyro contest. First is Gertrude Goldé, a vivacious young brunet who chants the inevitable *Music Goes 'Round and Around* into the mike. Despite her overworked material she scores solidly with her cuteness and her excellent botcha style, displaying as much ability as plenty of pros. Other amateur number is the Three Gibby sisters, Frances, Wanda and Anne, "very" pretty kids who harmonize *You Are My Lucky Star* in excellent fashion. Freddy Mack snapes and leads the pit boys. EUGENE BURR.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, Jan. 16)

Leon Leonidoff takes the Music Hall folks this week on a *Winter Cruise* (the title of the stage show), and in the short time of 27 minutes covers Spain, Italy and Morocco. A grand tour, tho, so colorful and so entertaining. Alongside of the stage-show tour is the Eddie Cantor film, *Strike Me Pink*, with the theater enjoying a stand-up business. Cantor was in the house this last show, as were a lot of other invited guests, including Benny Rubin, Lew Brown and Block and Sully. The show is in for two weeks.

Following Dick Leibert's commendable work at the organ and then the new-look the symphony orchestra gets its finishing with a seep-minute overture; Erno Rapee did the leading at this show and the crew did a grand job of beautiful music. The audience went for it big.

Feature of the stage show is the outstanding settings of Albert Johnson, whose sets in the first and third numbers are among the best this reviewer has ever seen. The Music Hall should hold on to Johnson. *Pasada*, showing a tavern in Valencia, is the opener. A grand starter when the traveler opens

on that beautiful set which is made even more beautiful by effective lightings. Truly atmospheric and besides very entertaining are Pilar Gallo, Consuelo Morona and Lulu Maravilla, from the 22 Chico Club. Their Flamenco work is most enjoyable, with Mia Calvo dancing spiritedly and gracefully. Miss Moreno singing grandly and Maravilla strumming his guitar masterfully. Nicholas Duke and Hilda Bekker are paired off for a clever dance routine, and the ballet girls round out the number with a superb routine.

The *Blue Grotto*, showing Italy, is strictly a singing item and presented well. Viola Philo and Edwina Busch are the singing leads of the number and they are supported by the glee club.

Closer is *On the Chigs of Morocco*, with so colorful a set and gay costumes. Dick Leibert provided special music for

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NEW ACTS

Dance Gambols

Reviewed at the Grand Opera House, New York. Style—Dance Flash. Setting—Full stage. Time—Thirteen minutes.

This unit comprises three girls and two men. Opening routine is a hip number by both men and a girl and is followed by the same three in another hooping number, done to the accompaniment of classical music played on an accordion by a girl. Letter is very talented in both jazz and classical. Socked best with the *Blue Danube*. Walls: Rather unusual to see the hooping done to classical music, but the audience liked it.

Preceding the finale was an acro number by the third girl. All got a good sendoff. Act has talent, but the performers, particularly the accordionist and acro dancer, seemed a trifle nervous. P. A.

Three O'Hea Sisters

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

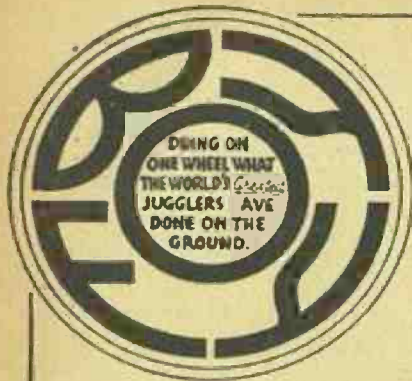
Three O'Hea Sisters, two brunets and a blonde, open with a peppy rendition of *Lady in Red*. Voices carry very well over the mike, with the harmonies neither extreme nor commonplace. Followed with *Chinatown* and concluded with their own version of *How's It Done?* The last was given individually and collectively, with each of the girls doing takeoffs on Mae West, Jimmy Durante and Zasu Pitts. The blonde and one of the brunets socked with West and Pitts.

Audience gave them a good hand and would have appreciated an encore. The act is a trifle too short in view of the evident talent of the performers. P. A.

VAUDEVILLE NOTES

POWLER AND TAMARA sail Wednesday (January 23) on the *Majestic* for their February 3 opening at the Savoy Hotel, London. . . . **Sailing on the same boat is Emily Von Lozen**, who will play the Scala, Berlin, the month of February. . . . **Charlie Stuart**, formerly teamed with Harry Lamb, has passed up the new act he did for a couple of weeks. . . . **Now intends doing an act with a girl**. . . . **Cousin Bernicat and His Spices of 1936** unit go into the Shubert, Cincinnati, for RKO February 21. . . . **It's**

producer, Harry Rogers, is now in New York and says he'll head for the Coast soon to open an office there. . . . **Ray Samuels** is back again doing her single. . . . **She opened for RKO Friday** on a split between Troy and Schenectady. . . . **CARROLL'S Sketch Book** opening as a unit at the RKO Boston, Boston, last Thursday brought all the major bookers there to give it the o. k. . . . **Fred Simon**, there also, moved on to the Midwest again to catch other shows.



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this item. The Six Abdulas are the leader, and they make a grand flash with their neat pyramid and tumbling routine. They work very fast and the vastness of the stage is no seeming bother to them. Audience liked them a lot. The Rockettes follow into one of the best military routines yet seen, in which they are later joined by the ballet group. A choice bit for bringing the curtain down on the show.

SIDNEY HARRIS.

Shubert, Cincinnati

(Reviewed Saturday Afternoon, Jan. 18)

Jackie Coogan and Betty Grable, Hollywood folks, are highlighted in the current Shubert offering—Fanchon & Marco's Hollywood Secrets. From the standpoint of sheer entertainment, this layout is eclipsed by a number of the shows that have played here this season. But it can be said that Coogan and Grable display considerably more stage talent than the average screen luminary who goes vaude. Coogan amazes in good fashion and also is seen to fair advantage in a hoofing session with Miss Grable. Latter warbles a pair of ditties in acceptable voice and does a tap routine that's just about the proper stuff. The pair went well with this good Saturday first-show crowd and they should prove good box-office bait.

Unit's chief action is given over to "wising up" the audience as to how fakies are actually made. Employing all the paraphernalia usually used in a Hollywood studio, three stages of sound-picture making are presented in three different scenes. While it really cannot be classed as ace stage fare, it is more or less educational and has a tendency of giving the audience the sensation of being "let in" on something. Those out front seemingly enjoyed it.

The comedy is handled chiefly by the California Collegians, a weird nine-piece combination, who, in addition to playing for the "film," clown thru several scenes in fine style. Especially good is their casting-office burlesque and their band bit wherein the boys are made up to look like various international figures, among them Hitler, Halls Selasie, Mahatma Ghandi, Santa Claus, Rudy Vallee and others.

The unit is nicely paced, a 16-girl chorus being employed to break the monotony in several spots. Miss Chiquita, a Spanish miss, pulled one of the biggest hands of the afternoon with her singing of two numbers in fine voice. Jackie Coogan and Betty Grable appear frequently during the running and among the other Hollywood personages appearing with them in the various scenes are Warren Wilson, writer and director; Dick Winlow, Josephine Dix and Walter McGrath, the latter scoring no few laughs with his subtle comedy.

HILL SACHE.

Grand Opera House, N. Y.

(Reviewed Wednesday Evening, Jan. 17)

Vaude show at his combo house lasted just 35 minutes, but was pleasing entertainment all the way. Opened with Cropley and Violet, two nice-looking brunets performing stunts on a trapeze and high bar. They do their stuff with a minimum of ostentation and are engagingly modest. The audience gave them a good hand for their spins and twists. Act closed with an acrobatic dance by the trapeze specialist.

Three O'Hen Sisters, vocalists, in the duets spot. Started with a peppy rendition of *Lady in Red* and followed with *Chiffonade*. These girls, two brunets and a blonde, are attractively gowned and put their stuff over very well. Their harmonies are neither extreme nor trite. Singing together and individually, they gave *How'm I Do'n* for the third and final number. Included in the latter presentation were takeoffs on Mae West, Jimmy Durante and Zami Pitta. The blonde, particularly, socked with West.

Al Verdi and Thelma Lee, a hoke combination, supplied the laughs in the third position. Verdi, a nutty cellist, gets the chuckles by interpersing bits of classical songs with gestures and mugging. Lee, an appealing blonde gowned in green, accompanies him on the violin and straight for the comedy work. Interestingly enough, both don't say a single word until the act is well under way. When Verdi does articulate he is very effective. Both are obviously very good musicians, and a serious rendition would have been appreciated by the audience. Received a good hand, nevertheless.

Harvey Gambols, a flash act with three

girls and two men, closed. Both men and a girl start with a tap routine—performed to the tune of *A Little Bit Independent* and follow with more hoofing, while the second girl, a blonde, plays classical music on an accordion. Somewhat unusual, but rather interesting. The girl accordionist later played jazz as well as classical; Punctiest number was the *Blue Danube Waltz*. An acrobat by the third girl preceded the finale. All went off to a good hand.

As usual, business very good. Pictures were *Mary Burns*, *Fugitive* (Paramount), and *False Pretenses* (Chesterfield).

Jefferson, New York

(Reviewed Friday Evening, January 17)

Good to see professionals on the stage in a vaude house again, even if, as they were when caught, accompanied by a naive amateur night. This is the third week of the last half vaude at the 14th Street house. A pretty good bill and a good house, helped by the amateurs.

The Kitaros, veteran Japanese relay act, opened well. Plenty of good work in the act, mixed up with smart showmanship in selling the stuff. Pedal twirling includes both with a barrel and one of the Japanese. Fast work thruout, with the closing balancing the upper man on three boxes, one at a time, strong. Well received.

Alice Dawn, radio songstress, deuced fairly. She makes a good appearance, but fails to impress as a singer. It might have been the fault of the mike. Sang four numbers for a fair hand.

Zeb Carbor and His Folks, comedy hillbilly instrumental and singing turn, plenty good as a neighborhood offering. All the familiar banalogy, but well done and well sold. Instruments include fiddle, two guitars, midget violin, clapper, jug, kazoo, washboard, harmonica and a pair of cymbals on the knees of a girl in the act. Solo bits include both vocal and instrumental work. A gray-wigged woman, "Maw," does a dance replete with hand springs and gets over socko. "Faw" does a crying bit and squirts water all over himself. It's that kind of comedy.

Freddie Lighter and Rosella, in next to closing, with the familiar routine of this pair resting solidly on Lighter's shoulders. He was working top speed with all the amateurs and mugging to get plenty of laughs.

Grace DuFaye, flash, closed. Miss DuFaye is a very good contortionist, but this slow bone-bending wears easily. Her work, in addition to the customary, includes tap dancing from a split, handstand twists and so forth. Three girls do several conventional precision and challenge routines and an un billed man does a dance on the keys of a metal xylophone built in piano form.

JERRY FRANKEN.

State-Lake, Chicago

(Reviewed Saturday Afternoon, Jan. 18)

Johanne Rexola and Company, three women and two men, gave the bill a good start with a combination of high kick, acrobatic tap routines, roller-skate twirling and swinging, specialties by the girls and perch work and hand balancing by the men. Plenty of variety. Good hand.

Paddy Cliff and Patsy Dell deuced it. The team has some bright chatter, altho some of it is very familiar, and had no trouble in drawing the laughs. Patsy Dell is a nut comedienne and at one part of the talk did a short bit as Tommy Cecil Mack, in hare-lip style. Cliff does a yodeling song and an eccentric dance routine, and they closed with Miss Dell doing an acrobatic novelty routine with splits and turnovers. Two bows.

O'Connor Family were next and mopped up. Jack and Bill got the act started with comedy, and eccentric tap work and comedy bits before introducing their mother, who did a fast tap. Donald, about 7 years old, is brought on, and proved a natural-born comedian besides contributing a song and tap dance. The highlight of the act was the introduction of little Patsy, 4 years old, who sang, tapped and acted as foil for some comedy stuff. The turn was hilarious thruout and they left to a heavy hand. A hit.

Miami Nights, the stage revue portion of the bill, opened with the State-Lake Sweethearts in colorful beach costumes, doing a routine. One of the girls from the line, Marionette, was given a spot of her own and did *Truckin'* on her toes to nice applause. The Valois followed with as neat a line of hand balancing

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This is the Original Captain Proske. No other act allowed to use this name or trade mark.

as has been seen around here for ages. The team has some great tricks and the understander's work is indescribable outside of the word, marvellous. Heavy band. Katherine Penn and Kenneth Stevens, winners of a local radio contest, harmonized very nicely on two duets, *Sympathy* and *Wasting You*, and gathered nice applause. Joe and Jane McKenna, next-to-closing, wowed them with their slapstick, knockabout comedy work. Their chatter is bright, their dances funny and the closing satire, on adagio dancers hilariously amusing. Big hand. The State-Lake Sweethearts closed with a routine done with large beach balls, with Verne Buck, as a special added attraction, doing his painfully graceful bubble dance.

F. LANGDON MORGAN.

trumpeter in the band, who had gained much popularity since opening here New Year's Day, delivers two novelties—one a snake dance with a garden hose and the other a humorous song, *When F' Gotta Go*.

Joyce White occupies the troy spot. Oarbed in tuxedo she sings the Rhythmic song from *Collegiate* with much hip movement, and eye rolling and with a quick change, dances an interesting combination ballet-toe-tap routine. While her voice isn't as strong as it might be, her dancing and looks easily make up the deficiency.

Etta Moten comes on next and she captivated the audience from the start with her unique singing style and distinct personality. She's a grand addition to any show and one who has mastered the knack of winning the customers. Got enthusiastic hands for *The Glory Road* and a medley of "moon" songs. Sang a new one, *That's What a Song Can Do*, for an encore, but Etta begged off a second encore with a speech of thanks.

The Timberg troupe takes the following spot with an act of fast chatter, gags, stepping and burlesque. Tim Herbert, Timberg's son, handles comedy well and gives a fine automatic-man dance as well as imitations of Hepburn and George Arliss. Audrey Parker, gal member of the trio, is good on endurance chatter and cracks a thick Dixie accent. Papa Timberg does his usual stuff.

F. & M. line closes the show with a vocal background supplied by Bob Rogers. Film is *The Bride Comes Home*.

PEISER.

London Bills

(Week of January 15)

Important opening here is that of Al Trahan, American piano-playing comedian. Assisted by the stately Lady Yukona Cameron, act opens at Holborn Empire after a successful three weeks in Paris. Trahan, who hasn't been seen in England since 1931, is particularly welcome and remembered. His act is full of laughs and he lays them in the aisles with his agreeable nonsense which proves the hit of a strong bill. Other American entry is that of Mary Rafe, and Mario Naldi, smart dance team with (See LONDON BILLS on page 35)

Paris Bills

(Week of January 6)

Seems as the somebody threw a monkey-wrench into the works of the Alhambra this week, as for some unexplained reason, most of the acts on the supposedly new bill are holdovers from the last program. Another new bill slated for end of week. Newcomers on the bill are the Ten Gloria, Argentina Ladies, Marguerite-Guilbert, Myron Pearl and Company, the Robenis, Prebel, Two Fokkers and Tre-Ki. The Argentina Ladies are given star billing but fail to live up to it. Myron Pearl and Company score with their novel Russian dance routine, altho one of the boys is badly handicapped by an injured knee. Marguerite Guilbert sings her usual type of songs, Tre-Ki clowns and pulls smutty jokes, the Robenis score with a good routine of tumbling, Prebel chews and weeps to accordion accompaniment, and the Two Fokkers offer neat comedy acrobatics. Al Trahan remains the big hit in this, his third, week's show.

The European has an exceptionally good program, headed by Andre Randall, the Polite Berger comedian. Other good acts on the bill are Paul Berny, juggler; Borotto, comedy musical turn; Boorn Brothers, acro, and Five Melodians, musical novelty. The Italians, small vaudeville house on the "Boulevards," has folded.

The Three Samuels and Neumann, Wheeler and Yvonne, adagio number, are at the Paramount.

Fox, Philadelphia

(Reviewed Friday Afternoon, January 17)
Broadway columnist Ed Sullivan has brought a top-notch revue to the Fox for his first Philadelphia appearance. Business is good and the customers liked it.

For an overture the Fox Grand Orchestra gave a popular medley of tunes, featuring Conductor Jeno Donath's violin solo of *Red Gills in the Sunset* and an arrangement of *Music Goes Round and Around*. After this stint the band moves onto the stage for the musical background for Sullivan's night club show.

The columnist emcees the show, opening with Virginia Lee and the Lathrop Brothers, a class tap dance act, with (See REVIEWS on page 33)

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Paramount, Los Angeles

(Reviewed Thursday, January 15)

Veteran Herman Timberg and his son, Tim Herbert, are appearing here this week with chatterbox Audrey Parker safely in tow. Sharing honors are Etta Moten, carload singer; Joyce White, Nick Cochrane and Al Lyons' Orchestra, now in its third week at this house. Everybody turned in grand performances on show caught and the audience certainly got their money's worth.

Pancho & Marco girls, who open the show with a tricky routine in Tyrolean costumes, give way after a short dance to the Lyons combo. Bob Rogers handles the vocal for *With All My Heart*, and a young orchestra member named Nell renders a clarinet solo and encores by playing both clarinet and saxophone at the same time. Nick Cochrane,

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"Night" Arb On Royalties

One arbitration arises out of another on Woods show—dough questioned

NEW YORK, Jan. 18.—Night of January 16, Al Woods' courtroom drama, will shortly play a court date itself before the American Arbitration Association, on complaints of Ayn Rand, the dramatist. Night did a stand before the AAA recently, also on authorship charges, with Louisa Weitsaekorn asking for money for doctoring the show.

Second arbitration arose out of the first, which was awarded to Weitsaekorn after Woods himself testified. Weitsaekorn, called to Philadelphia during the troyout to look over the play and make changes, said he was promised 1 per cent of the royalties, which was corroborated by Woods. Amount to date would reach between \$1,000 and \$2,000, and this was being paid off by Woods out of current royalties. Miss Rand receiving none until the Weitsaekorn claim was cleared up. Miss Rand kicked and Woods claimed he was justified. Hence the current arbitration.

According to Woods, the contract he made with Miss Rand allowed him to pay 2 per cent to any collaborator up to the first \$5,000, and 3 per cent on everything over that, the dough to come out of Miss Rand's royalties. This is not denied by Melville Cane, Miss Rand's attorney, but he adds that 3 per cent had already been taken out, that Alice going to the first collaborator, John Hayden, who also staged the play.

American Academy Students Present Wilde's "Earnest"

NEW YORK, Jan. 18.—It was Junior Week at the American Academy yesterday, the offspring of Lawrence Langner and Martin Flavin appearing in Oscar Wilde's *The Importance of Being Earnest*, the third in the youngsters' current series of matinees. Phyllis Langner played Cecily with sufficient charm, gliding along the smooth dialog with grace and ease, and Floria Flavin did a grand comic job with Miss Prism, which is really a very tough role for any youngster to try. For the rest the performance went off smoothly. The grand old comedy—which is the sort of thing that Noel Coward would do if he were as good as his rabid admirers think—is welcome in any sort of presentation, and the youngsters, all things considered, did pretty well by it.

The best work of the afternoon was turned in by Owen Lamont, who played Algernon. There were faults in his acting—he spoke too rapidly, tripped over his lines occasionally and once in a while indulged in over-mannered posturing—but on the whole it was an amusing job. It is very difficult for youngsters to get effect from the brittle, cold, glittering Wilde dialog, but Lamont got effect from it. As a matter of fact, a play of this sort is probably the toughest of all for the student: life far easier to simulate with emotion than an attitude.

Roger Converse turned in an amusing farce performance as Worthington, but got his laughs from mugging the situations, rather than delivering the lines—which is the wrong way to get laughs in *The Importance of Being Earnest*. June Brown displayed beauty, charm and talent as Cecily's maid, and Genevieve Duffy, except for occasional memory lapses, did nicely enough with Lady Bracknell. Frederic Sherwood and John Wallace played the butlers.

The first act of Somerset Maugham's *The Sacred Flame* was used as the curtain raiser, with Marvin Tullman, Kingsley, Jane Dreir, Rita Kerwin, Barry Frowd, Fred DuBruts, Peggy Kaufman and Dick Ritter in the cast. Tullman did nicely with the very difficult part of Maurice and DuBruts showed assurance and stage presence as the major. Some day the Academy is going to forget itself and go all thru *The Sacred Flame*; its first act has been used as a curtain raiser for years. EUGENE BURR.

THE NEW PLAYS ON BROADWAY

MASQUE

Beginning Thursday Evening, January 16, 1936

RUSSET MANTLE

A play by Lynn Riggs. Staged by Alexander Dean. Settings designed by Donald Oenslager. Built by Vail Scenic Design Company, and painted by Bergman Studio. Presented by Jerome Mayer and Murray Jay Quisen. Cast: Horace Kincaid, Jay Fasset; Pablo, Harry Bellaver; Susanna Kincaid, Evelyn Varden; Effie Rowley, Margaret Douglas; Marcella, Helen Craig; Kay Rowley, Martha Sleeper; Scott, James Lamore; John Galt, John Beal; Mrs. Fawcett, Claire Woodbury; Salvador, Chief Bear; Dr. Brown, Frederick Barton.

ACT I—The Portal of the Kincaid Ranch in Santa Fe. Noon. Fall. ACT II—The Chicken House, That Night. ACT III—The Portal Again, A Few Months Later, Afternoon in Early Spring.

Advertised curtain time—8:50. Curtains rise at showing caught—8:55.

Even across the wide open spaces that separate the Masque Theater stage from what Miss Phyllis Portman quaintly thinks are reviewers' seats, it can be seen that Lynn Riggs' new one, *Russet Mantle*, is no great shakes as a play. Written by Mr. Riggs, directed by Alexander Dean, presented by Mayer and Quisen, and press agented by Miss Perlman, *Russet Mantle* made it Broadway bow Thursday night. It deals emotionally, muddle-headedly and some might say poetically with the problems that beset the younger generation—and the only trouble with that is that Mr. Riggs' younger generation, as represented by his seeking, storm-tossed Kay, is now very nearly the older generation. Kay steps directly from the sturm-und-drang period that grew out of post-war hysteria. Mr. Riggs, attempting to prophesy the future, succeeds only in recalling the past.

Kay, along with her silly Southern belle of a mother, visits mother's sister and brother-in-law in Santa Fe, where Kay proceeds to introduce the neighborhood cowboys to the facts of life. To the ranch comes John Galt, seker and poet, sorely disatisfied with the raw deal that the depression has offered; determined to do something about it but not knowing what can be done. He is hired by Kay's aunt to take care of the chickens, and at the first-act curtain Kay coyly points out to him the location of her room.

The second act, billed as being in John's room over the chicken coop, seems rather to be in a combination fortune-telling booth and meeting hall of the Poets' Society of the Southwest. To the chicken coop comes Kay, where John tells her what she is really like (a true, strong girl beneath the cheap restless creature that the old world's morality has made) and she tells him what he is like—or very nearly. As Kay hides, her aunt and uncle come in separately and tell John what they are like—revealing the hidden tragedies that the world's standards have caused. When

"Julie the Great"

(Washington)

Author, John Taintor Foote, Producer, Alex Yokel, Director, Worthington Minor, Settings, Arne Lundborg. Opening date January 14 at the National. Remains until January 18. Thereafter withdrawn for revision.

Cast: Beth Merrill, Eda Helmman, Edith Greaham, Hal Conklin, Harry Greaham, Louise Campbell, Morgan Farley, Nicholas Joy, Damon O'Flynn, Charles Mather, Kathleen Conneagy, James Stalburne, Maud Richmond, Louis Polan, Mary Orr and Irving Stiefel.

Julie the Great is just another actress. By one of those convenient processes of dramaturgic retrospection she is made to bridge the seemingly considerable gap between a first-act scene backstage rehearsal and a last-act duplicate of the same episode by enacting the salient incidents in a life that was crowded with the same sort of complexities that probably have harassed every small-time actress who ever made the attempt to crash Broadway.

There is much in the play that is heroic in the matter of feminine fortitude, a great deal that is profane and a little that is obscene. Rewriting is promised and re-writing will help.

Consensus of critics: A play inferior to *Three Men on a Horse*, yet with its moments, most of which are in the third act. Hurleigh.

FROM OUT FRONT

By Eugene Burr

According to the trite old saw, when a man bites a dog, that's news. Similarly, one supposes, when the scenery chews an actor or when the critics admit that a play by O'Neill isn't so hot or when a left-wing dramatist writes a drama instead of a stump speech, that's news too. But when a left-wing critic insists that a play must be dramatic in order to be a play at all, when he insists that propaganda is not the fetish, god and ultimate goal of all playwrighting—and particularly when he insists all of that in a discussion of a left-wing dramatic darling—then that is news indeed.

Of course, McAllister Coleman, of *The Socialist Call*, is not, strictly speaking, a left-wing critic. In all true left-wing critics the adjective takes precedence over the noun, but in Mr. Coleman's case it is the other way around. Nevertheless, he samples the drama for a left-wing sheet (a right-wing sheet I suppose the Communists would call it)—and, amazingly enough, he insists that a propaganda play must be a play rather than propaganda. It's news all right.

He insists, just as this column has long insisted, upon two things. In the first place, a play must be a play; in the second place, the cause for which it speaks is infinitely aided if it can interest as well as instruct its audiences.

Mr. Coleman panned that silly little kindergarten lesson which the Theater Union called *Mother*, and was immediately attacked by David Paul, one of his Call colleagues. Mr. Coleman thereupon devoted a recent column to rebuttal—and that column is eminently worth quoting. It would be worth quoting simply as an interesting, logical, intelligent and valuable statement of opinion. It is doubly worth quoting since it appears in *The Call*. There is really hope—at last—for the left-wing drama if its own critics begin to see its present shortcomings.

Says Mr. Coleman in part: "Dave gave away his own case when he said that the workers ought to see this play. It is this infuriatingly parochial attitude on the part of left producers, playwrights and critics which in my opinion is doing more harm to the growth of the proletarian drama in America than columns of adverse criticisms from the typewriters of the Right."

"The attitude seems to be this, that any play, irrespective of its merits, which deals with the lives of the workers from a sympathetic viewpoint must necessarily be good—and good for the workers, to see. No matter that the play is a ghastly bore from the curtain's rise on, no matter that it has about it an incredibly amateur air reminiscent of charades in the back parlor in the old days, no matter that for the sake of propaganda it resorts to rank distortion and, at times, plain lying, it must be supported by labor sympathizers. Labor right or wrong."

"This coddling of all the eager, intense young mob gire with their discovery of Marx, who are writing one standardized script after another about noble workmen and wicked capitalists, shames the integrity of the critic and stunts the growth of the playwright."

"If they insist on parading their naive conceptions of the American labor movement before people who pay good money for their seats, they ought to submit to the discipline of thoughtful criticism. The labor movement has enough burdens to support as it is without adding to them the cruel and unnecessary punishments inflicted by the bulk of our proletarian dramas."

they leave Kay and John decide to have nothing to do with such cowardly and tragic "escapes," determining rather to cut thru to the raw bone of reality.

What more natural, then, than that in the third act Kay should be with child. The "escape" standards of the others condemn them, but Kay and John, after a great deal of talk, decide to go off together and carve their penurious future out of the basic rock of life. The cheaply tragic elders begin to understand.

In all of his endless discussions, which include so much that is very nearly poetic, Mr. Riggs makes a great point in distinguishing between the hide-bound "escape" of the elders and the children's search for the real. But did it ever occur to him that his values may be mixed? Kay's tragic aunt might have been far more tragic if she had gone to Spain with her true love and shared the dream-escape that he tried to find there. Even idealists, in a workaday world, have to eat and sleep. Kay and John, going gayly off to live their lives, are not facing reality; they are clutching escape. Reality (and this is the most tragic thought of all) is comparative; it is not the absolute standard set up in a dramatist's fuzzy dreams. The world around us and the standards which it holds at the time in which we live are real; the far more important things that Kay and John sought are simply the escapes. All lives are conditioned by the world that surrounds them; it is that passing world which is real, which ends all great dreams that try to burrow beneath or to soar above. By all means Kay and John are gloriously right in their efforts to escape—but right, and not their elders, are the escapists.

Undoubtedly Mr. Riggs has something to say. It has been said before, but it should be said again—and again and again. Unfortunately, however, the whole force of such statements depends upon belief; and Mr. Riggs, by his silly mechanics and often other worldly dialog has killed such belief at the outset. For example, the foolish business of half the dramatic personae baring souls in the chicken coop—which destroys entirely the message which Mr. Riggs, to give him the benefit of doubt, probably had in mind.

There is much comedy in the piece, and that helps to slide it down theater-going throats. Most of it centers about Kay's silly and flighty mother, the most vicious burlesque of an antiquated Southern belle that the stage has yet seen. That portion of Mr. Riggs' play is thoroughly enjoyable.

Fine performances are given by Jay Fasset and Evelyn Varden; as Kay's Uncle and Aunt, and by Harry Bellaver and Claire Woodbury in a couple of minor roles. Margaret Douglas plays the mother with hilarious satire. Martha Sleeper works heroically to bring belief to the very unbelievable Kay, and John Beal, fresh from film triumphs, fails to bring effect to her lover. Young Mr. Beal, who played Laddie for the celluloid, still plays Laddie as John Galt—a Laddie full of confusion, quotations and long words.

Mr. Riggs had something to say. It is a pity that he didn't think it thru first; then he might have been less unarticulate. EUGENE BURR.

LYCEUM

Beginning Tuesday Evening, January 14, 1936

I WANT A POLICEMAN!

A play by Rufus King and Milton Lazarus. Staged by Arthur Sircom. Settings by Cleon Truickimorton. Presented by Francis Curtis and Richard Myers.

Eric Davidson, Dudley Hawley; Karl, Con MacLindsay; Fern Davidson, Sylvia Hells; Police Commissioner Baldwin, Paul Huber; Alfaro, Weldon Hanyburn; John Davidson, Eric Wollenkorb; Ippson, Thomas Hambrinton; Daniels, Harold Moffat; Charles Tolson, Clinton Sandberg; Eleanor Breen, Wendy Ailkin; Lady Breen, Estelle Winwood; Sergeant Lynch, Barry Sullivan; Coiswood, Robert Barton; Arthur Sample, Frederick Graham.

ACT I—Scene 1: Davidson's Bedroom. Scene 2: Police Headquarters. Two Weeks Later. Scene 3: A Telephone Booth. Scene 4: Living Room at Old Hampton. That Evening. Scene 5: The Same. Several Hours Later. ACT II—Scene 1: Police Headquarters. The Next Morning. Scene 2: Living Room at Old Hampton. That Night. Scene 3: Fern's Bedroom. 2 A.M. ACT III—Living Room at Old Hampton. One Hour Later.

Advertised curtain time—8:50. Curtains rise at showing caught—8:55.

If you are interested in the seemingly abstract problem of what a mystery would be like without mystery, you call (See NEW PLAYS on opposite page)

Paris Stages "Zero Hour"

PARIS, Jan. 13.—Street manifestations, riots and political bickerings have been the bane of Paris for many a month...

Another amusing piece is a farce, Les Poppinod (The Poppinods), by Max Dearly...

More serious fare is the latest play of the prolific Henry Bernstein, Le Coeur (The Heart), at the Gymnase...

The Oeuvre has a grim tragedy, Le Terebin (The Witness), by Steve Passeur...

The new operetta, Violette de Montmartre, at the Porte Saint Martin...

New Orleans Legit Season Brodies

NEW ORLEANS, Jan. 18.—In spite of good press accounts, all of which said that company was one of the best to appear in this play in New Orleans...

Management of Tulane has evidently canceled other shows originally booked, as theater remains dark with no announcement...

First Round Lost By "Children's Hour"

BOSTON, Jan. 18.—Federal Judge George C. Sweeney on Monday refused to grant an injunction sought by Herman Shumlin...

Hour, in chief hearing, will become test case to determine whether Boston's famous censoring machinery can ban a play before it is shown here...

AEA Discussion Meet Feb. 7

NEW YORK, Jan. 18.—Next discussion meeting for Equity membership will be held at the Hotel Astor Friday, February 7...

Mid-West "Circle" Company Closed

CHICAGO, Jan. 18.—Adolph Raboff, the New York dentist who dipped into the show business with the financing of a Squaring the Circle company here...

The company, headed by Glenn Hunter and Muriel Kirkland and which has played 24 performances at the Blackstone Theater...

"Anything Goes" Cast Salaries Cut 25%

CHICAGO, Jan. 18.—Benita Venuta and Lealle Barry are leaving the cast of Anything Goes tonight and it is understood that their understudies will permanently take over the roles...

NEW PLAYS

(Continued from opposite page) satisfy your laboratory requirements by taking a trip to the Lyceum...

It's lack of mystery, unfortunately, is not the only fault of I Want a Policeman! An undistinguished little item in any case...

The play is all about the murder of a crusty financier whose young wife has kept a diary telling how much she hates him...

Afterwards, however, the wife gets blackmail notes from the murderer, and the police are called in...

Usually it is considered critical etiquette to keep the solution of mystery plays from potential customers...

Messrs. King and Lazarus tip their melodramatic hand with reckless abandon, situation following situation...

There is some routine excitement, as mentioned, at the end of the second act, and there are a few funny moments, due

BROADWAY RUNS

Performances to January 18, inclusive.

Table with columns: Dramatic, Musical Comedy, Title, Opened, Perfs. Includes plays like Boy Meet Girl, Dear Mad, and At Home Abroad.

stalls out to do his appointed work. Later Judith and Prosper marry, but the granite of Lundy eats into Prosper's soul...

It is all very arty (far too arty for this lowbrow reporter), and the dialog, with its almost wistful attempts at poetry...

It is very badly acted by the word-swallowing cast that Mr. Hammerslough has assembled, a cast that chews its speeches so energetically that many of the goings-on become the enforced secrets of customers in the first few rows...

Byron McGrath, who at last speaks distinctly, does the best job of the lot as Prosper...

The play might have been occasionally effective with better playing. But that hardly matters...

Chorus Equity Notes

DOROTHY BRYANT, Executive Secretary

Two new members joined the Chorus Equity in the past week.

We are holding checks in settlement of claims for Nancy Lee Blaine, Adele Butler, Charlotte Davis, Lela Gans...

A new production to be made by the WPA will use a number of male dancers. Any of our members who are eligible should register at once...

On February 3, 1936, all mail that has been held here prior to July 1, 1935, will be returned to the post office...

We are holding mail for Marion Allen, Ruth Adams, Edward C. Browne Jr., Gerry Botkin...

Advertised curtain time—8:50. Curtain rose at showing caught—8:52?

An etude for little theaters, which was first produced in London almost 10 years ago, was wrenched from the copy books by Charles Hammerslough...

It's all about Judith, who married Jordan, the self-appointed overlord of Lundy. Lundy, an obliging program note explains, is a tiny rock island in the Bristol Channel...

OLD PLAYS

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chiefly to the fine playing of Estelle Winwood and Harold Moffet in a pair of comedy-relief parts...

Arthur Sirois' direction lacks pace, particularly in the early scenes, and allows the players to skim along the carbon-emerged surfaces of the authors' lines.

The greatest fun provided by I Want a Policeman! is the pleasure derived from finding out that you're right in all your guesses as to what will happen next.

VANDERBILT

Beginning Monday Evening, January 13, 1936

GRANITE

A play by Clemence Dane. Staged by Charles Hammerslough. Setting designed by Clark Robinson...

Phyllis Welch Jordan, Harold D. Hollister, Judith, He Wife, Mary Morris, Prosper, His Little Brother, Byron McGrath, The Nameless Man, Robert H. Gordon, A Clergyman, Jack Soames

The Scene, Thruout the Entire Play, is the Living Room of a Farm on Lundy Island, in the Second Decade of the Last Century.

The First Act Takes Place in the Late Autumn. The Second Act is in Week Later. The Third Act is Early Spring of the Following Year. The Last Act is a Year Later.

Advertised curtain time—8:50. Curtain rose at showing caught—8:52?

It's all about Judith, who married Jordan, the self-appointed overlord of Lundy. Lundy, an obliging program note explains, is a tiny rock island in the Bristol Channel...

It's all about Judith, who married Jordan, the self-appointed overlord of Lundy. Lundy, an obliging program note explains, is a tiny rock island in the Bristol Channel...

Judith's bargain with the Stranger (it should always be spelled with a capital S in such half-baked semi-allegories as this) includes a clause instructing him to do away with any man who lays angry hands upon her...

Communications to 1564 Broadway, New York City

EXHIBITORS ORGANIZATIONS

A meeting of the Philadelphia MPTO was called for January 24 by Lewen Pizor, president. Aside from the election of officers, the proceedings are of special interest to exhibitors in view of the newly organized Independent MPTO. Speculation is rife as to what strength the parent organization will show. Although some members have gone to the Independents, Pizor states that the identity of the original group will not be destroyed. The belief that Pizor will be able to prevent pro-Independent members of his group from forming a merger is based on the president's strong up-State support.

Meanwhile the banquet marking the consolidation of the Independent group has been put off.

The aid of local exhibitors is being sought by New York exchange men to protest this city's 2 per cent sales tax on film rentals when the hearing comes up before the finance department January 20. The arguments of the distributors will be supported by ITOA, TOCC and Allied of New Jersey; the latter group's decision being based on data obtained from a recent survey made by a committee delegated to study the problem.

Since January 1 general dissatisfaction with the additional levy has been prevalent. In the event that the protest is unsuccessful appeals to rectify the tax will be taken to the State courts.

On January 15 the Cleveland M. P. Exhibitors' Association unanimously elected Ernest Schwartz president. He has held the office twice before. A. E. Ptak, John Kalafat and G. W. Erdmann were re-elected. In the order named, to the offices of vice-president, treasurer and secretary. The three-year trusteeships went to Frank Gross and L. O. Baldwin, with Fred Schouerman and James E. Scoville named trustees for one year.

Robert Menches, manager of the Liberty Theater in Akron, O., and president of the ITOA there, has discussed with members of Michigan Allied and with P. J. Wood, of the ITOA of Ohio, plans for a booking combine and clearance schedule. Rumors that four new theaters were slated for future construction gave the needed impetus.

Tentative clearances considered are theaters charging 25 cents admission, 20 days following first-run downtown; 20 cents admission, 42 days, and 15 cents, 56 days.

Allied States Association, in a recent bulletin issued from the Securities Building, Washington, D. C., advises exhibitors against dealing with distributors who make a practice of selling more pictures than they have any intention of making and allocating to the higher classifications all pictures delivered. The association claims that this practice, resulting in exhibitors paying excessive prices for films, is an outgrowth of improper leadership in the film industry. Exhibitors are reminded that they are not compelled to buy from distributors under such suicidal circumstances.

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"STRIKE ME PINK"

TIME—101 minutes. (UNITED ARTISTS) RELEASE DATE—January 16. PRODUCER—Samuel Goldwyn.

PLOT—A timid chap becomes courageous thru a home study course, being more than tried when he becomes manager of an amusement park. He's beset by racketeers trying to muscle in on the park with slot machines, but he gives them the hypnotic eye, finger and the like to best them in all their attempts to do him harm. Results in a lot of the old-fashioned movie chases, Harold Lloyd stunts and general hokum. Park a success, marries cute blonds.

CAST—Eddie Cantor, Ethel Merman, Sally Eilers, Harry (Parkyakarkus) Einstein, William Frawley, Helen Lowell, Gordon Jones, Brian Donlevy, Jack LaRue, Eunice O'Dea, Rita Rio, Ed Brophy, Sidney H. Fields and Clyde Rager. Not a Cantor best at all. Merman outstanding for screening and voice. Eilers suitable. Einstein, Fields, Rager and Brophy add much to comedy. O'Dea and Rio given small opportunities and make most of them.

DIRECTOR—Norman Taurog. A spotty job. Hoked to excess, thus ridiculous. Production numbers swell. Camera shots outstanding.

AUTHORS—Clarence Budington Kelland story. Adapted by Frank Butler, Walter DeLeon and Francis Martin. Additional dialog by Philip Rapp. Music by Harold Arlen and lyrics by Lew Brown. A very poor job, with original murdered. Evidently dug into trunks for old burlesque bits and chatter. Only one good tune, *First You Have Me High, Then You Have Me Low*.

COMMENT—A disappointment, too much hoke. And Cantor is Cantor and not Harold Lloyd. Affords many laughs, but disappointment on leaving theater.

APPEAL—Cantor is box office. Pix should be limited to neighborhood houses. It's what the kids will go for. Not for intelligent audiences.

EXPLOITATION—Plug Cantor to the hilt. Plenty opportunity on that "man or mouse" angle. Tie up with amusement parks. Can do lots with this.

"KING OF BURLESQUE"

TIME—82 minutes. (20TH-FOX) RELEASE DATE—January 23. PRODUCER—Darryl Zanuck.

PLOT—A burlesque producer invades Broadway and clicks heavily. He has a yen for thoroughbreds and so tries to marry a society wife. He finally does, and she, as usual in this sort of trips, uses him for her own ends and ruins him. The little gal who has staged his dances (and who loves him) secretly backs his new venture, which turns out to be the first theater-cabaret. (Billy Rose, please note.) It is, of course, tremendously successful. Wife fades out of the picture and the noble little dance director fades in.

CAST—Warner Baxter, Alice Faye, Jack Oakie, Mona Barrie, Arline Judge, Gregory Ratoff, Herbert Mundin, Dixie Dunbar, Pats Waller, Nick Long Jr. and others. Baxter wasted in this mess. Faye as blah as ever. Dunbar, stage dancer, disappoints. Oakie, however, gives about the best performance of his career.

DIRECTOR—Sidney Lanfield. Did some excellent musical production numbers, without making them as fantastically expansive as most.

AUTHORS—Screen play by Gene Markey and Harry Tugend. Adaptation by James Seymour from a story by Vina Delmar. A reheated mess of watered gruel.

COMMENT—About as much burlesque in it as there is turtle in mock turtle soup. First half, which sticks to the story, terrible. Second half forgets the yarn in favor of the music, so it gets by.

APPEAL—Musical fans. EXPLOITATION—Feature the songs, some of which are excellent, and the production numbers.

FILM CONSENSUS

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

Name	Favorable	Unfavorable	No Opinion	Comment
Sylvia Scarlett (Radio)	1	12	5	"Diffuse and rambling."—M. P. Daily. "Not a reliable candidate for public favor."—Variety.
Rose of the Sands (Paramount)	2	10	5	"Nondescript vehicle."—American. "Entertaining."—Sun.
The Ghost Goes West (London)	11	0	1	"Splendid piece of work."—Variety. "Gay, charming, romantic, amusing and entertaining."—World-Telegram.
Riff Raff (MGM)	11	6	0	"A showman's picture."—Box Office. "Box office."—Variety.
The Invisible Ray (Universal)	9	3	2	"Should do pretty good business."—Variety. "Fairly exciting."—Journal.
The Crime of Dr. Crepsin (Republic)	5	3	0	"Childish massacre."—World-Telegram. "A good show."—Herald-Tribune.
Last of the Pagans (MGM)	12	4	2	"A novelty feature."—M. P. Herald. "Grand entertainment."—Box Office.
Kind Lady (MGM)	1	4	3	"Program."—N. Y. Exhibitor. "Misses fire."—The Billboard.
Navy Wife (20th-Fox)	4	4	4	"Nickel-and-dime weekly cliches."—World-Telegram. "Weak after."—The Billboard.
Night Cargo (Republic)	0	3	2	"Fair tropical melodrama."—Film Daily.

NEWS OF THE WEEK

Alexander Korda's London Films production of *Sanders of the River* won the annual gold medal presented by the Amateur Cinematographers in London for the most important film of the year. The picture was freely adapted from the Commissioner Sanders stories written by Edgar Wallace. Directed by Zoltan Korda, with a cast featuring Paul Robeson, Leslie Banks and Nina Mae McKinney, it was not very enthusiastically received in the United States.

This award is the British counterpart of that given in the United States by the Hollywood Academy of Motion Picture Arts and Sciences. Alfred Hitchcock won it last year for his direction of the British melior, *The Man Who Knew Too Much*.

John G. Payne, chairman of the Council of Industrial Relations and chairman of the Music Publishers' Protective Association board, has made known the fact that Major George L. Berry is studying the subject of retaliatory legislation against nations placing heavy tax burdens on American films. According to Payne, these obstacles have been particularly obnoxious in England, France and Germany.

Berry, who is Roosevelt's co-ordinator for industrial progress, invited the motion picture industry on January 15 to join the council for industrial progress. The request was indirect, being contained in a statement authored by Berry on the formation of a group to study wages, working hours, etc.

MPPDA's compilation of the annual reports of the Film Boards of Trade suggests the possibility that the number of theaters in operation in the United States at the close of 1935 might exceed 15,000 when the complete figures are published. Last year's total of both open and closed theaters was 13,283. The increase in the latter is accounted for by remodeling of old structures rather than construction of new show places. Combined seating capacity of the 15,000 open theaters is said to be in the neighborhood of 10,000,000. Houses showing silent films are practically extinct, with last year's record showing only 61 functioning. This figure is expected to depreciate during the current year.

J. H. Cooper has turned over his theatrical interests to the Cooper Foundation, a fund created for the benefit of underprivileged children. Before taking this step Cooper owned large slices of Lincoln Theaters Corporation, Cooper Enterprises of Colorado and Regal and Criterion Theaters Corporation in Oklahoma. Cooper's idea is to build a fund of \$1,000,000 with one-half of his income and keep it going with the other half.

Members of the Screen Actors' Guild, in their monthly poll, selected Charles Laughton's portrayal of Captain Bligh in *Mutiny on the Bounty* as the best performance of December. Eighteen players and 14 pictures were considered. Honorable mention went to Kay Francis for her role in *I Found Stella Parish* and to Eddie Quillan for his part in *Mutiny on the Bounty*.

The best screen play of December, according to a vote taken by the Screen Writers' Guild, was *Mutiny on the Bounty*. Credit for the adaptation goes to Tubot Jennings, Carey Wilson and Jules Furthman. Honorable mention to Laurence Stallins, Edward Justus Mayer and Maxwell Anderson for their job on *So Red the Rose*, and to Joel Sayre and John Twist for *Annie Oakley*.

New York Assemblyman William J. Andrews recently introduced a bill aiming at a change in the present law which forbids theater admission to minors. This is an outgrowth of the New York police department's drive in which hundreds were arrested for infractions of the law. Mayor LaGuardia issued a state-mandated favoring amendment. The new bill incorporates the mayor's suggestion that children under 16 be admitted after school hours to theaters checked by the fire and police departments. Matrons in the ratio of one to every 200 minors are suggested.

"TWO IN THE DARK"

TIME—74 minutes. (RKO-RADIO) RELEASE DATE—January 10.
 PRODUCER—Zion Myers.

PLOT—A man suffering from amnesia and a head wound is wandering in a Boston park. An unemployed chorus girl tries to help him, looking thru his papers and belongings. She finds \$300 and the letters D and R interlaced in his hatband. They decide to go to a police station, but change their minds when a newspaper extra appears announcing the murder of a theatrical producer, presumably by his chauffeur, Duke Reed. The suspected man's initials and the suit he wore when last seen correspond to those of the amnesia victim. Rest of the plot is concerned with the successful efforts of the unidentified man to discover his identity. Girl sticks by him to the end, and both find that he is Ford Adams, who secured \$500 in royalties from the producer in the course of protecting the royalty rights of a friend. Murder was committed by a discontented actor, who, finding Adams on the scene, slugged him over the head.

CAST—Walter Abel and Margot Grahame competent as the man and girl. Wallace Ford, Gail Patrick, Alan Hale, Leslie Fenton, Eric Blore and Erin O'Brien-Moore okay in supporting roles, particularly the comedy efforts of Blore and Ford.

DIRECTOR—Ben Stoloff. Thore job thruout, with plenty of drama, action and suspense.

AUTHORS—Saton L. Miller adaptation of Gelett Burgess novel.

COMMENT—This is a good one, with plot and capable performance all round.

APPEAL—Murder mystery fans and general audiences.

EXPLOITATION—Usual routine.

"WE'RE ONLY HUMAN"

TIME—68 minutes. (RADIO) RELEASE DATE—December 27.

PLOT—Detective Sergeant McCaffrey is impressed with his own importance and absence of fear, and ruins plans to capture the whole Berger mob by snatching Berger single-handed. Berger jumps the train taking him to Sing Sing. Meanwhile, McCaffrey and a gal reporter show signs of romance, but the gal is repelled by his pig-headedness. When his best pal is killed, McCaffrey says it's because he was scared. But McCaffrey himself is plugged, and fear sets in. Human and scared, he captures the whole Berger mob (and the gal's love) single-handed.

CAST—Preston Foster, Jane Wyatt, James Gleason, Jane Barwell, Moroni Olsen, Mischa Auer, Arthur Hohl, Christian Rub, Harold Huber and others. Wyatt proves that looks and charm can be combined with real talent. A lovely and appealing performance. Foster pleasant in an ungrateful role. Rest okay.

DIRECTOR—James Flood. Paced up the excitement excellently, tho he allowed frequent letdowns toward the end.

AUTHORS—Screen play by Rian James from a story by Thomas Walsh. Regulation cops-and-robbers stuff.

COMMENT—A routine meller with more than routine excitement. Wyatt's performance also helps plenty.

APPEAL—Action fans. A cinch for the doubles.

EXPLOITATION—Play up psychological angle of McCaffrey being human only after he feels afraid, in order to pull in customers sick of law-gangster epics.

"CHARLIE CHAN'S SECRET"

TIME—71 minutes. (FOX) RELEASE DATE—January 10.

PLOT—The heir to the estate of a man who was hipped on spiritualism is killed in the old man's crazy house. As usual, many people stand to benefit. Charlie Chan is called in and investigates, with much routine meller excitement concerning séances, hidden passages, etc. As usual, Charlie seems to fall, but comes thru, of course, in the end, after an old lady, the old man's nearest relative, has also been supposedly killed. She hasn't, however, Chan substituting a dummy.

CAST—Warner Oland, Henrietta Crozman, Arthur Edmund Carew, Herbert Mundin, Edward Trevor, Astrid Alhryn and others. All okay, with Oland giving his familiar and well-loved characterization of the Oriental sleuth.

DIRECTOR—Gordon Wiles. Routine.

AUTHORS—Screen play and original by Robert Ellis and Helen Logan. Again routine.

COMMENT—A minor item in the Chan series, not so good as some, but good enough to get by.

APPEAL—Mystery, action and Chan fans.

EXPLOITATION—The Chan routine.

"THE LEAVENWORTH CASE"

TIME—68 minutes. (REPUBLIC) RELEASE DATE not given.
 PRODUCER—Ken Goldsmith.

PLOT—Doctor Harwell and his sweetheart, Gloria Leavenworth, plan to kill the latter's husband when he threatens to leave his fortune to charitable organizations. The morning of the day the husband was to change his will he is found dead in his bedroom. Detective Bob Bryce, assigned to the case, finds that suspicion rests on almost the entire family circle, in that each member was determined to keep the money in the family. Phoebe Leavenworth, sister of the murdered man, aids Bryce in planning the guil on Dr. Harwell, who, it appears, had trained a monkey to enter rooms and turn on the gas jet. The monk would always travel with Harwell in the latter's handbag. In the course of solving the mystery Bob falls in love with Eleanor and later marries her.

CAST—Donald Cook, Jean Rouverol, Norman Foster, Erin O'Brien-Moore, Warren Hymer, Maude Eburn, Gavin Gordon, Frank Sheridan, Clay Clement, Ian Wolfe. Okay all round, with Hymer and Eburne handling the comedy very well.

AUTHORS—Screen play by Al DeMond and Sidney Sutherland.

DIRECTOR—Lewis D. Collins. Okay.

COMMENT—Double feature billing.

APPEAL—The fan trade and average audiences.

EXPLOITATION—The monkey angle, in addition to routine treatment.

"MIMI"

(ALLIANCE-FIRST DIVISION) RUNNING TIME—67 minutes. RELEASE DATE not given.

PLOT—Based on *Le Vie de Boheme*, by Murger, and supposed to be about the French Latin quarter, but mainly a bore. Mimi and Rodolphe, model and playwright, fall in love. Their happiness is shattered when Mimi thinks she is abandoning Rodolphe, holding him back from success. She leaves him, but trying to find out news about him, as she is seriously ill, she asks a mutual friend. He breaks his word and brings the two together again. Meanwhile Rodolphe's play is produced, starts as a flop but winds up a hit, which may be in Paris. The scene where Miss Lawrence, as Mimi, is supposed to be sick, will get laughs—unintentionally—from any house.

CAST—Gertrude Lawrence, Douglas Fairbanks Jr., Dena Napier, Harold Warrender, Carol Goodner, Richard Bird, Martin Walker, Austin Trevor, Lawrence Hanray, Paul Graetz. Acting is poor thruout; Miss Lawrence acceptable except in the scene mentioned. Her one song is good. Goodner follows the first half of her name.

DIRECTOR—Paul L. Stein. He must have been somewhere else.

AUTHORS—Clifford Grey, Jack Davies Jr., Denis Waldock.

COMMENT—A weak sister.

APPEAL—Slight.

EXPLOITATION—Fairbanks and Lawrence and the inside on Bohemia.

"THE MORALS OF MARCUS"

(GB) TIME—74 minutes. RELEASE DATE not given.
 PRODUCER—Julius Hagen.

PLOT—A dull British scientist rescues a walf from Syria and brings her back to London with him. He tries to teach her manners, etc., but she falls for him to the disgust of his femme assistant, who's also after him. He finally goes for the walf, but his secretary tells her to go off with a Lothario who's been hanging around. She does, but, after a bit of a search, the professor finds her again.

CAST—Lupe Velez, Ian Hunter, Adrienne Allen, Noel Madison and others. Velez, as usual, turns on large quantities of Latin "charm" and does nothing else. Hunter seems just as professor, Allen charming as the secretary and Madison acceptable as the threat.

DIRECTOR—Miles Mander. Run-of-the-mill. Vajtes are turned upside-down, with sympathy going to the secretary and the threat, partly because of the casting.

AUTHORS—Adapted by Guy Bolton and Miles Mander from W. J. Locke's play. Sully stuff, outdated by years.

COMMENT—A weak little comedy that may get by in lower spots because of Velez' name.

APPEAL—No one in particular.

EXPLOITATION—Velez, of course. Play up trite situation of stodgy scientist and half-barbaric minx. It's about all you can do.

"DANCE BAND"

(ALLIANCE) TIME—68 minutes. RELEASE DATE not given.

PLOT—Male band leader, entering an English band contest, meets and falls in love with a lady band leader. Helps her along in many ways. When a rival band plans to hijack his instruments they get the gal's music-smithers instead. The hero and his boys retrieve them just in time for the contest and the two bands tie for first place.

CAST—Buddy Rogers, June Clyde, Steve Gary, Magda Kum and others. Rogers leads with verve, plays many instruments and acts with his usual insistent boyishness. Clyde and the others good enough.

DIRECTOR—Marcel Varnel. Had little to work with.

AUTHORS—Story by Roger Burford, Jack Davies and Denis Waldock. They contributed nothing. One good song is included.

COMMENT—Impossible and tiny yarn helped along some by the musical sections. Rogers and Clyde may still have name value here.

APPEAL—Strictly for doubles.

EXPLOITATION—Play up Rogers' comeback (his third in recent years, tho that needn't be mentioned.) Go heavy on the music and plug the ace song.

"TOO TOUGH TO KILL"

(COLUMBIA) TIME—58 minutes. RELEASE DATE—November 23.

PLOT—Naughty fellows are obstructing the boring of a tunnel so that they can get the contract, but when the masterful Victor Jory is put in charge he makes short work of them, with the aid of a gal reporter who gets in everybody's hair. He doesn't clean them up, however, until they almost blow him the girl and the tunnel into Kingdom Come in what is fondly supposed to be a climax.

CAST—Victor Jory, Sally O'Neil, Thurston Hall, Johnny Arthur, Robert Gleckler and others. Why is Jory, a good actor, wasted on such tripe? Gleckler is properly sinister, and O'Neil seems to be giving a painfully bad imitation of Mae West. Hall, billed, does a two-minute bit.

DIRECTOR—D. Ross Lederman. Maybe he did it himself.

AUTHOR—Story by Robert D. Speers. Calling it a story is overstatement.

COMMENT—The sort of hero-against-the-bad-men stuff that doesn't even make good serial material these days.

APPEAL—Backward children.

EXPLOITATION—A Crashing Drama of He-Man Who Bore Mountains and the Audiences at the Same Time.

Phillips Returns to N. Y. After Success in Detroit

Improved conditions start Feb. 1—girls to get a day off in 14, casts to get paid for midnighters, two hours for dinner and one house goes to a 1:30 curtain

NEW YORK, Jan. 18.—Tom Phillips, president of the Burlesque Artists' Association, returned here Monday afternoon from his trip to Detroit. He has been at his home since due to a severe cold, but has, however, reported the definite gains made by the BAA members in Detroit. Conditions have been bettered for both chorus girls and principals at the three burlesque houses in that town, with the hours in the theaters being decreased and the performers getting paid for midnight shows. Due to his illness, Phillips has not as yet been able to meet with the managers here, altho it is expected that he will soon. As soon as the schedule of hours problem is settled the contract will be signed.

In his Detroit work, Phillips negotiated with Arthur Clamage and Charles Rothstein, operators of the Avenue and Gayety, and Dave King and Vic Travers, operators of the National. Phillips disregarded the Empire Theater. The BAA contract with the three theaters is scheduled to go into effect February 1.

Phillips has secured one day off in 14 for the chorus girls in Detroit. At the National Theater in that city he brought about a 1 o'clock call and a 1:30 curtain, whereas the theater currently operates on a noon-time half hour. Also, all theaters have agreed to a two-hour period for dinner, whereas the present schedule permits performers an hour and 20 minutes for dinner. Furthermore, it was agreed that the performers were to be paid for midnight shows, getting a twenty-eighth for the extra shows.

Phillips reports that the BAA group in Detroit, headed by Benny Bernard, is most militant and at meetings with the membership they indicated emphatically that they would go on strike unless conditions were bettered.

"RENEE"

Rep.—JACK BECK.
Representatives: Wirt—WILT SCHUSTER

DOLLY DAWSON

Captivating Charm and Beauty.

MIMI

SHIRLEY'S LATEST SENSATION.
Rep., PHIL ROSENBERG.

PAUL NEFF

Singles, Dances and Sensational Joviality.
Thanks to ALLEN GILBERT & THE WILNERS.

CAROLYN WELLS

THE SWEETHEART OF BURLESQUE.

MARGIE WHITE

PERT, PERSONABLE AND PLEASING.

BETTY—MACK SISTERS—SHIRLEY

In Dances, Assorted, Including Aerobic and Modernistic.

SUGAR—KAYNE SISTERS

Singles and Dancing Spectacles and Strips

KITTY (SEIFERT) CAMPBELL

THAT GORGEOUS RED-HEAD

BETTY KING

THE TITIAN TRADER
Direction: GUS MORTAN

JOAN DEE LEE

The Blonde Temptation of Burlesque.
Direction: NAT MORTAN.

JERRY BRANDOW & DAY SUNNY

Aerobic Dances, Tap, Trumpet, Piano, Vocal, Joviality Straight.

THE NEW SENSATION.

DORÉ DIXON

Personal Direction TOMMY LEVENE.

MIKE ALICE SACHS and KENNEDY

Minsky's Million-Dollar Pier, Miami, Fla.

Heroic Chorine Dies From Burns

BOSTON, Jan. 18.—Buddy Wade, chorus girl, who was severely burned a week ago Friday night at the Howard Theater here, died early Sunday morning at the Haymarket Relief Hospital. She was burned when her tap shoes contacted the base of a lamp, causing a short circuit, the sparks igniting her flimsy costume.

Altho alive, the girl had the presence of mind and was heroic enough to stay away from the house drops and the other chorus girls so that the fire should not spread. This heroism brought her a tribute in Walter Winchell's syndicated column and also a lengthy tribute on the radio from The Voice of Experience. A movement is now under way in burlesque to start a fund in her memory.

Al Somerby, operator of the Howard, sent for the girl's parents in Shennandoah, Pa., when she was taken to the hospital. When she passed away Somerby made all the necessary arrangements for having the body sent to her home.

Garrick, St. L., Still Open

ST. LOUIS, Jan. 18.—The Garrick Theater here, burlesque house operated by M. W. Pickens, has not folded, as was reported in last week's issue of The Billboard. Pickens reveals that the theater's present bookings run into March.

Worcester House Closing

WORCESTER, Mass., Jan. 18.—The Worcester Theater here, former stand on the Independent Burlesque Circuit and now a burlesque stock house, is slated to fold next Saturday night, according to report. House posted its two-week closing notice Monday.

ADRI ANN, stripper with Merry Maidens, Indie Circuit, says she is in no way connected or related to Adrienne, female impersonator with Minsky shows.

Burlesque Reviews

Oxford, Brooklyn

(Reviewed Tuesday Afternoon, Jan. 14)

Present show at the Oxford is a racy affair providing good entertainment for an hour and a half. The fact that the house is small adds an intimate touch sometimes lacking in the bigger show places. The cast, numbering about 40, includes a line of 12 steppers, six strippers, two comics, one straight and the juvenile.

Opening turn is a Happy Landing number by the chorus, with Phil Stone doing the vocal. Latter has a nice voice, particularly in the lower ranges. Cress Hillary and Frank Harcourt hold up the comedy end of the bill well enough, with Earl Root straightening capably. Their skits, performed in true burlesque fashion, were undeniably funny.

Tangara, a tall, willowy brunet, is

easily the best of the stripping principals. Her punchiest number, however, is a semi-classical Egyptian dance which made the boys feel that spring was just around the corner. Wilma Hoener, another dark-haired shot of adrenalin with bangs a la Borealis, received four or five curtain calls for her pulse-stopping tease. Sings a bit, too, and does okeh, particularly with How Do You Do It, Dolly Dawson, a demure-looking bit of fluff dressed in a becoming mid-Victorian gown, also made the audience ask for more, as did Mickey O'Neil, Flo Harlene and Erna Vogelée.

Production on the whole was attractively staged, with two or three of the numbers distinctly lavish. Tops in this direction was the last production number, a mixed Turkish-Egyptian affair with some of the girls dancing on a (See Burlesque Reviews opposite page)

Burly Briefs

HARRY HIRSCH, manager of the Gayety, Minneapolis, and George Young, manager of the Roxy, Cleveland, were in Chicago to attend the Louis-Retzlaff fight. . . . Hinda Wauson closed at the Rialto, Chicago, January 16 and left for California for a four-week vacation. . . . Dorothy Dee opens at the Rialto, Chicago, January 24 for her third return engagement in six months. . . . The Ada Leonard unit Cocktails of 1936 broke all house records when it played Des Moines. . . . George Grafe opened at the Lyceum, Winnipeg, January 17. . . . Ginger Sherry opened at the Gayety, Milwaukee, January 17, and Gladys Fox opened at the Rialto, Chicago, the same day. . . . Mae Brown closed at Colosimo's, Chicago, January 18. . . . Marion Morgan, Louise Keller, Bert Saunders and Dorothy DeHaven opened of the Garrick, St. Louis, January 18. Booked by Milton Schuster.

OUS PLAIG, at the Gayety, Baltimore, does a chatter column in the house program. . . . Winchell had better watch to his laurels. . . . Jimmy Lake presented his son with a diamond ring on his birthday. . . . Billy Fields' uncle and aunt died recently. . . . Bobby Payne, brother of Herbie, is doing well at Minsky's Gotham, New York. . . . Cherle Laine is another new addition to the house cast. . . . Louise Phelps opened there Sunday. . . . Nat Mortan booking. . . . Countess Nadja requested and secured from the Wilners a release for the remainder of her contract, amounting to 10 weeks. . . . Every Week Magazine, an NEA Service, gave the Countess a swell page yarn for release Saturday and Sunday. . . .

PHIL ROSENBERG is now booking people into the Irving Place, New York. See BURLY BRIEFS on opposite page

U-NOTES

By UNO

CARROLL SISTERS, Jo Ann and Jenn, split, with Jo Ann and ma going to Miami, where Jo Ann will be featured in the Minsky show, and Jenn, who married Al Fields, ork leader of the Troc, Philadelphia, December 7 in Elkton, Md., going to the Quaker City to reside and keep house for the time being. It was a long and heavy debate between the sisters and ma and new hubby, Al, with H. K. Minsky and Iszy Hirst brought in eventually to settle the matter before the question of the split was decided upon.

GLADYS FOX and Billy Elliott, in St. Louis, were matron of honor and best man, respectively, at the wedding of Jerris Meyers and Bill Hayes recently at the home of Frank Reidelberger, judge of Venice, Ill., also ork leader at the Garrick, St. Louis. Special invited guests were Barbara Bow, Chris Killinger, Roland Skags, Eddie O'Gorman and Tony Musinco. Newlyweds now honeymooning at the home of the bride's parents in Port Wayne, Ind.

NATALIE CARTIER put on the numbers at the Gayety, New York, this and last week during Paul Marakoff's vacation at home in Cedar Rapids, Ia.

KAY AND ROSE, Manne and George, now an international comic-straight team, returned to the Peoples, New York, Friday after six and a half months in Europe. Dus for another European tour next August.

HERMAN FERBER, with Merry Maidens on the Indie Circuit, during accident at the Howard, Boston, when Buddy Wade's costume caught fire, causing her death, jumped to the footlights and started singing, thus averting a stampede out front. For which Manager Al Somerby gifted Herman with \$25 in cash.

ANN CORIO, relieved of the cold that kept her in bed several days, did a big week, January 6-11, in Pittsburgh, the biggest the Variety enjoyed the last three seasons. They wanted her to remain another week, but a prior Boston booking prevented.

LESTER MONTGOMERY's producing assistant in the musical Free and Easy (title changed from Happy and Gay) is Dorothy Dawn, a dancing mite from Cleveland, who helps out also at the Kluge, New York. This is the Wee & Leventhal show that will be housed at the Broadway, New York, for an in- (See U-NOTES on opposite page)

JOAN JANE ELLISON SISTERS

HARMONY SINGING & TALKING INDUENUES.
First Time East.
Direction DAVE COHR.

WALT STANFORD

THE VERSATILE COMEDIAN.
Rep. TOMMY LEVENE.

BEBE TOBIN

Show Stopping on the Independent Circt.

JEANNE WADE

STRIPPING AND TALKING.

BOB ALDA

Straight and Baritone at the Irving, N. Y. C.

DUDLEY DOUGLAS

STRAIGHT MAN.

DANNY JACOBS

PRODUCING — STRAIGHT MAN

DANNY LEWIS

Juvenile and Bong Stylist.
IRVING PLACE THEATRE, NEW YORK CITY
Direction: NAT MORTAN.

AL LEROY

Back East and Doing Straight at the Irving, N. Y.
Direction—NAT MORTAN.

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

Tab Tattles

M. R. AND MRS. Chapple Chapman (Margaret Lillie) stopped off in Cincinnati last Friday en route from Chicago, where they closed the night before with the Weaver Brothers and Elvry show to North Carolina, where they open this week with Halton Powell's unit. They stopped off in Cincy to pick up their new car which they stored there several weeks when the Weaver act played the Schubert in the latter town. Tex Chapman and Vickie McNaster are on tour with the new unit. Cocktails of '36, playing the major vaude houses. Al Tint postcards from Detroit that Vic Prusk, of rep. tab and vaude, is now playing the night spots around that village. Al says there are quite a number of tabsters working the dice and dance haunts in and around the Motor City. C. B. Ludwig, former advance agent and who at one time resided in Findlay, O., is asked to send his address to the tab desk. Holding an important message for you. Snits Seymour, comedian, is confined at the Mayo Bros. Hospital, Rochester, Minn., for treatment.

WARREN CANDLEY'S Merry Gang of 10 people are currently touring West Virginia and Ohio territory. George Newman and Lucille Blackburn, of George W. Blackburn's Million-Dollar Baby Company, now in stock at the American Theater, Chattanooga, will be one any day now. On the same show Marie Storey, pianist, and Charles Colvin, drummer, are romancing with the girl slated to say "I do" at an early date. Clyde and Bee Hodges are now in their 27th week at the Burbank Theater, Los Angeles. Remainder of the cast includes Nona Martin, Hazel Walker, June Lewis, Ona Leaf, Johnny Moloney, Billy B. Mack, Jimmie Hewitt, Billy Pitzer and Myer Charley Pritcher. Ross Russell presented his Florida Night's Revue at the Rialto Theater, Beaver Falls, Pa., last week, the show's first date in Western Pennsylvania. Tab features Eudd Marcellus and Company, adagio act; Bibby Coty and Paige, comedy, song and dance trio; the Tierney Troupe, comedy jugglers; Eddy's Performing Dogs and a line of girls.

HARRISON KIMBALL—sold in your route to the tab desk. A performer to whom you advanced money several months back is anxious to return same to you. The performer says he has written you several letters, but has received no answer. Millie Wayne and Agnes Mason, chorines, have joined "Blackie" Blackburn's tab at the American Theater, Chattanooga. The team of Margie Bridges and Vivian Hampton have joined the same show. Rusty Williams, tab and minstrel man, postcards that he's recuperating at his home in Siler City, N. C., from an illness which confined him to a hospital for several weeks. He expects to get back into harness again soon. Bob Layne and Mel Copeland, well-known tabsters, are now working soap thru the South. They were recent visitors on the Blackburn tab in Chattanooga.

LENIE HAYWORTH, rhythm and acro dancer, until recently with Harrison Kimball's Cavalcade of Stars, has joined Roy Gordon's Crazy Kopers Revue working out of the Sun office. Lawrence Hager, who has been out of the business for the last three years, is now located at Danbury, Conn. Since closing with a unit show last spring, Dot and Doug Fleming have been working the night spots in the Windy City. They have just finished a long engagement at the Cave of the Winds and are now a feature at the Club Havana, both on the north side of Chicago. Featured with N. A. Nicholson's Cotton Club Revue, which has been meeting with success in the Indiana territory, are Larry Steels, Estelle Costello, Billy Simpson, the Four Ten Tappers, Sally and Company, Princes Natuna, Frank Terry and his Chicago Nightingales and a chorus. Billy and Grace Carmen, the "Speed Kings of Melody," are now playing night spots for the Slich & Salkin office, Chicago. They have just closed a fortnight's stay at the Continental Club in the Jefferson Hotel and jumped into the Club Joy, Lexington, Ky. Billy and Grace state that the recent report that they were with Ed Gardiner's Passing Parade was incorrect.

BURLESQUE REVIEWS

(Continued from opposite page) raised platform under the appraising eye of a whip-tipping slave master. Costumes and setting extremely colorful. Other numbers which soaked were The Music Goes 'Round, Alexander's Ragtime Band and a stacy piece in which the girls, grouped in pairs on varying levels of the set, did some intricate and unusual dance routines.

Jack Lyons, the juvenile, satisfied vocally and was aided by Phil Stone. Business at this catching was heavy, with the fans getting a good run for their money. PAUL ACKERMAN.

Rialto, Chicago

(Reviewed Friday Evening, January 17) There is plenty of flash, colorful production numbers and more than the usual amount of good comedy stuff in the current bill, which has been labeled A Merry Waltz. It is really amazing the effects Fred Clarke gets on the small stage here, and set pieces are used frequently with excellent results. In Otto Schroeder, his scenic artist, he has an able assistant, and between the two of them they make good use of their ingenuity in creating the picturesque stage effects.

The cast has three new people in the persons of Gladys Fox, Dottie Parley and Ray Dean.

The show opened with a Western scene, the men costumed in cowboy chaps and the chorus as cowgirls. Buster Lorenzo sang Boots and Saddle, and a comedy scene with Charles Country, Kenny Brennan, Lorenzo and Jack Buckley followed for many laughs. A chorus number to The Music Goes 'Round and Around and then a comedy scene with Brenna and Dottie Parley, a newcomer, who seems awfully thin for burly, led up to a strip number by Gladys Fox which was done with unusual success, the applause running into the next scene.

A pretty production number showing garden arbors was the setting for the specialty dances by Dagmar, who did a waltz and a savage rhythm number. Later production numbers were a jungle dance by the chorus, the build-up number for Kitty Ellis, in which Ray Deano made a nice impression with his singing, and the finale.

Kitty Ellis is still the featured tease artist. Other strippers are Dorothy Maye, an attractive brunet, and Posches Strange, whose swinging shimmy strip drew plenty of applause. Comedy scenes were one laid at a race track, with Country, Brenna and Buckley; a sidewalk scene, with Buckley, Country, Dorothy Maye and Dottie Parley, and the Egypt scene, with Country, Brenna, Maye and Lorenzo, all of which got a good share of laughs. Dagmar, in a caterpillar dance, was the feature of the finale. F. LANGDON MORGAN.

BURLY BRIEFS

(Continued from opposite page) He put Grover Franke, producer, into the house Friday and also Lillian Dixon, Evie Herndon, Harry Cornell and Harry Arnie. Rosenberg also put Countess Nadja with an indie show, she having opened at Minaky's Brooklyn last week and now at the Republic, New York. Lillian Murray opened Thursday at the Palace, Buffalo, as a two-week added attraction. Ann Valentine is back at Minaky's Gotham, New York, having opened Wednesday after a long illness. Kitty Campbell left the Gotham Thursday night and is heading for the Burbank, Los Angeles. Bordine and Carol opened Monday at the Coconut Grove, Reading, Pa. Georgia Southern opens next week in Washington, then moves on to Boston and then back at the Apollo, New York, as producer.

DON TRENT, with an indie show, was stage manager at the Republic, New York, Friday and Saturday, plunch hitting for George Reynolds, who moved on to Miami Beach. Billy Arlington Feop opens for the indie Sunday after a lengthy stay at the Gayety, New York. Dolores Leland, Lillian Harrison, Lee Royce, Al Lelroy and Kirk Brown replaced Mavis Sisters, Al Golden, Milt Bronson and Dian Logan at the Eltinge, New York, Friday. Dolores Weeks, altho still under the medico's care, opened there the same day. Mike Sacks, Alice Kennedy and Floyd Hailley left early Sunday morn in the Sacks

car for Miami. Bob Alda moved from the Irving Place, New York, to the Apollo uptown, as did Art Gardner. Other exits at the Irving were Blimbo Davis, Chiquito Stone and Danny Lewis. Bob Snyder and Walt Stanford moved in from the Peoples.

BENNY MOORE, comco, and Jack Heath, straight man, opened at the Gayety, Detroit, this week. Lillian Hunt, returning from the Clamago house in St. Louis, is again producing at the Gayety, Detroit, with Scotty Humbert, former producer, who has been in the hospital for several weeks, not yet able to return to work. George Bleber, for a quarter century stage carpenter at the Avenue Theater, Detroit, is reported seriously ill. Jack Montague has been engaged for Novelties of 1936 over the indie wheel. Sunya (Smiles) Gianni has been booked as an added attraction for Ginger Snaps at the Gayety, Baltimore, during week of January 26. Bobby Hagen has been appointed manager of Chorus Dolls, indie show. Dorothy Bell, wife of Gus Flieg, general manager of the Gayety, Baltimore, has been confined to bed with a severe attack of tonsillitis.

U-NOTES

(Continued from opposite page) definite run after the opening at the Broad Street, Philadelphia, and for which Jake Roniger will be stage manager.

JEAN CATON, on the way to Worcester, Mass., where she was due to report January 13 for rehearsal, suffered injuries on January 9 when her car failed to respond to brakes on an icy pavement and banged into a parked snow plow. Now laid up in her Brooklyn home.

ELLISON SISTERS, Joan and Jane, daughters of the late Mattie Ellison, arrived in New York to make their initial appearance in local burlesque theaters. Opened Friday at the Star, Brooklyn, relieving Jerry Dean. Just finished 14 weeks at the Palace, Brooklyn. Harmony singers and talkers.

JIMMIE LAKE, operator of the Gayety, Washington, first-time erred in taking a Cumberland instead of a Baltimore train out of the capital the other week and on his regular trip to review the show headed for the Gayety. Cost him an extra fare and an extra day for not watching railroad signs.

PEACHES STRANGE, visiting Eleanor Cook at latter's New York hotel the other night, had the novel experience of spotting a pair of legs hanging down from above thru the window pane and immediately called the hotel desk. The owner of the feet belonged to an intoxicated woman intent on suicide.

BETTY KING, the stripper, held over for another week in Worcester (Mass.) stock, and Betty King, the doubling chorus-principal at the Peoples, New York, are two different Betty Kings.

JACK GARRISON, former burlesque house operator, now Washington representative for Jacobs Bros' Buffalo baseball park, with headquarters on California street, N. W.

MARY MARVA BROWN, during her current 19 weeks at the Gayety, New York, enjoys a record of not repeating a single costume. Designs and makes her own, too.

SONYA LEE (Hilda Henderson), principal woman, was injured in an auto crash recently and is now confined at her home, 4220 Midway avenue, Dayton, O. She would welcome a line from her friends in the business.

REVIEWS

(Continued from page 17) Virginia in an old rose and gold gown and the brothers in tails. After a half union tap from the three Miss Lee girls with a fast tap, wearing a nifty black pajama outfit. The brothers do a good strut tap, unaccompanied by the orchestra, and the three join for the finale. Next spot is Tommy Martin, one of the cleverest magicians to play here in a long time. He does smooth card, cigaret and coin routines, as well as the bird cage trick, working always in pantomime without trying any deceptive patter to fool the audience. He

got—and deserved—the show's biggest hand.

Sullivan then introduces a reel of old-time movies, with himself doing the chatter. The screen snapshots show Pearl White, Ruth Roland, Rudolph Valentino, Lou Chaney, Irene Castle, Sarah Bernhardt and other stage and screen potables, in addition to shots of Jack Dempsey, John McGraw and other sports headliners at the height of their prowess. Good novelty and the house went for it.

Floria Vestoff follows with another graceful tap dance, followed by a trucking number, and Terry Lawlor displays a clear, resonant voice in singing I Feel a Song Coming On, a medley of Nobody's Baby songs and Talk of the Tropics.

Dave Vine, Hebe's dialect comedian, then begins heckling Sullivan from a box and the two have a funny line of cross talk as the last feature on the program.

The film is Professional Soldier. H. MURDOCK.

Stanley, Pittsburgh

(Reviewed Friday Afternoon, January 17) The Stanley show this week is well sprinkled with both names and talent and, while it is lacking in production numbers, the entertaining acts make their absence unnoticeable. Johnny Perkins emceed the affair and winks wonders in tying in the show. He has been a favorite here for several years and the response from the customers at this viewing indicated that he is still tops.

Bebe Daniels and Ben Lyon, of Ciesma-land, are making their first appearance here and scored solidly. Build their act around a comedy sketch that has some clever lines and permits Bebe to sing Irving Berlin's The Little Things in Life, a sentimental tune that fits her personality like a glove. She exits to change into her Ho Nits costume while Ben is left alone to gas. Bebe registers well in the noted tune and reveals a highly pleasing and romantic voice. The couple then gag with Perkins, and for the final number Bebe sings a Spanish song and from a platform across the pit tosses flowers to the audience. Heavy applause.

Toby Wing is another Hollywood tenant appearing this week who surprised the turnout with her well-trained speaking voice and "grown-up" appearance. She displays capability of doing far better roles than she has been handed on the screen of late. She goes with Perkins and then recites Never Be Brilliant, Be Dumb, and A Little Bit Independent, Four bows.

Perkins follows Toby with his own act, in which he works with Ruth Pety. Ruth has a powerful Harlem-type voice and scores with Just Once Too Often, I Never Slept a Wink Last Night and Some Day, Sweetheart. It is a relief to listen to songs that haven't been warbled to death and the heavy miltling proved it. Perkins brings plenty of laughs in a most natural manner and uses his extra weight to excellent advantage. Especially so when working with Park and Clifford, the best hand-balancing act seen here in years. One of the team balances the comedian on his "bay window," a laugh riot in itself.

Geraldine and Joe, eccentric dance team, open the show and have little trouble turning the house into a receptive mood. Joe makes an excellent acrobat, performing amazing tricks without the support of his hands and spinning on his head like a top. Act opens with a sailor dance, then features Joe in his acro tricks and Geraldine in a toe-tap number. Close with a hilarious burlesque of a ballet dance. Big hand. Picture stars Lily Pons in I Dream Too Much (RKO-Radio). House was big at this viewing. SAM HONIGBERG.

STAR THEATRE Original Home of Burlesque As U Like It. WANTS GOOD LOOKING CHORUS GIRLS Who Would Like Steady Work in Town. Apply any Sunday, 11 P.M. With Rehearsal Clothes. Fallon and Jay Streets, Brooklyn, N. Y.

BLACKIE BLACKBURN, American Theater, Chattanooga, Tenn., writes:—Thomas (Gladie) Vanderlip writes to vice versa issue. Chas. Mason also writes. Thanks waiting shows write me.



OUR interest in the various projects launched to abolish double-features is intense but impersonal. In the same niche does our interest lie, perhaps, as that of a violinist in catgut. To him catgut means strings for his instrument; to us the end of double-features denotes the only substantial basis of a return to the days when theaters regarded stage attractions as necessary to their policies as cashiers to their box offices.

It is therefore with the glint that a connoisseur eyes rare wine that we devour visually any encouraging mention in type of progress being made on the multi-feature front. While we feel that the motion picture industry as a unit will benefit greatly from a return to single-feature policies, it is not this phase which affects us subjectively. The film industry, judging from past performances, can well take care of itself. It has yet to be taught, however, the gracious art of helping others while taking care of its own needs. One way to achieve this would be the abolition of double features. The industry being unwilling to take the lead in this genuinely constructive move it falls on the shoulders of groups outside of the industry (but apparently more alive to its needs than those in it) to champion the cause designed to kill duals.

An item of more than casual interest to this observer on the subject of double-features appeared recently in our esteemed contemporary, Quigley's Motion Picture Herald. We quote a portion of it below because it represents a morsel of truth that film men cannot refute or ignore. The Herald item refers to the aggressive campaign being planned by the Motion Picture Council for Brooklyn (New York). And it lists, quoting in turn from a publication of the Hays office, "the definite points upon which the council is basing its appeal that the double feature be abolished."

These, for the benefit of those who are looking for ammunition to fight duals, are:

- That the program is too long.
- That short subjects often have to be omitted.
- That as bills are at present arranged it is almost impossible to arrive at the theater at the beginning of a picture.
- That an inferior picture is often booked with a good one or sometimes two inferior pictures together.

Note, dear protagonists of living entertainment, that the militant campaigners on Brooklyn's double-feature front say many a word about the effect the elimination of duals would have on the talent-buying activities of theaters. This disappoints us not at all. One can't expect a sensible group fighting for a Cause to confuse the issue by telling the exhibitor in one breath that he is killing his film retelling by running bargain shows and in the other frighten him with the specter of stage shows as a substitute. That's poor tactic. We don't blame the Council, regardless of how its leaders feel about stage shows, for leaving out of its harangues any mention of stage shows. Better, in fact, for the stage-show movement that the issue is soft-pedaled by those battling duals.

No heads need be filed for stage shows. They will follow as sure as Annie Oakley could hit a bull's-eye at 10 paces. Shorts, newsreels and other miscellaneous items in the catalog of film factories will not suffice—when duals are gone—to keep the public interested. Stage shows are the obvious answer. With this in mind all who would see America repopulated by proud, self-respecting souls who earn their living in some way from the stage-show industry should lend their support to the anti-dual movement. In no other way will the return of "Seab" be assured with as great speed and permanency.

The other evening inspired by a desire to test for our columnizing self the shock-resisting power of the Brooklyn Council's "definite points," we set our bloodhounds loose in the downtown section of the bore known as Brooklyn, the Council's home grounds. On January 12, to be exact, we sent our long-eared doggie on a checking spree, covering the downtown houses between 8:35 and 8:55 p.m., just after the ticket machines had registered their highest peak of Sunday business. The result: Paramount with a single feature accounted for 4,256 patrons on the day; the rest with double features rated thusly:

Fox	3,940
Metropolitan	3,590
Albee	1,810
Strand	3,210

Hurray for the Paramount, sticking to its guns with a single feature! Pity on the others carrying excess weight with duals and falling far behind a house that secures its success under the Fabian management to smart handling of a single-feature policy. The test we concede is by no means scientific or conclusive. But accepted even as an impulsive grab in the bag of theater operation it cannot fail to impress showmen with the devastating effect of a good single feature when pitted against opposition weighted down with doubles.

The temptation in a field where activity is more or less concentrated in the East to emphasize disproportionately the importance of Eastern developments. J. Howard Miller, assistant director of the California Region for the Federal Theater Project, tries his best in a recent communication directed to this commentator to remove this temptation from our path. In a newsy account of Coast don'ts he reveals not only that the sun-kist contingent are up and doing but throws light on interesting phases of the proposition. In the following excerpts from Mr. Miller's letter the caps are ours:

There seems to be some misunderstanding regarding the promotion of vaudeville activities under the Federal Theater Project and I thought you would be interested in what is being done on the West Coast. At present, OVER ONE-THIRD OF THE ACTING PERSONNEL OF THE LOS ANGELES COUNTY FEDERAL THEATER PROJECTS ARE VAUDEVILLE PERFORMERS. They were placed on the payroll as soon as we were able to clear their verifications for work on these projects and many have been employed since November.

Three vaudeville units are forming CCC camps of Southern California; other units are playing in theaters and in club auditoriums and some of the more recently employed performers are rehearsing future productions.

You might be interested to know (this was reported in the January 11 issue of The Billboard) that the first paid-admission performance of the Federal Theater Project was a vaudeville revue produced and presented by the Los Angeles Vaudeville Project. Approximately 90 per cent of the house was sold out on both nights of the opening show. Among the performers were Wills Not, Wakefield, Anna Chandler, Alice Hamilton, Rex Vag, Al Lloyd, "Lumber Legs" Edwards, Charles Doxan, Richard Wartenburg, Bimbo, George Green, Edward Tamshy, Rita Good, Jack Cavanaugh, Nickman Brothers, Corcob and Seymour, and Mandelick and Jack. The unit is headed by Eda Edson (Helen Marilyn), and on her staff are Eugene Stone, Howard Chase, Elmer Malton and Grace Adolph.

We realize that these performers could not wait, and we have therefore made every possible effort to put not only vaudeville and variety artists, but every (See Sugar's Domino on opposite page)

The Broadway Beat

By GEORGE SPELVIN

AMONG the steers on the stem, one of the oldest but still one of the best is the absence of original titles on fifth-run films playing the twin-feature grinds. Marquees and lobbies scream out with emotional blarney, but with no mention of titles—only actor billing in huge black type. You can't even identify the lobby stills, because in most cases the title has been carefully concealed. Many a customer has bought duets only to find that he's seen both films before. Another steer: one of the town's shows which goes heavy in advertising a low-priced seat instructs its b.-o. help to push medium-tariffed pasteboards instead, disregarding insistent customer requests for the cheap ones. Pasting from steers to boners, there's the late lamented *O Evening Star!* in which Frank Conroy, playing a Hollywood director with a fetish for frequent change of loud apparel, wore one of those cream-colored white topcoats early in the proceedings. Nearly three years later he was found still wearing it. . . . *Loew's Mayor* is beginning to play to the carriage trade; it's quite ironic to see limousines and cabs stop in front of this double-feature, subsequent-run house, with its 35-cent evening top.

Dave Rubinoff celebrated his fifth year on the air by having Rudy Vallee appear on his Chevrolet program, since Vallee introduced him to radio on one of his early programs. The following day (Sunday) Rubinoff revealed the splendors of his penthouse, done in modernistic style, to a host of friends. Contrary to the practice at such gatherings, the maestro's pals were not left out because they couldn't give him space in the papers. . . . Jack Rosenberg, of Local 802, was gazing at the Rubinoff book collection, which includes everything from Modern Libraries to old pieces on the violin, when a theatrical physician extended him an invitation to come and see his own (the meddler's) vast collection, which has books in every known language. Nifted Rosenberg: "I haven't got thru with English yet, and I'm having enough trouble with that." . . . Harry LaBrèque, an old-timer who was on *The Billboard* years ago, was there talking of events that were recorded in the paper in 1904 and thereabouts. . . . Eddie Cantor and Parlyarkarkus dropped in between rehearsal and broadcast, so they're not mad at Rubinoff, as was reported elsewhere.

Concert pianist Mischa Levitsky, on a radio program the other night, was asked whether he ever played jazz. . . . He said he'd made attempts, but had given up, because "it always sounds like Chopin." . . . John Mason Brown took a neat fall out of Johnny Weaver the other day, the war being started by the latter's swan song to reviewing in *Esquire*. . . . Nabe houses are getting a new form of competition in Monopoly, the parlor game that's sweeping town, on and off the Beat. . . . The S. S. Pennsylvania, featuring 3,000 square feet of dance floor, will operate in New York waters this summer—the first new excursion boat in the harbor in 10 years. . . . Emma Redell, officer of the Grand Opera Singers' Association, is giving her first New York recital in three years at Town Hall January 20. . . . The Maionette Russes held a Russian New Year's Eve January 13, the old Russ calendar (Julian system) being 13 days behind ours. . . . Joseph Meyers, book publisher, will produce Ted Wilde's comedy, *Spring Frank*. . . . Glenn Irwin, now p. a. for the Hotel Commodore, has already upped the publicity lineage. . . . There's supposed to be a waiting list of 1,500 trying to get jobs as ushers at the Radio City Music Hall—but it may be just propaganda to scare the present kids into good behavior.

Chicago Chat

By NAT GREEN

THE PHONE rang and the girl at the hotel desk said: "Good morning! It's 7 o'clock and 12 degrees above." Quite a novel way of greeting guests—sort of putting showmanship into the hotel biz. . . . But this showmanship was offset at the Lowry Hotel in St. Paul, where we happened to be sojourning for a few days, by the indifferent, public-be-damned attitude of the man at the desk. . . . Maybe the fact that a federal jury and several score O men on the Bremer kidnaping case are stopping at the hotel had something to do with the attitude, but the hotel management should remember that the O men are not going to be there indefinitely and the hotel will need other patronage. . . . Many of the showmen attending the convention of the Minnesota Federation of County Fairs were plenty burned up, and justly so, at the action of the hotel in boosting the price of rooms. . . . Very nice 45 rooms were obtainable for five bucks—which fact won't incline them to become enthusiastic over the Lowry as a meeting place in the future!

The past week has been a great one for Chi Loop theaters. . . . Stand-out lines have been the rule and they probably will be the rule this week, too. . . . At the RKO Palace the combo of *The Magnificent Obsession* on the screen and Weaver Brothers and Elroy on the stage packed them in. . . . The picture is being held a second week. . . . At the Chicago Velox and Yolanda, famous dance team, and Red Hodgson, author of that crazy hit, *The Music Goes Round and Around*, were a surefire draw and the entire show is being held over. . . . *Captain Blood* is packing 'em at the United Artists, and the Marx Brothers' picture, *A Night at the Opera*, at the Opera, is being touted as the funniest the Marx Brothers have ever produced. . . . At the Oriental the Three Stooges, Howard, Pine and Howard, probably will wow the customers, tho' to us they are about the most unfunny set in show biz. . . . Oh, well! It's difference of opinion that makes a horse race! . . . Too bad *Anything Goes* had such a poor engagement here. . . . It's a swell show and deserved well, but the public just didn't seem to go for it and it probably will quit plenty in the red.

It was good to see the fair men of Minnesota so enthusiastic over the outlook for 1936. . . . The turnout at St. Paul last week was astonishingly large, and everybody—fair men and showmen—felt that there is a big year ahead! . . . There were some amusing and enlightening angles to the meeting. . . . We're used to listening to the tales of glibbing Chicago agents. . . . Well, after hearing some of the stunts pulled by Minneapolis and St. Paul agents we feel that the Chi boys are pikers. . . . Is there any Chicago agent who would ask a piano player to work for a bigger night? . . . Maybe so, but we haven't caught up with him yet; but we did catch up with such a Twin Cities agent. . . . We'd like to express our opinion of said agent, but the postal authorities would bar *The Billboard* from the mails if we did. . . . There was one sign that we guarantee brought joy to the heart of Frank Duffield. . . . It read something like this: "The Blank Producing Company—Free Pirates." . . . And we never in our years of covering fair meetings saw so many "Greater" shows. . . . When will these birds learn that they are not dealing with a bunch of chumps? . . . They should have learned ere now that the fellows who are consistently overruling the worth-while contracts are those who are not misrepresenting their shows. . . . But some of them never get hep to the fact that they are the chumps and the people they are dealing with are the wise ones!

Doug Morgan Plans Big Mystery Show

JACKSONVILLE, Jan. 18.—J. Doug Morgan, well-known tent-show operator, for the last several seasons associated with Neale Helvey in the operation of the Helvey-Morgan show, is making plans to launch a mammoth magic and mystery attraction under canvas in Texas this spring.

Associated with Morgan in the venture will be A. P. Smith, of Warrenville, Ill., well known in the magic fraternity as Mysterious Smith. Letter recently concluded a 22 weeks' tour of Texas theaters. According to Morgan and Smith, the new attraction will be one of the largest magic and mystery shows ever to take to the road under canvas.

The entire program will be devoted to magic, and a number of new effects will be featured by Mysterious Smith. Morgan is purchasing a new tent to house the attraction, and additions will be made to the motorized equipment. Approximately 20 trucks will be used to transport the outfit.

The Morgan show equipment is stored at headquarters here.

Roy Hogan Framing a Circle

BRANSON, Mo., Jan. 18.—Roy E. Hogan, now at his home here, is planning to open his Original Orpheum Players on a circle out of Springfield, Mo., around February 1. The last rotary stock show which he operated around Springfield two years ago ran 110 weeks without the loss of a single night. Hogan reports that conditions look okeh in his old territory and he is anticipating a good season. Mr. and Mrs. Hogan were formerly in the South with the Paul English Players and the Darr-Gray Show.

Kansas City Jottings

KANSAS CITY, Mo., Jan. 18.—Myers-Oswald Players closed their tent in Texas recently. Bob Oswald departed for his home in Buffalo, N. Y., and Jess Myers is sojourning in Houston until the show reopens in the spring.

Frank Maury, veteran agent, formerly with the Ted North Players, is out of the business and permanently located in a Mississippi city.

The Jack Deal circle has changed its base town from Wausau, Wis., to La Crosse, Wis.

Heien E. May, formerly with the Walter Arlington Players, is sojourning in Denver.

Mr. and Mrs. Harvey Haverstock and son, Roland, are spending the winter at their home in Alford, Tex. Mr. Haverstock closed his tent show recently and will reopen early in the spring.

Dick Caldwell and Evelyn Easter, formerly with Reffner-Vinson Players, have left here for a Western spot.

Mr. and Mrs. Charles Hammond, formerly with the Chase-Lister Show, are spending the winter in Medford, Mass. Emile Conley, leading man, has been appointed manager of the Caylor Show No. 2, playing Minnesota.

Jerry and Viola Bruce, who recently closed a long season with the Kinsey Players, are doing their hillbilly act in vaude for a few weeks.

Tom Wiedeman, veteran manager, has a Rip Van Winkle show playing houses in Southeastern territory.

Clarence Sowell, who has been a patient at Veterans' Hospital, Wichita, Kan., the last four months, is expected to be released at an early date.

Mr. and Mrs. E. V. Dennis are vacationing in San Diego, Calif. They have been with the Harold Porter Show the last four years and will rejoin the company at an early date.

Austin and Gladys Ruah are sojourning with the homefolks in Pine Bluff, Ark.

Mr. and Mrs. Carl Thomas, formerly on the Coast with the Jennings Show, have joined the Kennedy Sisters' stock in Texas.

DuPre and Ayers, leading team with the Jack Kelly Players last summer, are spending the winter on the West Coast. They will return to Kansas City in the spring.

Vera Reno is doing secretarial work on a WPA theatrical project in Chicago.

Bill Oliver is recuperating at his home in Deatur, Ill., after several weeks at the Mayo Hospital in Rochester, Minn.

Dewey Campbell, manager of Showboat Players, reports business as being

Rep Ripples

THE REV. BLAKE COLL, former repertoire performer and son of Owen Coll, veteran stock and repertoire actor, was ordained recently in Toronto and held his first high mass a few days later in St. John, N. B. His father was present at both events. Letter has resided in New York the last four years.

MR. AND MRS. PAUL BROWN, of Brownie's Comedians, who tour Ohio and Kentucky each spring and summer, are sojourning at their home in Newark, O. They will be back on the road early in the spring.

FORREST BROWN has just closed his 11th season with Billroy's Comedians and is at his home in Delphos, O.

MAURICE LUCKETT, pianist, and Raymond Watson, saxophonist, formerly with the Hila Morgan Show, are in their eighth week of night club and hotel entertaining in Hot Springs, Ark.

VIC PAUST, the Swiss Bell Ringer, for the last seven summers with the Bryant Showboat in Cincinnati, is booked far ahead on club and theater dates in Detroit. Vic recently left Cincinnati, where he had been playing clubs since the closing of the Bryant craft early in November.

AMONG THE TENT SHOWS now touring the Georgia country are Tony Lamb, Bert Russell, Sid Criddle, Cook Show, Mrs. Hughes, Sikes' Comedians, Richard Hleton, Al Miller, W. T. Miller, Carl Replogie and Merry Merton.

good for his troupe in Minnesota territory. It is understood the company will close soon for a short layoff.

Ethan Allan, character man, is now engaged in the night club field in a Southern city.

Whdy Wallace circle, which had been trouping in and around Fairbury, Neb., closed recently.

Tip and Beas Tyler, who recently closed their tent opry, are sojourning at Mason Mines, Mo.

Pat Lyons left here this week to join a circle operating in Southeastern Kansas.

Al Unruh, formerly with the Todd circle, is sojourning in Columbus, Neb.

Charles Worthan, manager of the Worthan Players, has a dance band in Blue Mound, Ill., for the winter. He will be out under canvas again this spring.

Louise LaBat, formerly with the Pottinelle Stock Company, is sojourning in Denver for the winter.

John Evans Company closed recently in Mississippi territory.

Mac and Marco McDonald, after closing with a Nebraska circle, are sojourning in Paris-Arkansas.

Davis and Erickson are circling around Olysees, Kan.

Charles Cook is a recent arrival from Montana. He was with the Great Lakes Players until the company folded.

Kathryn Kaye, formerly with Chase-Lister, has entered commercial lines until the opening of the white tops.

Mr. and Mrs. Dick Castleman have joined the Jack Deal circle in Wisconsin.

Mr. and Mrs. Billy Baucum left here recently to join the Jimmie Warren Players circling in Louisiana.

The stock company at the Capitol Theater, Topeka, Kan., which was directed by Ross Robinson, closed last week.

Burton-Rex Players, under the management of Steve Burton, who opened several months ago in Nebraska, are now trouping on a circle around Wild Rose, Wis. Tentative arrangements are being made to launch the show under canvas this spring.

Mr. and Mrs. George Adkins have joined the Frank Williams circle in Illinois.

Nig and Jessie Allen have closed with the Davis-Erickson circle in Western Kansas.

Cody Thomas left here this week to rejoin the Kennedy Sisters' Company in Texas.

Dorothea Antel is a recent arrival here after the closing of the Great Lakes Players.

Connie and Dollie Show is still trouping in Mississippi territory. Plans to start north in the near future have been abandoned.

Ludwig Plans New Idea in Tent Shows

GARROLL, Ia., Jan. 18.—Charles C. Ludwig, of this city, is making tentative arrangements to launch a new tent show early in May. Ludwig plans to incorporate many novelties and new ideas into his new tent theater and promises that it will be "one of the finest tent organizations on the road."

"Many new things will be in evidence on the new show," Ludwig stated this week. "There will be something different in tops and something entirely new in fronts. Features will be different from those long used by tent shows. Only the latest available plays will be staged, with full sets for each and plenty of props. New ideas as to the promotion of business with the merchants and townspeople will also be inaugurated."

Ludwig has had considerable experience in show business. He has owned and operated legitimate, vaudeville and picture houses and has had a number of companies on tour.

SUGAR'S DOMINO

(Continued from opposite page)

other classification of theatrical weaker on the payroll of the Los Angeles project as seen as we could certify them as to eligibility for employment and determine their present ability in helping make the Federal Theater Project an outstanding governmental activity. In this matter we have at all times had the finest co-operation from Mrs. Helle Flanagan, who has shown a vital interest in all our problems and has done everything in her power to help us solve them.

It should be explained in justice to Mr. Miller that his confessed object in calling our attention to Mrs. Flanagan's interest and co-operation in the California project is to refute the statements made in an editorial that appeared in the December 23 issue of THE BILLBOARD under the heading, *Plea for Action*, in which the recurring theme was that the Federal Theater Project is not conscientiously trying to give vaudeville, musical comedy and circus units a break on a par with those in the drama, amateur and little theater categories. We respect Mr. Miller's standing and integrity. We safely assume that he is saying the truth. BUT WE STILL INSIST THAT VAUDEVILLE MUSICAL COMEDY AND CIRCUS PROJECTS ARE GETTING THE DIRTY END OF THE STICK IN THE EAST WHERE THE PROBLEM IS MORE ACUTE THAN IN ANY OTHER PART OF THE COUNTRY. We don't blame it on Mrs. Flanagan. Perhaps no single individual is responsible. But the condition exists. WHAT IS THE WORKS PROGRESS ADMINISTRATION GOING TO DO ABOUT IT?

LONDON BILLS

(Continued from page 17)

a nicely routine act. Laura and Marie Carson, English girl crooners and instrumentalists, are easy on the eyes, besides being both talented and versatile. Two good novelty acts in the same bill are Paul and Ruth Millak, graceful skaters, and Rolf Holbein, who has a corking act in which funny and ingenious cartoons come to life.

Ramon Novarro, film star, assisted by his sister, Carmen, fills Finsbury Park Empire to capacity. Excellent support is given by Turner Layton, formerly of Layton and Johnston, with songs at the piano; Eddie Vitch, international pantomimist, with a decidedly original act, and Leola Strange, brilliant impressionist and actor-comedian, all of whom click solidly.

The Four Franks are again held over at the Palladium, where they chalk up a legit show-stop at every performance. The Three Swins, international club-juggling comedians, temporarily added to the show, score solidly. Other big hits are registered by Harrison and Fisher with exquisite dancing; Gene Spejdel, funny pantomimist expert; Jennie Davenport, swell dancer, and Loretta Fisher, personable high-kicking dancer. Show will probably hold till late in February.

Owen McGiverny, probean star, heads a strong bill at the Globe, Stockton, where he is plenty popular; Will Mahoney and Eric Hoyle, the latter an acrobat, hit solidly at Birmingham; Hippodrome; Dr. Wolfe, McLean and Ford, brilliant American comedy dancers, are a sensation at Brighton Hippodrome.

Stock Notes

PATTI LITTELL, Pittsburgh stock title fire and former member of the Carnegie Tech Players, has been signed for Class Tree Major's New York Children's Theater Company.

KILBUCK THEATER group in Pittsburgh has extended its engagement at the Globe in that city until February 8, when it will have completed an eight-week run.

F. JAMES CARROLL, who closed his stock venture recently at St. John, N. B. after five weeks of unfavorable patronage, is planning on launching a summer stock in Maine early in June. He operated a summer stock at Bangor, Me., for many years. Carroll is now headquartered at Buckport, Me.

MADELINE SKELLY POUST, Pittsburgh playwright and member of the Kilbuck Theater group in that city, entered a local hospital last week to undergo an operation.

Palmerton Entering 19th Week in Albany

ALBANY, N. Y., Jan. 30.—Guy Palmerton's Manhattan Players will enter their 19th week of stock at the Capitol Theater here next Monday night with a special production of *Stella Dallas*. Nancy Duncan will handle the title role.

Company's current offering is the comedy *Loose Moments*, with Adrienne Earle and Frank Lyon in the leading roles, supported by Edward Gage, Nancy Duncan, Byrd Bruce, Emily Scelley, Denis Gurney, Eugene Weber and Rene Titus.

A bad slump was experienced by the Manhattan Players over the holiday season, but business is rapidly heading back to normal. Manager Palmerton is of the opinion that the losses accrued during the slack holiday period cannot be made up.

Stage Wedding a Feature Of Keith Players' Season

OTWELL, Ark., Jan. 18.—One of the big events of the season on the P. C. Keith Players was the stage wedding performed here recently after the regular night performance. Principals were Harry Alsworth, Dawson, musician and songwriter, and Beanie Mae Smith, well known in repertoire, and the Rev. G. B. Egan, of the Christian Church, Jonesboro, Ark., performed the ceremony. The wedding attracted a large crowd.

Following the ceremony members of the company entertained the guests of Miss P. C. Keith at a wedding supper, where the newweds were the recipients of many useful gifts. P. C. Keith and Elwood Boston acted as best man; Miss P. C. Keith, matron of honor, and Miss Clarke, bridesmaid.

The Keith show has been in the vicinity of Jonesboro, Ark., for some time, playing to fair business. In the present roster are Mr. and Mrs. P. C. Keith, Capt. Frank Hollaway, Mr. and Mrs. Art Holloway, Benton and Clarke, Mae L. Thompson, Mr. and Mrs. Lee Thompson, Jolly Pennie Hatfield, Chas. Clementia, Ernest Rich, Louis Funderbuck, Mr. and Mrs. Harry Alsworth, Dawson, Mr. and Mrs. Glen Pennington.

Special visitors on the show were Mr. and Mrs. Doc Lee, Mr. and Mrs. F. Kliner and son, Buster, and Joe Price.

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Philly Music, Drama, Dance Studios Seek Radio Tieups

Broadcasters being won over to school tieups—WRAX, WPEN operating own school—independent studios buying radio time—mutual aid seen in radio-schools link

PHILADELPHIA, Jan. 18.—New year finds a closer bond between radio and dancing, dramatic and music schools, both on part of teachers and pupils. The Radio Center School of Arts, under the direction of Gertrude Kelley, is jointly operated by WRAX and WPEN. In addition to the weekly Wednesday spot when the school airs "Stars in the Making" over WPEN, the Wurlitzer Music House sponsors a half-hour show, Fridays over the same station. Paramount Studios have bought a 30-minute Sunday spot on WPAB to present their students to the air audience. WFIL's "Week-End Midweek" Saturday nights is in the keeping of Mrs. Hendrik Ezerman, managing director of the Philadelphia Conservatory of Music, and presents artist students in solo performances.

Uncle Wip's nightly programs on WIP tie in with local dramatic schools. This time the Bertha M. Poggio Studios supply him with the following talent: Phyllis Leavell, Jimmie MacElroy, Barbara Del Duke, Nelson Chambers, Richard Hilton, Alfreda Koehler, Rae and Antonetta Roselli, Mildred Small, Mildred Di Mauro, Virginia and Corneila Mahoney, Claire Anderson, Eleanor Corty, Frances De Puy, Anna Kathryn Garrett, Janet Ries and Anna Smith.

Directors and faculty members of the various schools are by no means strangers to local radio studios. Gladys Frazier, who conducts a school of dramatic art, hides under the name of Jean Rogers when she talks about the movies and the movie stars over KYW every night for a sponsored show. Clarence Fuhrman, WIP's musical director, is also the head of an enterprising theatrical school in Camden, N. J. J. Harry Tipping, whose voice airs over the same station, is director of the vocal department of the Fuhrman School. When not taken with his duties as his music school of jazz technique in Haddon Heights, N. J., Wayne Cody broadcasts daily over WFIL as the Jolly Man.

In addition to forming the nucleus for the septa night-club units produced by Eddie Lieberman, the three colored amateur shows presented over the local airwaves are indebted to Essie Marie, director of the La Maison de La Danse, for their terping talent.

It is also reported that Alan Scott, popular radio commentator, has won over the studio executives and will be permitted to open a school teaching radio courses, with Arnold Hartley, of KYW, and Frank Keesler, of WCAU, Stations stymied his plans last fall because of the many "racket" radio schools in this territory.

Advent of the theatrical schools in radio is credited to William D. Hicks, dramatic director of the Bessie V. Hicks School. As early as 1931 he presented students in a series of scripts known as "Pop Miller's Roadside Stand." Programs ran for three consecutive years on WFIL.

DANCE, DRAMA, MUSIC, VOCAL AND RADIO STUDIOS:

Mail to Theatrical Schools Editor, The Billboard, 1564 Broadway, New York, folders, pamphlets and other material describing your courses, instructors, studio locations, booking affiliations, etc.

This material will be consulted when making recommendations to those inquiring about schools and courses.

Don't Miss Review of N. Y. Dance Recitals

A review of the more important dance recitals presented the past month in New York City will be found in the Feature News section of this issue.

N. Y. STD Holds Big Jan. Meet

NEW YORK, Jan. 18.—The New York Society of Teachers of Dancing held its January meeting Sunday at the Hotel Astor, with ballroom dancing taking the spotlight in discussions and class work.

Mrs. Edna Rothard Passapao, of Glen Ridge, and James R. Whitton, of Brooklyn, gave demonstrations in ballroom and in tap and ballet, respectively. Sonya Serova was guest teacher, devoting her time to children's class and recital work.

Mrs. Evelyn Hubbell, Franklyn Oakley and Oscar Duryea gave new views on Truckin' and other dances.

The society is now preparing for its annual benefit ball at the Hotel Roosevelt February 21. A midnight Colonial Cotillon, under direction of Roderick C. Grant, of Yobkers, will be a feature.

Low Lewis Stages Dances

NEW YORK, Jan. 18.—Low Lewis, operating a tap dance school here, was busy last month helping to stage dances for George White's Scandals. Spent close to four weeks on rehearsals.

Adds Film, Radio Courses

UTICA, N. Y., Jan. 18.—Latest to add radio, screen and stage courses is Ithaca College. New courses will be correlated with the work of the drama and music departments.

Hicks School Presents Play

PHILADELPHIA, Jan. 18.—When the Bessie V. Hicks School of Dramatic Arts presented *The Best People* January 10 it was the first time in five years that Miss Hicks had appeared in the cast of a production presented by her own school. Surrounding cast, directed by Harry S. Mahaffey, included Peggy Little, Marjonne Johnson, Charlotte Anderson, Mary Hess, James E. Callahan Jr., George Adams, John Miller, Julian Caldwell, Stanley Smith, Theodore Brockhouse, Sheridan Corson and Eugene Field, all pupils of the school.

To Open Detroit School

DETROIT, Jan. 18.—Miss Janis Shea, daughter of Peter J. Shea, operator of many ballrooms, parks and roller rinks throught the country, will visit Europe this summer to finish her study of tap. Will open a big dance studio here in the fall, when she returns, and will specialize in tap, children's classes and ballroom stage dancing.

Music Teachers, Schools in Successful Joint Convention

PHILADELPHIA, Jan. 18.—The Music Teachers' National Association, founded in 1876, in conjunction with the National Association Schools of Music, met in convention at the Bellevue-Stratford Hotel December 27 to 31, inclusive.

Opening session was presided over by the National Association president, Frederic B. Stiven, and was devoted to an address of welcome by Mayor J. Hampton Moore, a concert and a reception and luncheon, participants being Mary Miller Mount and Elizabeth Gost, Mary Stope Langston, Ella Clark Hammann, Sacha Jacobinoff and George P. Boyle.

Program the following day included Alice Ehlers, Danish harpsichordist; Marion Keightley Snowden, who presented the story of Old English music; Mrs. H. H. A. Beach, in a piano recital; Dr. Frances Elliott Clarke, who spoke, as did Nikolai Sokoloff, director of WPA Federal Music Projects. Mrs. William Arms Fisher presided.

Other programs the remaining days were Saturday afternoon: *Theodore Leschetzky*, conducted by Edwin Hughes, pianist; *The Teachings of Tobias Matthay*, Bruce Simonds, Yale University; *The Way of Piano Technique*, by George Woodhouse, London, Eng.; Evelyn Swarthout, pianist. In the Palm Garden: A voice forum, with William S. Brady, New York, presiding; *The Professional Field for the Voost Student in America*, Mr. Brady; *Speech to Song*, Edgar Schofield, president of the New York Singing Teachers' Association; song recital, with Kathryn Meigs, contralto, and Charles Hackett, tenor; *The Role of Imagery in Voice*

Teaching, by Wilmer T. Bartholomew, of Peabody Conservatory.

Sunday afternoon in the Irvine Auditorium at the University of Pennsylvania: Henry Clay Banks Jr., dean of the Pennsylvania Chapter of the American Guild of Organists, presiding; organ recital by Arthur W. Howes Jr., P. A. O. O. organist; *America Becomes Choral Conscious*, by Mrs. William Arms Fisher; concert by the Choral Club of the Camden Art Society, Henry S. Fry conducting, with Raymond E. Heston, accompanist; *Musical Rockets—Revolutions and Results*, by Harry Clay Banks, organist at Girard College here. There was a trip to the Theodore Presser Home for Retired Music Teachers, with Dr. James Francis Cooke, president of the Presser Foundation, in charge. In the evening there was an illustrated lecture by Laura C. Boulton on *Rhythm in the Jungle*.

Monday morning at the hotel, with Frederic B. Stiven, president of the M. T. N. A., presiding; *Our Present Needs in Music Teaching*, by Henry S. Drinker Jr.; *A Revised Conception of Tonality*, Joseph Yasser, New York; music; the Trio Classique of the Curtis Institute of Music, with Ardelle Hookins, flute; Rudice Shapiro, violin, and Virginia Malowski, viola; *The Work and the Practical and Artistic Problems of the Music Critic*, Otis Downes, music critic of *The New York Times*. In the afternoon an inspection of the RCA-Victor plant in Camden, N. J., with Mrs. Frances Elliott Clarke in charge. Evening was given over to the annual banquet, with Rudolph Ganz, toastmaster, and Roy Dickinson

Chi Teachers In Nite Spots

Dance studios booking and producing acts for night clubs and vaude

CHICAGO, Jan. 18.—Local dance studios are, more than ever, active producing acts, polishing talent and even booking night clubs and vaude.

Fran Scanlan has staged a new act, composed of Pat Gill, Dorothy Newman and Margaret Nolan, and known as Fran Scanlan's Novelists. Girls are being auditioned and will probably open in a cafe outside the city. Fran, who recently completed the redecoration of his studio, teaches at the Wisconsin Dancing Masters' Association meet in Milwaukee tomorrow.

Dancing teachers and students are looking forward to the appearances of Trudi Schoop and her comic ballet at the Studebaker Theater tomorrow and Tina Made Tuesday at Graf's Little Concert House.

William Roovaart was the first to obtain a diploma of the new normal course taught by the Bruce R. Bruce School of Acrobatic Dancing. Lois Zeitz is rehearsing a new acrobatic routine to be used in the next Palmer House show with Bruce. Frances Miller, who just completed a long run at the Drake Hotel, is brushing up new routines created by Bruce, who will be on the faculty at the Indianapolis teacher's convention January 27.

Jay Mills, of the vaudeville team of Mills and Cappy, has opened a dance studio on the Northside and specializing in professional routines. Team is continuing to accept vaude dates in and around the city.

Bob Mascagno, assistant to his dad, Maestro Stephan Mascagno, who is now permanently located here, is in the lineup of the new Empire Room, Palmer House show, and made a hit the opening night.

Mary Vandas School of Dancing in the Fine Arts Building has the following faculty: Jimmy Hess, tap; Sylrester Smith, acrobatics; Vera Mirova, Spanish, and Ludmila Speranava, modern dancing.

Nicholas Tsoukalas will do a ballet and character number at the Wisconsin DMA meet in Milwaukee tomorrow.

A promotion scheme is being worked here that offers six weeks of music, dancing, dramatic and public speaking lessons for \$1.75, payable upon registration and used to help cover advertising costs. Lessons are free by 10 schools lined up in the proposition, with the hope that students will continue studies, at expiration of the sample lessons, at the school's regular rates.

A deal has been consummated by Nicholas Tsoukalas whereby Jack Saurin, of Royal Attractions, joins his organization to establish a booking and production department.

Welch, Princeton University, as principal speaker. Music was provided by the Dorothy Johnstone Baader Harp Ensemble.

The final day of the session called for the joint meeting of the M. T. N. A. and the N. T. S. M., with Earl V. Moore, University of Michigan, presiding. In the afternoon there was an orchestra forum conducted by George L. Lindsay, director of music in the Philadelphia public schools, and a forum on theory presided by Frederic B. Conway, of the New England Conservatory of Music, Boston, Mass. Convention was concluded by the meeting of the executive committee of the Music Teachers' National Association.

Student Notes

NEW YORK: Mrs. Evelyn Hubbell has brought Kathleen Price and Timothy Palmer, English ballroom dancers, to this country. They opened at the Radio City Rainbow Room January 15. Marie Doukou, student of the Susan S. Bolos Vocal Studio, is giving a recital January 30 at the McAlpin Hotel here. Peter Patti, 11 years, is the star accordionist of the Wurlitzer School here. Jack Yule, latest protégé of Harrison Lewis School here, was given a screen test by Warner last week.

CHICAGO: Merric Vee, of Wheeling, W. Va., who has been studying with Bruce R. Bruce, Chicago, the past few weeks, is starting in either the Chicago or Oriental Theater line soon for Babalan & Kats. Gloria Kilbuis, daughter of John D. Kilbuis, of the John D. Kilbuis Shows, is studying tap and ballet dancing at the Mary Vandus Studio.

DETROIT: Graduates of the Etienne School include eight who recently opened at the Capitol Theater Ballet, Toledo, and expect to stay the balance of the season. Leona Lucina, who opened her own school of dancing in Dearborn. Irene Kemmer, formerly with Texas Guitman shows, now playing in Broadway revues. Ann Andre, who is now playing Michigan spots, after a 10-month tour in China. Eve Barton, now working Detroit cabarets.

JOHNSTOWN, Pa.: Mary Saucy, former student of the Steiffer School here, did a triple-time tap number at the school's Christmas party recently. She is now studying music and dramatics at Drake University, Des Moines.

Tsoukalas Student Recital

CHICAGO, Jan. 18.—A capacity audience filled Nicholas Tsoukalas Little Theater of the Dance January 8 when he presented one of his pupils, Josephine Aleksa, in a dance recital. She did eight numbers, opening with *A Garden Mood* and following with *The Merry Widow* waltz, *Whispering Waltz*, *Roumanian Dance*, *Eryna Gani*, *Pastoral Dance*, *Arabian Dance* and *Moorish Dance*. Miss Aleksa, a lithe and graceful brunette, performed brilliantly. *The Merry Widow* waltz, danced to the immortal music of Franz Lehár with added creative touches by Lurline Griffith, assistant to Tsoukalas, and the *Roumanian Dance* were perhaps Miss Aleksa's outstanding numbers. Lurline Griffith staged the dances. Music was furnished by Steven's Revelers, a five-piece orchestra.

On Willis-Lane Program

NEW YORK, Jan. 18.—Jack and Alice Kutzin, young pupils of Willis-Lane Studio here, are appearing regularly over its WHN programs Sundays and will be featured in the studio's kiddie recital at Palm Garden March 13. Allen Turney, of *Porgy and Bess*, guest starred for Willis-Lane in last week's broadcast. Hal Willis staged the show for the American Legion in Brooklyn last week.

Krider School Performance

PHILADELPHIA, Jan. 18.—Marionettes fashioned by students at the Emille Krider Norris School of Expression and Stage Art were presented in a dramatic sketch given in the Presser Building auditorium Monday. Puppets were made, costumed and operated by Charibel Becker, Kathleen Barron, Eleanor M. Dougherty, Julia Powers and Audrey Sears. In addition, three short plays were presented, the cast including Miss Seaps, Katherine Brooker, Elsie Helm, Celia Synderman, Eva Buckhalter, Constance Morgan and Catherine Leefson.

Crowded Club Floors Slow Up Dance Tempos

NEW ORLEANS, Jan. 18.—Bobby Rivers finds that tap is still the very popular step that it has been in schools in recent years. In ballroom he finds a decided slowing up of tempo as more people turn to night-club floors for their dancing. Crowded floors having a tendency to slow up progress. "The Truckin' step will hardly be popular on the dance floor," he says. "The swinging routine needs plenty of room and present over-crowded dance floors do not permit room. Its slow tempo would fit well into the slow progressing spaces of the night spots."

News of Camden Music Studios

CAMDEN, N. J., Jan. 18.—Third in the instrumental concert series sponsored by the Richter School of Music was presented in Merchantville, N. J., January 16.

Glady Kochersperger is now operating a ballet school in connection with her school of dancing. She has 40 students working on a diversissement called in a Woodland Glen.

The Camden Women's Club sponsored a recital given by the Sternberg School of Music. Jean Hoaking and Lawrence Glover III were the honor pupils presented. Others taking part were Barbara Gardiner, Judy Smith, Doris Schoen, Lillian Bowden, Leone Boice, Mary Ann Alden, Harold Goldman, Elizabeth West, Betty Ann McConnell, Ruth Nelson, Betty Rohlin, Barbara Jones, Jean Sparks, Grace Schidna, Peggy Weart, Peggy Hammond, Canning Kraft, Jane Wehner, Margaret Elberson, Audrey Lills, Jane McDonald, Harold Cragin, Betty Moore and Phyllis Tendril.

The Giffin Studio of Dancing presented its pupils in a series of recitals and parties thruout the holiday weeks.

The annual concert of the Miller Conservatory of Music had the following participating in solo and ensemble groups: Paul Andrews, Mildred Kebbe, Frank LaMara, George Pukas, Robert Schaffner, Frances Pukas, William Bartling, John Willster, Edna Pringle, Alfred

Kansas City Music Studios Busy Staging Pupil Recitals

KANSAS CITY, Jan. 18.—The Kansas City Orchestral Training School gave a Yuletide Concert in Ararat Temple December 29. Conductor N. DeRubertis was assisted by Mildred Ekland, harpist-pianist.

Christine Goff, former pupil of Stanley Deacon, recently appeared at the Brooklyn Academy of Music with Frances Alda and other operators.

Amy Winning presented her pupils in a piano recital recently in the Jenkins Auditorium. Those appearing included Richard Kruse, Betty Anderson, Judy Milgram, Jean Warme, Doris Smith, Eunice Wiebe, Harriet Bittner, Jacqueline Kruse, Lucille Pierson.

Marie Wickizer, last season a student of Edna Forsyth, is now teaching voice in the high school at Smith Center, Kan. Mrs. Edward Levine presented her pupils recently in a musical. Pupils participating include Gladys Kaplan, Barbara Burnstein, Richard Roper, Edith Kaplan, Shirley Chamel, Jenny Hurstien, Frances Wang, Edith Spilman and Alma Weisbart.

Walter Ehrnman has discontinued his studio, but will continue to direct his Ehrnman singers. Mr. Ehrnman is also instructor of a singing class at the Kansas City Bible Institute.

The Conservatory of Music has engaged Maurice Dumesnil as piano instructor. He is well known in international music circles.

Mary Betty Polts, who has been teaching piano in the studios of Lois Black Hunt, has departed for New York for further study.

Polly Perkins Iuen, former pupil of Dorothy Perkins, is now a member of the Radio City ballet in New York.

Peggy Cornell, also a Perkins product, spent the holidays here with relatives. Plans branch of the Conservatory of

Wurlitzer Launches "Music Teachers' Co-Op Plan" in N.Y.

Fournier expanding free beginners' course idea in tieup with neighborhood music studios—stimulates instrument sale—brings new students to private schools

NEW YORK, Jan. 18.—The Wurlitzer Musical Instrument Company, boy teaching introductory courses to 10,000 people thruout the country, is launching a new "music teachers' co-operative plan" here. Angle is to encourage more beginners to learn musical instruments by bringing the free introductory courses closer to their homes. At the same time, music teachers tying up with the Wurlitzer school extension will earn fees and also be permitted to pick up the students as their own after the Wurlitzer course has been completed. The local Wurlitzer organization now has 1,000 people taking the free beginners' courses offered along with purchase of an instrument. Twenty lessons comprise each course, the Wurlitzer company figuring that by that time the instrument will have been paid and the purchaser will have become definitely attached to his instrument. Twenty teachers are already employed to handle these courses and are encouraged to take over the students as their own, if possible, after that. This is a strong inducement for teachers to make themselves indispensable to their "trial" students.

Indianapolis Gets 1-Day DMA School

INDIANAPOLIS, Jan. 18.—The Chicago DMA's one-day traveling normal school will move into the Antler Hotel here under direction of Pearl Allen, president; William Ashton, secretary, and Louis Stockman, regional director, January 26.

Bobby Rivers, J. Allen McKenide, Bruce R. Bruce, Leo Kehl, Ruth Prator, Louis Stockman and Miss Allen will comprise the faculty. Talent for the floor show following the school will be furnished by Chicago association teachers.

Jack Manning's normal school was held at the Hotel Sewerin December 18. Manning taught four clever routines, including a tap pantomime and an Eleanor Powell rhythm number. Ashton, Miss Allen, Gindys Benedict and J. Francis Hancy were among those attending.

Meglin Studios Expand

LOS ANGELES, Jan. 18.—Meglin Dance Studios here will build their own theater to seat 500. Will be used for stage presentations and for film auditions.

Verderosa, Denny Pellicone, Wilma Kebbe, Donald Hinder, Paul Rainey and Walter Miller. Walter Miller directed the orchestral and singing numbers.

Music presented students in a recital January 17.

Bianche Gregory, student of Hans Pfeil, appeared in piano recital January 17. She was assisted by Vera Gregory.

Guy Criss Simpson, organ instructor of the University of Kansas, gave a recital here January 12.

The Kansas City Orchestral Training School will celebrate its ninth birthday January 31 in Ararat Temple.

Federated Music Teachers presented pupils of the intermediate and student divisions January 15 at the Liberal Center.

Kansas City Guild of Music presented students January 12 in Epperson Hall. Mary Pinkston, Flora Ann Bunker, Margaret Wyatt, Eileen Kowalski, Alta Cowen, Margaret Dunn, Edward Robinson, Chester Edes, Robert Olsson, Marvyn Gench and Lester Wolf appeared.

The Conservatory of Music began rehearsals of *Rose Maiden* January 14.

A benefit program was given late this month for Miss Lewellen Moss in Ivanhoe Temple. Miss Moss is a local girl, beloved by many to have coloratura possibilities. Orchestra was directed by N. DeRubertis. Others who appeared include Maxine Pendleton, dance student from the Dorothy Perkins Studio; Joseph Harding, concert master; Mrs. Ingram-Eiser, dancer; Brown Shoenheit, flutist; Frank Anderson, singer, and Cranston Studio Sextet.

Whose school idea is an adjunct to the Wurlitzer sales department and was started in Cleveland by Fournier in 1930. There are now from 25 to 30 such schools thruout the country. Wurlitzer finds them a fine stimulant for attracting prospective purchasers of instruments. It estimates about 50 per cent of those taking the beginners' course continue studying.

Local school is the largest and has a 75-piece accordion band, which has already appeared in concert; a 50-piece string ensemble and a young people's symphony orchestra. It also maintains a booking service for advanced students.

Manner Studio on Radio

NEW YORK, Jan. 18.—Jane Manner Speech and Drama Studio is presenting scenes from famous plays and novels on WLWL Thursday evenings and at the Talk of the Town Club three times a week. Its recent series over WEVD expired.

Alviene SCHOOL OF THE Theatre

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Heavy Canton Registration

East Ohio dance schools report biggest business in 5 years—fees higher

CANTON, O., Jan. 18.—Heaviest registrations in almost five years are reported by major dance schools in this area. Improved industrial conditions and business increases in many lines are reflected in the school business. Prices for instruction are slightly up over last year. The amateur craze is said to have been largely responsible for the increased interest also.

McElvain-Reynolds, one of the larger schools here, reports a record registration. Stage dancing is attracting more applicants.

Andree Deal School of Dance, one of the oldest here, is preparing for a spring recital which is to be one of the most pretentious yet held by the veteran instructor.

Mary Margaret School of Dancing has been opened, the new term opening January 6. Modern and stage dancing taught.

Selfredge School of Dance at Alliance presented a full unit stage show recently for three days at the Columbia Theater, with advanced pupils scoring heavily.

Billy Ehardt, of Youngstown, many years a professional instructor and who has had several dance units on tour in recent years, is in charge of free dance instruction for kiddies Saturday mornings at the Palace Theater, Youngstown. The stunt is attracting record matinees.

Lynch Dancing School at Akron, one of oldest in Eastern Ohio, recently observed its 23d anniversary. The school was organized by William D. Lynch, one of the old school of dance instructors.

For Further Information:

Anyone interested in obtaining street addresses and other information concerning any schools mentioned or advertised in this department should communicate with Theatrical Schools Editor, The Billboard, 1564 Broadway, New York.

Dance Masters In Milwaukee

MILWAUKEE, Jan. 18.—Dancing Masters of Wisconsin, Inc., affiliated with the DMA, holds its monthly meeting at the Hotel Pfister tomorrow.

Edna Christensen will introduce the faculty, which will comprise William Oellman, Milwaukee, exhibition waltz and tango; Virginia O'Brien, Chicago, ballet and musical comedy; Fran Scanlon, Chicago, tap; Ann Rudolph, Chicago, modern creative dancing; and Nicholas Tsoukalas, Chicago, national character dancing.

Leo Kehl, prominent Madison teacher, who was responsible for the Wisconsin group affiliating with the DMA, is president of the DMW, Regina Garvey, Racine, is vice-president; Cleo Smith, Fond du Lac, is secretary; Vesper Chamberlain, Appleton, is treasurer, and Miss Christensen, Racine, is educational director.

New Orleans Schools Are Producing Talent

NEW ORLEANS, Jan. 18.—Norman and McKay, dance team appearing at the Medinah Club, Chicago, are products of the De Villroil Academy here. Peter Villroil, of this school, says he has a letter from another former student, Rene Lemur, who has signed to appear in night clubs of Germany, Switzerland and Italy. Another former pupil, Lorraine D'Aquin, is making a short for Universal. Another dance team pretty busy playing night spots is Jeanette and Carlo, former students of the Josie Corbarn School.

The Josie Corbarn School reports that Adele Phillips, Elaine Decker, Elsie Steele and Margie Larmor, former students, are appearing in Ohio with the Owen Bennett show and that the Five Ames Sisters are appearing in vaudeville. The Ames conduct a school at Nutley, N. J.

Steffler Stages Parties

JOHNSTOWN, Pa., Jan. 18.—John L. Steffler staged his annual Christmas party here recently, more than 350 students and parents attending. Branch schools at Carrolltown, Bedford, Beaverdale and Ebensburg also staged parties. Steffler says he and the missus received 360 Christmas cards, including one from Mrs. Montie Beach, the DMA president.

100 at Texas Dance Meeting

Texas ATD elects Bernard pres., Mrs. Bleeker secy.—many visitors

PORT WORTH, Tex., Jan. 18.—Nearly 100 dancing instructors attended the convention of the Texas Association of Teachers of Dancing at the Texas Hotel here December 27-29. Visiting instructors were Anna Ludmilla, Chicago, ballet and ballroom; Grace Bowman Jenkins, Decatur, Ill., adagio and acrobatics; Jack Broderick, Chicago, novelty. Instructors from Texas included Mrs. Bertha Lacey, Corpus Christi, ballroom; Miriam Widman, Beaumont, novelty tap; Virginia Seif, Dallas, tap; Elmer Wheatley, Waco, tap, and Aaron Tomaroff, Dallas, character dancing.

Annual banquet and dance was held Saturday, with Louise Hudson, Port Worth, as toastmistress. Speakers were Sam Bernard, Dallas; Frank Bonnor, San Antonio; Mrs. Dana Harmon, Amarillo; Betty Garribraut, San Denito, and Mrs. Georgia Deason, San Angelo. Austin was chosen as the place for next annual convention.

Officers for coming year are Sam Bernard, Dallas, president; Mrs. Tommy Simpson Barnett, Laredo, vice-president; Mrs. Frances Burgess Bleeker, Port Worth, secretary - treasurer; Judith Sproule, Beaumont, junior past president. Mrs. Lon L. Smith, Brownwood, was named a board member.

Frances Burgess Bleeker, Louise Hudson and Carolyn Lee were in charge of entertainment for the convention.

Prof. Bourque Opens Detroit Music Studios

DETROIT, Jan. 18.—Bourque Music Studios have been established in the Deenedy Building by Professor William Bourque. Giving a general series of courses and special instruction, particularly in ensemble and orchestral work. Professor Bourque has been specializing in the training of instruments for theatrical and symphonic orchestras. Louise Williams, formerly in charge of the Fox Theater dance school, is managing the studios and is considering establishment of an auxiliary dance school.

Professor Bourque is preparing Luigi Paganini, grandson of the famous Nicolo Paganini, for a career as a concert violinist and believes he has much of the talent of his famous ancestor. He has collected 17,000 signatures to a petition to be presented to the common council, asking special sponsorship for orchestral work in local theaters, with a declared object of giving opportunities for public appearances to younger musicians.

Hazel Verges Follows Villere As Louisiana DMA President

NEW ORLEANS, Jan. 18.—Hazel Verges, of the De Villroil Academy of Dancing, was elected president for 1936 of the Louisiana Dancing Masters' Association. A three-day session of instruction in tap, ballet and other routines, including "Truckin'" made up the program of the annual State convention of the association held in the Jung Hotel here December 26-28. Miss Verges succeeds Peter Villere as president. She was a few years ago with Ziegfeld Folies. Other officers elected were Elsie Luech, first vice-president; Genevieve McAniff, second vice-president; Anais Mitchell, secretary, and Lea Brandin, treasurer.

Except for the short business gathering, the entire time was given over to classes in ballet and more modern steps. Bernice Holmes, of the Chicago association, was in charge of ballet, while Mr. and Mrs. Bobby Rivera, of Chicago, directed tap and gave exhibitions in other stage and ballroom dances.

"It was one of the most successful conventions our association has ever had," retiring President Villere stated. "Teachers from all sections of Louisiana and Mississippi attended and our in-

structors proved to be exceptionally good. We are looking forward to a great year in 1936 under the leadership of Miss Verges, who is a great worker, as is our new secretary, Miss Mitchell."

About 50 teachers attended the sessions and they included Villere, Miss Verges, Miss Mitchell, Miss McAniff, Miss Luech, Miss Brandin, Robert Gross, Claire Deforoneaux, Sou Brandin, Louise Jahncke, Shirley Gay, Grace McCrystal, Hazel Nuss, Emelda Troxler, June Meyers, Lorraine Tonglet, Dorothy Babin, Allie Minette Middleton and others. Sue Farrier, Lake Charles; Mrs. Chifton Hyde, Hattiesburg; Marguerite Benson, Pensacola, Fla.; and Dorothy Ester, Houma, were some of the out-of-towners.

A few days following the convention many teachers attended a one-day instruction course in adagio, ballet and ballroom routines conducted by Anna Ludmilla and Jack Broderick, Indianapolis, Ind., and Grace Bowman Jenkins, Decatur, Ill. These three teachers stopped here en route to the Texas teachers' convention in San Antonio.

Another visiting instructor, was Jack Manning, of New York.

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Dance School News From New Orleans

NEW ORLEANS, Jan. 18.—Emelda Troxler, who already conducts five dancing schools in New Orleans and on the Mississippi Gulf Coast, announces the opening of a sixth branch this week in the Crystal Room of the Markham Hotel, Gulfport, Miss. Trained in New York, Chicago and under Leo Staats of Paris, Miss Troxler has one of the largest student bodies in the South. Two former pupils, Reeves and Baker, for two years featured at night spots of the country, are in charge of the new branch.

Gladys West, former student of De Villroil, has been put in charge of a new branch opened by the school.

Lois Winter, local teacher, received a "real" Christmas present from a Munroe Hagen. It was an engagement ring.

New Orleans probably has one of the youngest dancing school owners in the country in Shirley Thommasie. Despite her tender age of 12 years, Shirley has been forced to open a larger studio.

A Christmas "stunt" party was given by the Alma Love School of the Dance at Alexandria, La. Over 100 pupils took part.

Moorhead & Powell Academy of Dancing at Baton Rouge recently put on a series of novel programs at the local Paramount Theater.

While in the city for three days Jack Manning went on a fishing trip with Elliot Vincent. And Jack proved to be just as good with a rod and a reel as with a pair of tap shoes.

Willis-Lane Offers Revue

NEW YORK, Jan. 18.—Willis-Lane Dance and Vocal Studios will stage their fourth annual student revue at Palm Garden Friday, March 18. Hall has a capacity of 1,800 and has been filled regularly by the Willis-Lane shows.

Shreveport Dance Schools Busy Staging Recitals

SHREVEPORT, La., Jan. 18.—Three star pupils of the De Montville School were added to Bowes Unit No. 2 when it appeared here recently. They were Gertrude (8ia) Willis, Robert Erhardt and Gene Holmes.

Stovall School of Dancing put on an excellent Christmas review at the City Auditorium. Joyce Barlene was featured as premiere danseuse.

Another local school that put on an excellent Christmas revue was Phelps-Estes, the affair being in charge of Fann Phelps and Ruth Estes. A musician, Dr. C. C. Campbell, was a refreshing added attraction.

FRED ASTAIRE

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What Do YOU Think?

Editor, Theatrical Schools:

It took a teacher like T. E. Parson to come on and fight our battle in Pennsylvania on the 4 per cent tax the State was trying to push on us. Jack Steiffer is one Pennsylvania teacher who appreciates the wonderful co-operation and fine work done by the DTBA, Inc. . . .

Our class enrollment is about 35 per cent over last year, but private work is not so good. The free government dance classes in small towns are hurting us. The instructors can sew, knit, recite—in fact, everything but dance. They spoil our business. And then we have the 10-cent and 25-cent teachers who believe in mass enrollments.

Now for the brighter side. The recent pictures showing Shirley Temple, Bill Robinson, Ruby Keeler, Astaire and Rogers and the big musical films are making more people dance-conscious. And that is a big help.

JOHN L. STEIFFER.

Johnstown, Pa.

Editor, Theatrical Schools:

I have been thinking about the article you wrote in the October 28 issue, in which relief teachers were attacked.

It is true that fathers and mothers on relief and their children don't have to dance. But dancing brings hours of happiness to these people.

Yes, the relief teacher has large classes. I've had as many as 70 in one class—but not one of them is being told he will be a big stage star some day. And that's more than a lot of teachers can say!

Parents are price-conscious—have you ever-raised children? They must consider money—and the children do so want to dance! If they can't have the best instruction then they must take the next best. With the help of the government and the local school boards these children can dance.

I teach in five schools, giving one day to each. The pupils pay 10 cents each. The school gets half for overhead and the teacher the other half. Each school averages \$20 a month for me. I teach from 9 a.m. to 3:30 p.m. After hours and on Saturdays I teach classes of 10

Recitals Staged By Philly Studios

PHILADELPHIA, Jan. 18.—Zeckwer-Hahn Philadelphia Musical Academy announces the engagement of Helen Berlin as a member of the faculty.

The OrNSTEIN School of Music presented pupils in pupil recital at the Art Alliance.

The Philadelphia Conservatory of Music held a pupils' recital January 12.

Artist pupils of the Louis Sobelman studios giving public recitals this month are Katherine Eastburn, in Washington, D. C., on the 18th; Gershwin Fanoroff, in New York, on the 12th, and Henry Kates, in Philadelphia, on the 24th.

The Maxwell R. Noach Studios opened the second semester on the 13th and started the new year with an earnest group of students.

Pittsburgh Teachers Busy With Shows and Contests

PITTSBURGH, Jan. 18.—Gene Kelly is busy producing the 85th annual Beth Shalom Synagogue Revue to be presented here in April. Some 200 students participate. Gene reports a very high mid-term enrollment.

Mamie Barth, dance master, is also operating a ballroom. Many of her students turn out evenings for actual practice.

Betty MacDonald, former dance pupil here, landed the title role of *Fiddler*, which Clara Tree Major's Childrens Theater, of New York, is presenting on tour this season.

Lou Bolton's School of the Tanager is now appearing in a weekly radio program over KQV. Lou reports this feature is good advertising for his school and excellent training for students. Starring on the program are Carl Berk, singer; the Three Gollishano Sisters, harmony team; Baby Eleanor Viba and Harold Ober.

Wurlitzer School of Music started a contest on Monday among beginners, with a free accordion offered as first prize. A similar competition, held last year, proved a great business stimulant.

the more difficult work at \$1 a month per student.

I make a living and at the same time I am doing something for my country. What are the commercial teachers doing for the community in these critical times?
R. T.

Denver, Colo.

Editor, Theatrical Schools:

What we need badly is an adequate system of rating. The public now has no means of checking on an incompetent teacher. It is true that some teachers can list on their stationery their membership in teacher organizations, but that means nothing, as few organizations have genuine qualification tests for applicants.

Cyps and veteran teachers, amateurs and competent teachers—we are all in the same boat!

Can't something be done? P. E.
New York, N. Y.

Amateur Contests Aid Schools in Atlanta

ATLANTA, Jan. 18.—Amateur contests on stage and radio have brought increased patronage to local schools. Among dance schools that have felt the increased business are Dannie Danford, Jack Rand, Jessie Reece, Pierre Dale and Sonya Shurman.

Virginia Semons School has much talent in Mary Francis Davis and Woodrow Mosher, who have a distinctive tap routine.

Among vocal schools that have had students make good in amateur contests are William Webster, Dorothy Remington and Edgar Howerton.

Among pupils of Mrs. Claude Herrin, Buford, who show considerable talent are Wynelle Shadburn, tap, and Jacqueline Boggs, dancing and singing.

Ballet Group Incorporates

ALBANY, N. Y., Jan. 18.—For the purpose of producing ballets and other stage offerings, the Society of the Friends of the Ballet, Inc., of Manhattan has been issued a charter. Promoters and shareholders are George Bochever, Emanuel M. Ostrow and S. Paul Bochever, 40 East 86th street, New York City.

Sammy Burns' Big Studio

NEW YORK, Jan. 18.—Sammy Burns will open his new dance studio in the Studebaker Building February 10. It will occupy 10,000 square feet and will be divided into a dozen studios. A staff of 12 instructors will help Burns.

Hotcha Wiggling at the Met; Other Odd Items on the Dance

Music critics and stodgy opera-goers were shocked out of their seat seats when George Balanchine's American Ballet made its debut in the Metropolitan Opera Company's Aida recently. Instead of the usual petticoated gentle flutterings about the Balanchine troupe did actual wiggling!

"The critics don't know anything about dancing. They are like prima donnas. They think only of the singing. They do not know one dance from another," Balanchine retorts. "What they called snake hips in Aida is the way Ethiopians danced in those days. Not on the toes, in nightgowns, but with the hips!"

It's about time somebody did something about the inane ballet scenes in most opera productions.

Twenty-five years ago the Kangaroo Hop, the Turkey Trot and the Grizzly Bear dances were being barred from public dance halls as too shocking. Today . . .

When Angna Enters opened, new oohert tour in New York recently she intentionally included dance numbers she hoped would "cause a hullabaloo, especially among the religious-minded people." Granting the showmanship involved, we question the advisability of antagonizing a large and influential portion of citi-

DTBA Now 3d Largest Group

Members in 12 States and Canada—200 attend December meeting in N. Y.

NEW YORK, Jan. 18.—The Dancing Teachers' Business Association is now the third largest dance teachers' society in the country, according to its president, Thomas Parson. It has members in Illinois, Indiana, Nebraska, Texas, North Carolina, Virginia, Maryland, New Jersey, Pennsylvania, New York, Massachusetts and Connecticut in addition to Canada.

The DTBA's last monthly meeting was held December 29 in the Astor Hotel. More than 200 teachers attended and observed demonstrations by Sonya Serova, Jack Manning, Vlasta Maslova, Carl Peters and Robert Hesstner.

Next meeting will be held Sunday, February 2, at the Park Central Hotel. Jack Dayton, Nellie Cook, Adolph Blome and Parson will comprise the faculty.

Littlefield School, Philly, Launches Permanent Ballet

PHILADELPHIA, Jan. 18.—Catherine Littlefield, director of the Littlefield School of the Ballet and Dancing, presented her organization in recital at the Academy of Music December 25. Ballets presented were a world premiere of Snow Queen, with music by Murray Cutler; *The Minstrel*, by Debussy, and the ever-popular *Fairy Doll*, by Deyser. Choreography was arranged by Miss Littlefield, who will also be premiere danseuse of the ballet company. With Karen Conrad and Joan McCracken in principal parts, the ensemble included Ann Stuart, June Graham, Betty Kearns, Julia Stewart and Mary Woods. Male soloists were Thomas Cannon and Alexis Dolinor.

Miss Littlefield, well known as prima ballerina of the Philadelphia Grand Opera Company, has established the Littlefield Ballet on a permanent basis and will feature its performances with her graceful dancing.

Detroit School Expands

DETROIT, Jan. 18.—Silver Stage School, conducted by Mme. Etienne, has taken a spur in enrollment. Additions to the staff include two well-known vaudevillians, Walter Ryan, tap, and Frank Malone, formerly of Malone and Woods, acrobatic. Pierre, brother of Mme. Etienne, is featured currently at the Book Cadillac Hotel in the team of Pierre and Temple.

Fuhrman School of Philly Adds Teachers and Courses

GARDEN, N. J., Jan. 18.—Clarence Fuhrman, director of the Fuhrman School of Dramatic Arts and Music and musical director of Radio Station WIP in Philadelphia, announces Helen Price Jennings is a new member of the faculty. Miss Jennings has given up her studies to assume charge of all classes in dramatic art and elocution.

J. Harry Tipping, director of the vocal department, announces the formation of eight singing classes.

Beginning with the new term, student recitals will be held weekly. Recital January 10 presented Florence Kravitz and John Strang, artist-pupils of Fuhrman; Oshuar Johnson, pupil of Maurice Braun, and Carmel Innace and Justine Carr, pupils of Tipping.

Miss Ursula Naughton, head of the dancing department, will likewise present her pupils in monthly recital. Presented in this month; Robt. Bartholomew, a Miss Fuhrman, June Goodman, Virginia Soeler, Leah McCallister, Virginia Holmwood, Jane Brittingham, Betty McKerney, Beatrice Fox, Ann Delahay, Iola June Deyer, Audrey Loucks, Merrill Bush, Stanford Benjamin, Martha Alexander, Eudice Schanimanico and Kenneth Brown.

Imperio School Expands

CHICAGO, Jan. 18.—Clarita Imperio School, for several years located in the Butler Building here, has leased a floor over the Black Hawk Cafe. The new space measures 163x48 feet, and after extensive alterations will contain a large ballet room and several other studios. Alex Palmer, general manager, says he plans to install vocal, dramatic and musical departments soon.

Spong Pupils Give Show

NEW YORK, Jan. 18.—Students of the Hilda Spong Theater School gave their second performance of the year recently, a distinguished audience including Daniel Frohman, Selena Royle, Earle Larimore and Margalo Guilmore.

Lonergan Joins Strauss

NEW YORK, Jan. 18.—John Lonergan, stage dance director, has joined the Sarah Mildred Strauss Dance School and will handle bookings and professional end of school's work. Intends to sell shows in-tact to theaters and night clubs.

N. Y. Music Schools Show

NEW YORK, Jan. 18.—New York Schools of Music will hold their 16th annual student concert March 8 at Carnegie Hall. About 300 pupils will participate. Arthur Cromin supervising.

Doris Weber Gives Benefit

NEW YORK, Jan. 18.—Doris Weber gave her annual exhibition of dancing of advanced students at her Brooklyn studio last month. Proceeds go to the House of St. Giles the Cripple.

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Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

COL. PLUMMER D. FOLK and Lois M. Stough, advance agents for Marquis the Magician, will be married soon on the stage during a performance of the Marquis show.

MYSTERIOUS SMITH is now at his headquarters in Warrenville, Ill., after completing 22 weeks in Southern Texas. Prior to that Smith worked the Fox Circuit thru Missouri and Kansas. In a communication to the magic desk My-sterious Smith announces that he has become associated with J. Doug Morgan, well-known tent-show operator, and that the two will launch a mammoth mystery show in Texas early in the spring. The entire program will be devoted to magic and a number of new effects will be featured, Smith reports. He promises that the show will be one of the largest mystery attractions ever to take to the road under canvas.

THE KNIGHTS OF MAGIC, New York, held their annual installation of officers and dinner January 11. Program was in charge of Jean Irving, who also served as emcee. The organization is now 15 years old.

DOC GEORGE, ventriloquist, has resumed in theaters after a brief layoff and is currently working theaters thru the Iowa and Nebraska territory. He reports a good season to date. Doc says that he has encountered numerous magicians along the route and recently enjoyed a pleasant visit with Len Vintus, one of the founders of the International Brotherhood of Magicians. George reports that Len Vintus is doing considerable club work in and around Winnipeg, Man., his home town.

JAY PALMER, magician, and his partner, Doreen, are presenting their *Whirl of Enchantment* at the Mayfair Club, Detroit. They close there January 20, with other Detroit spots to follow.

SIR FELIX KORIM, who bills himself as the "Magician of the Air," is now being featured with a dramatic group doing a 30-minute show on CBS's *WTBX*, Utica, N. Y., on Tuesday nights from 7:30 to 8 o'clock. In support of the dramatic sketch are the Wonder Weavers, a musical ensemble; the Enchanted Violin, Bob Martin, the announcer, who is mystified by everything that Sir Felix Korim does; Cheri, the girl assistant, who never tells Bob the inside story of the tricks, and, of course, Sir Felix in the flesh. "It's a pretty good season," Sir Felix typewrites, "but all the boys from Pennsylvania are coming into New York State because of the tax on shows there."

"HAVE BEEN VERY BUSY in Toledo, O., Detroit, and neighboring towns," writes Al P. Saal, the dexterous deceptionist of Toledo. "Also have played *Pink Mich.*, a number of times for the Buick-Motor Company and recently was forced to turn down several good dates in Flint and Detroit due to previous bookings." Saal has made a grand reputation for himself in the Detroit area during the past years.

PRINCE HASSAN, doing slight-of-hand and mental routines, is now in New York after consecutive work in the South and Southeast. His home town is Baltimore. Expects to break into the New York field thru night clubs.

FRED BLACK, of Bedford, Neb., was a visitor in New York last week and revealed that he is quite a card manipulator. Altho his only professional appearance was at the World's Fair, Chicago, he has been called "the world's greatest card manipulator" by Ripley T. Nelson Downs issued a statement last year that Ripley's opinion is no mistake, pointing out Black is "not a magician, not a prestidigitator, he is a scientific investigator and demonstrator of the

art of manipulating the cards to the dealer's advantage." Black's business is the cattle business and he is well known in outdoor showmen circles. Card manipulating is his favorite hobby.

WILLIAM W. LORD, mentalist, has been invited by Dr. Ellis R. Ott to be guest speaker at a convocation program to be held in Norton Hall, University of Buffalo, February 19. Lord was recently a speaker before the Russell Park Medical Society, Buffalo. His experiments in so-called subconscious control are creating an interest in psychic and medical circles. He reports club, school and church engagements plentiful in the Empire State.

THE PARENT ASSEMBLY, Society of American Magicians, held its first Ladies' Night for 1936 in the Hotel McAlpin, New York, January 14. William R. Williston headed the committee in charge of the affair, and the show was occasionally mysterious, sometimes riotous and almost constantly funny. Williston acted as "messenger of ceremonies," walked in and out of acts and even prompted a battery of hecklers when they went up in their lines. His own act wound up one of the most amusing evenings the assembly has ever sponsored. Other acts included Herman Krimmel, Leslie Gilbert, Fred Rothenberg, John Cooper, Dr. Joseph H. Pyles, Kenneth Bowers, Jack Whelan, Robert Sharpe, Richard Dubois, Billy Arenholz and Leon Maguire. Assembly's annual benefit show will be held at the Heck-scher Theater February 28.

JOE SCOTT, of the Warfield & Scott Magic Show, gives us more low-down on Sheila. Jack Gwynne's recently acquired lioness. Joe writes as follows from St. Louis: "Had an interesting experience while visiting with Jack Gwynne the other night. He kept telling me about Sheila and finally promised to show her to me. So far so good. He then handed me a stick about the size of a pencil (while he carried one about the size of an ax handle). 'I'm gonna show you my lion,' he said. 'Follow me.' I did (as far as the door), while he went in and started to do a Beatty. I watched thru the keyhole. He commanded the cat to lie on the floor. No go. Another command. The lion ups and paws him in the knee. Of course, he claims he's used to it by now and that a little pat from Sheila is really nothing. In all probability he will deny that this incident happened, but, so help me, it really did. It's gotten so that his wife, Ann, walks around with a first-aid kit under her arm in case the lion gets a little too playful with Jack. You know it would be kinda funny to see him doing the turban trick on one crutch."

THE ANNUAL MEETING of the Magicians' Association of Cleveland was held Monday evening, January 13. Reports of the secretary and treasurer show the association to be in excellent financial condition, with a substantial increase in membership, which now numbers 46. Election of officers resulted as follows: George A. Holly, president; Harry W. Bugger, vice-president; George V. Holland, secretary; Webster H. Mandell, treasurer; George J. Eidman, Harlowe R. Hoyt and William T. Symes, board of directors.

BIRCH THE MAGICIAN is currently one-nighting it thru the Mississippi Delta, presenting a two-hour show. Birch is being advertised as "a rival of the Great Thurston."

RHODE ISLAND RING No. 44, I.B.M., held its regular monthly meeting January 10 at the home of William Baker in North Providence, where Mr. Baker's basement theater proved an ideal setting for the magic program presented. On the bill were Armand Fortin, Pawtucket; Alfred DeGage, Armand Landry and Mrs. Smitheon, of New Bedford, Mass.; William Wallace, Chepachet, R.I.; William Dexter, Anthony (Cardy) Barbago, Mr. Baker and Secretary Harry Ballou, all of Providence. At the business session it was voted to hold a public entertainment in Providence March 27.



GLEAMED 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

JOSIE DE MOTTE—72-year-old principal rider in Billy Rose's Jumbo at the Hippodrome, New York. Was a big-top star 50 years ago. Would undoubtedly have a wide appeal in vaudeville, and could be surrounded with one or two other oldtimers. Slim, lithe, graceful and plenty vivacious despite her age, she does a knockout riding turn. Terrific exploitation value.

LORETTA FISCHER—American high-kicking dancer, formerly in the *Follies* and now partnered with Gene Sheldon, American banjo-playing comedian, at the Palladium, London. Striking appearance—tall and shapely brunet. Unlike many dancers recently ranked into pit, she can speak lines well. Photographs excellently and possesses a definite screen personality.

CHARLES NEWMAN—a new addition to the Fred Waring troupe, this young fellow has talent that is amazing. Plays the harmonica as tho it were a real organ, and achieves effects that sound as tho they were produced by three or four players. Does both classics and pops.

For LEGIT MUSICAL

LEON SHERKOT—French pantomimic comedian, for several years a name attraction in all European countries. Has made good in vaude, clubs and pits. Has droll appearance and scores chiefly with hilarious impersonation of a temperamental European football player. Wide repertory, and is also a brilliant eccentric dancer.

For FILMS

MARTY MAY—vaude comedian who has headlined over a good span. Excellent personality and individual and highly effective manner of putting over lines. Also good looking and



Minstrelsy

By BOB EMMET
(Cincinnati Office)

"**LAWRENCE HAGER** is going back too far when he asks if I remember when John L. Sullivan and William Muldoon were featured with Lester & Allen's Minstrels." Al Tint postcards from Detroit. "Hell," Al continues. "I wasn't even born when they were in existence. Did he want to mention his age when he asked that question or is he trying to find out how old I am? I am as young as I feel. As for Sam Gillinsky, I want to remind him that they sell *The Billboard* in Mexico and Texas. When I met him in Topeka, Kan., he borrowed some one else's *Billboard*. Sam, get a subscription blank and send in five bucks for a year and you'll get your *Billboard* regularly."

CLAYTON HIBBART, harmonica specialist and tenor, formerly with the De-luxe Bros., Guy Bros. and Gorton's minstrels, is now appearing at night spots around Oneonta and Schenectady, N. Y.

BILL WINNAY, banjoist and endman with the old Primrose, Thatcher & West and Jack Haverly's minstrels, has disposed of his hotel business in Oneonta, N. Y., and is now in retirement on his farm in West Oneonta.

BERT LOWE, formerly business manager and endman with Gorton's Minstrels, is now residing in Schenectady, N. Y. Mr. Lowe has been manager of several RKO theaters in White Plains, N. Y., and the New York City area.

"AS AN OLD MINSTREL musician, I would like to inquire as to what has become of all those good bass players," writes Frank B. Zelle, of Kingston, N. Y. "I have in mind Dad Lambert, 'Hook' Osborne, Bill Sweetland, John Strocks-fuse, Lou Hoddy, Mark Nichols, Emil Peterson, John Donahue, George Schaman, etc. Where's Frank McNish? Who remembers McNish's Minstrels' opening one hot August day in Buffalo when the drummer, too highly entertained by local Elks, fell asleep on his high perch in the first part? Stuffing beat, head in the border lights and too

much ambrosia did the trick. McNish piped it from the front, ran an usher back to have the stage manager prod the drummer back to normalcy with a stage brace, which he did. Zowie! Crash!—the drummer, with all his equipment, came smashing down all over the first part and McNish had to run back and ring down the rag. Was McNish crazy? Incidentally, the drummer lost three molars and some blood."

DOC SAMPRON pipes in to say that he's still a shut-in at his home in Richmond, Ind., but coming along okeh. He expects to hit the road again soon. "What's the trouble," Doc inquires. "I miss Al Tint this week. Why don't more of the bunch get busy with their pens and let us know what they are doing. Heard from Mel Glyn. He tells me that up where he is you cannot make a parade in a linen duster. I beg lieve that when it comes to playing cymbals I can say that Al Tint knows what it's all about. What's become of Glen Ballantine? Max Trout is a little tardy, too. Friend Doc Thrasher is studying medicine at the Indiana College. Eddie Powers made a parade recently in Huntington, W. Va., and almost forgot how to cut corners. Let's hear from you 11-45."



FAST, FURIOUS FUN for Your Minstrel Show

Complete selection of Minstrel First Parts, Bedtime Plays, Opening Chorus, Minstrel and Comedy Songs, Jokes, Gags, Prayers, Make-up Goods, Wigs, Bows, Tambourines—everything to put life and snap into your show! Send for Special Minstrel Catalog. Denison's Plays and Entertainments are known everywhere. Established over 40 years. Send for Catalog. T. S. DENISON & CO., 623 S. Wabash Ave., Dept. 150, Chicago, Ill.

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Conducted by DON KING—Communications to 25 Opera Place, Cincinnati, O.

Swan-Snyder Are Talbott Winners

DECATUR, Ill., Jan. 18.—The show closed after 1,907 hours (83 days) to a capacity house, with Don Freeman and Frank Swan battling for honors in an Australian pursuit race which had the audience at attention for 60 minutes.

Honors went to Frank Swan after one of the greatest races ever seen between two contestants. The two boys were strictly on their own down to the finish.

Ether Snyder won honors in the girls' division after some sharpshooting on the part of the few remaining girl contestants on the floor. The young lady deserves a world of credit not only because she won her first contest, but because of the fact it was won on its merits. Ether Snyder was praised highly as a credit to the endurance field.

The nonstop between Chick Franklin, Joe Partell, Chick Snyder and Tony Lewis, of the essence staff, and Johnny Agrella, Eddie Harry and Dick Allen was won by Johnny Agrella after 10 days of a non-stop routine. How this boy Johnny can take it.

The Victory Ball saw another turn-away business, with two local bands, vaudeville and a special race between Ether Snyder, Frank Swan and Don Freeman. Ether taking the honors, a \$50 cash prize put up by local merchants.

Co-operation in Decatur was splendid, and the books closed with an attendance of over 100,000 paid admissions. Who said the endurance field was dying?

Included on the staff were Eugene Leinen, manager; Forrest Bailey, publicity; Richard Kaplan, attorney; Jane De Masters, secretary; Marge Brewer, treasurer; Lolly Lewis, reserve secretary; Orval Parker, maintenance; Henry Davis, public relations; Chick Franklin, Joe Partell, Chick Snyder, Duff Davidson and Tony Lewis, emcee; Johnny Agrella, Dick Allen and Eddie Harry, floor judges; Doris Brandt, Lena Brown, nurses; Florence Cummings, Ruth Hager, matrons; Harry Simons, Ray Little, commissary department; Elmer Hinton, restaurant and bar; Charles Morrison and Lew Brown, concessions. The show closed 100 per cent NEAA.

Contestant Notes

HERMAN BEARZI is back at his Uniontown (Pa.) home and would like to see notes from Lee Sullivan, Eddie Worthington, Bill McQuade and Dub Albritton. Herman tells that he was recently in Louisville and visited the Hollywood Club, managed by Fred Sheldon. Says he met Billy Monroe there, with whom he worked on the Paducah show last year.

VINA WALKER and John Crowder write from San Antonio, Tex.: "Have missed about six copies of The Billboard in five years. Is the endurance field dying? Would like to see notes and hear from Hal J. Ross, Chuck Sparks, Margie and Joe and Mary Walker and Eric Lawson. We have been with Max Greenman since the Oklahoma City show."

MACK TOWNSEND, who formerly worked for Guy Swartz shows, postcards from Memphis that he would like to hear from Ruthie Keller, Cora Tracy, Tom and Eddie McBride and others of the Alton (Ill.) show. Mack will be watching the Letter List.

CHERRY PIE, San Antonio, wants 'em from Bill McDaniels, Mario Alessandro, Mary Walker, Jane Shannon and Hal J. Ross.

JIMMY RICHBY is still working night clubs in Chicago and tells us he expects to stay there for the remainder of the winter. He would like to hear from Vol Ryals via the Letter List.

KENNY (DOC) POSTER, Wichita, Kan., wants one from Teddy Webb.

HAROLD LITTMAN, Lynn, Mass., wants to see something in the Letter List from Betty Sue Long and Tommy Loring.

TIDBITS

By RICHARD S. KAPLAN
NEAA General Counsel

The decision of the U. S. Circuit Court of Appeals sitting in Chicago on the Tobacco Road injunction matter was a great blow to the amusement world. It would appear from this decision that any individual holding a public office may, if he so wishes, arbitrarily and without cause close any amusement field without let or hindrance.

Forgotten in this decision are the words, "This is a land of laws and not of men," which have been repeatedly used in Federal Court decisions.

It is hoped that the case will be carried to the U. S. Supreme Court for, in the opinion of this writer, the decision was a bad one and should have further interpretation by the higher tribunal.

So you marathoners think you're good when you've been going 3,000 hours under ordinary 15-minute rest period rules. Well, look at this one:

Having already passed his 730th night without having touched his head to a pillow (non-stop), William Isaac Small, New Orleans long-distance non-sleeper, is well on his way to his aspired record of 1,001 nights without sleep.

There's a REAL marathoner. What a sensation he would be in a Derby Show!

Once again referring to that innocent, gentle sport of football as compared to the cruelty of endurance shows, I note that Mayes McLain, member of the 1928 All-American Football Team, advises parents to keep their sons from joining football squads. He says:

"Jousting and other feats of the days of King Arthur may be pretty wild, dead, but for danger and sheer physical recklessness the big-time football of today is a logical successor. Almost any boy is willing to risk a leg or an arm or maybe his life, but why let him do such a ridiculous thing? Parents will be wise to absolutely forbid their sons from risking their necks and their lives by seeking fame on the gridiron."

Mr. McLain should know whereof he speaks. What say you, members of the PTA, city councils, legislatures, et cetera, ad infinitum, ad nauseum? Under these circumstances can you give any logical excuse for your peculiar antipathy towards endurance contests in the face of football's success?

CONTESTANTS! Is mail addressed to you at any show being withheld from you? Yes? And I suppose you are quite peeved about it. Well, let's look at the other side of the story.

The operator has invested a considerable sum of money in his show. And how is he assured of getting his money back from his investment? Thru the loyalty of his help and the contestants on the floor. But does he get that? Sometimes.

To top off the headaches he gets thru efforts of some officials to close his show there are the contestants who write to other operators asking for a chance to leave and walk in a new show. And there are the operators who are convincing to get contestants to leave a floor and join their show.

Tell me, contestants, do you blame the operator for trying to protect his investment by preventing his floor from being "reached" by convincing operators and others? In fairness, your answer will have to be "NO."

Just learn to play the game with the operator, give him absolute loyalty—determine to stay with the show you join—and the mail difficulties will soon disappear. Think it over.

LLOYD (TINY) FORD, trainer in the recent George C. Cobb Seattle walkie, was rushed to the St. Vincent Hospital, Hollywood, Calif., for an emergency appendectomy. He had been working in the latest Fred Astaire picture, *Follow the Fleet*.

KID CHISSELL, winner of George C. Cobb's first Wenatchee (Wash.) walkie and trainer in the last, is back at his Hollywood (Calif.) home and has worked in three pictures since his return. *The Milky Way*, a Harold Lloyd comedy at Paramount; *A Message to Garcia* and *The Country Doctor*, at Fox studios.

Pueblo Opposition Develops, Fades

PUEBLO, Colo., Jan. 18.—At the end of 500 hours 14 couples and two solo were still going strong in the George W. Fughe walkathon here. Considerable amusement was afforded the Fughe organization when the usual opposition to endurance shows among their competitors, the local moving picture men, took the form of a movement to open a walkathon (of all things) in one of the local movie emporiums. Considerable fancy language was dictated to local newspapers stressing the so-called professionalism of the kids to be brought in for the show and attempting to imply a stigma on all walkathons thereby. (Wonder how far the movies would get with all amateur talent in their production and cast.) It is a matter of common knowledge (at least to all but the movie men apparently) that half or more of every starting floor on a walkathon is composed of local entrants.

However, the picture men of Pueblo made the mistake of boasting they intended to operate their show along purely racket lines, something no George Fughe show has ever attempted. City officials very sensibly nipped the venture in the bud by refusing a license on the ground the "promoters" had publicly stated they intended to run the show as a racket. In a way it is too bad the movie operators were not allowed to proceed. Their show would undoubtedly have resulted in a genuine boost for the Fughe organization and all other legitimately operated shows by comparison.

Teams still remaining on the Derby show floor include Billie and Billy Curtis, Micky Martin and Lee Sullivan, Frankie DeClairville and Jack Diamond, Ruth Carroll and Jimmie Parker, Margie and Joe Van Raam, Bella and Porky Jacobs, Edna Mae Summers and George Bernstein, Cloris Wears and Joe Nally, Helen Tyne and Jimmy Valentine, Patsy Hall and Jack Alexander, Louise Turley and Tom Day, Adell Wolf and Mario Alessandro, Itma Sager and Pop Van Raam, and solos Harry Pala and Walter Gratsky.

Staff Briefs

AL BAKER writes from New York to let us know he has left the endurance field to return to show business, and is now in his sixth week of stock burlesque at the Irving Place Theater. Al is producing the book each week for the show. He would like to hear from old friends.

LES McCULLAM is working one of Philadelphia's largest night clubs, the Shafter Hofbrau, in Upper Darby. He will probably be there another month, and would like to hear from Mrs. Guy Swartz, Georgie Gross, Maxie Capp, Bobbie Reed, Fred Sheldon, Jack McBrier.

LARRY AND HIS DOG FRECKLES are playing vaude dates, being current at Capitol Theater, Portland, Ore. Larry would like 'em from Duke Hall, Eddie Brown, Jimmie Johnson.

JOHNNIE ARMBRUSTER, emcee and comedian, says he is out of the endurance field for a while and has a dancing school at Wellston, O. He would like communications from friends and his wife, Helen.

FORREST BAILEY and TOMMY Greenhouse, judge and trainer for the Jack Steinel organization, are resting in Kansas City following a series of four successful shows. They would like 'em from Al Baker, Carl Raabe, Cliff Neal and Steve Stevens via the Letter List.

BILL OWENS tells us from Oakland, Calif., that he is about recovered from his recent hospital confinement and is all set to do some fancy emceeing for a good promoter.

FRED CARTER, floor judge in Leo Ralston's recent Yakima (Wash.) show, is floor manager of Young People's Harlem night club, Los Angeles.

JOHNNY RUSSO, clown emcee in George C. Cobb walkathon, is assisting

Bob (Scream) Allen in comedy bits on Saturday nights at the Hollywood Cafe, Hollywood, Calif.

KANE BOOK

(Continued from page 4)

Whether the men remained to see one of modern history's first burlesque shows and stripping principals is not stated.

Leaving these examples of early American turpitude for some less provoking data, we find that the first Chinese theater was founded by Leo Toy in 1888 at 50 Bowery, New York. Known as the West Kiew Theater, it was later reorganized and finally disbanded in 1908.

The Academy of Music of Northampton, Mass., a gift to the city by E. K. M. Lyman, was the first municipal theater. Presentations were offered by the stock company of Jessie Bonstelli and Bertram Harrison, as well as numerous other troupes, from 1912 to 1917. C. W. Rackliffe now runs it as a movie house.

Gov. Robert Hunter's *Androboros* (mean poster), a biographical farce in three acts, was the first American play to be printed. New York is referred to as "Coo's town" and the date 1714.

Other pertinent items are the first panorama show at Lawrence Hyer's Tavern, 63 Chatham street, "between the gate and the tea-garden pump," and looking "most brilliant by candle light," according to a notice in *The Daily Advertiser* of 1790; the introduction of women ushers at the Majestic Theater, December 16, 1903, for the showing of *Sabes in Toyland*, and, lastly, the fact that traffic regulations trace back to theater congestion. The city authorities, in 1701, relieved the situation at the John Street Theater by enacting legislation requesting that "ladies and gentlemen order their coachmen to take up and set down with their Horse Heads to the East River to avoid confusion."

CONTESTANTS WANTED

Walkathon Opening
January 28
Manitou, Colo.

No collect wires. No transportation. Want entertaining Teams with wardrobe. Usual undesirables not wanted.

CARL W. RAABE

Case Loma Hotel
Colorado Springs, Colo.

VIRGIN SPOT

OPENS SATURDAY, JANUARY 25,
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219 MAIN, RACINE, WIS.

CAN USE about eight more High-Class Flash Sprint Teams. Must entertain and have wardrobe. No Comics. Wire. If accepted will send transportation.

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400 - 9.75		

THE FORUM

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning important amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given 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 272, Cincinnati, O.



Has Brief for Kiddies Against Noisy Clowning

I don't very often rush into an argument or even try to start one, much less in a magazine with such a circulation as The Billboard, but I have something on my chest and would really like to get it off before the circus season gets under way. I have belonged to the CPA for about five years and have a real flare for the circus. As only a fan can have, I've never attempted to tell show people in general, nor in particular, how to run their business and realize they know far more about conducting a circus than I ever will. However, there is one thing that has bothered me exceedingly during the last few years and I'd like to see something done about it before the new season starts. What I'm getting at is the noise connected with clowning—all the unnecessary shooting, explosions, etc. I sat in the Boston Garden at the Wednesday matinee of the Big Show last year with a flock of fine-looking youngsters all around. The show had not gone far when fingers were stuffed in ears and in some cases tears appeared whenever the clowns came out. As the afternoon wore on they became anything but funny to many of those kids. Of course the noise is greater indoors, but I've seen the same thing happen under canvas many times on different shows. I know how my own children have reacted to all these needless noises and even now they seem to be doubtful just how funny the clowns are going to be despite several years of circus going.

We talked to a few fans and circus people about this in the past and so far I've found no one who approves of the racket. It has been excused, tho, on the grounds that the clowns have to work so fast in such a large space that they need noise to attract attention. Maybe so, but you or I or anyone else familiar with circuses can name individual clowns who with nothing but ability and makeup can get the attention of the whole audience.

Main Opposes Mention About Circus Prices

According to your review of Downs Bros.' opening last season Charles Sparks abandoned the Puppy Ford because so many children were frightened and had to be taken from the tent. May I start a movement thru your columns for all shows to try clowning without shooting and explosions (but with plenty of initiative) for just one season and particularly watch the effects on the youngsters? Having had the above over, perhaps I should add that I am not shell-shocked, gun-shy nor have I jumpy nerves, but I feel most strongly for the scared children.

NORMAN A. ALDRICH, CPA 618.

Alliance, O. As a booster for war veterans, pitchmen and circuses, it is time to kick in to the greatest magazine of its kind, The Billboard. I have sold merchandise of various kinds for more than 20 years, but the past season I have been in a hospital and have been able to do little. I hope to make next season a success. The question has been asked as to how The Billboard can be improved. At the present time it is just about 100 per cent perfect. After roaming over the country for 20 years one is naturally inclined to become hard. Certain organizations would make the public believe that the depression was caused by war veterans, pitchmen and circuses gathering in all the money. More propaganda for the nation!

All pitchmen, peddlers and caterers of merchandise to the public have a spot they call home. If one has a jobber who lives in a town that is closed to one's kind of business impress upon him that it is up to him to help open that town. A few years ago a certain city wanted to raise the license from \$1 to \$10 per day. Management of one of the manufacturing plants, the very existence of which depends upon streetmen, ex-

plained to the city council that the plan was a poor one to follow. So the license was not raised, altho the city was not worth \$1 per day. I have always had a warm spot for the officials of that company who kept the license down. Every jobber should be able to see that if I am unable to sell it means that he will have to hunt another business. I have never patronized a jobber whose city was closed to my line. At present any community would be glad to grab off a plant that employs 300 persons, regardless of to whom they sell the merchandise.

It never has been my policy to tell the other man what to sell his goods for. But to cut prices is bad business. A blind man here has been selling flying birds, balloons and whistling rubber toys for a nickel. He says a fast nickel beats a slow dime. I fail to see his point of argument, and next summer when the circus comes to town a nickel is all that the public will want to give for that line of goods. I am smart enough to know the reaction of the public to this. Start cutting the price of an article and its loses its value altogether. Why sell fine razor blades for a nickel? The public immediately thinks they are no good, so they have lost their value. Auto polish for a dime! Imagine such absurd methods of doing business.

JOHN S. BEACOM.

Geneva, O.

I noted in The Billboard recently that Tom Gorman stated no circus should charge more than 25 cents. If managers would refrain from mentioning prices in trade papers it would help some. Why educate customers to cheap prices? The Main Circus in 1935 had prices of 25 and 50 cents with our motor show. Only a few years ago we got 75 cents.

In The Forum of January 11 it was noted that Joste DeMotte is still riding. I saw her ride two dapple-gray ponies with Hamilton & Sargent's New York Circus in 1877, two years before I traveled. In '77 my father was agent for this circus, which was on wagons, carried 50 horses and a 100-foot round top and had no animals. Miss DeMotte's father, James, was ringmaster. His wife rode a principal act on a pad, and Joste's brother, Willis, did is principal act. I have forgotten whether he used a pad or rode bareback. Willis was with my show in 1895, was a swell bareback rider at that time and also rode with the Main show in 1913 when I had the title leased to Andrew Downie.

The Forum letter of January 11 regarding the Main Circus in 1899 was very good, but as the writer stated, he made some errors regarding personnel. Tony Lowande, great Brazilian rider, was with my circus the year of the wreck and several years later, but in 1899 he was not with us. His brother, Martino, was the star rider. We carried three rings and two stages and when young Lowande rode in the center ring everything else was stopped, and when his routine was about half finished the band stopped playing.

Rugh Harrison, the greatest announcer of all time, announced as follows: "Mr. Lowande, the Apollo-Belvedere of the arena, will now attempt, and no doubt will accomplish, more somersaults than ever thrown before on a running horse." Then the young

Brazilian turned so many somersaults on the back of a beautiful horse named Norfolk that I felt to tell this generation how many they wouldn't believe me. R. H. Dockrill was equestrian director. Low Livingston and family were acrobats. Will Delaroy was principal clown and his assistant was Mr. Fritz. We went to the Pacific Coast that year and it was my banner season. The first trip to the Coast was made in '97. Tony Lowande was principal rider in '97 and rode four horses in a full-dress suit. We made San Francisco for 10 days both years, had city electric lights besides circus lights, built a grand stand, had palms between each of the cages and introduced a horse fair following the grand entry. Eddie Family were featured acrobats. In 1899 we gave a torchlight parade and went as far as Chinatown. William Sells was general agent; I. B. Strobig, traffic manager; Harry Polack, one of the candy botchers and my errand boy; Owen Dowd, private secretary; Warren A. Patrick, treasurer; Hodge and Christy, concert comedians. Hodge was rube in the big show and Christy was the dude. Those were my happy days.

WALTER L. MAIN.

Effort Pa.

In line with Forum letters recalling old-time tent shows, who recalls Sun Bros.' Circus in 1912-'13, the show's 21st season? It opened in Macon, Ga., April 6, 1912, and closed the season in White Springs, Fla., on Saturday, January 11, 1913, a season of 40 weeks, playing 12 States. George

Sun Bros. Had 40 Weeks' Tour During 1912-'13

Sun was manager and Pete Sun general agent. Clint Newton was official representative and John Shelly was bandmaster, with 45 men in the band. Among performers were Prince and Carrie Tan Araki, Senorita Morales, Otto Weaver, William Marks, Mona Barnett, Walter Kober, Edwin La Belle, George Weymann, Theo Grappner, Jack Klippel, J. L. Lamberto, Tomo Araki, The Great Boyd, John Cardona, W. J. Daplyn, Cheerful Gardner, Blanche Reed, Herman Griggs, Senor M. Morales, Irene Kober, Mrs. W. Kober, Charles Barnett, Estelle La Belle, Frank W. Decker, Austin C. King, Jake Cohen, George W. Lansing, Mrs. J. L. Lamberto, Bernard Winton, La Petite Morales, Bob Frazier, Walter Kent, George Arnold and Mrs. Charles Brady. I have the route book of the show that season, given to me by Clint Newton, who formerly had been with Welch Bros.' Circus while I was on the same show. Clint died several years ago. CHARLES F. EDWARDS.

Merceton, Ind.

I always read The Forum, circuses and rep pages of The Billboard and in answer to Edward Marts will say that Lamont Bros.' Circus was in Merceton in the summer of 1900. A one-ring circus, it carried an eight-piece band, gave a parade and afternoon and night shows, had several performers, three clowns, three

Lamont Bros. Toured Indiana Spring of '09

mules, several dogs and ponies and five or six cages of animals in the Side Show, three lions, bear, wolf, monkeys, etc. As it was a wet spring their horses were in poor condition, altho the owner was a good feeder. We repaired some of their harnesses and sold them some new work. When the owner paid me on the lot he opened a large trunk and in it were 8 or 10 large rolls of bills, the most money I had ever seen at one time. Other one-ring shows coming here at that time were Barlow Bros. and Knights, Ed G. Brown had a seven-piece band with the latter. Others were Lemon Bros., Castelman, Heber Bros., and Kettrow Bros., one-night-stand dramatic wagon show. Nowadays we are lucky to see one show a summer, and since there

The Billboard

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aren't many towns under 2,000 with picture shows any more it looks like a good time to take out a show.
TOM BROSNAMAN.

Shrewsport, La.

As I write this I am holding in my hand a morning paper of January 7, on the front page of which appears an account of the sudden death of Matt Gay, the high diver.

Matt Gay Was Public's Hero in Earlier Career

Immediately my thoughts went back 30 years to the Matt Gay that I knew on the Dan Robinson and the Bostock & Ferrar shows. What a hale fellow well met! A perfect specimen of manhood, clean-cut features, always smiling, not knowing the meaning of fear, with a wonderful personality, no vices and lionized by everyone. And was he a drawing card! In my estimation no one ever excelled him in his line. He was front page in all of the newspapers of that era. Thousands would gather to see him and after he had made his dive the cheers from the throng would be tremendous. THADDEUS H. GERIG.

Saranac Lake

By BETTY HUNTINGTON

Thru courtesy of Tony Anderson, manager of the Pontiac Theater, Saranac Lake, a novel show was presented on the stage at the Lodge last Sunday. It was a Major Bowes amateur unit and was received with great enthusiasm by the patients here. The show played a few days at the Pontiac Theater in town.

Jackie (Kiki) Roberts left Saranac Lake for Schenectady, where she intends to resume the duties of a faithful housewife, being the recently married Mrs. Ted Cook. Dr. Fischel has arranged for her free pneumothorax refills.

Milton Pollak is one of the many patients showing up to the ogleh side. His recent X-ray report marked a decided improvement. Milton hopes that he will be one of the lucky ones to be discharged this spring.

Ben (Vell-Fil-Tel-Yer) Shaffer has regained his sylphlike figure—how? Just going his daily marathon walks up and down the corridors. There Ben, I hope this will hold you for a while.

We were all glad to hear the good news of our pal Harry Livingston, who left the Polyclinic Hospital, New York, after a stage of illness. Harry and the boys of the Capitol Theater stage crew are responsible for our very fine stage equipment here at the Lodge.

Tommy (Stopper) Vicks is back in town, where he will remain for the balance of the winter, curing at Dowings, 10 Broadway.

Oscar Davis, Marie Bianchi, Hannah Zimmerman and George Wicks have all been given added exercise. Looks like a sure thing in the spring.

Please check on your health to avoid the cure and write to those you know in Saranac Lake.

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No telegraphed advertisements accepted unless receiptable in telegraphed or mailed so reach publication office before noon Monday.

The Billboard reserves the right to edit all advertising copy.



ALISON—George, 70, noted character actor, in Norwalk, Conn., January 14, in theatricals 47 years, Mr. Alison received his training in England, the country of his birth, coming to America in 1892 with Mrs. Kendall, a noted British actress. He worked for Daniel Frohman for some time, then going into Ben-Hur with William Farnum. When stock was at its height he was noted in that field. He was in Pollyanna and Babo, opposite Helen Hayes; *Dulcy*, opposite Lynn Fontanne; *The Kingdom of God*, opposite Ethel Barrymore, and in *The Butler and the King Man*. With his wife, the former Susan Gertrude Pratt, known on the stage as Gertrude Alison, he toured in *Michael and Mary*. His latest productions were *Dinner at Eight* and *Merrily We Roll Along*.

BEARFOOT—Chief, known in private life as B. H. Myers, 47, owner and operator of the Ko-No-Ho Medicine Company, at Marion, O., January 5 of pneumonia. Body was shipped to Terre Haute, Ind., for burial. He was a Mason and well known as a medicine showman. Surviving are his widow, Virgie Myers, and a daughter, Beta Murphy.

BEDONI—George, well-known pianist, at Russell Hospital, Alexander City, Ala., of apoplexy, January 11. Survived by his widow, Billie Bedoni, and children, Mrs. Louise Little, Salem, George Jr., Pearl Evelyn, Horace, Harold and Gladys, and two stepdaughters, Altamas Cole and Irma Lee.

BELLSTEDT—Roland K., 52, well-known Cincinnati musician and son of the late Herman Bellstedt Jr., internationally known cornetist, at the Hamilton County Tuberculosis Sanatorium, Cincinnati, January 13 from a non-tubercular malignancy. He had been in ill health for the last year. At the age of 17 the deceased played in the Cincinnati Symphony Orchestra under Frank Van Der Stucken. He also played in the Palace Theater orchestra, Cincinnati, in the old vaudeville days and with various other local musical organizations. He was a 32nd degree Mason and a member of the Oola Khan Grotto and the Shriners. Surviving are his widow, Mrs. Ella Guilemann Bellstedt; two daughters, Mrs. Adele Durban and Dorothy Bellstedt; his mother, Mrs. Emma Roth Bellstedt, and two brothers, Erwin and Herbert, both musicians.

BOYER—Jerry, 2, son of Al Boyer, of the Cinema Service Company, Detroit, January 3 after a short illness.

BUNGE—Carl, 80, internationally known violinist, in Chicago recently. In his youth he played first violin in an orchestra directed by Franz Liszt, the composer. Later he had his orchestra at Covent Garden, London, after which he organized and directed an orchestra at the Columbian Exposition in Chicago. He also played first violin in Jules Emil Massenet's orchestra in Paris and also for Richard Wagner's orchestra in Bayreuth, Germany.

BURNETTE—John W., 40, rodeo performer and ranchman, was killed in an automobile mishap near Coldwater, Kan., January 9. Survived by four daughters, Jane, Mary, Billie and Joan; mother, Mrs. A. E. Burnette; a brother, H. R., and sister, Mrs. Harry York, all of Coldwater, and another sister, Mrs. B. M. Donohue, Wichita, Kan. Burial at Coldwater January 12.

CARR—Harry, 55, Los Angeles newspaper man and formerly an executive and a writer and supervisor of motion picture stories for D. W. Griffith, Cecil B. DeMille, Mack Bennett, Jesse Lasky and Erich Von Stroheim, in the Santa

Fe Hospital, Santa Fe, N. M., January 10 of heart trouble. His widow, one son and a daughter survive.

COLLINGE—Channon, 61, composer and conductor, in New York January 15. He was noted in the music field and led many notable orchestras, including his own. He conducted the Cathedral Hour on CBS. Deceased also was a cartoonist, teacher and newspaper man. Surviving is his widow, Patricia Collinge, actress.

CONNETTE—Honore Chandler, 53, radio continuity writer and production manager for MacGregor & Sollier, Inc., San Francisco transcription producer, in Los Gatos, Calif., January 10. Interment at Evergreen Cemetery, Oakland, Calif., January 16.

CRAYNE—Mrs. Ella Pearl, 48, wife of T. W. Crayne, superintendent of grounds and construction for Mid-South Fair Association, Memphis, Tenn., January 14 at her home on the fairgrounds. Survived by her husband and two daughters.

clair Favor, who played with him in vaude, and a daughter survive.

FLIPPO—Mrs. Ada, wife of J. P. Flippo, manager of Alice, the Alligator Girl (Maude Smith), at her home in Roseton, Va., January 14.

FREEMAN—Mary C., instructor of music at the Washington School in Detroit, January 10. She was the daughter of John Freeman, one-time president of Freeman-Delamater Company. Deceased was a concert singer and appeared with Sousa's band and other organizations as soloist.

HADLEY—Arthur, 80, noted cellist, in Boston January 13.

JANETTE—Mrs. Kathryn Purcell, 50, former dramatic actress, at her home in Bechtel, L. L. N. Y., January 12. She was the wife of Robert P. Janette, formerly with the B. F. Keith Circuit and the National Printing and Engraving Company. She was a star in the old vaudeville and dramatic days and toured the

SAMUEL LIONEL ROTHAFEL

Samuel L. Rothafel, known through the country both to the public and show business as Roxy, died of coronary thrombosis in his New York hotel suite January 12. He was 53.

Roxy was a master showman, creator of a luxurious style in motion picture and stage show presentation. The use of uniformed soldierlike waiters and the treatment of theater patrons with the utmost of deference started with him.

After a fling in various fields, home-to-home peddling, tending bar, baseball and a stretch with the United States Marines, Roxy married and used his father-in-law's barn as his first picture base. From there he went to work with B. F. Keith, who called him from this converted barn. He started by improving presentation in the Keith houses. During this time he met Herman Fehs, owner of a flop Milwaukee theater. Roxy—the name came to him while he played second base in the Northeast Pennsylvania League—made the house an outstanding financial success in a short while. In 1918 he went to New York and did the same thing to the Regent Theater.

The use of symphony orchestras in de luxe picture houses started when Rothafel used musicians in prologs and to aid in setting the mood for a picture. He also did away with backdrops by using lights. From the Regent he went to the Strand, the Rialto and the Capitol theaters on Broadway, each the leader at the time he took it over.

Under the name of Roxy and his Gang, Rothafel and the singers at the Capitol became prominent early in radio history and continued for years as favorites. He is credited with putting on the first broadcast from a theater stage at the Capitol in 1922. By 1925 radio had built him into a national figure. He left the Capitol, which was taken over by Mafur Edward Bowes, and construction began on the Roxy Theater, New York.

In March, 1927, Roxy's own theater opened at a cost cited as \$10,000,000. It was the most lavish theater of its kind at the time and soon met with favor. But the expense of operation and cost, combined with decreasing grosses, forced the house into bankruptcy in 1930. Just before this, however, Rothafel went with the Rockefeller's as managing director of the two theaters, the Music Hall and the Center, to be part of Radio City.

The Music Hall—then known as the RKO Roxy—was to be in 1922 what the Roxy was to 1927. Depression made no difference to the Rockefeller's and the world's largest house, with complete and outstanding equipment, opened in 1922. A few days later Roxy became ill and underwent an operation. Shortly after that the house was changed from a sumptuous presentation house into a de luxe presentation house. Rothafel was away five months, and after details resigned, filing suit for \$211,404, claimed due him on contract. The Radio City theater lost its suit over the use of the name of RKO Roxy Theater, and the old Roxy Theater kept that name. Later Rothafel took over the Matheson Theater, Philadelphia, but this venture failed and the house closed. In October, 1934, he returned to radio for a while on a commercial. Lately he was inactive, but a deal was pending to bring him back to his own theater, the Roxy.

His widow; a daughter, Mrs. George Bijur, and a son, Arthur, survive. Funeral services were conducted by Rabbi Jonah Wise at the Central Synagogue, New York, and interment in Linden Hills Cemetery, New York.

DODSON—Mrs. Betty, 32, widow of Arthur E. (Art) Dodson and sister-in-law of O. G. and M. G. Dodson, of Dodson World's Fair Shows, at San Antonio, Tex., January 13. Interment adjacent to the grave of her late husband at Columbus, Ind., January 16.

EHRlich—Margaret, 18, screen actress known professionally as Margo Early, was killed when the car in which she was riding crashed into a concrete abutment near Santa Monica, Calif., January 13.

FALCONER—Mrs. Florence, singer and hymn composer, at her home in Philadelphia January 9. She was secretary to the late Dr. Adam Geibel, composer. Using her maiden name, Florence Williams, she wrote and published *Others and I Know My Sheep*. Survived by husband, George G. Falconer; a son, Geibel; and a daughter, Florence Bender.

FAVOR—Edward M., 80, in Brooklyn January 10. He appeared in numerous Broadway productions, including *America, Very Early*, *John Ferguson*, *The Lancers*, *See the Fifth* and others, as well as in vaudeville. His career started in 1876. His widow, Edith, sin-

country with her own company. Surviving, besides her husband, are a son by a former marriage, Hal Oliver, theatrical exploitation man, and a brother, James Furnell Jr., of Chicago.

KEENAN—Mrs. Theresa Hussey, former vaudeville singer and radio artist, in Bridgeport, Conn., recently after a short illness.

KELLY—Edward Francis, 54, for many years a fireman at the National Theater, Washington, at his home in that city January 1. Funeral services January 3, with burial in Mount Olivet Cemetery, Washington. His widow and three sisters survive.

KENNEDY—P. J., 80, father of Mabel (Blondell) Martin and Joe Kennedy, December 23 at his home in Knoxville, Tenn. Mabel Martin and Joe Kennedy were in vaude from 1907-29 as LaFrance and Kennedy, Kennedy and Martin and Armstrong and Blondell.

LANG—Albert Peter, formerly a well-known theatrical producer, recently at his home in Brookline, Mass., following a brief illness. He was a member of the Actors' Club and the Lamb's Club, New York. Funeral services at his home Jan-

uary 17, with the Rev. Walcott Cutler, of St. John's Episcopal Church, Charlestown, Mass., officiating. Burial in Forest Hills Cemetery, Brookline. Surviving are his widow, Luise Gahn Lang, and a daughter.

MARINE—Mrs. Steve, 43, at Tallulah, La., January 6 of a heart attack. Survived by her husband, S. A. Marine, with whom she formerly operated canteen concessions with shows. Interment in Hillside Cemetery, Tallulah, January 8.

MILTZER—Charles Henry, 63, dramatist and librettist, in New York, January 14. He was active until his death. He was a newspaper man in Europe for some time and foreign correspondent for several American dailies. He came to America in 1890, brought here by James Gordon Bennett as dramatic and music critic for *The New York Herald*. This was followed by similar work on *The New York World*. He adapted many foreign languages operas for the English stage. A son and two daughters survive. Interment in Woodstock, N. Y.

MORRIS—O. A., owner and operator of the De Luxe Theater, Mohine, Ill., recently at his home in that city.

MORRIS—William, 79, actor, at his Hollywood home January 21 following a heart attack. Before moving to Hollywood six years ago the deceased had appeared with Helen Modjeska, William H. Crane, Olga Nethersole and various Frohman and Daly companies. Survived by his widow, Etta Hawkins, actress; three sons, Chester and Adrian, actors, and Gordon, writer, and a daughter, Willie.

MURRAY—Thomas K., 74, who appeared for nearly a half century on the American stage, at his home in Cambridge, Mass., January 13. He ran away from home at the age of 10 to become an actor and later toured the country in legitimate plays under the management of J. M. Hill. In 1824 he was starred in *On the March* at the Prince of Wales Theater, London. He was also at one time starred with Mark Murphy, Irish comedian, as Murray and Murphy in *Our Irish Williams*. Deceased had made his home in Cambridge for the last 15 years. Funeral services and interment in that city. Surviving are his widow, Mrs. Helen (Coe) Murray; a son, Frank, and a grandson, Thomas E. Murray II.

NEWBURY—Philip, 72, concert singer, in Brooklyn January 12. Interment in Cypress Hills Cemetery, Brooklyn. His wife, the former Spada, concert singer, died two weeks ago.

PERRY—Mrs. Edna Mae Dell, 28, former vaudeville performer, in Denver January 8 of post-operative pneumonia. She had been ill a few days. Burial January 12 in Crown Hill Cemetery, Denver. Surviving are her husband, Thomas Perry; a daughter, Wilma Jean, and a brother and sister residing in Canada.

PORTER—Stephen K., 73, singer, who formerly appeared with Lillian Russell, in New York January 13. He experimented with recordings when a young man and made some of the first of Thomas A. Edison's phonograph records. His wife survives.

RAHRIG—Jane Kelly, 66, mother of Stephen Rahrig, Bridgeport, Conn., orchestra leader, in that city January 12.

ROBERTSON—Ian, 78, British actor, who played in America between 1880 and 1890, and a brother of Sir Johnston Forbes-Robertson, in Parnham, Surrey, Eng., January 13. His debut was in London in 1879 under the name Ian Franke. In his appearance in America he played with Mme. Modjeska, Edwin Booth, Lawrence Barrett, Daniel Frohman, Charles Frohman and Mrs. Potter. He was manager of the Boston Museum Theater and produced about 30 plays, many of them Shakespearean. When he returned to London he managed his brother's theater, the Lyceum.

ROVIG—Charles, 53, was shot to death by his wife, Malita Powell Rovig, former Metropolitan opera singer, at their apartment in Los Angeles January 13. Mrs. Rovig's professional name was Horatia Powell.

ROVIG—Mrs. Malita Powell, 50, formerly a lyric soprano with the Metropolitan Opera Company in New York under the name of Horatia Powell, suddenly at her apartment in Los Angeles January 13.

RUSSELL—Annie, 72, noted stage actress of the late half of the 19th century and the first years of this century; at her home in Winter Park, Fla., January 16. She was eight when first she went on the stage in Montreal in *H. M. S. Pinafore*. Later she was in *Emeralds* with William Gillette, and followed in *Pique*, *Confusion*, *Broken Hearts*, *Scolded Instructions* and other plays leaving the

Theodore A. Metz

Theodore August Metz, 57, who is credited with starting the jazz era in music with "A Hot Time in the Old Town Tonight," died in the Bronx, New York, January 12. Until December 19 he was employed of the E. S. Marks Publishing Company.

He worked in minstrelsy and vaudeville for years, coming from Germany, where he was bandmaster. His first musical job in New York was at violinist in a saloon. Later, while on tour with McIntyre and Heath, he wrote "Hot Time." After that he wrote many songs, and his last two, recently composed, were a march in honor of President Roosevelt, and "There's a Secret in My Heart." On October 2, 1935, he appeared before the audience of the benefit for the United Jewish Appeal in Madison Square Garden and brought down the house with his violin playing. He was a member of ASCAP, Odd Fellows, Red Men and Stamford musician's local.

stage in the '80s because of ill health. In 1894 she returned in *The New Woman*, appearing later in *Keeping Up, Lethe, A Gilded Fool, David Garrick* and the lead in *Sue*, in which she made a hit. She played in London in 1898 and was quite successful. She left the stage in 1917 after being in *The Fifth Chair*. In 1922 when Mrs. Edward Bok donated the Annie Russell Theater at Rollins College, where Miss Russell was a Professor of Theater Arts, she returned to the stage in *La Balcony*. She made her last appearance in 1935 as Mrs. Malaprop in *The Nones*. She was twice married and divorced. Her first husband was Eugene Presbrey, her second, Oswald Yorke, now playing in *First Lady* on Broadway.

SEIGLER—Hyman, 65, father of Bert Marks, burlesque comedian, in Brooklyn January 6. Two other sons and a daughter survive.

SENNWALD—Andre, 28, motion picture critic of *The New York Times*, in New York January 12. He was found dead after a gas explosion in his apartment. He had worked in the drama department of *The Times* several years and in September, 1934, succeeded Mordcaunt Hall as picture critic. He married Yvonne Beaudry in April, 1934. She survives, as do three brothers. Burial at Ferncliff, Westchester, N. Y.

THURNE—Mrs. Christine, 77, mother of Anthony Thurne, treasurer of the Davidson, Milwaukee legitimate theater, and mother-in-law of James A. Higler, manager of the theater, January 7 at her home in Milwaukee. Besides her son and daughter, she is survived by a granddaughter, Mrs. Frederick Spooner, publicity manager for the Davidson.

TRAYER—Katherine, 60, a popular actress before the turn of the century, at the San Francisco Hospital, San Francisco, January 16. With her husband, the late J. Aldrich Libbey, she toured the Orpheum Circuit for many years, popularizing Charles K. Harris' well-known song: *After the Ball*. Mr. Libbey died 10 years ago. The team also played in *How's A Trip to Chinatown* on an Australian tour.

VIAPORA—Madame Gino Caparelli, former Metropolitan Opera soprano, in New York January 11. She sang with Caruso in the Metropolitan, retiring to teach singing in 1910.

VICTOR—Gustav, 77, violinist and well known in German musical circles, January 11 at his home in Philadelphia.

WARE—Walter, 80, actor, formerly associated with Madam Sherry, Law Fields, Richard Mansfield, Mrs. Fiske, Joe Jefferson, the Rogers Brothers and other stars at his home in Hollywood recently. His last appearance in Los Angeles was in the *Pilgrimage Play*. An effort to locate relatives has proved unsuccessful. Actors' Equity Association took charge of the funeral, which was held at the Pierce Bros. Mortuary, Los Angeles, January 9.

WATERMAN—Harry S., veteran showman, at his home in Chicago January 13. Deceased became interested in show business while a student at Kalamazoo College, Kalamazoo, Mich., in 1896. His first venture was as a hypnotist. Later he organized a college barnstorming company. After leaving college Mr. Waterman became advance agent for Albert Perry, then billed as an oratorist. His next venture in show business was as a lecturer demonstrating that marvelous invention—the phonograph. In 1906 Mr. Waterman started his chain of theaters, which soon grew to a circuit of 18 houses. He owned theaters in Muskegon, Mich., Kalamazoo, Mich., South Waukegan, Ill., Goshen, Ind., South Bend, Ind., Benton Harbor, Mich., St. Joseph, Mich., and Flint, Mich. In 1908 he became associated with Frank Q. Doyle in the operation of a booking agency in Chicago. For several years preceding his death he was in the real estate business in Chicago but never lost his interest in show business. Funeral services at Kalamazoo, Mich., January 15. Survived by his widow, Jennie L., and daughter, Elizabeth, both residing in Chicago, and a brother, Charles, of Detroit.

WEHELE—John W., 68, formerly a well-known bass singer, in South Norwalk, Conn., January 8.

WELD—Cyril Gordon, 30, actor, in New York January 13. He was making his first Broadway appearance in *Dead End*, leaving the play because of illness *New Year's Eve*.

WHITTIER—Freddie Bookman, at her home in Chicago January 7 after a long illness. In years past she had been a member of the Al W. Martin and Stetson's "Tom" shows and various one-night-stand and rep and stock companies. Survived by husband, H. H. Whittier, director of Greater Chicago

Moose Band. Remains cremated and ashes in Rose Hill Cemetery, Chicago.

WYNN—Maurice (Hugh), 37, MOM film editor, January 8 at his home in Culver City, Calif., of pneumonia. He began his career in the publicity department of the Strand Theater, Pasadena, Calif., in 1916. Funeral services at the Turner & Stevens Mortuary, Pasadena, Dr. Robert Freeman, of the Pasadena Presbyterian Church, officiating. Surviving are his widow, two small daughters, his mother and one brother.

MARRIAGES

ARMSTRONG-DU BOIS—Robert Armstrong, stage and screen actor, and Gladys du Bois, nonprofessional, of Los Angeles, recently at Yuma, Ariz.

DELLABATE-STOLTZ—Ernest Dellabate, concessioner, and Jean Stoltz, pianist, both last season with Johnny J. Jones Exposition, at Elkton, Md., January 8.

ELY-DIXON—Edward Ely, of Boston, and Jean Dixon, stage and screen star, in Yuma, Ariz., January 8.

GARDELL-FARRAR—Walter Gardell, New York radio singer, and Lucille Farrar, night-club performer and sister of Band Leader Art Farrar, in Pittsburgh January 14.

HANLIN - LEDERER—Mrs. Arline Micaela Lederer, of Bridgeport, Conn.,

Old-Time Showmen

By CHARLES BERNARD

Showing of the Annie Oakley picture in theaters throughout the United States has revived memories of a long and successful operation of a traveling organi-

San Francisco, to Marguerite Conbell, of Seattle, Wash.

Eunice Emmons, of the vaudeville and radio team of Al and Eunice Emmons, to Clarence Terrill, school teacher. Both are residents of Bridgeport, Conn.

BIRTHS

A daughter, 7½ pounds, to Dr. and Mrs. W. A. Baker at St. Joseph's Hospital, Chicago, January 7. Mother was formerly Shirley Sherwood, vaudeville and night-club entertainer.

A daughter to Mr. and Mrs. Henry Cottoman in Pittsburgh last week. Father is a member of Conrad, Leon and Carroll, dance act, now playing night spots in the Pittsburgh territory.

To Mr. and Mrs. Dewey R. Thompson at Corsicana, Tex., January 7 a 7½-

zation introduced in 1893 as an innovation in outdoor exhibitions closely related to the circus. When Dr. Carver and Col. William F. Cody organized and began the 1893 season as a Wild West exhibition Annie Oakley and her husband, Frank Butler, were among those engaged to entertain the show's prospective patrons. Their act, known as Butler and Oakley, had been seen in variety theaters as an exhibition of unusual skill in marksmanship with rifle and pistol. Their ability to please and thrill the Wild West show's patrons is evidenced by the published records which show that they were continued on the program of Colonel Cody's show season after season, 1893 to 1902, inclusive, on its annual tours of the United States and Canada.

Twenty years of popularity in America, then it was decided by owners and management that the great Wild West organization should make a tour of Europe. The Cunard Line steamer *Etruria* carried the company and equipment from New York to Liverpool. Left New York March 26, 1903. Seven days in transit, and moved by rail Liverpool to Manchester, where the touring season opened on April 13, Banker's Holiday, to turn-away business. Manchester engagement closed May 2, then to Liverpool for May 4, opening of another good engagement. The 1903 season was confined to England and Wales, with closing date on October 23 at Burton-on-Trent. Railway cars, horses and equipment were wintered at Stoke-on-Trent. The 1904 season opened in the winter-quarters city on April 25, England and Wales cities for three months, then into honny Scotland. August 1 to 6 at Glasgow proved the record-breaking business of the Buffalo Bill show up to that time for six consecutive days. The 1904 season closed at Hanley, North Staffordshire, on October 31 and again wintered at Stoke-on-Trent.

The tour of Continental Europe began with an engagement at Paris, France, on April 2, 1905, on the Military Field, Champs de Mars, continuing on that location until night of June 4. Marseille, on November 12, 15,000 people saw the performance, which ended the 7½-month season of 1905. A blowdown at Orleans on August 25 and loss of many of the show's bronchos by glanders were the unfortunate experiences of the itinerary in France. Wintering under canvas at Marseille until March, 1906, was planned by Manager Fred Hutchinson, while other old troupers shook their heads and frowned, but Colonel Cody said "Freddy was born, and Freddy's plan proved okeh and saved much trouble and expense. March 4, 1906, on same grounds where show wintered, the fourth year tour began, during which Italy, Austria-Hungary, Germany and Belgium cities were to see the much-publicized and highly praised Buffalo Bill's Wild West. Genoa, on March 15, was the first stop in Italy. The King and Queen of Italy and members of the court witnessed and applauded the exhibition at Rome. First stop in Austria was at Trieste on May 12. A three weeks' engagement at Vienna resulted in attendance by members of the royalty almost daily. Budapest, capital of Hungary, had the Cody exhibition eight days in June, then followed one-day stands throughout Hungary. Outposts on the borders of Turkey, Bulgaria, Roumania, Serbia and Russia were on the itinerary, and the first stand in the German Empire was at Zittau, Saxony, on August 15.

Belgium was entered on September 10 at Veerla, Brussels, the Belgian capital, four days, September 14 to 17, then two days at Antwerp. Ghent, in Flanders, two performances on September 20 and one on 21st completed the fourth and last year of Buffalo Bill's Wild West on foreign soil. Colonel Cody? Julie Keene and family, Major John M. Burke and the Indians sailed for America from Antwerp on S. S. Zealand on September 22. Professor Sweeney's Cowboy Band, the Mexicans and remainder of American contingent sailed same day from Southampton on the S. S. Philadelphia. The cars and wagons were shipped to the Burnum & Bailey winter quarters at Stoke-on-Trent and the Wild West paraphernalia by Atlantic Transport Line to New York. Jake Posey, now at Al G. Barnes Circus winter quarters in charge of horses, could add to this story pages of interesting incidents and events of that four year tour of Europe. H. H. Gunning, in retirement at his Toledo (O.) home, could likewise write volumes on his experience with foreign-language advertising as manager of advertising agency.

BERT C. BOWERS

Bert C. Bowers, 61, president of the Wabash Valley Trust Company, of Peru, Ind., and a former circus owner, having been connected with the American Circus Corporation, passed away at his home in Peru on the night of January 15 of pneumonia. He was born at Wellington, Kan., December 1, 1874.

Mrs. Bowers had recently left for Florida for the winter and was to have been joined by her husband on the day he was stricken with a slight cold, which later developed into double pneumonia. With dispatches that condition was considered serious, Mrs. Bowers chartered a plane and flew back to Peru.

Mr. Bowers had been in show business many years. His first position with a circus being that of a concessioner. When he was 28 he formed a partnership with the late Jerry Mugivan. In 1904 they organized the Great Van Amburg Show, and in 1905 changed the name to Howe's Great London Circus. In 1911 they bought the Dode Fisk Show, calling it Sanger's Greater European Shows. A year later they launched the Robinson Famous Shows, substituting that title for Sanger's. In 1916 the Robinson Famous Shows was changed to John Robinson's Circus, they having purchased the latter show. They took the Howe show off the road in 1917, placing the John Robinson Circus on 43 cars. That year Peru winter quarters were leased. Later they bought the Hagenbeck-Wallace Circus. Afterward all these shows, owned and controlled by Mugivan and Bowers, were incorporated, Mugivan, Bowers and Ed M. Bakard holding an equal amount of stock.

In 1920 they again put out Howe's Great London Show, and in 1921 changed the title to Howe's Great London Circus and Van Amburg's Trained Wild Animals. During the winter of 1920 the corporation bought the Selby-Flete Circus, together with the Buffalo Bill title, and also the Yankee Robinson Circus. In 1922 the Colmar Bros.' title was acquired and was used in place of the Howe show. In 1923 the Colmar property was combined with that of the John Robinson show.

Mr. Bowers, who had been managing the Hagenbeck show, retired from active management of the show in 1924. During the winter of 1925 the Sparks and Al C. Barnes circuses were bought. It was in 1921 that the American Circus Corporation was formed, and in 1929 the shows of this corporation were sold to John Ringling. When Mr. and Mrs. Bowers, who had been living at French Lick Springs, Ind., moved to Peru in 1926 Mr. Bowers purchased a substantial interest in the Wabash Valley Trust Company and was elected president of the institution.

Surviving are the widow, Beulah L., who before her marriage was a menage and Wild West rider and had charge of concert with Hagenbeck-Wallace Circus for several seasons; a brother, Claude, a stepdaughter, Anna Miller; a nephew, Robert Bowers, and two nieces, Mrs. Margaret Martin and Mrs. Elizabeth Bowers. Funeral services from First Presbyterian Church, Peru, January 18, with Rev. K. E. Thorne, pastor First Christian Church, officiating. Interment in Mt. Hope Cemetery, Peru.

and Charles Bruce Hanlin, of Mt. Vernon, N. Y., in the East January 9. Mrs. Lederer is a concert pianist and radio artist.

MCILROY-MARION—Lieutenant Frederick Kenneth McIlroy, of the battleship California, and Ruth Marion, actress, daughter of George Marion, veteran stage and screen actor, January 13 in Los Angeles.

PENDARVIS - MCGOLDRICK—Paul Pendarvis, orchestra leader, and Betty McGoldrick, nonprofessional, of Spokane, Wash., at Reno January 8.

STALLINGS-PICKARD—Milton Stallings and Jeane Pickard, of the Down Poetry Lane Hour on Station WGST, Atlanta, January 1 in that city.

WILLIAMS-BOSTWICK—Griff Williams, director of the Mark Hopkins Hotel orchestra, San Francisco, and Dorothy Bostwick, nonprofessional, in San Francisco January 7.

WILLIAMS-TRANHAM—T. W. Williams, of New Orleans, to Billie Tranham, secretary to Pierre G. Levy, city manager of the Interstate Circuit's theaters in Fort Worth, Tex., January 1 in New Orleans.

COMING MARRIAGES

Albert Cuthbert, assistant manager of Warner's Ritz Theater, Pittsburgh, and Evelyn Hall, nonpro, in that city in March.

Harold Bratsberg, NBC announcer, of

pound boy, George William. Parents have been with Southern Exposition Shows four years.

To Mr. and Mrs. George Maher January 2 a son, Jonathan Patrick. Father is NBC studio engineer in San Francisco.

To Mr. and Mrs. Dave Cohen at St. Louis January 13, a 6½-pound boy.

A son, eight pounds, to Mr. and Mrs. Moe Abuzin in Jewish Hospital, Brooklyn, January 4. Father is a brother of Sophie Tucker.

A 7½-pound daughter, Collette Jane, to Mr. and Mrs. Henry Smith, at Poplar Bluff, Mo., January 2. Father had the Loop-a-Plane with Zimdars' Greater Shows last season.

A daughter, Judith, January 3 at the Michael Reese Hospital, Chicago, to Mr. and Mrs. Maurice Krugabain. Father is pianist with the Jack Hyton orchestra and the mother, Lucille Johnson, is well known as a prima donna in Chicago and Detroit.

DIVORCES

Michael D. Duskin, operator of the Village Inn, Medin, Pa., from Mrs. Helen V. Duskin January 9.

Elma Bennett Reichman filed suit against Joe Reichman, band leader, January 14 in Pittsburgh.

Brace Beemer, assistant general manager of Station WXYZ, Detroit, filed suit against Evelyn Beemer.

Lillian Speer, of the LeRoy Bators, novelty dance team, from Robert Speer. (See DIVORCES on page 79)

ACTS, UNITS AND ATTRACTIONS

(Routes are for current week when no dates are given.)

ROUTE DEPARTMENT

Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS

a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; ne-night club; p-park; pb-park; re-restaurant; t-theater.

A. B. C. Trio (Palladium) New York, re.
Abbott, Oscar (Wooden Shoe Club) Chicago, c.
Abbott & Tander (Palladium) New York, re.
Addis, Ted, Co. (Rialto) Chicago 20-23, t.
Adler, Bernice (Club Alabama) Chicago, re.
Aile, Roscoe (Sidewalk of New York) New York, re.
Aldrich's Imperial Hawaiians (City) Chester, S. C. 22; (Stevenson) Rock Hill 24-25, t.
Almer & W. Leade (Anthony) Ft. Wayne, Pa.
Alma & Oandrus (Orpheum) Waco, Tex., t.
Almonte, Marie (Deauville Club) New York, re.

Ames & Arno (Colonial) Dayton, O., t.
Ames, Meritt (Nul Club) New York, re.
Ames & Rivers (Fountain) New York, b.
Amstel, Felix (Russian Trolley) New York, re.
Anderson, Billy (Carnegie's Inn) New York, re.
Andre, Adrian (Palladium) New York, re.
Andre, Janice (Jimmy Kelly's) New York, re.
Andrew, Ted & Catherine (Barthone-Plaza) New York, re.
Andrew, Vince (Fox) Hutchinson, Kan., 27-28, t.
Angelo & Joe (Alhambra) Chicago, c.
Archer, Johnny (Madison Casino) Chicago, re.
Arden, Donna (Northwood Inn) Detroit, re.
Aristocrats, Twelve (Earle) Washington, D. C., 20-23, t.
Arixy, Four (Gay) Providence 20-23, t.
Armstrong, The (State) Hibbing, Minn., 23-24, t.
Arno & Arnette (Palladium) New York, re.
Arven & Broderick (Downtown) Detroit 20-23, t.

Bale, Rudy (Morrison) Chicago, h.
Bain, Brice (Riverview Inn) Reading, Pa., re.
Bain, Pearl (Ubangi Club) New York, re.
Baker, Babe, & Neil Stone (Hurdy) New York, re.
Baker, Jerry (Del Monaco's) New York, re.
Baldwin, Frances (Deauville) New York, re.
Ballantine & Piers (Havana) Chicago, h.
Ball, Arthur (Palladium) New York, re.
Ballou, Nikita (Lido) New York, h.
Baptie & Lamb (College Inn) Chicago, re.
Bar & Cross (Hemp) New York, c.
Barbera, Lona (Edison) New York, h.
Barber, Trio (Lincoln) New York, re.
Baron, Eddie, & Freddie Sipes (Mon Paris) New York, re.
Barnett, Bobbie (Marty-Co-Round Club) Akron, O., re.
Barnes, Rich (Capitol) Winnipeg, Can., t.
Baron, Ed (Honey), Four (Orph.), Lincoln, Neb., t.
Baron & Tania (Club Shamrock) San Francisco, re.

Bart & Eileen (Oriental) Chicago, h.
Bart, Kathleen (Rivian) New York, h.
Bate, St. Boys (Club Richmond) New York, re.
Beatty, Clyde (Fox) Detroit 20-23; (Pal.) Milwaukee 24-26, t.
Beckler, Joe (Lyric) Indianapolis, t.
Bedford, Bobby (Lecturer) Moline, Ill., t.
Bedwin, Vera (Liberty) Oklahoma City 23-25, t.
Be, Connie (Broadway Room) New York, re.
Bed Trust Girls (Von Thenen's) Chicago, re.
Be, Elaine (Schmidt's Farm) West of Scarborough, N. Y., c.
Bea & Crey (Gladstone) Flint, Mich., h.
Bea's Hawaiian Polka (Liberty) Darlington, S. C., 23; (National) Greensboro, N. C., 24-25; (State) Spartanburg, S. C., 26-28; (Stevenson) Rock Hill 29; (Paramount) Hickory, N. C., 30, t.
Bea, Myra (Liberty) Oklahoma City 23-28, t.
Belmont, Orla (El Toreador) New York, re.
Belmont, Bella (Stamp's Cafe) Philadelphia, c.
Belmore, Doris (Padock Club) Cleveland, O., re.

Bell, Billy & Beverly (Paramount) Los Angeles, t.
Bendley, Gladys (Ubangi Club) New York, re.
Bergen, Edgar (House of Morgan) New York, re.
Berger-Blaters (Commodore) New York, h.
Berl, Milton (Hollywood) Hollywood, Fla., re.
Bernard, Paul (Orph.) Waco, Tex., t.
Bernhardt & Graham (Central Park Casino) New York, re.
Bernis, Harry (Club Richmond) New York, re.
Bernstein, Frank (New Yorker) New York, re.
Bernstein, Barbara (Man About Town) New York, re.
Beverly, Lou (Paramount) Waterloo, Ia., t.
Bickford & Grandall (Golden Pheasant) Minneapolis, N. Y., re.
Bilmoreville Three (Hollywood) New York, re.
Birch, Bulling Story (Club de Lisa) Chicago, re.
Blackstone (Ma.) San Antonio, Tex.; (Paramount) Austin 23-27; (Paramount) Abilene 28-30, t.
Blanchard, Terry (Normandie) New York, re.
Blanche & Ethel (Chez Ami) Buffalo, N. Y., re.
Blane, Rose (Hollywood) New York, re.
Blasing, Dorothy (Man About Town) New York, re.
Blus, Lewis & Ash (Downtown) Detroit 20-23, t.
Blue Paradise Revue (Capitol) Logan, Utah, t.
Bluer, Helen (Black Cat) New York, re.
Borce, Emily (Century) Baltimore 20-23, t.
Bordas & Carol (Cocoanut Grove) Reading, Pa., re.
Borow, Ann (S. Zee) Chicago, re.
Borow, Major, Amateurs (Mainstreet) Kansas City 20-23, t.
Borow, Major, Amateurs (Florida) St. Petersburg, Fla., 23-25, t.
Borow, Major, Unit No. 3 (Lyric) Indianapolis, t.
Borow, Tansha (Man About Town) New York, re.
Boyer, Lorraine (Beach & Tennis Club) Miami, Fla., re.
Bradley, Vi (Cafe La Marel) Los Angeles, re.
Bragdon, Roy (Orph.) Lincoln, Neb., t.
Bragdon, Marie (Central Park Casino) New York, re.
Branch, Billie, & Co. (Palladium) New York, re.
Brandt & Foster (Hollywood Yacht Club) Miami, Fla., re.

Brazilian Nuts (El Chico) New York, re.
Breha, Virginia (Cocoanut Grove) Minneapolis, re.
Brent, Jerry (Bar Intime) New York, re.
Brian, Melba (Cocoanut Grove) Boston, re.
Brito, Phil (Stader) New York, h.
Britton, Frank & 1001 (Astor) Reading, Pa., 20-23, t.
Broadway Bandwagon (Orph.) Winnipeg, Can., t.
Brooks, Jean (Cocoanut Grove) New York, re.
Broed, Sisters (Park Central) New York City, h.
Brooks, Peggy (Jimmy Dwyer's Rendezvous) New York, re.
Brooks Twins (New Town Bar) New York, re.
Brook, Arthur (Hector's Club) New York, re.
Brown, Elmer (State) Hibbing, Minn., 21-24, t.
Brown, Mae (Columbia) Chicago, re.
Brown Sisters, Three (Cocaine's Inn) New York, re.
Brown & LaVelle (Strand) Shreveport, La., t.
Brown, Charles (Liberty) Oklahoma City 23-24, t.
Brown, Louis (Hickory House) New York, re.
Buck & Bubbles (El Kall) New York, re.
Buzie, Helen (Club Alabama) Chicago, re.
Butterfly, Art (Harry's M. Y. Cabaret) Chicago, re.
Burgess, Billie (Club Shamrock) San Francisco, re.
Burns & Allen (Maj.) Boston 20-23, t.
Burr, Donald (Greenover House) London 1-31, re.
Burrage, Alice Katharine (Chateau Moderne) New York, re.
Burrell, Vi & Jerry (State) Greenville, N. C., 23-24, t.
Burt, Harry (Capitol) Logan, Utah, t.
Barton, Effie (Club Alabama) Chicago, re.

Cabra, Lillian (Greenwich Village Inn) New York, re.
California Collegians (Shubert) Cincinnati 20-23, t.
Calvo, Fidel (El Chico) New York, re.
Candler, Edna (Park Central) New York, re.
Candler's Merry Gang: War, W. Va., 22-23; Yukon 24-25, t.
Cancellerie, The (Tower) Kansas City, t.
Capella & Tretze (Bal Masette) New York, re.
Caperton & Colobus (St. Moritz) New York, h.
Carlie, Chas. (Fox) Washington, D. C., 20-22, t.
Carlie, Una (Cabrera's) New York, re.
Carlson Sisters (Hilaboo) Newton, Kan., 22-23, t.
Carmen, Lila (Club Richmond) New York, re.
Carmen, Billy & Beverly (Club Joy) Lexington, Ky., re.
Carmen, Lillian (Hollywood Country Club) Hollywood, Fla., re.
Carney, Jean (Village Nut Club) New York, re.
Carperter, Imogen (Radio City Rainbow Grill) New York, re.
Carr, Buddy & Billie (Rozay) Colfax, Wash., t.
Carroll, Eileen (Mayfair Club) Boston, re.
Carroll, Della (Leon and Eddie's) New York, re.
Carter & Schaub (Jimmy Kelly's) New York, re.
Carverle Sisters (Capitol) Logan, Utah, t.
Casey, Pat (Hilmore) New York, h.
Castle, Billy (Chateau Moderne) New York, re.
Cavalcade of Lairs (Liberty) Oklahoma City 23-24, t.
Cay & Merle (Capitol) Logan, Utah, t.
Celophane Scandals (Paramount) Waterloo, Ia., t.
Cesal, Violet (Silver Cloud) Chicago, re.
Cevens Trio (State-Lake) Chicago Feb. 8-14, t.
Charles & Dorothy (Hambro's Tavern) Philadelphia, re.
Charles, Ernest (Normandie) New York, re.
Charvet, Marie (Bal Masette) New York, re.
Chase, Chas. (Greenover House) London 1-31, re.
Chase, Iris (Club Shamrock) San Francisco, re.
Chevalier, Mimi (Greenwich Village Inn) New York, re.
Chicago (Shubert) Cincinnati 20-23, t.
Chicklet, Paul (Elton) Helena, Mont., t.
Christine, Bobette (Deauville) New York, re.
Cherry, Floyd, Co. (Earle) Washington, D. C., 20-23, t.
Chuck & Chickies (Connie's Inn) New York, re.
Circles, The (Flann) El Paso, Tex., t.
Clarence & DeLore (Strand) Shreveport, La., t.
Clark, Phil (State) Hibbing, Minn., 23-24, t.
Clark, Troy (1510 Club) Chicago, re.
Clegg, Margaret (Hannan) Springfield, O., re.
Claverie, Rose (Club Alabama) Chicago, re.
Claw, Carl (Proff.) Hollywood, Calif., re.

Cliff, Paddy (State-Lake) Chicago, t.
Cocoanut Grove Debutantes (Cocoanut Grove) Minneapolis, re.
Collins, Chink (Connie's Inn) New York, re.
Coolahan, Corcoran (St. Regis) New York, h.
Cooper, Kay (Majestic) New York, h.
Collie & Barry (Village Barn) New York, re.
Comedy Stars of Hollywood (Strand) Shreveport, La., t.
Conford, Marie (New Yorker) New York, h.
Contra, Three (Black Cat Casino) Wilmington, Del., re.
Compton, Helen, & Orch. (State-Lake) Chicago, re.
Connie's Hot Chocolates (Paramount) Springfield, Mass., 20-23, t.
Conners Jr., Chuck (Tin Pan Alley) New York, re.
Conrad & Emerson (Rozay) Colfax, Wash., t.
Conroy, Frank, Co. (State) New York 20-23, t.
Cook, Harry (Cocoanut Grove) Minneapolis, re.
Coogan, Jackie, & Betty Orable (Shubert) Cincinnati 20-23, t.
Coogan, Mae (Hilmore) New York, h.
Cooper, Jean (Hollywood) New York, re.
Cooper, Jane (Central Park Casino) New York, re.
Coral, Tito (Morrison) Chicago, h.
Coryman, Kay (Le Oco) New York, re.
Cotes, Jo: Marquis (Nut Club) New Orleans, La., re.
Courtney, Ann (Normandie) New York, re.
Crawford, Loretta (Cafe Reno) New York, re.
Cros & Dunn (Earle) Washington, D. C., 20-23, t.
Crosell, Colette (New Yorker) New York, h.
Crows, Hazel (Padock Club) Cleveland, re.
D

Dace, Jane (Silver Cloud) Chicago, re.
Dale, Carlotta (Hotel Commodore) New York, re.
Dale, Olen (Arcade) Lake Charles, La., t.
Dank, Bob, & Ben Lyon (Stanley) Pittsburgh 20-23, t.
Dario & Diana (Radio City Rainbow Room) New York, re.
Davis, Chas. Chicago Polka (LeClair) Moline, Ill., t.
Davis, Connie (Club Shamrock) San Francisco, re.
Davis, Eddie (Leon & Eddie's) New York, re.
Davis, Marianne (Central Park Casino) New York, re.
Dawn, Alice (Missouri) St. Louis, t.
Dawn, Dolly (Tall) New York, h.
Day, Belle (New Lookout House) Covington, Ky., re.
Days & Knight (Lido) Montreal 20-23, re.
Dayton, Joe & Eddie (Orph.) Waco, Tex., t.
De Albreux, Peggy (Troscadero) New York, re.
De Angelo & Porter (Hotel New Yorker) New York, re.
DeBarry's Birds (Capitol) Logan, Utah, t.
DeCarde (Downtown) Detroit 20-23, t.
Delmar Twins & Redding Twins (Hollywood) Hollywood, Fla., re.
Delmar Twins (Hollywood) Hollywood, Fla., re.
Divoce (Troscadero) New York, re.
DeOeff, Harriette (Hollywood) Hollywood, Fla., re.
DeLore Sisters, Three (State) New York 20-23, t.
D'Ora, PH (Radio) Philadelphia 20-23, t.
De Vito & Deany (Alhambra) Paris Feb. 1-12, t.
Dell, Patsy (State-Lake) Chicago, t.
DeMarco, Al (Club Richmond) New York, re.
DeMars, Jeanne (Palladium) London 1-31, t.
Del France, Madeline (Bal Tabarin) San Francisco, re.
Denise, Demers, Six (Rialto) Newton, Kan., 22-23, t.
Deppie, Diane (Weylin) New York, h.
Denning, Ruth (Palladium) New York, re.
Devils, Four (Palladium) London 1-31, t.
DeWitt, George (Piazza) El Paso, Tex., t.
Dir, Josephine (Shubert) Cincinnati 20-23, t.
Dimitri & Karel (Lido) Montreal 20-23, re.
Dimitroff, Gregory (Club Volga Boatman) Washington, D. C., re.
Dimitri, Cosimino (Chicago) Chicago, re.
Dolan, Frank (Silver Cloud) Chicago, re.
Dodge, Joe (Piazza) El Paso, Tex., t.
Dossena, Adeline (Club Minsk) Chicago, re.
Dougherty, Marie (Jimmy Dwyer's Rendezvous) New York, re.
Dora, Ben (Hollywood) New York, re.
Dore, Evelyn (Connie's Inn) New York, re.
Downey, Morris (Troscadero) New York, re.
Downey, George (Deauville) New York, re.
Drake Sisters (Rozay) Colfax, Wash., t.
Drayton, Jack & Drayton Sisters (Theater) Johnson City, Tenn., 22-23; (Beauze Kate) Kinshestown 24-25, t.
Drew, Dorcy & Freddie (Byracuse) Syracuse, N. Y., re.
Drew, Dorcy (Lido) New York, re.
Drew, Dorcy (Lido) New York, re.
Dula, H. C. (Chicago Inn) Chicago, re.

Dunfee & Collette (Edgewater Club) Lafayette, La., re.
Dunja & Kala (Russian Trolley) New York, re.
Dural, Sheila (New Town Bar) New York, re.
Dural & Tragg (Cocoanut Grove) Chicago, re.
E
Eagles Harmonica Sextet (Lyric) Indianapolis, t.
Earl & Josephine (Lincoln) New York, h.
Earles, The (Paramount) Waterloo, Ia., t.
East & Hamilton (Del Monaco's) New York, re.
Eckert, Fay (Centennial) Columbus, O., h.
Eckhart, Lola (Man About Town) New York, re.
Elias, Bessie (Mimi's French Cabaret) New York, re.
Elliott, Estey (Club Alabama) Chicago, re.
Elliott Sisters (LeClair) Moline, Ill., t.
Ende & Parrell (Harvy-Plaza) New York, re.
Enea, Mac, Trio: San Jose, Calif.; Sacramento 27-Feb. 1, re.
Enrico, Don (Cocoanut Grove) Chicago, re.
Enright, Jimmy (Cocoanut Grove) Minneapolis, re.
Erna, Gypsy (New Town Bar) New York, re.
Estelle & Leroy (French Casino) New York, re.
Ester, Del (Club Minsk) Chicago, re.
Ester, Del (Hotel Lincoln) New York, re.
Evans, James (Paradise) New York, re.
Evans & Ruder (Liberty) Oklahoma City 23-24, t.
Everett & Conway (Spruce Circus) San Jose, Calif.; Sacramento 27-Feb. 1, re.
F
Farmer, Frank (Greenwich Village Inn) New York, re.
Farrell, Bill (Place Regalie) New York, re.
Farrell, Billy, Co. (Orph.) Winnipeg, Can., t.
Farze, Frances (Thru the Looking Glass) New York, re.
Fay, Greta (Alhambra) London 1-31, t.
Feldman, Cilly (French Casino) New York, re.
Fenton, Mildred (Colonial) Dayton, O., t.
Fisher, Beck & Morris (Lobby Cafe) Jureca, Ill., re.
Fisher, Smith & Fiddle (Cavalade Casino) New York, re.
Ferguson, Mack D. (Florida) Gainesville, Fla., 23; (State) Tallahassee 24; (Pal.) Jacksonville 25-28, t.
Fermis & Mary Lou (El Toreador) New York, re.
Fields, Benny (Chez Paree) Chicago, re.
Fields, Benj. & Orch. (Chicago) Chicago, re.
Fielding, Three (Fox) Hutchinson, Kan., 27-28, t.
Fina, Sylvia (Dimitt's Club Casino) New York, re.
Fischer, Loretta (Palladium) London 1-31, t.
Fish, Emily (Club Minsk) Chicago, re.
Fish, Willa (Tin Pan Alley) New York, re.
Flamer, Three (Marboro) Chicago, t.
Fletcher, Tom (Village Barn) New York, re.
Florence & Alvarez (Town Casino) Miami, Fla., re.
Flood, Consuelo (Ambassador) New York, re.
Fonalls, Three (Fox) Detroit 20-23, t.
Forbes, Larry (Club Duquette) Chicago, re.
Forsthe, Season & Farrell (Marbo) Chicago, re.
Foster, Lelmas B. (Casa de Alex) Chicago, re.
Fox, Dorothy (St. Moritz) New York, re.
Fox, Roy (Chicago) Chicago, t.
Frank, Jerry (Colonial) Dayton, O., t.
Frederick, Freddie (Therap's Tap Room) St. Louis, re.
Frees & Laurence (New Casino) Chicago, re.
Frisco, Al (College Inn) Philadelphia, re.
Francesco, Tony (Capitol) Logan, Utah, t.
Francis, The Mystery Man (Sheldon Corner) New York, re.
Frank, Four (Palladium) London 1-31, t.
Frederick, Chester (State) New York 20-23, t.
Froman, Jane (Pal.) Chicago 20-23, t.
Fry, Bob (St. Virginia) Man About Town) New York, re.
Fulke, Edward & Sister (Ma.) La Crosse, Wis., 23-26; (Rialto) Baraboo 28, t.
Fulton, Jack (Stevens) Chicago, h.
Furman, Ed (Day Nineties) New York, re.
G
Gaby, Frank (Pal.) Rochester, N. Y., 20-23, t.
Gagliardi, Ralph (College Inn) Philadelphia, re.
Gack, Nick (Club Richmond) New York, re.
Gandjour, Ben & Juanita (Alhambra) Glasgow, Scotland 1-31, t.
Ganpat, Sbastri (Palais Royale) Lansing, Mich., re.
Gardner, "Toison" (Dixie Club) New York, re.
Gardner & Reed (Dixie Club) New York, re.
Gardner, Joan (College Inn) Philadelphia, re.
Gardner, Reginald (Montmartre) New York, re.
Gardner, Grant (Orph.) Champaign, Ill., 23-28, t.
Garner, Nancy (Lure) New York, re.
Gaston (Morris Casino) New York, re.
Gaudinoff, Irma (Alhambra) Glasgow, Scotland 1-31, t.
Gay, Pat (1510 Club) Chicago, re.
George & Jaina (Waldorf-Astoria) New York, h.
Geraldine & Joe (Stanley) Pittsburgh 20-23, t.
Gentry, Marian (Arcade) Du Bois, Pa., 23-24; (Broadford) Bradford 24-26; (Park) Erie 27, Feb. 1, t.
Giles, Virginia (Hotel Commodore) New York, re.
Gilbert, Gloria (French Casino) Miami, Fla., re.
Gish Sisters (Orph.) Lincoln, Neb., t.
Givot, George (State) New York 20-23, t.
Giants of Rhythm, Three (Connie's Inn) New York, re.
Gleason, Art, Town Scandals (Orph.) Waco, Tex., re.
Globe Trotters (L'Aiglon) Chicago, re.
Glynn, Donald (Park Cafe) Burlington, Vt., c.
Goff, Jerry, & Jack Kerr (Harvy Gallant) New York, re.
Goldman, Constance (Arcadia Ind. House) Philadelphia, re.
Gooder, Jean (Paradise) New York, re.
Gooden, Frances (Club Paradise) Superior, Wis., re.
Good, Jerry (Greenover House) London 1-31, re.
Good, Jack (Arcade) Lake Charles, La., t.
Gray, Joe, Trio (Madison) New York, re.
Gray, Maxine (Pennsylvania) New York, re.

Night Club, Vaude and Orchestra Routes must be received at the Cincinnati office not later than Friday to insure publication.

Oreen, Glen (Anna Milstone's) Chicago, Dc.
Green, Iris (Lyric) Indianapolis, I.
Green, Kay (Club Embassy) San Francisco, Ca.

Green, Terry (Commodore) New York, N. Y.
Greenway, Ann (Larue's) New York, N. Y.
Gregory & Raymond (Miesler) St. Louis, Mo.
Grisham (Colombia) Chicago, Ill.

Gruber, Jack (Jefferson) St. Louis, Mo.
Guzenro, Barton Eddy (Wire's) New York, N. Y.
H
Haskon, Paul (Ambassador) New York, N. Y.
Haddj Baba, Thure (Arcade) Lake Charles, La.

Hale, Ted (Congo's Inn) New York, N. Y.
Hall, Albert (Lyric) Indianapolis, I.
Hall, Virgil (Loraine) Brooklyn, N. Y.
Hamilton, Stating (Casino de Paris) Paris, France, 1-31, t.

Hardy, Anne (Cocoanut Grove) Minneapolis, Minn.
Harrison, Peter (Pechka) Cincinnati, O.
Harris, Harry (M Club) Chicago, Ill.

Harrison & Fisher (Palladium) London 1-31, t.
Harrison, Ken (Hollywood Club) Berkeley, Cal.
Harris, Bud (Riverdale) Milwaukee, Wis.
Harris, Lydia (Colombia) Chicago, Ill.

Harris, Tom (Park Central) New York, N. Y.
Hashi & Osei (Fox) Hutchinson, Kan.
Hayes, Eric (Holborn Empire) London 1-31, t.
Hays, Alvin (Hollywood) New York, N. Y.
Hayward & Allan (Leon & Eddy's) New York, N. Y.

Healy, Dan (Broadway Room) New York, N. Y.
Heavenly Sisters (Stanley Bar & Grill) New York, N. Y.
Henderson, Billy (Anna Milstone's) Chicago, Ill.

Hendricks, Ray (Paradise) New York, N. Y.
Herbert, Grace & Charlie (Central Park Casino) New York, N. Y.
Herbert, Bill & Larue (Royal) Birmingham, Ala.
Hickman, Stanley (New Yorker) New York, N. Y.

Higgins, Don (Capitol) Logan, Utah.
Hilton, Hal (Commodore) Chicago, Ill.
Hinson, Red (Chicago) Chicago, Ill.
Holland, Jack & Jane (Ambassador) New York, N. Y.

Hollander, Mack (Club Shanon) New York, N. Y.
Holly, Edna Mae (Ubangi Club) New York, N. Y.
Hollywood Cafe (Royal) Cincinnati, O.
Hollywood Octet (Colonial) Dayton, O.
Hollywood Secrets (Shubert) Cincinnati 20-23, t.

Holman, Libby (Club Fives) Chicago, Ill.
Hood, Fred (The Key) New York, N. Y.
Howard, Arlene (Ten Friends) Boston, Ma.
Howard, Fins & Howard (Oriental) Chicago, Ill.

LaMarr, Deloris (Club Boodle) Buffalo, N. Y.
Lambert, Jean (K. E. P. Club) Buffalo, N. Y.
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March of Rhythm (Plaza El Paso, Tex., t.
Marion Shaw (Ma.) Bridgeport, Conn., 20-23, t.
Mardi Gras Nights (Arcade) Lake Charles, La.
Marvin & Betty (French Casino) New York, N. Y.

Mary & Sister (Paramount) Waterloo, N. Y.
Marta, Anthony (Club Alabama) Chicago, Ill.
Mario & Floria (Roney-Plaza) Miami, Fla.
Marlene Sisters (Fox Hutchinson, Kan., 20-23, t.

Mary & Marlene (Merrison) Chicago, Ill.
Marlow, The Great (Barbette Club) Rochester, N. Y.
Martin, T. Bradley (Fox) Philadelphia 20-23, t.
Martin, Virginia (Hipp.) London 1-31, t.

Martinez, Jack (Revue) Chicago, Ill.
Mason, Jack (Revue) Chicago, Ill.
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Mrs. Vera (Hollywood) Hollywood, Fla., ca.
Mucci, Leta (Hi-Hat Club) Chicago, Ill.
Noble, Carolyn (Tora Casino) New York, N. Y.
Nonchalant (Roxey) New York 20-23, t.

Norris, Harriet (Nixon Cafe) Pittsburgh, Pa.
O'Connor Family (State-Lake) Chicago, Ill.
O'Dea, June (Hollywood Yacht Club) Miami, Fla.
O'Donerty, Molly (Del Monico's) New York, N. Y.

O'Neil, Cackles (Hollywood) New York, N. Y.
O'Neill, Patsy (Palladium) New York, N. Y.
Olsen & Johnson (Revue) Southtown, Chicago, Ill.
Olsen, Betty (San Jose, Calif.; Sacramento 27-Feb. 1, t.)

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Activity at Mix Quarters

New trucks received and trailers being built, also light plant

COMPTON, Calif., Jan. 18.—The Tom Mix Circus quarters is a beehive of activity. Mr. and Mrs. Dell Turney drove a new Packard coupe into quarters, a Christmas present from Tom Mix. Turney has approximately 70 men working in various departments.

Under supervision of Denny Helm, trailers are being built; the paint and carpenter shops are working full time; a light plant is being built and assembled on one unit. The mechanical department, under supervision of Joe Ford, is replacing worn units and overhauling animal cages. Several new trucks have been received, also a new seat wagon.

P. E. Branson, general agent, is expected January 26, delay due to Mr. Mix's vacation to South America. Mrs. Dell Turney has finished designing the wardrobe and is now supervising the department, which is working full time. Mrs. Harry Baker is working on press books.

Two elephants, one weighing 9,500 pounds, have arrived at quarters, and two white deer from South America, gifts to Mr. Mix from the governor of Guatemala, are expected soon. Homer Hobson Sr. is breaking a leaping greyhound act and monkey; Rhoda Royal is working on menage horses.

Some of the concessionaires are arriving. Jack Burslem drove a new Ford sedan and trailer into quarters a few days ago. The trailer is reported equipped for cooking.

Recent visitors were Jake Newman, Ford King, Dixie Willson, Eldred Millman, Stanley Dawson, Frank Hartless, Verne Williams, Ken Maynard, Terrell Jacobs and Mr. and Mrs. Ben Dobbart.

S-F-Barnes Show Signs

PITTSBURGH, Jan. 18.—A signed agreement with International Alliance of Bill Posters and Billers of the United States and Canada for the seasons of 1936 and 1937 was submitted to President Leo Abernathy here early this week by Floyd King, acting for the Seils-Floto-Al Ge Barnes Circus. In an accompanying letter to Mr. Abernathy King stated: "It is my plan to give as much work and to employ as many members as possible." This agreement brings all major circuses except Downie Bros. under the IABP&B wing. All contracts are effective for two seasons.

Siegrist Obtains Contracts

CINCINNATI, Jan. 18.—Charles Siegrist has made a tour of Northeast Pennsylvania and Southern New York, in which territory he has obtained several contracts to present grand-stand attractions at fairs. He also contracted for an indoor circus at State Armory, Binghamton, N. Y., auspices of Disabled Veterans of the World War. Siegrist will play the Shrine Circus, Detroit, for two weeks and the Grotto Circus, Cleveland, also for two weeks. He states that he received more than 500 letters from acts from his advertisement in *The Billboard* and will reply to them.

International Closes

DETROIT, Jan. 18.—The Circus International, independent outfit, which started at Saginaw after playing at Flint with Clyde Beatty, has dissolved after a few Michigan dates, according to the original Detroit promoters of the organization. Plans called for a tour of the South and West for the winter, playing indoor dates without Beatty.

Ronig, Rooney in Michigan

DETROIT, Jan. 18.—Ronig & Rooney Circus, with 12 people, is playing dates in the Detroit and Michigan territory after closing several weeks' tour of Indiana at Artcraft Theater, Franklin, Ind. Has played at *Paradise for General Motors* in various locations within the territory.



GERTRUDE THOMAS and "Daisy," prize bull of the Christy herd. Miss Thomas was recently with the Morton-Hamill Circus, handling the big elephant act.

Nelson, Woekener To Floto-Barnes

PERU, Ind., Jan. 18.—That Ringling interests will assimilate many featured units of Hagenbeck-Wallace became known to day with statement that Bert Nelson, wild animal trainer, would, with close of seven weeks of indoor dates, leave for Baldwin Park to join the Seils-Floto-Barnes show.

John Hellott is in charge of all menagerie animals in cat barns at farm and is daily working bears and lion-horse routine. Hellott has taken over duties formerly held by Emory Stiles, superintendent, and will report to the show.

Officially stated that Eddie Woekener will be in charge of concert band with the Barnes show.

With Cheerful Gardner and bulls to Ringling-Barnum will also go Rudy Rudyoff and his troupe of famous black and white checkerboard Liberty horses. Stated that Mrs. Erna Rudyoff will work sensational menage troupe of horses and Great Dane dogs.

Among former officials released were George Davis, steward; Charles Young, superintendent of canvas, and Charles Brady, prop superintendent.

Seils Show Adds Car

SHEBOYGAN, Wis., Jan. 18.—Seils-Sterling Circus recently constructed another bill car and will be 15 days ahead. Has special constructed top for "banner work," also adding "side doors," making it handy to load and unload paper. Two Ford V-8 panel trucks and seven men will be used.

The 24-foot semi-trailer will be used the same as last season, about eight days ahead. A small light plant and a steam paste cooker have been installed on this piece of equipment. Two Ford V-8s and a Chevrolet panel truck will work out of this unit. Eight billers have been signed for this crew. Some of the press duties will be handled at time the No. 3 car does its billing.

Several new styles of paper have been prepared. Newspaper heralds will be used four days ahead.

Items From Joe Lewis

CINCINNATI, Jan. 18.—Joe Lewis, who had been at Peru, Ind., and is now in Detroit, submits the following:

Folly and Jimmy McCloud, last season with Hagenbeck-Wallace, are in Detroit, presenting Wild West number. Australian whip cracking and roping at night clubs. Mike Wisinger, also with H.W., surprised friends when he brought his bride to Peru.

Wally Champlin, electrician Deleo on train, says he will go to California. Arriving in Detroit, Lewis met Shorty Fleming, who is on the sick list and remaining indoors.

Manager McPate of Hotel Wolvarino has a number of circus folks, including Mickey McDonald and wife, Emmett Kelly, Kinko and wife and Lewis. Arriving January 18 were Clyde Beatty and wife, Capt. Bernard and Bob Hickey.

A letter from Charles Bell says he will arrive from Miami for the winter dates.

New Training Arena For Cole-Beatty Show

ROCHESTER, Ind., Jan. 18.—With completion of the Cole-Beatty animal barn in eight, preparations are being made to move all cage animals and elephants to the new quarters next week.

Superintendent Fred Seymour announces that just as soon as the animals are evacuated from the old barn he will have a force of men on hand to convert the building into repair and paint shops. A thorough overhauling of baggage and cage equipment will follow quickly.

The new training arena will be full 40 feet in diameter. Bobby McPherson, who will pinch-hit for Clyde Beatty, who opened at the Fox Theater, Detroit, January 17 with 24 acts, has a fast training schedule mapped for remaining animals, including several new lions and tigers received recently from the Coast.

Clyde Willard has gone to his home in Greenville, S. C., and will return in time to open the No. 1 car early in April.

Art Concello, Harold Voise and Bert Doss, of Bloomington, Ill., were visitors at quarters last week.

Mr. and Mrs. Bert Doss and Mr. and Mrs. Eldred Sleeter have returned to Bloomington after playing the Elks Circus, Sioux Falls, S. D.

Jack Joyce has started work on the Liberty horse act. He will move out on winter dates before returning to smooth out the Cremoline for the spring opening.

Eddie Allen is working the elephant herd into some new sequences. Mrs. Allen is assisting.

Beers-Barnes at Miami

MIAMI, Fla., Jan. 18.—The Beers-Barnes Circus, under direction of George R. Beers and Roger A. Barnes, is in quarters here. Beers is manager and Barnes advance agent, who is now figuring out a route in Maine. Clinton Barnes is not connected with the show.

Doris Barnes is practicing new tricks for wire act. Her partner on tight wire, Sadie Beers, is in ill health. Mison, Beers, Barnes and Biggerstaff have worked several times at Biltmore Hotel, Coral Gables, doing contortion, trapeze and clown bits. Charles Beers is breaking a black bear act. Mr. Beers will build a semi-trailer before he leaves Miami.

Wirth Has Stage Unit

EAST LIVERPOOL, O., Jan. 18.—Frank Wirth has a neatly framed circus stage unit, which has been scoring thru this territory. When caught by a representative of *The Billboard* at Ceramic Theater here the house was filled to capacity. Had a three-day run.

Program includes Dr. Bernard's elephant; De Jitt in a back slide; Ray Goody, wire act; Wirth Family of riders, headed by Mae Wirth, and Ethelda, on the swinging rope. Clown contingent is headed by "Hip" Raymond. An added feature is "Tarzan," billed as the human ape. Unit carries an excellent band.

Ray Under Auspices

MILAN, Tenn., Jan. 18.—Reuben Ray's Mighty Marlow Shows are headed into the blackfield tobacco region and will hit for Minnesota in the spring. Ray has been playing auspices since close of fall season, doing fair business. Ed Monroe, lot superintendent, left for Huntington, W. Va., at close of Union City, Tenn., date and expects to return in spring.

Mrs. Ray has recovered from severe bites inflicted by "Ginger," wrestling bear. Buster Ray (Toto) observed his birthday anniversary January 7. He was 21. A cake was baked by his dad and Buster received presents from members of company. The outstanding gift was one-fourth interest in the show. On Armistice Day at Florence, Tenn., fire destroyed callhops, trailer and a light plant. Doc Arlow has joined, handling a pitch inside big show.

IABP&B, Local No. 118

NEW CASTLE, Pa., Jan. 18.—At recent meeting of Local No. 118 of the Bill Posters' Alliance the following were elected: Robert Lewis, president; Frank Rudy, vice-president; Robert Lowery, secretary-treasurer; Mark Must, business agent; Harry Miller, sergeant at arms; Leroy Varley and Kenneth Smith, executive committee.

Lewis Bros.' Show Busy on Trailers

JACKSON, Mich., Jan. 18.—Because the law which the Michigan Legislature passed in 1934 (all trailers weighing more than 3,000 pounds, including load, must be equipped with air brakes) is being strictly enforced, Lewis Bros.' Circus has started to equip, and Vern Hall, head mechanic of show the last four years, is a busy man. He has 17 trailers to work on. The trucks and trailer used in hauling the Mac Lewis Circus unit are now being readied.

Will G. Morris, manager of the Moreen Troupe, will return to the Lewis show with same acts as last season with a few new faces in his lineup. Acts presented by this troupe include double trapeze, comedy acrobatic, carrying perch and a five-piece teeter-board turn. Others who will return to show are William DeBarrie, side-show manager; Leon and Mrs. Bennett, side-show tickets and dancer; Louis Watson, Sammy Margel, reserved seat tickets; E. S. (Red) Monroe, big show canvas; Dorothy Lewis, waltzing raring horse and dog acts; Mary Matson, Phyllis Stanway, aerialists; Graham and Graham, comedy acrobats; Capt. Jerome Smith, wild animal acts; William Tingley, assistant chef; Harry Hamilton, special agent; Charles Primrose, general agent; Peto Pappas, pop-corn and peanuts; Sanford Sussell, purchasing agent.

Texas Joe Clark is building sleeping wagons for girls. Show will have a new spec to open program, in which there will be a number of girls. Title is the Olympic of International Dancing and Circus Beauties. Score is being arranged by William Tripp.

Big Program For Detroit

DETROIT, Jan. 18.—The 31st annual Shrine Circus, sponsored by Moslem Temple, will be held at the Coliseum, State fairgrounds. Show will again be in charge of Tunis (Eddie) Stinson. Bob Clifton will have charge of publicity.

More people will be built into each act than usual, doubling the former number, and making a much more colorful show.

The principal acts will be Bert Nelson with his 32 lions and tigers, Cheerful Gardner with 15 elephants, Ringling's Liberty horses, Loyla's dog troupe,

The clowns booked are Shorty Fleming, Earl Shipley, Paul Chesty, Harry Ridley; Paul Horombo, midger; Chester (Bob) Barnett, Otto Griebling and Jimmy Davidson.

Aerialists are Charles Siegrist Troupe, Bob Eugene Comedy Bar Troupe, Belmont Orlis; Annette Troupe, on their first tour in the United States; Nalleta Troupe, also the first time in the United States; Mlle. Jennee, Empress of the Cloud Swing; the Five Bevers and Queens of the Air (the latter a ballet on swinging ladders), and the Flying Concellos.

Bookings also include Albert Powell, Ira Millette, Miss Siegrist, Frank Shepard, Torrence Dolores, Edward and Jenny Rippey, the Randleys, all aerial acts; perch acts by Anteleks Troupe, Willow Duo, Walkinra, Florencia; the Christians Riding Troupe; Dorothy Herbert, blindfold hurdle act; Wallenda, high-wire act; Great Yacops, acrobatic act, and Martin's adagio group. Forty-eight local girls have been engaged for ballet and specialties.

There will be a miniature auto show this year, with more exhibits from manufacturers than can be taken care of.

Advance ticket sales at this date are the best in the entire history of the circus. Last year set the record since 1925 at 200,000.

Acts With Collins Show

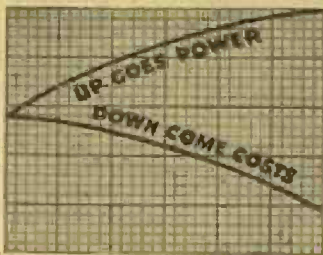
SHEBOYGAN, Wis., Jan. 18.—Eugene O'Day, past season with Seils-Sterling Circus; Billy Wisinger and Harry Dennis will clown with the George Collins winter show. Billy Burkart will be on rings; George Collins, traps; Audrey Brady, ladder; Frank Borna, hand balancing; Freida Lamure, wire; Elaine Audrey, perch; Ray Fischer, contortionist. Show opens at Johnsonville, Wis., January 21. Will carry a four-piece orchestra and its own scenery.



1 1/2-Ton Stake (131-inch and 157-inch wheelbase)

CHEVROLET

announces the most powerful and the most economical Chevrolet trucks ever offered to the **AMUSEMENT BUSINESS**



CHEVROLET introduces a new 1936 series of half-ton and 1 1/2-ton trucks. They are the most powerful Chevrolet trucks ever built. They are the most economical Chevrolet trucks ever built. They are the most ruggedly constructed Chevrolet trucks of all time.

These new Chevrolet trucks are equipped with perfected hydraulic brakes . . . the safest ever developed. The famous Chevrolet

high-compression valve-in-head engine develops tremendous power. It performs under all speed and load conditions with remarkable economy. In every feature and detail—frame, axles, springs—there is extra strength, designed for dependable service over an extra long period of time.

You are urged to inspect these new trucks and witness a demonstration of their ability. Compare their size and dimensions and their fitness to do your haulage jobs. And before you select any truck, get the facts on operating costs. Find out how and why these new Chevrolet trucks will save you money and increase your operating profit.

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN

NEW PERFECTED HYDRAULIC BRAKES
always equalized for quick, unswerving, "straight line" stops.

NEW HIGH-COMPRESSION VALVE-IN-HEAD ENGINE with increased power, increased torque, greater economy in gas and oil.

FULL-FLOATING REAR AXLE
with barrel type wheel bearings on 1 1/2-ton models.



A GENERAL MOTORS VALUE



Half-Ton Panel—112-inch wheelbase



Sedan Delivery



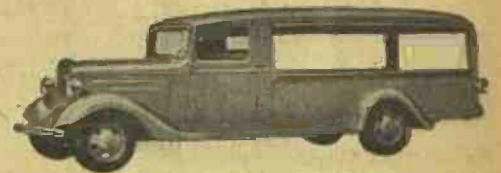
Half-Ton Canopy Express—112-inch wheelbase



1 1/2-Ton Open Express—131-inch wheelbase



1 1/2-Ton Panel—131-inch wheelbase



1 1/2-Ton Canopy—131-inch wheelbase



1 1/2-Ton HighBack—157-inch wheelbase



1 1/2-Ton Truck—for trailer operation

6% NEW GREATLY REDUCED G. M. A. C. TIME PAYMENT PLAN
The lowest financing cost in G.M.A.C. history. Compare Chevrolet's low delivered prices.

We Rise to Remark

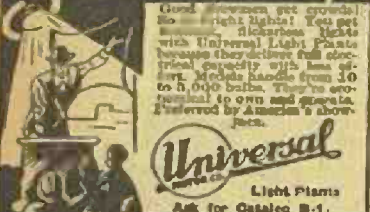
That we're building a lot of Tenis for beginning-of-season delivery, that we'd like to have yours among them and that now's a whale of a good time to get your order in.

Write — Wire — Phone

Baker-Lockwood

17th & Central, Kansas City, Mo. AMERICA'S BIG TENT HOUSE. EASTERN REPRESENTATIVE — A. E. CAMPFIELD, 152 W. 42d St., N. Y. C.

Showmanship



Good showmen get growth! No one right light! You get the Universal Light Plant with 1000 watt electrical capacity with lens of 10 to 100 inches. They're economical to own and operate. Preferred by America's showmen.



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DRAW THE CROWDS

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THIS WEEK'S SPECIAL

Brand-new 3x5 Chaffing Bags, hand roped. Made of Heavy Number Duck. \$5.00 Each.

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Now on tour. ON THE FLYING TRAPEZE.

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Write for car finance plan. CHAS. COBB, Standard Chevrolet Co., East St. Louis, Ill.

With the Circus Fans

By THE RINGMASTER

President: FRANK H. HARTMAN, 2930 Wood Lane Street, Chicago, Ill. Secretary: W. M. BUCKINGHAM, Tudor Bank, Norwich, Conn. (Conducted by WALTER HOHNADDEL, Editor "The White Tops," care Hohnadel Printing Company, Rochelle, Ill.)

All Fans are requested to send notes of interest and any matters pertaining to The White Tops to Walter Hohnadel, care of the Hohnadel Printing Company, Rochelle, Ill.

All CPA regret the death of Bert Dowers, head of the Wabash Valley Bank and Trust Company, of Peru, Ind., who was associated with the late Jerry Muggan and El Ballard in the American Circus Corporation, which prior to 1930 operated and controlled so many circuses. He was an enthusiastic booster for the CPA.

Fred High, honorary CPA of Waynesburg, Pa., had a lengthy article in The Waynesburg Republican on Community Circuses, stressing that of the Gainesville, Tex., group, in which A. Morton Smith, CPA, of that city, takes a prominent part.

If CPA of America thinks they arrange odd and unique circus visits, let them glance at this CPA of Great Britain program. Interesting to the CPA of this country are the many activities of the English CPA. They held their annual dinner January 11 at 7 p.m. in the Balcony Cafe of the Olympia, where the Bertram Mills Circus is playing. Annual reports and elections were scheduled. Visits to circuses now in London included: January 2, to Crystal Palace; January 6, Alexander Palace; January 10, second annual supper at Olympia at midnight in ring of the Olympia Circus; January 11, afternoon visit to Bertram Mills Circus, with tea in Pillar Cafe at 3:30, annual meeting and election in evening; January 12, eighth annual reunion dinner of the circus folk at Criterion Restaurant; January 16, CPA visit Agricultural Exhibition;

January 23, Circus Ball at the Royal Opera House, Covent Garden.

During the 1935 season they enjoyed many visits on the jobs, of which their taking part and staging burlesque skits was featured. September 1, on Lord John Sanger's Circus at Romford, Essex, 14 miles from London. Lunched in the ring at 1:30. Competitions staged for riders. A football match between CPA and the circus elephants. All assisting by taking part in grand finale, "Dink Turpin's Ride to York." September 29 they had a like affair on the Chessington Zoo and Circus at Burnt Stub, Chessington, Surrey. October 12 they visited Blackpool Tower Circus. October 27 at 3 p.m. they assisted in divine services, which were held in the ring of Bertram Mills Tenting Circus at St. George's Field, York. Rev. Hall, Rev. Harrison, Rev. Bulmer and choir of St. Martin's and St. Maurice assisted.

Mrs. El Hertzberg, of San Antonio (Harry's mother), as president of and with members of the Tuesday Musical Club, entertained recently at tea for Mrs. James Loving, wife of Colonel Loving, who was stationed at Fort Sam Houston and who are soon to leave for California.

The New York Public Library would like to have a complete file of CPA White Tops for its reference department.

The Wallendas are working in the Mills Olympia Circus in London, billed as the Five Carols.

A. L. Rusk, well-known attorney and CPA, of Mason City, Ia., has been ill.

Walter M. Buckingham, secretary of the CPA, advised last week that approximately 20 members and friends of the Charles Sparks Tent, Norwich, Conn., would go to New York January 19 to take in the matinee of Jumbo. He added that they were taking advantage of a low-rate excursion.

Charles E. Davis and Bill Montague, CPA, were mentioned in a story written by Gladwin E. Lusk in The Hartford (Conn.) Daily Times of January 4. The hobby of Davis is the collection of elephant Biographics (he has 425) and the collection of elephants' tail or whisker hairs (he has 112 elephants represented in this collection). Both Davis and Montague take in every circus that plays in that locality.

Peeping In

On the Performers' Club of America

By BERT CLINTON

CHICAGO, Jan. 18.—Thanks to members and friends for Christmas greeting cards from all over the world. The club's Christmas party was a success. Many of the leading artists playing in town were present. Thanks to (See PEEPING IN on page 58)

Gainesville Briefs

GAINESVILLE, Tex., Jan. 18.—W. A. (Snake) King, of Brownsville, was here Monday en route to St. Louis on a business mission. He exhibited to friends a large number of skulls from the serial picture *Darkest Africa*, in which his son, Manuel King, 12, world's youngest wild animal trainer, is co-featured with Clyde Beatty. Young King plays the part of a jungle lad who befriends Beatty in the role of a big game hunter. They have many exciting experiences together, including fights with jungle beasts. King said Manuel would probably be featured by a new large motorized circus being organized in the East.

Thomas W. (Skinny) Dawson was a visitor here Tuesday, en route to South Texas from Oklahoma City. He has (See GAINESVILLE BRIEFS on page 53)

LARGEST AND FINEST ASSORTMENT of LITHOGRAPHED POSTERS & CARDS FOR INDOOR CIRCUS

THE BEST DISPLAYED POSTERS, CARDS AND BUMPER CARDS, MUSLIN AND FIBRE BANNERS PRINTED FROM TYPE ON NON-FADING PAPER WITH PERMANENT INKS.

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WANT "CIRCUS ACTS" WANT

1st ANNUAL CHARITY CIRCUS, ST. LOUIS, MO., FEB. 10-15

Auspices 35 Combined Posts of St. Louis American Legion For Their "GREATER" St. Louis Drum-Bug Corps.

WANT Good High Class Acts that Double, Triple, Four, Five, Six, Seven, Eight, Nine, Ten, Eleven, Twelve, Thirteen, Fourteen, Fifteen, Sixteen, Seventeen, Eighteen, Nineteen, Twenty, Twenty One, Twenty Two, Twenty Three, Twenty Four, Twenty Five, Twenty Six, Twenty Seven, Twenty Eight, Twenty Nine, Thirty, Thirty One, Thirty Two, Thirty Three, Thirty Four, Thirty Five, Thirty Six, Thirty Seven, Thirty Eight, Thirty Nine, Forty, Forty One, Forty Two, Forty Three, Forty Four, Forty Five, Forty Six, Forty Seven, Forty Eight, Forty Nine, Fifty, Fifty One, Fifty Two, Fifty Three, Fifty Four, Fifty Five, Fifty Six, Fifty Seven, Fifty Eight, Fifty Nine, Sixty, Sixty One, Sixty Two, Sixty Three, Sixty Four, Sixty Five, Sixty Six, Sixty Seven, Sixty Eight, Sixty Nine, Seventy, Seventy One, Seventy Two, Seventy Three, Seventy Four, Seventy Five, Seventy Six, Seventy Seven, Seventy Eight, Seventy Nine, Eighty, Eighty One, Eighty Two, Eighty Three, Eighty Four, Eighty Five, Eighty Six, Eighty 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Under the Marquee
By CIRCUS SOLLY

LARRY and his dog Freckles, clown and dog act, are playing raude dates on the West Coast.

GOLDIA HAMPTON has left Mobile, Ala., and will winter at his home in West Point, Ga.

PREACHER WEST is wintering in Dallas, Tex., and will be on banners with a circus this season.

BERT CARROLL has been engaged as lot superintendent for Joe B. Webb's Circus, which is in quarters at Dallas, Tex.

CHARLES DRYDEN, foot and hand juggler, of Wichita, Kan., postcards that he has signed with the Joe B. Webb Circus.

CLEM FULLER was a guest of the Six Flying Melodras for three weeks. Left at Euclid, Fla., to join the Flying Columbians.

AMONG ACTS engaged for the Retired Police and Firemen's Indoor Circus at Toledo, O., are the Romig and Rooney unit, the Lerches and Joe Mendt, chimp.

FRANK LITTLEFIELD postcards that Gloucester, Mass., has a new mayor, a real circus fan, and council and that circuses will be welcomed.

W. E. MORGAN, of North Knoxville, Tenn., pens that he is planning a one-ering show to open early in April and will play small towns.

DAVE HAMMEL, Chicago billposter and member of the IAD&S, moved to Pittsburgh to act as manager of the Variety Theater.

NEW YORK NEWS of January had an interesting story regarding the old-time performers appearing in Jumbo at the Hippodrome. And they are comparatively well fixed.

C. W. FINNEY has three of the smallest people ever exhibited, known as the Three French Dolls. Is booking them in department stores. The man is 16 1/2 inches in height and weighs 16 pounds.

D. C. HAWN, veteran circus man, is back at his home in Chicago, having closed an 18-month tour with the Hawn & Hunt Melodras. Business, he reports, was fair to good.

S. T. JESSOP, president of U. S. Tent & Awning Company, Chicago, left on January 15 for Havana, Cuba, and, on his return will sojourn in Florida for four or five weeks, calling on the trade.

BOY HILBERT was in an auto accident and internally injured Christmas Eve. Is improving and expects to return to work soon. He has the Teddy and Flash novelty dog act.

KERN'S, Donahue and LaBalle, presenting comedy acrobatic and table rock act, will be at Shrine dates at Grand Rapids and Detroit and Grotto Circus in Cleveland.

JACK (RED) MALLOY and wife, Nancy Darnell, aerialists, are home at Canton, O., for a two-week rest. Malloy is framing a circus unit to play thru Ohio, Western Pennsylvania and West Virginia, which will include six acts.

HARRY CLARK has booked his dogs, ponies, monkeys and high-school horse, White Star, with Siebrand Bros.' Piccadilly Circus, opening at El Paso, Tex., March 15. It will be his second season with show.

ESCALANTE FAMILY is working the flying act in the Fox production Charlie Chan in the Crows. Esther is doing the best swing for the star of the picture. (See UNDER THE MARQUEE page 43)

Macon, Ga., Jottings

MACON, Ga., Jan. 18.—Macon is fast becoming the show center of the South and almost daily the Central Hotel is filled with showfolks going north or south. Hotel is in charge of George

Blossom, with Mote Watts, James Ingle and Hurry Mack behind the desk.

In the sun parlor of the Central the women, both in and out of the profession, have organized a knitting club and its members include Marion Shufford, Jessie Robinson, Mrs. Harry Mack, Mrs. Harry Payne, Imogene Pearson and Mrs. Mote Watts.

Walter and Flora Guice stopped over in Macon en route from Aurora, Ill., to their home in Tampa, Fla.

Jimmy Horon, manager, and Charles Donahue, treasurer of Bond Bros.' Circus, are expected here during the week. Show is wintering at the Millidgeville (Ga.) fairgrounds and a number of its people are quartered at the Central, among them being James Beach, general agent, and Frank Sotiro, lot superintendent. The Barths (Barth and Meyer) and Mr. and Mrs. Bert Wallace are living in their houses at one of Macon's tourist camps.

"Mitt" Carl, steward of Downie Bros., and George Singleton, superintendent of canvas, are living in apartments for the winter.

Maurice Malkin, in charge of the Downie privileges, came in from the North and departed for Washington, D. C. Jimmy Lieberman and R. Barnett, of the concession department, are quartered at the Central.

Jimmie Baker, of the Downie ticket department, came in from Providence, R. I., where he spent the holidays. Will probably leave for Florida in a few days accompanied by Mrs. Baker (Teresa Morales).

Deacon Albright, press agent for Ray Marsh Brydon's Congress of Oddities, is making his first visit to Macon in over 20 years, when he was manipulating the steam calloque with the original Gentry Bros.' Dog and Pony Show.

Peru Pickups

PERU, Ind., Jan. 18.—Robert de Lochte, former circus treasurer, has purchased a farm here.

Anthony (Scotty) Dunn is in charge of butcher shop at circus farm.

Wayne Doyle is at Marion, Ind. States he is off the road for good.

Winter-quarters office is active. Ralph Clawson, managing farm, is being assisted by J. A. Jones, in charge of front door; Herbert Sticks, clerk, and Mary Jean Patterson, stenographer.

Steve (Red) Finn, boss hostler of Big One, with assistants Stanley Wacht, Charles Gable, William Block, Earl Minniear and William Carr, is counting days for opening.

Earl McClain, serialist, many years with Sparks and others, is working at Ford agency.

Nick De Ambrosio is back after two weeks at Detroit and Toronto.

Pacer Tardy has left for Coast, it is stated.

Bert Nelson is working daily on two mixed groups of cats. Is being assisted by Johnny Ritchey, Freddy Munroe, John Prall, Frank Sutton, Ray Salmiski, Monk Bowman and Joseph Davis.

Farm cookhouse is now in charge of Howard Simmons, chef, and John Chutlow and Charles Alexander, assistants. Waiters are George Winn and William Rippy. One hundred and thirty-five meals daily are being served.

In hospital past week were Calvin Blankenship, Tom Wilson, John Shuler and Fred Rustenberg.

Harry Trook has purchased West Main Street Cafe.

Gloom was cast over city with news of death of Jerry Marshall, stunt flyer and parachute jumper, killed with 18 others while piloting A. A. L. transport liner in crash in Arkansas. He was former head of air circus and resided with sister, Mrs. Roy E. Slater, in Peru; Jack Beatty's working in cat barn.

Downtown wardrobe department is in charge of Betty Stevens and force is turning out beautiful creations for indoor dates.

Los Angeles Brevities

LOS ANGELES, Jan. 18.—At Al O. Barnes' quarters all await the return of Manager S. L. Cronin. There are rumors of quite a few changes in bosses and other of the personnel; also that there will be some notable feature acts. Floyd King is busy with details of the advance. William H. Kolp, legal adviser, who recently underwent an operation, is improving at a downtown hotel.

Mr. and Mrs. Bones Hartzell returned from Vancouver, B. C., and are playing dates in Southern California. Jack and Irene McAfee are with

Folack Bros.' Circus, opening at Oakland, Irene with Toy Macks and Jack clowning.

Mel Smith, technical director of the show being taken of Charley Chan in the Circus. He arranged the setup for the side-show top and is the lecturer. Others in film are Johnny Aason, giant; Ada Mae Moore, with reptiles; Bruno Midgets, Gladys Forrest, Cherie Jondro, Nap Hazard, Charley Nalab and Kathleen Hillis.

Austin King has joined Pete Kortes in Denver.

Jack Grimes left for Denver to do publicity for a promotion there.

It is stated that Dale Turney, of Mix show, intends to have "leaps" Nage Klotz, in town, will again have the "bugs" with the show.

Dexter Fellows
(CSSCA)
Tent Tattles

By FRED PITZER

NEW YORK, Jan. 18.—We didn't know how good a lecturer our own Jim Pond was until we read in *The Detroit Free Press*, "The audience took to his comedy with great delight and at times the auditorium vibrated with laughter. The lecture was quite a hilarious affair."

The January number of *The Adventurer* has reached our desk and the most interesting thing in it is the biography of the new president of the Adventurers' Club and members of the executive committee of the Dexter Fellows Tent. The biography reads:

"Raymond O. Schindler, newly elected president of the Adventurers' Club, born in Mexico, N. Y. Investigator, Expertness in the San Francisco Earthquake Investigation, San Francisco Graft Investigation, all over North America, Cuba, Central America and Europe, including England, Germany, France, Spain, etc. Resided abroad for over three years. Brought Oberammergau Players to United States. President Schindler, Inc., president of World's Association of Detectives, member of Ohio Society, former vice-president of New York Rotary Club and member of Circus Saints and Sinners and Artists and Writers' Clubs."

We were looking over some oldtime slide-show pictures the other day and had a quiet smile at that of Allstar MacWilkie, who was with the Barnum & Bailey show some years ago. He had 19 feet of alfalfa dangling from his chin and it took him, according to his own statement, 30 years to raise it. He was born in Perthshire, Scotland, and talked with a distinct burr. He was always proud of his whiskers. In 1913 he won a \$500 prize in the World's Exposition in London as the champion whisker grower. He originally started to grow them as the result of a bet.

Mr. and Mrs. Carlton M. Hub are making preparations for an extended vacation to Miami, Fla. . . . Luis Zingone has completed a picture for Warner Bros. dealing with the exposure of gambling devices and the art of card switches. . . . Norman Grieg went to see Jumbo and visited with Poodles Hanford backstage. . . . Jack Colvig was New Yorking recently on a good-by tour. . . . Frank V. Baldwin Jr. is now master of Polar Star Lodge No. 245 and edits its little six-page bulletin. . . . Ryland T. Capp Jr. is senior deacon of this lodge; Adam Forepaugh always traveled with his show and often purchased the provisions for his employees' meals. Once in Holyoke, Mass., he was purchasing a quantity of provisions from a grocer, telling him to charge them to the stewardship of the Forepaugh show. When he had completed his purchases he said: "Isn't there something in this for me?" The remark being instigated by the fact that the stewards of the hotels, pharmacies, etc., are frequently bribed by those from whom they make purchases. The grocer quietly handed him a \$3 bill and then extended a bill to be marked "correct" by the supposed steward. The circus manager wrote upon it, "O. K., Adam Forepaugh." The grocer gazed upon it and then looked as if he wished the earth would open up and swallow him. Forepaugh said nothing and walked away. But he held onto the \$3.

DENVER, Jan. 18.—El Jebel Shrine Temple is planning its fourth annual indoor circus for charity purposes. Lew S. Parsons is general manager and Orin Davenport will again assemble the acts.



The Corral

By Rowdy Waddy

ROCK PARKER NOLD, bronk and steer rider, is engaging in boxing bouts in the South this winter.

COL. M. L. BAKER, wintering at Crosse, N. C., wonders what has become of Tex. O. Comp, sometimes known as the Oklahoma Kid.

QUITE A NUMBER of the folks were reported as being in and around Miami last week, among them Fog Horn Cincy, Earl Sutton and wife, Carlin and Eric Corcoran and Ted Eldar. Let's have a complete list of them.

AS THIS INSTALLMENT of *The Corral* is written (January 18) a "dash" from Denver reports many top-notch contestants on hand for the rodeo in connection with the Stock Show and heavy attendance assured.

C. L. (JACK) RAUM was among "those present" at the meeting of Ohio fair secretaries at Columbus last week. Made the trip from his winter quarters at Olney, Ill. His wife (Ethel Cooper) has their Pony Track operating at Mobile, Ala., this winter.

TED ALLEN, champion bareknee pitcher who was prominent on the program of Col. W. T. Johnson's World's Series Rodeo at Madison Square Garden, New York City, and has also appeared at other rodeos, was accorded a "long" special story by a newspaper of his home town, Alhambra, Calif., recently.

THE ANNOUNCEMENT (in the *Final* *Chapter* columns of this issue) of the passing of Bert Bowers will be read with deep regret by many hands who were performers in the concert of Hagenbeck-Wallace Circus years ago. "Bert" as he was almost invariably referred to by showfolks, took great interest in the show's concert, as also, incidentally, did Mrs. Bowers, formerly Beale Hill, well-known Wild West and manage rider.

THE COMING outdoor season in the North Central States will find the veteran showman, Buckskin Ben (Stalker) again with a show on tour after a few years' absence, according to report last week. Further report was that Ben's son-in-law, Montana Macchy, whose Cowboy Band has been radio broadcasting at Station WJAU, Columbia, O., the last six years, will manage the show in addition to his radio work and producing some special events.

IN THE last December 21 issue a paragraph read: "Let's have the results of all rodeos staged during the winter months for publication." Someone now in Florida apparently got that request sort of twisted, and wrote, in part: "In *The Corral* of December 21 you ask for a writup of past rodeo season. Here's one: "And then followed a complaint about a manager of a show last October. The request was relative to rodeos staged this winter and the word "results" was meant in the common use of the term—results of contests."

IN THE FINAL CURTAIN columns of this issue is announced the death of a ranchman and rodeo performer, John W. Burnett. John lost his life when, while trying to avoid striking a horse, he steered his automobile aside and it struck a concrete culvert a few miles north of Coldwater, Kan. William Erous, of Coldwater, who was with Burnett, was seriously injured. Alf M. Harding, father of the Harding Sisters, riders and ropers, sent a clipping from *The Wichita Beacon* to *The Corral* editor and himself wrote as follows: "John was a real cowboy and one of the best friends I ever had. Many of the citizens of the Southwest cattle country bowed their heads in sorrow when news of his death reached them."

PREPARATIONS are progressing for the holding of the eighth annual convention of the Rodeo Association of America at Tucson, Ariz., February 18-20. At the meetings Everett Bowman will be declared the RAA World's Champion Cowboy contestant for 1935, and receive \$700 in cash and several trophies. (See *CORRAL*, on page 43)



By CLAUDE R. ELLIS
(Cincinnati Office)

WARE BROTHERS: Robert, Walter and Ralph, played host to 224 people on January 16 at the special Chicago Roller Skate Company night of the Roller Derby being held in the Coliseum, Chicago. To make the evening more interesting to contestants and spectators they offered several prizes to winners of certain jams. Wes Aronson and Gene Vienna each took two prizes, a set of eight skate wheels valued at \$3.50 and \$5. John Rasoosa, Bill Rogash, Jack Cummings and Al Pora also won a set of skate wheels each. Esther Runne ran away with the most valuable prize of the evening when she won a pair of racing skates with white kid shoes attached valued at \$22.50. Billy Lyons took the top prize for boys with a pair of racing skates with attached shoes valued at \$18.50. Transcontinental Roller Derby started on Christmas Day.

CITY COUNCIL of Moncton, N. B., has accepted a bid of Harry White, Moncton, and he is now in charge of Stadium Rink. City of Moncton owns the rink, having built it four years ago.

VIVES SISTERS: Brunet-Joly and several other figure skaters took part in big Christmas ice gala in Palais des Sports Rink in Paris. Several well-known English skaters, including Ken Kennedy, speed champion; Joyce McBeth, Albert Enders and Sadie Camo, bridge, took part in big Christmas ice festival in Pole Nord Rink in Brussels.

W. K. KINCAID, owner of Palace Gardens Rink, Washington, Pa., reports increasing patronage due to novel contests and features on the floor almost nightly. Periodically pro skating acts are engaged, with no tilt in admission prices. Joseph Mendicino is floor manager and assistants include Paul Arent and Mildred Shank.

LAND O' DANCE Roller Rink, Canton, O., will be scene of a mammoth skating party on January 30, joining with a score of ballrooms in Eastern Ohio in observance of the third annual birthday ball of President Roosevelt. It will be the first time in the three years that parties have been held that a roller rink will join in the observance. Leo Matynier, operator of the rink, has donated the big building and is co-operating with the arrangements committee. The skating party was arranged after many requests from skaters, who preferred to skate rather than dance.

THE WHIRLWINDS, roller-skating act playing indoor dates, were featured with Lottie Mayer's underwater ballet at the Stanley Theater in Pittsburgh.

A ROLLER RINK has been opened at State Fair Park, Wheeling, W. Va., with daily sessions except Sundays. New equipment has been installed and the spot will maintain a year-round policy of operation.

MALCOLM CAREY, one-mile roller-skating champion, and his father, Jesse (Pop) Carey, have their speed skaters working out three times a week to be in shape for the 1936 season. They are

working out at Circus Garden Rink, Philadelphia, including Malcolm Carey, Bill Holland, Mike Peters, Cy Mintz, Charley Breslin, Adolph Straub, Jimmy Boyle, Joe Kyle and Jack Delaney.

FLYING ACES, roller-skating act, invaded Pittsburgh for night-spot engagements after playing Buffalo territory.

On Rollers in Europe

By CYRIL BEASTALL

The 1936 European roller-hockey championship has now been sanctioned by the FIPR for Stuttgart, Germany, early in April. An attempt is also being made to run a world's title event about the same time, but I doubt if anything will come of it.

I read with some interest of the New England Roller Hockey League in formation, referred to in the December 21 issue, and have written to Ed Galligan for further details and hope for an early reply. The time may come when the game is really well organized in the States, so as to make international matches possible.

In Lancashire and District Roller Hockey League, with 13 teams competing, Cheetham Hill (Manchester) is on top at present, having lost only one of nine matches played to date; each team has a program of 24 games to fulfill, Midland Counties league, with eight competing teams, is now in full swing. New Derbians champions last season, opened their program in convincing style, with a 13-0 victory over Stockport Flyers on their own rink. Derby Stars, newcomers to first-class roller hockey, made a very promising league debut, with a 10 to 2 success against Derby N. H. C. "A" team.

Kent League has again two divisions in action, with Herne Bay I and Herne Bay United strongest contenders for honors in Division I.

A new roller rink opened at Sutton, suburb of London, on New Year's Day. Main feature of opening program was an exhibition of fancy skating by Jim and Joan Lidstone, of Derby, amateur roller-dance champions. Rink is claimed to be one of the most luxurious in the South of England.

W. Greenhall, late manager of Forest Gate Rink, London, is now operating Pleasure Beach Rink, Southend-on-Sea, and doing good business; roller hockey has been revived here with some success.

In the national cup competition of championship of Great Britain, Cheetham Hill (Manchester) would again appear most likely to be the Northern area finalists unless Belle Vue team (from same city) springs a surprise; they are not known as the "giant killer" for nothing. In the Midland section the outcome is not so easy to prophesy. New Derbians and Merborough Flyers will decide the issue. Last year these teams had to fight it out as Midland finalists, in same competition, and Merborough, with the advantage of playing at home, gained the verdict by the odd goal of 11! This time New Derbians are at home and this slight advantage may result in Bob Hulme and his boys being the ones to travel to Herne Bay for the semi-final round.

CORRAL

(Continued from page 41)

phes. He will also be awarded the 1935 champion calf roper and receive \$100 donated by Maxwell McWhitt, president of the RAA. Other winners to receive event championship awards and \$100 each, donated by business firms, are: Pete Knight, bronk riding; Leonard Ward, steer decorating; Richard Merchant, steer roping; Lawrence Conley, team roping; also, Pete Knight a do-

rated \$100 for winning second place toward champion all-round cowboy. A heavy (probably a record) attendance of delegates is expected to attend the convention. There will probably be a number of changes in the rules for roping and riding, and a different plan of awarding points to determine the new year's champion cowboy will also be discussed.

FROM HARRY WILSON from Florida—A few notes relative to folks down here, where the grass is green and the birds keep singing "tweet-tweet": Billy Crosby, Vic Blackstone, Doc Blackstone and Joe Blackstone are roping wild cattle in the Everglades. But Joe takes every third day off to go panther hunting. Doc takes off almost all the time to fish. Billy and Vic contest each other in shooting quail—and the writer eats the quail. . . . Ralph Doubleday is chief mixer and assistant to the chief bartender at Bonita Springs. . . . Dave Mingo, Tommy Cropper and Bobby Cropper stay in the shade at Sarasota whit-tling Florida pine. . . . Jim (Tex) Mitchell has gone agriculturist and has started a snake farm at Sarasota. . . . Shorty Rutledge is foreman of a horse and mule market at De Funtak Springs. . . . Sam Gibson is sojourning in Chipley. . . . Tuffy Campbell is located in Florida, Ala., on the Florida-Alabama line. . . . Contrary to the belief of many, Luther Marsh is not dead, as was rumored, but is in bad condition with rheumatism at his home in Wauschula, Fla., where letters will reach him. (Some rodeo notes from Harry, received at press time, will appear in next issue—WADDY WADDY.)

UNDER THE MARQUEE

(Continued from page 41)

Other members of family include Phil, Blanche, Lola, Blackie and Billy.

HAP KREUGER, in American Legion Hospital, Battle Creek, Mich., would like to hear from his old pal, John Melzer, of McCoy Melzer Trio, and friends. Wants to thank Hank Croucher and his Three Aces for their thoughtfulness.

THE ISSUE dated December 23 of the World's Fair, English publication, was a special circus number. Seasonal shows were reviewed and the issue also included a number of very interesting features.

THE CIRCUS WORLD mourns the passing of Bert C. Bowers. He was generous with his friendship and kindly with his advice, and for one to know him was good fortune and a compliment. Details in Final Curtain.

JAMES CARTERLINE infers that James M. Cole and associate have formed the Penn Yan. N. Y., Circus Corporation and will use the title of James M. Cole's Wild Animal Circus. Carterline recently purchased cookhouse equipment.

JAMES N. McGRATH JR., Pittsburgh showman, announces that the 1936 Shrine Circus in that city will be held at Syria Mosque. He is also planning the second annual Pittsburgh Jubilee, which will be held at Forbes Field this summer. Some 22 circus acts will be used.

LATE VISITORS to the Circus Room, Hotel Cumberland, New York, were Mike Grubola; Charles A. Davitt, CPA; Alfred J. Mayer, Lewis Rosen, E. E. McEddy, W. J. Hanley, J. T. Miller, W. L. Warren, Harry P. Link, Karl E. Grigaby, Eddie Toner, John Riddle, Abe Adelman, James P. Victor and Sharon Stephens.

BOB COLPITTS, who had been a jockey on Western tracks, has defined lights at the quarters of Jack Schaller in Los Angeles. He will become a member of Schaller's Sensational Jacks, trapeze troupe. Colpitts was "discovered" by Cliff McDougall, circus publicity man and an employee during the winter meeting at Santa Anita.

BERT WEAVER, manager of commissary wagon on the Ringling show for last 36 years, informs that he has been retired and the wagon rented to Harry Mayer, head of the Joseph Mayer Publishing Company, of New York City. Weaver has not made plans for coming season and will probably be at his home in Bayville, Ill.

THREE DELS are home at Baginaw, Mich., after playing a few winter dates.

They will again be with a truck show this season. Del Graham is making clown props and Marge Graham is busy on wardrobe. "Andy Collins," the Graham champ, is working on new tricks, improving his trampoline and bar act, is doing a single from bar to bar and is coming along fine with his pitch back.

HARRY LAPEARL is putting on a circus in the schools of Danville, Ill.; this week, auspices of Kiwanis Club, to raise money for dental work for poor children. In addition to his clown, Harry has Avery, contortionist, and Tudor Girls, acrobats. Eddie Keok also is clowning. Harry spent most of his childhood at Danville, his dad wintering his circus there.

MORT STEVENS, former trouper, while visiting in Bridgeport, Conn., during the holidays, met Smiling Jimmie Gunn, formerly associated with several small circuses. The latter has been agenting a hillbilly show in the New England States and also has been engaged in scouting acts for circuses and fairs. At time Stevens met Gunn, Jimmie was conversing with Matty Winslow, Matty is the son of Charlie Winslow.

PROF. JOHN A. JACKSON, of San Francisco, on January 7 visited the Baguna Bondi Home in that city and chatted with the following troupers who are in the hospital ward: William Webb, who had been with the Barnes show on and off from 1911 to 1930; Tom Cassidy, box wagon maker and mechanic with Barnes show in 1914, and Frank Warren, formerly on Norris & Rowe and Barnum & Bailey shows as horseman on ring stock. All will appreciate letters. William Wells, formerly boss candy butcher on the Barnum & Bailey Circus, is clerk in hospital office.

SHOWMEN'S LEAGUE circus notes: Arrangements have been made by the League whereby the widow of Henry Shaab will be taken care of comfortably for the rest of her life. Deceased spent many years in the circus business, traveling with such shows as Ringling Bros., Barnum & Bailey and John Robinson. He was best known as a side-show manager. . . . Brother Harry Lewiston entertained C. H. Emerson at the regular meeting January 16. Emerson, a former circus man, is now in the advertising business in Chicago. . . . There was considerable disappointment around the cityrooms when the lovely circus folk, Mr. and Mrs. Ernie J. Tucker, failed to put in an appearance New Year's Eve. . . . Interest of circus people in the League has increased remarkably since the first of the year. Buck Reger is a recent addition to the membership list. . . . Circus folk, when in Chicago, will always find a warm welcome at the League rooms. "Come up and see us some time," as the famous Mae would say.



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RALEIGH LET FOR 5 YEARS

Ohio Gate Fee Tilt Is Sought

County boards want State Fair raised from 25 to 50 cents—free gates predicted

COLUMBUS, O., Jan. 18.—Lee B. Palmer, Pittskala, member of the State board of agriculture, predicted that the free gate will prevail at Ohio county and State fairs within the next few years when he advocated at the final session of Ohio Fair Managers' Association, which met on January 15 and 16 in the Deshler-Wallick Hotel here, that admission prices be dispensed with after the managers had asked the State fair to hike its price from 25 to 50 cents.

"There is no reason," Mr. Palmer said, "why anyone should be charged to attend county or State fairs. In fact, from the viewpoint of fair managers, it is poor business to charge admissions.

"If no admission is charged larger crowds will be attracted. Larger crowds will spend much more inside. More people will be benefited by agricultural and machinery exhibits, and if the knowledge they gain at the fairs boosts agriculture one iota the value of that county-wide lota will be much more valuable in actual dollars and cents than the total admissions forfeited.

Price Fixed for 1936

"By attracting larger crowds fair boards will be able to charge more for concession privileges, grand-stand seats and other features—thus more than making up for the loss. Concession men would be willing to pay more for their privileges, since would be able to cater to the larger crowds and get greater returns on their investments. Then, too, on rainy days there would be a big saving instead of a big loss. I have seen rainy days when the cost of ticket sellers, takers, auditors and other gate employees was more than the amount taken in at the gate. If rain holds the crowd down under a free-gate plan the fair board already has its money from concession men, space rent for exhibits, and saves the cash which would have been paid to ticket men. The free-gate plan would also do away with the free-pass problem, which a bugaboo to every fair manager. I predict that fair managers will study this plan, see its benefits and turn to the free gate within the next few years."

Mr. Palmer said the State agriculture board will consider the request for a hike in State fair admission prices at the annual reorganization meeting the first week in February, but he doubted whether a change in the State fair price would be made this year, since it had already been set and the budget made up on that basis.

Holderman Re-Elected

County fairs asked the Mike because they, too, are charging 25 cents and cannot secure enough patronage at the same price the State fair secures, they argue. H. C. Rasmussen, director of agricultural extension service at Ohio State University, urged that catalogs be

(See OHIO GATE FEE on page 45)

Strict Budget in Nashville

NASHVILLE, Jan. 18.—Tennessee State Fair starts the new year with a cash balance of \$37,712 and all debts paid. Work has started on the premium list. No State or county aid will be forthcoming in 1936 and officials say all departments will operate on a strict budget.

Arkansas Fair Dissolved

LITTLE ROCK, Ark., Jan. 18.—The Searcy County Fair Association, of Marshall, has filed notice of dissolution and surrender of charter, according to Secretary of State Edward P. McDonald.



F. E. IRWIN, Salem, general manager of Illinois State Fair, Springfield, who was elected president of Illinois Association of Agricultural Fairs at the annual meeting in the St. Nicholas Hotel, Springfield, on January 10.

York Board Retains J. F. Murphy Again

YORK, Pa., Jan. 18.—York Fair Association, in annual meeting, authorized Manager of Amusements Herbert D. Smyser to again employ James F. Murphy as censor of all concession games at the 1936 fair on October 3-10.

"Mr. Murphy did a great job here in 1935 and the year before," declared Mr. Smyser.

A net profit of \$28,000.12 was shown for the year. Officers re-elected are S. S. Lewis, president; Herbert D. Smyser, vice-president, manager of amusements and racing secretary; John H. Ritter, secretary; D. Eugene Frey, treasurer, and William O. Thompson, manager of concessions.

Midway contract was awarded to Dodson's World's Fair Shows, which played the fair last year. There were over 19,000 more paid admissions to grounds in 1935 than in 1934.

Wash. State Is To Resume

OLYMPIA, Wash., Jan. 18.—Washington State Fair, Yakima, will be resumed this year in September after a layoff since 1932. Director of Agriculture Walter J. Robinson appointed A. M. Dean, retired Yakima merchant, secretary. The 1935 Legislature appropriated \$20,000, but due to the small amount no fair was held. Secretary Dean will work under J. B. Pink, assistant State agriculture director, and with F. V. Hinzman, superintendent of the fairgrounds.

Kansans, Led by Jencks, Vote To Affiliate With International

TOPEKA, Kan., Jan. 18.—At the annual meeting of the State Association of Kansas Fairs on January 7 and 8 in the Jayhawk Hotel here delegates from 41 fairs of the State responded to roll call. At the officers' table were J. R. Kuska, Colby, president; Maurice W. Jencks, Topeka, vice-president, and George Harshman, Valley Falls, secretary-treasurer. Dean L. E. Call, Kansas State College, Manhattan, on "The Service of Kansas Fairs to Kansas Agriculture," was followed by Mrs. Harry T. Forbes, Auburn, on "Kansas Women and Kansas Fairs." During round-table discussion it was shown that every fair represented held a successful event during the year and all expressed belief that 1936 would be even more successful.

Wednesday morning's speakers were Mr. Jencks, secretary-manager of Kan-

Lease of N. C. State Fair Plant Taken by Hamid and Chambliss

Present operators win out over other bidders and begin plans for 1936 event—State given annual guarantee and may cancel each year—rebuilding considered

RALEIGH, N. C., Jan. 18.—George Hamid, New York, and Norman Y. Chambliss, Rocky Mount, N. C., have been granted a five-year lease of the State Fair by North Carolina Board of Agriculture, and the two operators have started plans for big improvements during their hold on the property. The 1936 fair has been set for week of October 13, and present plans include a material increase in premiums for farm exhibits, improvement to grounds and other features. Negotiations are under way for replacing one wing of the main exhibition building burned during the 1934 fair. Max Linderman's World of Mirth Shows have been booked to furnish midway attractions, and Ohio Fireworks Display Company has landed the pyro contract.

Trenton Is Back To Saturday Finis

TRENTON, N. J., Jan. 18.—Trenton Fair has decided to conduct a Tuesday thru Saturday event after two years of closing on Sunday with auto races. Decision came at annual meeting of stockholders and directors, held last Saturday, schedule of dates being September 20-October 3, going into October for the first time in years.

Rodeo and Stampede, a grand-stand feature for several seasons, will be eliminated in favor of a thrill-act layout, plus the usual horse-racing bill. Auto races will be held on closing day.

Samuel T. Atchley was re-elected president and H. W. Roebling Jr. and Col. Arthur E. Foran, vice-presidents. Directors re-elected M. R. Margerum, secretary-treasurer, Helen O. Laffan, assistant, and J. Fred Margerum, general manager. Named directors for three terms were Stephen H. Harlow, Charles H. Baker, Edward D. Boyd, R. V. Kuser Jr., Miss Laffan, M. R. Margerum, C. Edward Murray, Mr. Roebling and D. William Scammell.

Enid Backers Projecting Large Grounds for Annual

ENID, Okla., Jan. 18.—If plans go thru, Enid will have large grounds for Great Northern Oklahoma Fair, to be held every year. Tract for proposed grounds is bounded by highways on three sides and has railroad facilities on the fourth side. Plan is for a charter to be taken out and a corporation formed.

It is planned to construct a half-mile race track with bleachers, to hold about 5,000, and large stables and paddocks. Buildings would be erected for exhibits, with a large administration building and band stand.

The WPA would furnish all the labor and considerable part of the material. Enid Chamber of Commerce and Retail Merchants' Association are behind the move. The new fairgrounds would serve 21 counties.

Opposes State Operation

Under the contract the State will be guaranteed an average income of \$8,000 annually and will have opportunity for canceling the agreement each year. Mr. Chambliss and Mr. Hamid have opposed the fair under contract the last three years and have realized profits for the State each year. In 1934 profit was \$6,162 and last year \$10,559.

The board decided against State operation and then heard propositions for leasing. Dr. J. S. Dorem, Shelby, operator of Cleveland County Fair, and Dr. A. H. Fleming, Louisville, operator of Franklin County Fair, also submitted offers.

Under the Chambliss-Hamid contract the State will be guaranteed an average income of \$8,000 annually over the five years. Fifteen per cent of gross income will go to the State, and in years when the net profit is more than \$18,000 the State will get half the excess.

Approved by Governor

The agriculture board may cancel the lease no later than February 1 of any year, and Chambliss and Hamid must post within 30 days a continuous bond of \$30,000. Use of the fairgrounds for non-fair purposes must be approved by William A. Graham, commissioner of agriculture. Governor Ewingham approved the long-term lease.

Action looking to rebuilding of the wing of the main building burned in 1934 was postponed when Dr. H. G. Batty, Chapel Hill, State PWA director, wired that favorable consideration of the board's application for a PWA grant is likely. The department collected \$15,000 on the burned structure and, with \$12,000 in PWA funds, could spend \$27,000 and erect a finer building.

Mr. Graham reported the State Fair balance now is \$30,315.35, of which \$15,466.88 represents fire insurance collected.

Heller Resigns To Manage Indiana Townsend Campaign

INDIANAPOLIS, Jan. 18.—Dick Heller, manager of 1935 Indiana State Fair and secretary to M. Clifford Townsend, lieutenant-governor, and as such head of the annual fair, has resigned to manage Mr. Townsend's campaign for the Democratic nomination for governor.

The resignation was announced by Mr. Townsend, who said a successor will be appointed in a few days. It is understood the vacancy will be filled by James L. Bently, Indianapolis, now secretary of the State industrial board.

The governor has no jurisdiction over the lieutenant-governor's secretary; one of the few positions not subject to dismissal by the governor.

Minnesota's Figures Big

ST. PAUL, Jan. 18.—In the State Agricultural Society's report, filed at the governor's office by Secretary Raymond A. Lee, value of Minnesota State Fair plant is given as \$2,408,281, 260 acres on which there are 152 buildings. The 1933 fair, third largest in history, drew 528,946, producing profit of \$45,906.

Showmen Laud S. D. Fun Zone

New layout for amusements set for expo reopening on February 12

SAN DIEGO, Jan. 18.—Lincoln's Birthday, February 12, will mark opening of the second season of the \$30,000,000 California Pacific International Exposition in 1,400-acre Balboa Park. Several thousand workmen are re-landscaping and replanting the extensive gardens. A new lighting plan, casting "mobile" rays of colored lights on buildings and trees, will use 3,500,000 watts each hour. More than 100 exhibit palaces of Spanish Renaissance, Spanish Colonial and modernistic architectures form the heart of the fair to house new exhibits.

Palace of Electricity will display all types of household appliances powered by electricity. Old masters and modern art will be exhibited in the Palace of Fine Arts, and the Palace of Natural History will trace man's progress. Foods and beverages, photography, Federal governmental activities and better housing program, with a special-built \$150,000 Federal Housing exhibit will be seen in individual palaces. Great symphony concerts in the 4,000-seat Ford Music Hall will again be the highlight of a musical program featuring more than 60,000 musicians during the season.

Dailard Is Praised

History of transportation will be shown in the \$2,000,000 Palace of Transportation, with roller from the Ford museum, Dearborn, Mich., as centerpiece. Other exhibits will be shown by railway, steamship lines, bus systems and air lines, depicting progress of travel.

One of the largest revolving beacons in the world was placed on top of the California Tower, which will cast red, green and amber rotating rays over the grounds and visible for many miles.

Applications for space in exhibit buildings are being received in large numbers and a record sales mark is anticipated. Announcing sale of all concession space in the Fun Zone, Wayne W. Dailard, assistant managing director, said all concession buildings will be individual and yet create a harmonious ensemble of "articulated" futuristic architecture. They will surround a central 120-foot plaza of lawns, pools, gardens and fountains.

"This new type of amusement space, from a showman's standpoint, I believe will prove to be one of the most progressive and profitable ventures ever launched by any amusement enterprise," declared Ben Black, executive of Panchon & Marco, managing three attractions for the 1936 Fun Zone. Concurring with Black's opinion were Marco, chief of P. & M. organization, and Doc Howe, his production manager, and Stanley R. Graham, operator of Zoro Gardens. Another producer who lauded Dailard's idea in amusement zones was John Hix, cartoonist, whose "Strange-as-It-Seems" side show and museum will have its world premiere showing here.

Book Rides and Shows

Other amusements booked include Panchon & Marco's Singin' Midgets, Panchon & Marco's Hollywood Secrets; Panchon & Marco's Review, featuring 40 girls; Bavarian Garden; Front Edge, a 35-year collection of outstanding news photographs with history of all the outstanding news items for the last decade; Days of '40 or Slippery Gulch; Professor May's Bobo; a gigantic Fun House, Mystery Theater, Old Globe Theater, Boulder Dam, Nudist Colony. Among riding devices booked are O. N. Crafts' Ferris Wheels, Kiddie Autos, Merry Mix-Up and Lindy Loop, four-abreast Merry-Go-Round, Seaplanes, Swooper, Loop-o-Mane and Kiddie rides.

Spanish Village will have new features, including an awning-covered dance floor

Bley Back at Exposition

Felix Bley will again represent The Billboard at the California Pacific International Exposition in San Diego. His office will be in the Press Building at the exposition. His home address is 4150 1/2 Avenue, San Diego.

for free dancing to the accompaniment of a fine orchestra, a floor show and other forms of entertainment. Here will be the colorful Casa de Cuba with its modernistic cocktail lounge, operated by Joseph Dumas and Leslie Steinberg. Near the Fun Zone will be Enchanted Land, vast playground for the children. There will also be a street circus of 60 figures, seen against a background of the German village where they were made.

Dining facilities include Casa del Rey Moro Gardens and Cafe of the World, being completely renovated and to feature frequent changes in floor shows. More than \$10,000 is being spent in making over the interior of Palisades Cafe and creating a tropical garden in the patio.

Pierre Venner Named U. S. Exhib Contact on Puerto

NEW YORK, Jan. 18.—Pierre Venner, past season manager of Atlantic Beach Park, Atlantic Highlands, N. J., has been placed in charge of U. S. commercial exhibits for the Inter-American Fair-Exposition, to be held in San Juan, Puerto Rico, thruout April and May. George Hamid, who has the exclusive representation on attractions and exhibits, named Venner for the post.

Mr. Venner is working out of Hamid's local office. He has operated parks in the East and New England, including management of Whalom Park, Michburg, Mass.

Lynch Draws in Mobile

MOBILE, Ala., Jan. 18.—Jimmy Lynch's Death Dodgers showed to 4,000 people here Sunday afternoon on Hartwell baseball field, under direction of the police department. Business Manager Bill Morris said that they were dicker for a return date. Feature stunts were Lynch's triple turnover with his car over a five-foot platform, and the head-on crash by Jo-Jo Robinson, clown, against a burning automobile.

MARION, O.—P. E. Kramer was elected president of Marion County Fair, to succeed Ed Bender. J. Aultman Kautz was re-elected secretary for two years.

Illinois Votes To Guard Against Any Future Deficits in State Aid

SPRINGFIELD, Ill., Jan. 18.—Most heavily attended banquet in its history marked the 28th annual meeting of Illinois Association of Agricultural Fairs in the St. Nicholas Hotel here on January 9 and 10, during which Director of Agriculture Walter W. McLaughlin made an excellent report on Illinois fairs.

At the opening session at the officers' table were President Snider S. Vick, Marion; Harry Conrad, Boone, vice-president, and J. H. Metten, Du Quoin, secretary-treasurer. Roll call showed 43 of the 70 fairs in the State had delegates present. *New Ideas for County Fairs and What Is Needed for Racing at County Fairs*, by Ois Fleming, Arthur and R. B. Rosenbrough, Charleston. Mr. McLaughlin, who addressed the delegates, was followed by J. H. Lloyd, assistant director of agriculture, who gave some highlights on fairs of the State for the past year and a summary of 1935 State aid.

His report showed, among other items, that 60 fairs, exclusive of the State fair, paid exhibitors of agricultural and home economics products \$318,709.14 in premiums. A few fair associations exceeded the limit of 35 per cent permitted by law to be paid as premiums in any one department. In several cases it was necessary for the department of agriculture to make deductions from State aid claims because of errors in addition, overcharges in entry fees, duplications, etc. Total deductions amounted to \$5,529.07, leaving a balance of \$313,180.07, on which State aid was approved.

Figured on the basis of this amount, the total approved State-aid claims of the 60 fairs amounted to \$214,905.30. Only \$200,000 was available from the State-aid appropriation for 1935, and in order that all fair associations might be paid their State-aid claims in full Governor Henry Horner authorized payment of the \$14,905.30 from the contingent fund of the agriculture department. Because of this deficit a resolution was

Fair Meetings

North Dakota Association of Fairs, January 23 and 24, Dakota Hotel, Grand Forks. H. L. Pinke, secretary, Minot.

Vermont Agricultural Fairs Association, January 23 and 24, meeting with Massachusetts Association in Hotel Walden, Greenfield. Glenn W. Rublee, secretary, Enosburg Falls, Vt.

Massachusetts Agricultural Fairs Association, January 23 and 24, Hotel Walden, Greenfield. A. W. Lombard, secretary, 136 State House, Boston.

Western Fairs Association, January 24 and 25, Hotel Whitcomb, San Francisco. Charles W. Paine, secretary, Sacramento.

Texas Association of Fairs, January 24 and 25, Adolphus Hotel, Dallas. Frank M. Thompson, secretary, Sherman.

Rocky Mountain Association of Fairs, January 25-26, Rainbow Hotel, Great Falls, Mont. Harold P. DePue, secretary, Great Falls.

Virginia Association of Fairs, January 27 and 28, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton.

Pennsylvania State Association of County Fairs, January 29 and 30, Abraham Lincoln Hotel, Reading. Charles W. Swoyer, secretary, Reading.

Western New York Fair Managers' Association, January 31, Hotel Buffalo, Buffalo. George B. Abbott, president, Hamburg.

Ontario Association of Agricultural Societies, February 4-5, King Edward Hotel, Toronto. J. A. Carroll, secretary, Toronto.

Association of Tennessee Fairs, February 4, Noel Hotel, Nashville. O. D. Massa, secretary, Cookeville.

Louisiana State Association of Fairs, February 14 and 15, Jennings Hotel, Jennings. Harry D. Wilson, commissioner, Baton Rouge.

New York State Association of Agricultural Societies, February 18, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine avenue, Albany.

Association of Connecticut Fairs, February 18 (meeting place to be selected) Hartford. Leonard H. Healey, secretary, Hartford.

unanimously adopted that the State association ask for additional State aid so that no such deficit will occur in future years.

C. C. Hunter, Taylorville, on Local Attractions for Your County Fair, and **J. C. Hackleman, College of Agriculture, Urbana, on How To Make Your Fair Exhibit Educational,** gave much valuable information on these subjects. Friday morning there was discussion of 4-H Club work, led by Max Summers, Sangamon County; Joy Leonard, Macon County, and E. I. Pichard, specialist of 4-H Club work, University of Illinois, Urbana, followed by Roy Welch, Jacksonville, who spoke on how best to get co-operation of citizens to put on a county fair. Walter W. Manny, Mt. Sterling, spoke on *Fair Records and Reports*, followed by William Ryan Jr., assistant manager of Illinois State Fair, and Mrs. Sarah Myers, secretary to the general manager of the State fair.

Irwin New President

Officers, unanimously elected, are E. E. Irwin, general manager of Illinois State Fair, president; Walter L. Manny, Mt. Sterling, vice-president; S. S. Vick, Marion, secretary-treasurer; directors, Will Hayes, Du Quoin; C. Earl Walker, Shelbyville; A. W. Grunk, Breese; R. B. Rosenbrough, Charleston; Ois Fleming, Arthur; Harry Beatty, Carrollton.

The banquet, in the grand ballroom of the St. Nicholas Hotel, was largest in history of the association, according to officials, 305 plates being set. John Stella, State treasurer, was toastmaster. Governor Henry Horner, principal speaker, extolled work of Director McLaughlin and E. E. Irwin, general manager of the State fair, as well as several others prominent in Illinois fair work. Mr. Irwin, then called upon as master of ceremonies, introduced the act, all of high caliber, some of them being Billy Warfield, magician; Cleora Miller and Robert Hancock; Raynelle, child wonder;

Delores Kalmmerer, singing accordionist; Paul Pegano, whirlwind dancer; Al Miller, cornet soloist; Gregory and Liba, dance team.

Acts furnished by Ernie Young, Edna Deal-Grover-LaRose Booking Agency; Oria V. Lashbrook Tent Company, Sidney Belmont Fair Attractions, Nick Campo and Barnes-Carruthers, Orchestra was furnished by R. H. Armbruster Tent and Awning Company, of which W. C. (Chick) Armbruster is president. Badges were by Regalia Manufacturing Company, while J. P. Porcheddu, Illinois Fireworks Display Company, furnished favors and nosemakers.

Many Showmen Present

Attractions and carnival people present included Ernie Young, Ernie Young's Attractions; M. H. Barnes, Camille LaVilla, Barnes-Carruthers; Low Rosenthal, Nathan Rosenthal and Leo Brown, Rosenthal Attractions; R. W. Tippet, Peoria Tent and Awning Company; George B. Flint, Williams & Lee Attractions; Mr. and Mrs. Charles Easter, Easter's Attractions; Mrs. P. J. Speroni, Speroni Shows; L. S. Hogan, Beckman & Gerety's Shows; W. C. Armbruster, "Red" Farris, R. H. Armbruster Manufacturing Company; Mr. and Mrs. E. R. Gray, Gray's Attractions; W. S. Harvey, Donaldson Lithographing Company; Harry Lessinger, Hudson Fireworks Company; Dave Tenyson, Denny E. Howard Gooding Greater Shows; E. E. Smith, E. E. Strommer, E. G. Staats & Company; Col. T. L. and Mrs. Dedrick, Joe J. Fontana, William J. Buell, Happy Days Shows; J. W. Langhlin, Bruce Barham, West Bros.' Amusement Company; V. (Blackie) McElmore, Crowley United Shows; Mr. and Mrs. C. A. Vernon, Mr. and Mrs. T. E. Brown, Greater American Shows; Clyde Miller, Jim Howe, Clyde S. Miller, Rodeo; J. P. Porcheddu, George W. McCray, Illinois Fireworks Display Company; John Francis, Greater Exposition Shows; Dee Lang, Elmer Brown, Dee Lang's Famous Shows; Mrs. C. E. Pearson, Pearson Shows; Phil Shapiro, Sonny Bernet, Bill Williams, Globe Poster Corporation; Al and Cleora Miller, Miller Attractions; S. H. Bunting, Tilly Shows; Frank P. Duffield, Art Bress, Ray W. Anderson, Thearle-Duffield Fireworks Company; W. C. (Billy) Senior, Jamie Graves, Joe and Caroline Franklin, Gus Sun Fair Booking Offices; Joe Brown, Sidney Belmont Fair Attractions; Oscar Bloom, Gold Medal Shows; Orville Henrich, Noble C. Parly, Hennes Bros.' Shows; Sam Solomon, Sol's Liberty Shows; J. C. McCaffery, Rubin & Cherry Exposition; L. J. Heth, L. J. Heth Shows; Carl Wolf, Ohio Valley Sound Service; C. J. O'Neill, O'Neill Bros.' Attractions; Ralph A. Hankinson, Hankinson Speedways; J. Alex Sloan, Sloan's Auto Races; Charles Goes, Standard Chevrolet Company; William Snapp, Snapp's Greater Shows; Lee Sullivan, Ben O. Roodhouse, Eli Bridge Company; Edna Deal, Grover LaRose, Ray C. Shute, Edna Deal-Grover LaRose Fair Booking Agency; Frank Sharp, Regalia Manufacturing Company; Joe Smith, Smith & Erber Theatrical Agency; Max Goodman, Goodman Concession Company; John W. Calligan, Calligan concessions; Billy Hartzer, Hartzer Public Address Systems; World Fireworks Display Company; Oria Lashbrook, Lashbrook Tent and Awning Company.

Fair Elections

SAGINAW, Mich.—Board of managers of Saginaw County Agricultural Society elected Thomas B. McDonough, member of the State Fair board, president; William P. Jahaja, fair secretary and manager, was re-elected. Premium list was increased to \$15,150, a boost of \$4,000.

FOREST CITY, N. C.—Rutherford County Fair Association, reorganized for 1936, elected Lee E. Robbins, of Bostic, as president.

HAMILTON, O.—Butler County Agricultural Society has elected following officers: M. E. Murray, president; William C. Taylor, vice-president; J. M. Noel, treasurer; O. E. LeSourd, secretary.

TROY, O.—Miami County Agricultural Society re-elected Charles Habco president; Jacob Reichman, vice-president; V. E. Hale, treasurer; E. O. Ritter, secretary. The 1935 fair was one of the most successful in five years. Secretary Ritter reported.

(See FAIR ELECTIONS on page 47)

N. C. To Join 3-State Meet

Association to meet with Virginia and South Carolina—"made" fairs hit

RALEIGH, N. C., Jan. 18.—Segregation of legitimate agricultural fairs from those promoted by carnival companies under the name of fairs was urged as a North Carolina act at the third annual convention of the Association of North Carolina Agricultural Fairs here on Monday, attended by more than 100 secretaries and other executives.

Adopting resolutions directed toward a co-operative movement to raise fair standards and to create permanent improvements, the association also went on record as favoring passage of State legislation "that will be helpful in solving the situation brought about by having too much to take care of legitimate carnivals."

Critics of so-called fairs, operated under the name of agricultural fairs when they are staged under a tent or two to give a carnival a date, was voted by Dr. J. B. Dorton, Shelby, president, in his annual report. He reviewed the 1935 State legislation which exempted strictly agricultural fairs from certain amusement and show taxes and reported the work of a special committee which investigated all fairs operating in the State and approved those entitled to exemption.

The association voted to join those of Virginia and South Carolina in a united meeting in 1937, probably in Raleigh. Col. H. B. Watkins, president of the Virginia association, and J. F. Moon, president of the South Carolina association, were here to urge plans for the tri-State convention.

Biggest in 3 Years

Increased admissions in 1935 as well as better financial success was voted by a majority of the fair secretaries attending the meeting. It was the largest convention in the last three years.

Dr. Dorton was re-elected president and G. S. Parnell, Six-County Fair, Mebane, was re-named secretary-treasurer. Other officers are Dr. A. H. Fleming, Lousburg; W. H. Dunn, Wilson, vice-presidents; Norman Y. Chambliss, Rocky Mount; N. G. Bartlett, Kinston; J. C. Hollis, Wilmington; Paul Waddell, Carthage, and M. W. Williams, Monroe, directors.

Speakers included George Hamid, who referred to the wonderful increase in public interest in fairs; Mr. Chambliss, co-operator with Hamid of North Carolina State Fair, who urged secretaries to adopt systematic business methods with a budget to assure financial success; Dr. William Moore, State veterinarian; L. R. Harrell, State 4-H Club leader, and Roy H. Thomas, State supervisor of agricultural education.

Salisbury Is Leased

A banquet climaxed the meeting Monday night in the Hotel Str Weller, as secretaries, guests and showmen mixed. A feature was a display of marksmanship by the Shooting Minnfields. During the meeting Mr. Hamid and Mr. Chambliss, recently granted a five-year lease of the State fair property, announced they had acquired control of Rowan County Fair, Salisbury, for a similar period, leased from Walter McCanless, owner of the grounds.

Showmen attending included George Hamid; George B. Marr, Jack V. Lyles, Frank West, West Shows; Guy and Mel Dodson, Dodson Shows; Max Gruberg, World Exposition Shows; J. J. Page, I. Cettin, J. W. Wilson, Cettin-Wilson Shows; J. Strates, M. J. Riley, Strates Exposition Shows; J. M. Sheesley, Mighty Sheesley Midway; Rubin Gruberg, Rubin-Cherry Exposition; William Glick, Leo Shafer, Glick Shows; Tony Vitale, Ohio Fireworks Company; Dave and Ralph Eady, Eady Bros. Shows; Andrew Donaldson Jr., Donaldson Lithographing Company; Tom Allen, W. Bradley Smith, Johnnie Johnson Shows.

JULIUS CAHN, the "Count of Luxemburg," secretary of Keweenaw (Wis.) Fair, passed thru Cincinnati on January 19 on his annual pilgrimage to Florida and visit to Tampa, Fla.

Barnes-Carruthers Bookings 50% Ahead

CHICAGO, Jan. 18.—Business done by Barnes-Carruthers Fair Booking Association with fairs is 50 per cent ahead of the corresponding time last year. M. H. Barnes, president of the organization, told a representative of *The Billboard* this week on the eve of his departure for the Minnesota and Western Canada conventions. In expressing his opinion on the outlook, he said:

"You can quote me as saying that I candidly believe that our feet are firmly planted on the upgrade. Beginning with the first of August, 1935, there was a decided increase in grand-stand receipts, both afternoon and night, and those fairs that did late booking expressed their optimism in contracting for larger attractions. That their optimism was not untimely is best expressed in the comprehensive chart published in your valuable issue of December 28, on page 52, and the statistical data furnished by the International Association of Fairs and Expositions and published in the same issue, on page 95. As far as 1936 is concerned, I can conscientiously say that Barnes-Carruthers Fair Booking Association is fully 50 per cent ahead of last year at this time, both as to number of contracts signed and money spent by fairs. The leaning, however, is decidedly in favor of heavier and larger night grand-stand programs."

Under the new setup of the B-C organization Barnes is president, succeeding the late Ed Carruthers; S. J. Levy, vice-president, moving up from secretary; B. W. Carruthers, secretary, moving up from publicity director; F. H. Krossmann, office manager and sales representative; Vera Peters, assistant secretary; Camille LaVilla, Ted Cronis, Rube Lieberman, Jack Polk and Roland Aco, sales representatives; W. E. (Candy) Hammer, manager rodeo department. Up to the time of his promotion to office manager Krossmann was general Western representative for B-C. This is his 23d year with that organization, while Miss Peters is in her 23d year there. In addition to being assistant secretary, Miss Peters is Barnes' private secretary. Since December 15 B-C have had a Pacific Coast office, James Sumner and Jack Scheller acting as sales representatives.

OHIO GATE FREE

(Continued from page 43)

brought up to date, discarding exhibits which no longer have economic value.

Election of officers on Wednesday resulted in re-election of all: Judge I. L. Holderman, Dayton, beginning his seventh year; John B. Rapp, Batavia, and Charles J. Gray, Painesville, vice-presidents; W. B. Richmond, Sylvania, treasurer; Mrs. Don A. Detrick, Bellefontaine, executive secretary, beginning her third year.

Oldest delegates in service present were W. R. Hatfield, Croton, 46 years a member of Licking County Fair board, and John Wagner, 40 years a member of the same board.

Sun Acts at Banquet

More than 400 attended the banquet in the ballroom Wednesday night, presided over by President Holderman and with Governor Martin L. Davey as guest of honor. Tickets were \$1.50, and the committee, having forgotten to collect the 5-cent sales tax on each, had its troubles solved by former Governor Cooper, who issued a check to make up the difference.

Bob Shaw emceed the Gus Sun floor show, opened by Jackie Lucky, clever ingenuis singer and dancer. Bud Marcelcine adagio troupe of two men and four girls went over big, followed by several riotous hits by George Paige, monologist; Irene Cody, hefty but agile dancer and appealing singer, and Al Bibby, who after stoging for Paige partooked 'em with some vocal numbers in a sweet tenor. Tarnoy Troupe, two men, two fairs, registered a rousing sendoff with some grand juggling of clubs, hoops and battle axes and an elaborate presentation of trained canines.

Governor Davey told, of his administration program. Mr. Cooper sprang his version of a solution to the farm problem during his speech on Farming and Fairs and the next day press services gave widespread publicity to his appeal to "get the country back on ham and eggs." Director of Agriculture Earl H. Hanefeld renewed his pledges of co-operation with Ohio fairs and expressed satisfaction at the action calling for a

50-cent admission to 1936 Ohio State Fair, Prof. Charles Milton Newcomb, Humorist, of Delaware, O., put his hearers in stitches as per schedule. Others at the speakers' table were Chief Justice Carl V. Weigand, Ohio Supreme Court; State Fair Manager W. W. Ellenwood and Master Walter Kirk, State Grange. Attorney-General John W. Bricker and Master L. J. Taber, National Grange, who had been invited, were unable to attend. Secretary Detrick was introduced as the "only woman head of a trotting association (United) in the nation."

Amusement Contingent

Among amusement firms and attractions representatives were Barnes-Carruthers, Sam J. Levy, Camille LaVilla, Walter Winkelman; Gus Sun Exchange, Gus Sun, Pete Sun, Bob Shaw; Williams & Leo Attractions, George B. Flint; W. O. Parent Gasoline Rodeo; Parker's Ranch; Henry H. Lueders Attractions; Jack St. Julian Attractions; Stratosphere Man, A. E. Selden; Easter's Attractions, Charles Easter; Hankinson Speedways, Ralph A. Hankinson; B. Ward Beam; Gus Sun rodeo division, Milt Hinkle; Raun's Famous Horse Act, C. L. (Jack) Raun; Buckskin Ben's Wild West, Ben Stalker; Montana Meechy; Donaldson Lithographing Company, W. S. Harvey; Harrison Company, John Clark; Regala Manufacturing Company, L. L. Sharp; Fair Publishing House; H. William Pollack Poster Print, William C. (Bill) Fleming; American Fireworks Company; Hudson Fireworks Display Company, A. D. Michele, E. P. Smith, L. E. Holt, Harry Leasing; United Fireworks Manufacturing Company, W. L. Bechler; McMurdy Amplifier Systems; Bechold's Sound Systems; Floyd E. Gooding, J. P. Murphy, J. P. Kurlight; X-Bar-X Rodeo; J. R. Edwards Shows, J. R. Edwards; Happyland Shows, William G. Dumas; Howard Bros. Shows, Ray Howard; Wade Shows, Harvey Wade; Orant Woolley; Claude R. Ellis, *The Billboard*, Cincinnati; William House; Win Kinman; Doodle Bug Derby, Newell Barr; Frank F. Turley, "The Buckeye Rube"; Fred Terry.

Pickups of Convention

More delegates, more sessions, bigger attendance and banquet and much deferred buying and contracting—that's the story.

Buckskin Ben intends to go out with his own Wild West again, aided and abetted by Montana Meechy, who, however, will keep his Columbus radio connection. More than six years on that station daily broadcasting is some record. They like the cowboys.

H. B. Kelley, Hillsdale (Mich.) Fair secretary and member of the State fair board, was a visitor, getting ideas as usual. How can a man miss when he loves the fair game like Kelley does?

Frank O. Woodland, former Ohio fair promoter, dropped in. In going great guns just now in a commercial line.

Sam Levy and Bill Fleming, the inseparables, signed many a contract and worked in the way that comes from that efficiency learned of long experience.

Bill Dumas, not "afraid" anything, split his jump from his winter home in Gibsonton, Pa., to Detroit, where the Happyland Shows will soon be readying.

Bob Shaw put on the Gus Sun act at the banquet in the fast-moving tempo

of an emcee who knows what it's all about.

Ralph Hankinson and B. Ward Beam contributed a big element of class to "Attractions Row" on the third floor of the Deshler-Wallick.

Bill House, Liddow (Ky.) pioneer waffles confectioner of many Buckeye fairs—36 years at Carthage Fair (Cincinnati), for instance—was cutting it up with other cat troupers.

One of the busiest acts on the job was O. K. Andrew, of that hounding street fair in Loudonville.

Win Kinman, Camden, is always an invaluable aid to President Holderman and Secretary Detrick, especially in handling banquet details.

My Personal Greetings

To the Maine Association of Agricultural Fairs, the Massachusetts Agricultural Fair Association and the Vermont Agricultural Fair Association, which are holding their annual meetings this week. I hope you break all attendance records.

GEORGE HAMID.

GEORGE A. HAMID Inc.
General Amusement
1560 Broadway, New York

THERE'S A PLACE IN YOUR PROFIT COLUMN for "Attractions That Attract at Attractive Prices"

Our attractions will make a lasting impression on your patrons and your gate. Start 1936 right by having our representative call, or let us suggest a program by mail.

PHIL WIRTH, Pres.

Boyd & Wirth Attractions, Inc.
1504 Broadway, NEW YORK, N. Y.

WANTED

To hear from Acts who wish to play Six Nightly Weeks of Fairs in Pennsylvania and Four Weeks in Ohio. Acts continue for Sixty to Eighty and occasional Acts. Can also use a Head Rink and occasional Acts. Send all literature and mention salary in last letter to:

CHAS. SEGRIST
General Delivery, THOV, PA.

STRATOSPHERE MAN

World's Highest Trogans and Scaring Polo Act. Finishing With a 500-Ft. Slide for Life. **WILLY NOW FOR 1936 DATES** Available for Fairs, Parks and Celebrations. Address *The Billboard*, Cincinnati, O.

WANTED

Rides, Shows, Concessions. Free Attractions for COLUMBUS, KAN., 6TH JULY CELEBRATION. This is our third year and our biggest one. There is nothing too good for us for this celebration. To allow us to consider. We want your best working on who you have last year let us hear from you. Address either W. D. O'CONNOR or COLUMBUS ADVERTISING CLUB.

"WORLD'S GREATEST THRILL SHOW"—14 DEATH DEFYING STUNTS

See 14 Daring Young Men Defy and Laugh at Death.

JIMMIE LYNCH

AND HIS **DEATH DODGERS**

Open for independent bookings in South until April. Address Texarkana, Tex.

WANTED

Sensational and Novelty Acts, also Bands. Can place five good Units consecutive time in theatres. Now booking Fairs, Celebrations and Special Events.

Phone—**FRANKLIN 5756** **ASSOCIATED ATTRACTIONS,** **JOHN F. McGRIL**
R. 600, 201 No. Wells St., Chicago, Ill. **Gen. Manager**

ACTS

I AM INTERESTED IN HIGH-CLASS ACTS FOR FAIRS, PARKS

B. WARD BEAM

Suite 703, 1564 Broadway, New York City.

Conducted by CLAUDE R. ELLIS—Communications to 25 Opera Place, Cincinnati, O.

Will Rebuild Sandy Beach

New owners have extensive plans for Indian Lake spot—Wilgus keeps pool

RUSSELLS POINT, O., Jan. 18.—Sale of the S. L. Wilgus Company's Sandy Beach Park at Indian Lake was officially announced here by an officer of the company to the Associated Ballrooms, Inc., Toledo, an organization headed by L. Greiner and Charles Horvath.

Negotiations in the deal were completed, but reports of the sale were not confirmed by M. C. Harrold, general manager and secretary of the Indian Lake Company, until his return from a business trip. The corporation is the same which leased the dance pavilion last summer. It also operates ballrooms in Toledo, Cleveland and Michigan.

New Pavilion Sure

From other authentic sources it was revealed that bids have already been received for construction of a new dancing pavilion, perhaps larger than the one which was destroyed by fire of undetermined origin, last September. The new owners plan to rebuild the damaged concessions also. The new pavilion will probably be located slightly farther west than the old one and may be built for both indoor and outdoor dancing and equipped with tables.

Purchase of the park does not include Spa bathing pool, which S. L. Wilgus will continue to operate, nor does it include the west side of the boat landing at Russells Point, owned and operated by French Wilgus, president of the S. L. Wilgus Company.

\$33,500 Insurance Held

It is believed that work will start in the near future on the restoration of the park which in years past has attracted thousands of vacationists and dance lovers from all parts of Ohio.

The pavilion and a portion of the concessions were swept by a \$110,000 blaze last fall and of the damage only \$33,500 was covered by insurance. The claim is expected to be settled by January 20.

No mention of the sale price was made by officials of the S. L. Wilgus Company, but it was reported as approximately \$40,000. The new owners leased the pavilion last season for \$10,000.

Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, Jan. 18.—Resort returned to customary mild weather and saw a record crowd on the Boardwalk over the week-end, hotels reporting good biz. Several business groups gathering here gave the Auditorium ice hockey unexpected big gate. . . . Al Skean, convention bureau head, back from trip, reports increase in bookings, with most coming in May and September, which means additional weeks of business for locals. . . . Special transportation being prepared between this city and Philly during the Democratic convention which will make it practically a "back-door" distance from the gathering.

Al Worman clicked tops in the Steel Pier week-end vaudeville and made a return about a sure thing. . . . Resort had plenty of skating over the week-end with Four Flying Comets at Steel Pier, and Earl, Jack and Betty, formerly of Million-Dollar Pier at Hollywood. . . . latter got good break in the papers. . . . Al Raymond and Vince Papke have been placed with the Auditorium Sea Gull hockey team. . . . Beez Reeves plans lots of changes in second half of season at Million-Dollar Pier.

Mayor C. D. White headed a local delegation attending the Philly Variety Club's first annual banquet; others included Nuck Johnson, political leader; Commissioners Casey and Cuthbert; Frank P. Cravatt, Steel Pier; Herbert Copeland, Warner Theater; Edward J. O'Keefe, old-time movie man; Mortimer Lewis, Strand Theater; Sid Blumentstock, p. a. for Seashore Theaters chain; Harry Wasman, and Eddie Corcoran, director-general of Showmen's Variety Jubilee, scheduled to be re-presenter here next season with the assistance of the resort itself, originally sponsored by Variety Club of Philly.

Long Island Spots In 5,400,000 Draw

BABYLON, L. I., N. Y., Jan. 18.—Long Island State Park Commission hit a record in 1935 with attendance of 5,400,000 pulled by State parks, an increase of 350,000 over previous year.

Jones Beach led with 3,400,000, and Valley Stream, far inland, was next with 430,000. Balance was scattered among little members of State park layout.

Traffic on parkway system showed substantial increase, with 29,000,000 vehicles, about 3,000,000 more than in '34.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Weather's warm'n' . . . Paradise Duck Inn, razed by flames, not likely to be replaced. "Twas Long Island's biggest night-club fire in years. . . . Fred Allen ribbed Par Rockaway while introducing the Three Tempos, a musical trio, long appearing around Island beach spots, on his amateur program. . . . Federal men keeping lookout for counterfeit money manufacturers in Suffolk County. Make-believe currency is generally passed of around Island's race tracks.

Most industrious town on Island in trying to build up a high reputation for itself thru publicity is Precept. . . . Little bit of income-tax trouble at Jamaica Arena, but it's all been settled.

When amusement men started looking over sites for outdoor projects at some North Shore spots, officials in the towns frowned on "attempt to inject Coney Island atmosphere in our little town." And maybe that's why the places will always be little towns.

Sid Pinkelstein managing Central Theater, Cedarhurst, after dropping the reins of Oasis, Ridgewood. Stanley Ross, Rockaway Argus city editor, auditioning with his band for a radio spot.

Dan Caultz did a peach of a parody on Ole Swimsin' Hole, bringing in the Dole Swimming Pool, for which he is p. a. Now he hopes to have school kids singing it.

LONG BEACH: City council has given the go-ahead to a proposal calling for bathers to pay a fee. Official approval of State authorities is being awaited. Plan is not a new one to Long Beach, which has had it under consideration for the longest while. Now with some means necessary to raise \$2,000,000 to defray cost of new Boardwalk, it has been brought up on the horizon once again. Fifty-fifty chance of it going over, from present outlook. Long Beach solons say that visitors bring lunches, bathing suits, etc., and that biz folk have just about given up hope of getting more than a little scattered silver from many of them. Bathing fee is aimed chiefly at the non-spenders of aforementioned variety.

ROCKAWAY BEACH: Local folks studying good effects the '39 World's Fair at Flushing is likely to have. . . . John Gordon getting ready to enlarge his kid park a little more, tho as it stands it's one of the biggest on Island. . . . George Wolpert, an early bird, already plotting for June dinner of Chamber of Commerce. . . . Willie Allen brushing up his dance emporium. . . . Feller who once had more than \$1,000,000 in realty holdings, mostly amusement, is down to the end of his bankroll now. Too much pride to accept handouts from willing friends. Many are sadly curious to see what will happen next.

HOLLINGSWORTH IN HOSPITAL

NORFOLK, Va., Jan. 18.—Nick Hollingsworth, uncle of Lonnie Mansfield, of Mansfield Amusement Company, Carolina Beach, and for many years on the road, is in Protestant Hospital here.

BRIDGEPORT, Conn.—State Park and Forest Commission has not the right to buy two tracts of land on Sherwood Island for park purposes, Attorney-General Edward J. Daly has advised. The land is restricted to residential purposes in the original deed, the attorney-general ruled. General Assembly had given the commission authority to buy the land. Plans are being drafted by the board to overcome the obstacle.

FORT WORTH, Tex., Jan. 18.—Casino Park, Inc. (Lark World) with authorized capital of \$33,000, has been chartered by A. B. Sammons, Garrett Smith and Clyde Peary.

South Jersey Ad Booms On

Gov. Hoffman urges State publicity bureau to legislate—resorts active

ATLANTIC CITY, Jan. 18.—A bureau of State publicity to boom seashore resorts and parks of South Jersey was urged upon the Legislature this week by Governor Harold G. Hoffman, who pointed out that Governor Lehman of New York reported his State had increased tourist business 25 per cent by a press bureau.

"I am convinced that a comparable agency in New Jersey would show even greater results," he said. The governor, thru his connections with the show world, has learned considerable about publicity and in his suggestion to the Legislature he said it was his opinion this matter should "be tackled at once."

ATLANTIC CITY, Jan. 18.—As additional South Jersey resorts go publicity conscious, it is reliably reported that Atlantic City will continue an advertising appropriation, altho no definite plans on the executive setup of a publicity office have been discussed by Mayor C. D. White; \$100,000 being last year's appropriation, there would be no increase this year. If any sum is included it will be this. Budget figures will be available in about a week.

In the meantime Ocean City is appropriating \$14,000 for publicity. Mayor Joseph G. Champion, recuperating from illness in the South, said that upon his return he will completely reorganize this agency, as to personnel and operation.

Near-by Brigantine Beach is considering a publicity appropriation to depend on just what kind of entertainment program can be provided for visitors; at present there is one pier, a golf course, hotel and grille and bathing beach.

Hammoncton is latest to go in for publicity and in its new budget will be an appropriation of \$2,000. Wildwood and Cape May will have publicity appropriations in their budgets; Ventnor and Margate are discussing the same.

ATLANTIC CITY, Jan. 18.—Adrian Phillips, vice-chairman of Atlantic City's advertising committee and in charge of affairs during illness of ex-Mayor Bacharach, chairman, this week hailed Governor Hoffman's advertising idea as of great benefit to Atlantic City. He said there is too much travel thru New Jersey and that it must be attracted to stay.

Big Rides at Spot in Paris

PARIS, Jan. 18.—Starting as a small basement penny arcade, the Palais Berlitz Kerneuse has developed into a full-fledged indoor amusement resort which now occupies an entire square block, full lower floor of the big Palais Berlitz Building, near the Opera. First big riding device installed was a large Water Scooter tank accommodating eight to ten boats. Latest addition is an Auto Scooter with late model streamlined Rytocraft cars. In addition, there are side shows, a dance hall, lunch counters, bars, skee-ball alleys, shooting galleries, skill games of all sorts and some 200 automatic coin-operated machines of all types. The resort is operated by the JAK firm and is supervised by Alvis Forth and Maurice Paure, directors of the firm.

Mrs. Roscoe in Florida

CLERMONT, Fla., Jan. 18.—Mrs. Harriet Browning Roscoe, now permanently located here, has opened a winter resort, the Homewood, in Clermont. At the December convention of the National Association of Amusement Parks, Pools and Beaches in Chicago a letter from her was read to the delegates, telling of her venture. Her father, the late Charles Browning, Chicago, was one of the organizers of MAAP and its first sergeant at arms, holding that post until his death several years later, and being succeeded in it by her late husband, Stephen Roscoe, until his death three years ago.



The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard.)

It's ironical to find so many swimming pools so closely bunched. I've discovered that fact in various sections of the country. It's no wonder then that I sneaker when a pool man tries to me about tough competition from the tank around the corner.

With so much land all about, why do pool men continue to build on top of one another? Is it that they're afraid there won't be a swimming public should they go elsewhere and hence, to play safe, they set up shop right in someone else's backyard, content to "steal" whatever patronage they can until they build up their own?

Take New York City, for instance. With so many boros to choose from, most outdoor tanks are situated in the Bronx, all comparatively close to one another. There's Jerome Cascades, Starlight, Prospect, Bronxdale, all right near one another. Then in Manhattan there's Riverside Cascades pool and just 73 blocks north of it is Miramar open-air natatorium, both catering to almost identical clientele. And only 35 blocks north of Miramar, also on Broadway, is Rivers outdoor pool, formerly known as Van Cortlandt. No wonder the latter finds the going tough, altho the entire East Side of New York is without a single outdoor tank, as are the uptown and downtown areas of Manhattan.

The indoor pool situation is not much different. There's Park Central pool, one and a half blocks away from Park Vendome enclosed plunge. And St. George and Pierpont indoor tanks almost on top of each other in Brooklyn.

When the writer attended the national convention in Chicago a similar condition presented itself with the few commercial pools there are in the Windy City, only a mile or so apart. And again recently when I had occasion to observe swimming matters in Atlantic City, N. J., I found the two outstanding indoor tanks in the amusement center only a stone's throw away from each other. With the entire boardwalk four miles in length, President and Ambassador indoor tanks have to be only two blocks apart.

Label it all a coincidence if you can. But what it probably is is that pool men in starting in the swimming biz thought it best to grab part of the other fellow's spoils rather than take the chance and create a swimming public of their own.

However, it can readily be seen that such a practice must stop immediately for the future of the entire swimming business. Whenever a man comes to me and says that he's interested in building a pool and asks my advice as to where to construct one I always tell him to go any place that hasn't a tank now. And I repeat to those who may be interested in building new aquatic empires, go out and conquer new territories.

Paul Huedepohl, manager of Jantzen Swimming Association, which also operates Jantzen Pool, Portland, Ore., discusses the suit-and-towel-loss problem in a recent bulletin, writing: "One of the most difficult problems in bathhouse management is control of swimming suits and towels in such a manner as to prevent excessive losses."

"The theft of a towel from a bathhouse is not, in the mind of the individual bather, a serious offense. Hotels, rooming houses, athletic clubs and Pullman cars are all victims of this mild depredation, which is regarded more or less as a practical joke by the perpetrators. However, when the end of the season rolls around and the inventory shows a loss of several hundred suits and towels this item then becomes a genuine loss."

"It is a common practice for bathers to drop suits and towels on the floor of the locker room or dressing room, leaving it to the attendant to pick them up and place them in the proper receptacle. In some bathhouses it is necessary for the patron to return all rented property to the check-out counter before leaving the premises. We adopted this

system and it has proved that our losses on rented property here now negligible. The method now at Jantzen Pool is as follows: The patron upon purchasing his swim ticket designates type of ticket he wishes that is, swim and locker, swim, towel and locker or swim, suit, towel and locker. Each of these tickets are of different color. The size of the ticket is 2 by 4 inches, perforated thru the center. When presented at the suit counter this ticket is torn in two and half of the ticket is returned to the patron with instructions to retain same until he checks out, bringing the rented property with him. The moment the patron returns to the check-out counter and surrenders the suit the attendant immediately knows what property was rented.

"While there is no method known to the beach and pool industry that positively assures return of all rented property, this system has cut down our losses to the point when it no longer is considered a real problem."

Received a letter last week from Monte J. Wax, promoter of log-rolling championships and contests, who writes: "Not having heard from you for quite a while, thought I had better drop you a line. Read your column each week in The Billboard, which is somewhat of a means of visiting."

"Was at the San Diego Exposition last year with my log rollers and am considering coming back east to put on a number of log-rolling championships in the various Eastern outdoor tanks."

Sportsman of L. L. Starr, new manager of the Park Central indoor pool, New York City: Only 26 years of age, the last six of which were spent as assistant manager to Bill Mosley at St. George tank, Brooklyn, N. Y. Prior to that his aquatic activities consisted in his winning medal after medal in collegiate circles, culminating with his being crowned intercollegiate backstroke champion. That was when he was at Fordham University. After that he took a physical educators' course at the University of Missouri. Was captain and coach of the Dragon Club and in his new role at the Park Central he will teach swimming in addition to managing the tank. As manager he also becomes honorary president of the Park Swimming Association, which is official swim team of the pool.

diversions than the smaller crowd had in the old days. The largest Sunday attendance of that day was only a small picnic for some of our best resorts today. Kansas City, Mo., has had a picnic of 100,000 people in one day.

Dollars Vs. Hygiene

What in dollars and cents is Coney Island three miles of Boardwalk worth to the hotel workers of New York City? The health-sustaining facilities of Jones Beach and Playland, Rye, N. Y., are alone of inestimable value to the city dwellers to whom they are accessible. The closing of these places would be a distinct moral and hygienic loss to the great metropolis.

Seventy-six years ago two intrepid riders, one from St. Joseph, Mo., and one from Sacramento, Calif., mounted their ponies and rode east and west with their bags of mail on a relay against time over a stretch of nearly 2,000 miles of Indian trails, across plain and desert and thru mountain passes rickety the attack by Indians overrid boasts.

The oath taken by each pony express rider does not seem to be quite in character with the rough habits of the Far West of that time: "I do hereby swear before the great and living God that during my engagement I will under no circumstance use profane language; that I will drink no intoxicating liquors; that I will not quarrel or fight with other employees of the firm, and that in every respect I will conduct myself honestly, be faithful in my duties and so direct my acts as to win the confidence of my employers. So help me God." One of the very best of these riders, if not the best, never violated his oath and because the relief men at two stations had been killed by Indians he rode on thru their divisions without dismounting except to change mounts covering a distance of 225 miles. Bullets pierced his clothes but he kept going until he reached a station where the relay rider was ready, mounted to continue the perilous journey of the mail bag tossed to him by the youthful W. F. Cody, who became one of the world's best showmen and affectionately known as Buffalo Bill. The occupation of these superb horsemen has gone. Their romantic service is now a legend. The air mail pilots who ride a winged steed are of even a higher breed, if that may be, than those who kept the ground with all its perils of savages and heat and cold. Thus the old romance is carried into a higher and far more useful realm.

Challenges for Today

In all of this there is a challenge for us today in the amusement park business. The greatest showmen of the world to date are Barnum, Buffalo Bill, Frederick Thompson and the Ringling Brothers. Have they written fins in public entertainment or shall some of us catch our saddles for a greater and a higher ride? The late G. W. Parker once told your author that Luna Park, Coney Island, would always stand out as the greatest accomplishment of our industry for all time. Could he awaken today and see Playland, Rye, N. Y., and Jones Beach he would tell him these dirigible balloons are above and beyond the pony express but the air rocket is yet to come. For all of this we must have fearless riders. There is no place for the timid or the quitter. Our oath should be for a better, more beautiful and far more recreative resort and that we are determined to use our wings.

The L. A. Thompson Scenic Railway Company sold its holdings on the Pacific Coast 10 or more years ago because two weeks of travel was required to make the round trip. Then a week there of inspection made the trip consume three weeks as a minimum. Now instead of a week on the one-way journey the continent can be crossed in nine and one-half hours. As prosperity returns and air travel becomes less expensive we can extend our operations at a very much reduced expenditure of time and money.

With the Zoos

SALT LAKE CITY—Capt. Ralph D. McCollin, Hogle Gardens Zoo, returned from an Eastern trip, where he made many contacts for trading animals with zoos.

MADISON, Wis.—Two cubs have been born to Duchess, six-year-old lioness, and Prince, in Henry Vilas Park Zoo. Duchess has eaten all four of her previous litters and the newcomers, now several weeks old, are the first to have lived beyond the day of their birth.

LOOP-O-PLANE

A PROVEN MONEY GETTER

Out Earning the Majority of All Other Amusement Devices

Some of the Midways, Parks and Beaches where the LOOP-O-PLANE has proven its worth!

San Diego Exposition, Gooding Amusement Company, Robin & Cherry, Specialty Midway Circuit, Van American Shows, Golden & Wilson, Foley & Berk, Knapp Greater Shows, J. L. Landis, Dodson's; Blom Laha, Ia., Park; Jantzen Beach Park, Wilderbrand's, Clark's Greater Shows, United Shows of America; Osipova Lake, O., Park; Eliza Gardens, Denver, Colo.; Rockaway Beach, New York; R. W. Morris Shows, P. H. New Shows; Lake Side Park, Ft. Collins, Colo.; W. A. Gibbs Shows, Maplewood Shows, Goodrich Brothers; Spurr Brothers, Quiver Vernon, Gooding Amusement Co., Atlantic City Pier and Beach, One Lane; Arnold Park, Salt Lake, Utah; Playland, N. Y.; Lakeside Park, Denver, Colo.; Greater United Shows, Tilly Shows, Richard Miller Attractions, Henkle Brothers Shows, and many other Shows. Parks, where the Loop-O-Plane has more than paid for itself in one season. Obtains in a few weeks. The fitted over from one to four Loop-O-Plane Units. Gooding Amusement Co. has manufactured for four dual units. Any Loop-O-Plane owned is our reference. Many other owners upon inquiry.

LIABILITY INSURANCE AVAILABLE ON EVERY LOOP-O-PLANE

WRITE TODAY

ROBIN REED

JOBBER

BOX 237, SALEM, ORE.

Greatest, Safest Ride Ever Manufactured. Passengers strapped in and under mechanical control at all times.

EVERLY AIRCRAFT CORP., Manufacturers

WARNING To all Owners, Operators, Builders and Sellers of Imitation Devices—Final decision on our Loop-o-Plane Patent pending in the courts. Action will be taken against all infringements hereafter. Suitable reward will be paid for information leading to favorable decision against any of the above parties.

Low Down Payment and Finance Plan for Parks and Permanent Locations.

ATTRACTIVE CONCESSIONS TO REPRESENTATIVES IN FOREIGN COUNTRIES

PLAN FOR NEXT SEASON'S PROFITS

4-Passenger With Cables \$1,800.00

4-Passenger Without Cables Sets Up Anywhere \$2,000.00

8-Passenger (12 Children) \$3,200.00 f.o.b. Salem




NEW 12 CAR RIDE - O RIDE

IN OPERATION UNTIL FEBRUARY 1st, AT SPILLMAN FACTORY. Installation extended to Park and Show Men to use this proven money-maker—the Ride that grossed \$1,185.00 the first five days it operated. Improved 1936 Models LOOP-THE-LOOP RIDE, Kiddie Auto Rides, Carousels, all Sizes.

SPILLMAN ENGINEERING CORP., North Tonawanda, N. Y.


Auto - SKOOTER - Water SHOWMEN

GET THE RIDES THAT PAY YOU BIG DIVIDENDS EVERY YEAR.



AUTO SKOOTER

LUSSE BROS., INC., 2849 North Fairhill Street, Philadelphia, Pa., U. S. A.
LUSSE BROS., LTD., Central House, 41 Kingsway, London W. C. 2, England.



WATER SKOOTER.

G. Z. England.

According to Zoo Director Fred Winkelmann, Victoria, a 12-year-old, and Princess, 7, will become mothers the first week in February.

PORT WORTH, Tex.—Approximately 9,000 persons visited Forest Park-Zoo here on a recent Sunday. It is estimated by Zookeeper Hamilton Hiltson that this was largest winter crowd to visit this zoo in its history.

FAIR ELECTIONS
(Continued from page 44)

MARYSVILLE, O.—Union County Agricultural Society elected Thomas Lockwood, president; L. A. Taylor, vice-president; James Clevenger, treasurer; William C. Moore, secretary.

MILLERSBURG, O.—Holmes County Agricultural Society elected Fred Schnell president; Uhl Stelmel, vice-president; H. C. Logsdon, secretary; Bert Giauque, treasurer.

MEDINA, O.—Medina County Agricultural Society re-elected J. V. Reinhart, president; B. E. Hartman, vice-president; Paul M. Jones, treasurer; P. M. Mank, who at the end of 1935 will have rounded out 19 consecutive years as secretary.

MARNE, Mich.—Ottawa and Kent Agricultural Society, sponsoring annual Berlin Fair, elected H. Fred Olman, president; George K. Hornum, vice-president; David E. Hanson, treasurer; Mrs.

MAKERS OF MECHANICAL SHOOTING GALLERIES
W. F. MANGELS CO. CONEY ISLAND, N. Y.

Harvey E. Walcott, Cooperville, secretary.

DOVER, O.—Tuscarawas County Agricultural Society named Harold Botsch president to succeed Earl D. Fisher, not a candidate for re-election; J. A. Ridehour, vice-president; C. V. Binspary, treasurer, to succeed G. E. Harlich.

LISBON, O.—J. Howard Sinclair was elected president of Columbiana County Agricultural Society; V. G. Morris, vice-president; L. O. Denn, treasurer; Harry K. Marsden, secretary.

JACKSON, O.—Charles Erwin was named president of Jackson County Fair; Ralph Cochran, vice-president; C. E. Ramsey, secretary; Ed T. Evans, treasurer.

CARNEGIE, Okla.—Carnegie Free Fair Association re-elected Leo G. Jones president and Fred M. Burch secretary-treasurer. A surplus above all expense was reported for 1935.

ALEDO, Ill.—Courtney Wilkins was re-elected president and Virgil A. Lowie vice-president of Mercer County Fair Society. Reduction in the fair's debt was reported.

American Recreational Equipment Association
By R. S. UZZELL

Before me as I write is a picture of Coney Island, N. Y., taken on a Sunday in July, 1935. A little girl is guarding the lunch baskets while her elders enjoy the surf in bathing suits of the period. The outfit on the women weighed about 15 pounds when wet. Don't ask why women could not swim then. Miss America of 1930 in the bathing beauty contest wore all of three ounces.

Then between the pavilion at the end of Ocean parkway and the surf was a concourse admirably adapted for showing off high-stepping horses. The concourse and beautiful steppers are now only a memory. The little girl watchman had no entertainment but the sailboats, horses and odd bathing costumes while waiting for the opening of the basket at luncheon. This was long before the heteroketeler, perspiration-dog consuming, sensation-seeking swarms of people discovered Coney.

A weekly of that time had this to say: "As every good thing is open to abuse, so there are evils that come of this new popularity of Coney Island. The greatest rush either is on the Sabbath. Sixty thousand persons are said to have visited the island on a single Sunday in July. Such a state of things is to be deplored. It is a sad thought that so many thousands in one resort are desecrating God's day."

Our papers today report 1,000,000 people at Coney Island on a fine Sunday in July. Using the above logic one can easily deduce from it how much worse we must be today were their processes of reasoning correct. On the contrary we find first that their estimate of the number was not accurate. It was approximately 30,000 and not 60,000 people, just as our present-day estimates are only an exaggerated guess. Military experts can and have shown that at best between 400,000 and 500,000 visitors to Coney Island in one day is the best we can do. But with our 500,000 as a peak we have had drunk fights, vice and far better sporting

Jones Lands Indianapolis

Ind. State Fair contract has restrictions — other fairs to other companies

CINCINNATI, Jan. 18.—The Johnny J. Jones Exposition was awarded contract for this year's Indiana State Fair, following the meetings of executives of fairs in Indiana held last week at Indianapolis.

Some conflicting rumors were afloat early this week relative to the Jones organization playing other fairs in Indiana, particularly concerning some restrictions affecting the State Fair contract. For confirmation The Billboard wired Dick Heller, of the State Fair Association, whose answer was that the Johnny J. Jones Exposition "has contract here, can't show within a 100-mile radius."

L. E. Roth, manager Blue Ribbon Shows, wired The Billboard that his organization had been awarded some fairs at the Indiana fair men's meeting at Indianapolis, among them the Montgomery County Fair, Crawfordsville, and the Elkhart County Fair, Goshen.

Col. T. L. Dedrick, manager Happy Days Shows, informed that his organization had been awarded some fairs in Indiana, among them the Cass County Free Fair at Logansport.

Upon inquiry by The Billboard, an executive of the Clinton County Fair at Frankfort advised that his association had "tentatively contracted" a certain amusement organization and added "not definite." The inquiry was made because of two conflicting reports.

Matt Gay Funeral Heavily Attended

LOS ANGELES, Jan. 18.—The funeral for Matthew H. (Matt) Gay, widely known high diver, which was conducted on Thursday of last week from the Breese Bros. Funeral Home, had heavy attendance. Rev. E. S. Taylor officiated, and John T. Bookman read the ritual of the Pacific Coast Showmen's Association at the grave in Showmen's Rest, burial plot of the PSCA in Evergreen Cemetery. The PSCA had charge of all the funeral arrangements. The pallbearers were Charley Scodderberg, Eddie Gamble, Teddy LeFlores, James Hurd, W. D. Corbett and Harry Wallace.

N. C. Fairs Added To C. & W. List

GREENSBORO, N. C., Jan. 18.—Cettin & Wilson Shows materially added to their fair engagements for 1936 during the fair executives' meeting at Raleigh early this week. Fairs at the following places in North Carolina have been contracted. Manager John W. Wilson advised: Rocky Mount, Wilson, Henderson, Williamston and Clinton.

Blues To Launch Show

ALTOONA, Pa., Jan. 18.—Harry Blue advised early this week that he and his brother, Louis, will have Blue Bros. Consolidated Shows on tour this year, to play territory in Pennsylvania and Ohio, and that Joe Abrams has been engaged as general manager.

EL PASO, Jan. 18.—Carolina Rascon, latest glances to come out of Mexico, closed her first exhibition here recently. The girl, full seven feet in height and weighing 317 pounds, came to El Paso from Uruahio, Chihuahua, recently with a tale of plans for gland operations to stop her growth. Says she is 18. The exhibition closing here handled by father, Mrs. Simon Rascon, and uncle, Jose M. Armenta.

Bley Back at Exposition

Felix Bley will again represent The Billboard at the California Pacific International Exposition in San Diego. His office will be in the Press Building at the exposition. His home address is Rivera Apartment Hotel, 1312 12th Avenue, San Diego.



NEW OFFICERS FOR 1936: Mrs. Ethel Krug (left), president the Ladies' Auxiliary, Pacific Coast Showmen's Association, Los Angeles; Mrs. Juanita Strassburg, president the Ladies' Auxiliary, Heart of America Showmen's Club, Kansas City, Mo.

Casey To Play Independent

ST. VITAL, Man., Jan. 18.—E. J. Casey, manager E. J.-C. Shows and who had some paid attractions and concessions with Crescent Canadian Shows last season, plans playing independent with three rides, two shows and eight concessions at small fairs in Canada this year. Casey has put on two successful indoor events at Winnipeg this winter, one for the Kimmens Club and one for the Back to the Land Assistance Association.

Murray Again With Keystone

ATLANTA, Jan. 18.—William C. (Bill) Murray has again contracted as general agent for Keystone Shows for this year, his second with that company. Murray states that the show will be somewhat enlarged, Manager C. A. Hartsberg adding some new rides and other equipment. At present Manager Hartsberg is on a vacation in Florida. Murray and the missus are spending a part of the winter in this city, with plans to start an engagement booking trip in the North soon.

RAS Starts Winter Season This Week

TAMPA, Fla., Jan. 18.—Royal American Shows, after nine weeks of intensive work in winter quarters, during which Messrs. Sedimay and Velero spent many thousands of dollars in building new and innovative equipment and overhauling paraphernalia, are ready to usher in their Florida fair and festival season, which starts Tuesday at the Pinellas County Fair, Largo.

The engagements run concurrently this year, without intervening layoffs. At the close of the Largo engagement the show will move to Winter Haven for the Florida Orange Festival, which formerly opened on Tuesday but starts on Monday this winter, providing a six days' showing.

HARRY HASLAM, NOTICE Charles Haslam, father of Harry Haslam, last several years with Al C. Hansen Shows, is reported seriously ill at his home, 500 North street, Georgetown, O. Harry's sister, Mrs. Marie Weiho, Cincinnati, has been trying to get in touch with him.

BALLYHOO BROS.

Circulating Exposition

A Century of Profit Show

By STARR DeBELLE

HILLIARD GRAY, Fla.
Week ended January 18, 1936.

Dear Charlie:
On Sunday morning, January 19, the five-section train of Ballyhoo Bros. Shows steamed out of winter quarters. Worlds of work had been done while in the barn, but the big building and rejuvenating program will continue while on route.

The show furnishing the midway here for the Whortelberry Festival and Fair. Long lines of special-built booths lined the streets to house the fruit and vegetable exhibits. But they were filled with photo machines, tattooers, pitchmen, papermen, etc., long before the farmers and berry sellers arrived in town.

The sudden opening of the show was a surprise. All thought the spot had been canceled on account of the unfinished work in quarters. But when Steamboat John, manager of our Dark-est Africa Show, started shaving the heads of our colored train crew, all said: "It won't be long now." This has always been an indicator for the show's opening.

The midway laid out beautiful on the streets. All shows drawn in close enough to the center to keep the patrons close to the rides. This making a beautiful scenic background for the rides and a wall to hold them there.

Everyone enjoying the sunshine and balmy weather. Winter carnival food abundant here. A big grove right be-

hind the log. Our mitt readers enjoying the Florida palms. The spot in general is up to expectations. No one expected anything, so no one is disappointed. Even at its best it was worse. But again we shattered all previous records, as the worst blank that we ever played?

E. Henry Pisco now manager of our winter unit, the small show we are keeping out to play the smaller fairs. He just returned from a business trip in New York, bringing back six more rides, consisting of a Merry-Go-Round and a Ferris Wheel. Have changed the show's title from Bonus Bros. Gate and Banner Shows to Burn'em & Jump' Colateral Exposition. Management just contracted three war correspondents to handle the press over there. Their legal adjuster has already put out most of the Ballyhoo Bros. Christmas cigars.

Resume of Ballyhoo Bros. last season tour: Show crossed three continents, played in 36 States, nine countries and traveled 30,000 miles (this is more miles than around the world—the extra mileage because of poor routing and back tracking). Front gate registered 4,000,000 paid admissions, more than the population of the world. Due to so many repeat customers. Press department has given out figures to prove that every person in the cities we played came on our midway, both afternoon and night, not less than 10 times. Opened three closed towns and closed 20.

MAJOR PRIVILEGE

Much Mileage For Dodsons

Have dates in Southern, Central and Northern Atlantic States and Louisiana

CINCINNATI, Jan. 18.—With their fair engagements announced this week and in previous issues, Dodson's World's Fair Shows will cover a great deal of territory this year. The itinerary includes dates in the Southeast, in Maine and later in Louisiana.

Mel G. Dodson advised from Norfolk, Va., Thursday that the Dodson organization has again been awarded contract for the York (Pa.) Fair, its second consecutive year at that event, and also the Maine State Fair at Lewiston. It will be the Dodson Shows' first appearance in Maine.

G. Guy Dodson, who had attended the funeral for his sister-in-law, Mrs. Betty Dodson, widow of the late Arthur (Art) Dodson, at Columbus, Ind., phoned The Billboard last night while in this city making train connections on his way back to Norfolk. During the conversation mention was made of the Southern, Central and Northern Atlantic Coast States routing, and Guy replied, "Yes, and in the fall we will be down in Louisiana."

Tidwell Gets Fairs

ST. LOUIS, Mo., Jan. 18.—R. G. (Buck) Buchanan, general agent the T. J. Tidwell Shows, advised that he has so far signed the following fairs for 1936: Anthony (Kan.) Fair and Race Meet; Greenwood County Fair, Eureka, Kan.; Allen County Fair, Toia, Kan.; Crawford County Fair, Girard, Kan.; Ottawa County Fair, Miami, Okla.; Caddo County Fair, Anadarko, Okla.; Osage County Fair, Pawhuska, Okla., and Eastern New Mexico State Fair, Boswell.

Kansas City Pickups

KANSAS CITY, Mo., Jan. 18.—John R. Castle left for St. Paul, then to Winnipeg and back to North Dakota for fair secretaries' meeting. . . . El Strassburg left for a business trip to Columbus, O., taking with him Cliff Adams. . . . Harry (Pat) Duncan will take over the bar in the Mirror Room of the Coates House. He is an old showman and has many friends. . . . Everett Hennies and Mr. and Mrs. Buster Shannon arrived from Houston, Tex. They are visiting friends here.

Mr. and Mrs. Manny Gunn will leave for a week's visit with friends in the western part of Kansas. Jim Hart, who was confined to his bed several weeks, is up and around again. . . . He will be with Duboon in the parlor. . . . Jack Starling arrived for a few days here. . . . Morris Venkling left for Florida. . . . Mrs. Noble Fairly and Mrs. Orville Hennies are visiting friends in Wichita, Kan. Will next go to Houston. . . . Messrs. Hockwell, Aljman, Walter and Wilcox made a trip to St. Louis on business. The Heart of America Showman's Club seems a quiet place after the holiday festivities. However, quite a few of the visitors are remaining in the city visiting friends or on business. . . . J. L. Landis has started building a Funhouse and a new ride for his carnival.

Mrs. George Hawk started a Hospital and Cemetery Fund for the Ladies' Auxiliary, HABC, with a donation of \$10. The fund is to be used for flowers for the sick, and later on they intend to erect a monument at the cemetery for the "Showmen's Rest." At the last meeting the following were voted to become members of the auxiliary: Nell Allen, Pearl Vaughn, Georgia Kuhn, Doris McAdahan, Maud Jamieson, Sally Stevens and Martha Walters. The lively activities that started before the holidays has continued with the ladies attending luncheon, teas and bridge parties. Juanita Strassburg, the new president, offered \$10 for the one securing the greatest number of new members during the year, and Mrs. John Francis offered \$5 to the one in second place. The ladies made a donation of \$50 to the Hospital and Cemetery Fund of the merry club.

Showmen's League of America

CHICAGO, Jan. 18.—Meeting of the 16th well attended. Past Presidents Edward A. Hock presided. Seated with him at the officers' table were Treasurer Lew Keller, Secretary Joe Stralich and Brothers Al C. Hartmann and Frank B. Jorling, who were late arrivals, accepted invitation of the chair to occupy seats at the table.

The relief committee reported Brother Charles R. Hall still in hospital, but showing marked improvement and expecting to be out soon.

Brother Max Goodman came into town late for the meeting of the 9th but spent the evening bridging it with the boys.

Interesting letters received from Brothers Ernie A. Young, W. R. Hirsch, A. C. Hartmann, President Patty Conklin and Frank D. Shearn.

Many of the brothers are responding to the call for dues. This is indeed gratifying. Perhaps you have just overlooked this important duty and need only this reminder.

Past President J. C. McCaffery departed for the Winnipeg fair meeting.

The ways and means committee busy as can be and results are expected from its efforts. Looks like it has a live-wire chairman who will be on the job all of the time.

Dave Tenneyson still in town and spent much time at the coin-machine convention.

E. Walter Evans here and decided to stay over for the Louis-Retcliff fight.

Sad news received was the death of Brother Bert Dowers, a life member of the League. Among members of the League who attended the funeral at Peru, Ind., were Jimmy Morrissey, H. A. Lehrter, George Johnson and Harry Lewiston.

Officers advise that they will soon be appointing committees to get busy on the annual spring affair of the League. This is one of the most important of the season and is always well attended.

Many members of the League were regular visitors at the coin-machine convention, both on pleasure and business. Among those attending were Edward A. Hock, Al E. Hock, Harry Lewiston, Dave Tenneyson, Denny Howard, Mory Schack, Peley Pivov, A. E. Cohn, Jack Benjamin, Maxie Herman, John Lorman, E. J. Rodgers.

Hill Sachs of the Cincinnati office of The Billboard, was a caller at the League rooms, also Joe Orleck of the New York office of The Billboard.

Joe Archer, at the roller-skate marathon, takes time to run away from business for short visits with the boys at the League rooms.

Brother Dave Russell and family are still at Miami.

The award in the 1935 Cemetery Fund Drive has been paid to M. Gordon. The others will have to bear with the League for a short time, inasmuch as they have lost their identification certificates.

LADIES' AUXILIARY

CHICAGO, Jan. 18.—Thursday was the night of a regular bi-weekly social. Mrs. M. Crosby acted as hostess at cards and luncheon.

Attendance at these affairs is increasing and some very enjoyable evenings are spent.

Applications received at last week's meeting were Mrs. May Kaplan and Mrs. Dora Matz.

The slogan of the auxiliary this year is, "Every member get a member," and President Mrs. Lew Keller is well pleased with the results.

Cora Yeldham is chairman of the com-

mittee for the Hard Times Party to be held in the Showmen's League rooms on January 26. A large crowd is expected and a wonderful time is assured to all those who attend.

Los Angeles

LOS ANGELES, Jan. 18.—All the outdoor showfolks are getting anxious for the opening of the several shows that are wintering in this territory. The Crafts 20 Big Shows are preparing to open at National Orange Show, San Bernardino. . . . Hilderbrand's United Shows to open at a choice spot in Hollywood (Sunset and Vine). Red Hilderbrand and his staff have done a fine job in getting this location. E. W. Coe, manager; Walter De Pellaton, secretary, and Pickles Picard, general agent, have left for scouting tour. . . . Will J. Wright back from prospecting tour in the North. His show, titled Golden State Shows, will open late in February. . . . Clark's Greater Shows getting ready for an early opening, the spot as not yet announced.

Mr. and Mrs. Archie Clark and Mr. and Mrs. H. J. Webber returned from Palm Springs, Calif. . . . C. S. Wrightman, of the Wrightman Shows, has most of its early spots contracted. . . . W. T. Jessup, general agent West Coast Amusement Company, is in the North contacting. . . . Phil Williams scouting for Golden State Shows.

Roy Ludington, of Crafts 20 Big Shows, up from San Bernardino for short stay. . . . Joe Glacey closed with Polack Bros. and is in town for a short stay. Goes to the San Diego exposition as assistant manager of the John Hix "Strange as It Seems" show. . . . George Dixon and Bill Harris at San Diego, assisting Fred Temple in building the Enchanted Island kiddies' playground.

Mr. and Mrs. Arthur Greenhalgh, of Sydney, N. S. W., are visitors here, sight-seeing and on business. Report conditions in the antipodes as very good. Plex Addington shipped his rides to Honolulu and opened on Hilo Island, playing three locations, and reports doing nicely. . . . Frank Forrest opened at Ocean Park with his "Bare Facts of Life," with La Verne in the annex. Is contracted for West Coast Amusement Company. . . . Jimmie Hurd has signed with Hilderbrand's United Shows. . . . Max Harry Bernard and the missus have contracted a large number of concessions with Crafts Shows.

Clyde Gooding and Topsy will be with the C. F. Zeiger Shows. . . . Sam Brown will be with Clark's Greater Shows, also Mr. and Mrs. Frank Redmond, with a line of concessions.

Mr. and Mrs. Claude Barte back from a short vacation in Southern California. . . . E. S. (Dad) Workman and the missus visited here this week and stated that the business venture at Balboa was proving profitable. . . . J. Bon Austin apparently pleased with his new job as general agent of Crafts Shows. Is still in the North. Crafts is at winter quarters. . . . Mr. and Mrs. Irv Polack in Oakland. Mrs. Polack's injuries not so serious as reported and she is doing nicely.

Doc Hall still confined to bed at General Hospital. Surgeons diagnosed his case as a spinal affection, and it was stated that a special brace to be provided would put him in good condition.

George T. McCarthy in town. Will produce and manage the John Hix "Strange as It Seems" show, at San Diego. . . . Johnny Brambach left for San Diego. Will be on one of the midway shows. Thomas J. (Puzzy) Hughes back from a trip in Southern California.

T. Dwight Pepple contracting for his new show that opens here February 1. Johnny Aason, giant, recovering from recent illness, is doing a bit in a film now, being shot at 20th Century-Fox studios. . . . Mr. and Mrs. Ernest Schmidt and Mrs. H. E. Schmidt, of Xenia, O., West Coast, being shown around by Steve Hamy. Nels Lausten, superintendent of the paddock at Santa Anita track. . . . Charley Walpert will have a number of concessions with West Coast Amusement Company. Al Reiner and Mike Lord in from New York via auto. Plan to locate at San Diego for the exposition.

H. L. Anfanger, of Pacific Whaling Company, left for Palm Beach, Fla., where the No. 1 unit is getting set for coming tour. Arthur Hutton, now at downtown hotel, will handle the No. 2 unit. . . . Hal Hazard, tattooed man, set up on Main street and is working in films. . . . Bohne, another tattooed man, working in a film being shot at

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Fox West Hills studio. . . . Jimmie Dunn leaving for Modesto, Calif., with Lee Barnes. Will open a cafe and night club. . . . Howdy Walker in town. Will open with Crafts Shows. . . . Charley Dodson, thru at a downtown department store, where he and the missus operated during the holidays, working in films. . . . Will J. Casey booking in films. . . . Harry Hargreaves returned from an extended European tour. Made show places in Belgium, Germany, France and England. Is at home in Venice, Calif.

NOT STOCK POSTERS NO TWO ALIKE



Volunteer State Exposition

CLEVELAND, Tenn., Jan. 18.—With favorable weather lately the work of preparing equipment for the coming season has advanced rapidly. The opening date has been set for March 14. Manager Roy Blake and the writer returned from a trip that booked several attractions, among them World's Mighty Minstrel, which is the most gorgeous the writer has ever seen under canvas—seats for 1,000 people and an array of 28 entertainers, with a 14-piece orchestra. Its owner, O. J. Beatty, formerly operator of Great Superior Shows, he having retired from active management of a carnival last season, expresses himself as being glad to be with this amusement organization, Carl (Gilly) McCall and wife, Oma, arrived and have contracted with the show and will remain at quarters completing arrangements for the opening. Louis McCabe and wife and their two young sons arrived and Louis immediately started booking engagements in Pennsylvania and Ohio, so a number of stands in Kentucky and Tennessee were booked last fall. Arthur Signor, former electrician with Great Superior Shows, will be in the same capacity. Candy Sabbath, secretary, is expected to arrive soon.

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MIDWAY CONFAB
By THE MIXER

OPTIMISM permeates the rank and file of Carnivaldom.

PROSPECTS for 1936 are bright—figuratively, brilliant.

FOR MANY showfolks in the South the season is on its last lap.

THIS WEEK-END found many midway folks headed to the Canadian fair men's meetings at Winnipeg, January 20-22.

ANOTHER entry into the "Chesty Pellets" ranks, Dewey R. Thompson, at Corsicana, Tex.—a baby boy.

covering from a recent operation at her home in Newton, Ia.

CHARLES ELLMAN informed that the Elman Amusement Company had purchased the riding devices of H. Campbell and would take to the road this year as a motorized show with five riding devices.

DOC WILLIAMS informs that his Side Show and Museum, last several seasons with Krause Operator, will be with Erie Ribbon Shows (Eddie Roth, manager) this year, including winter dates in Florida.

H. W. (MICKEY) ARMSTRONG, who last season had his Tiny Town Circus with Howard Bros. Shows, spent a day in Cincinnati last week from Cincinnati, O., where he and the missus have been visiting Mickey's mother.

W. B. CLARK, of the Freak Animal Show with Mighty Sheepley Midway, recently had a birthday party in winter quarters. Among those present were John McManera, Mr. and Mrs. O. Henderson, Mr. and Mrs. Bill Orey, Tom Vigilant and Arthur Detwiler.

AMONG VISITORS to C. E. (Doc) Barfield's (Barfield's Cosmopolitan Shows) winter unit at Orlando, Fla., was Louis



THE ENTERTAINMENT ROOM of Midwest Merchandising Company at the Coates House, Kansas City, Mo., during the Christmas-week festivities of the Heart of America Showmen's Club. Among those in the picture: Harry (Ho Ho) Gillman, Mr. and Mrs. Louis Landes, Dave Lockman, Bud Brady, Mr. and Mrs. Orville Hennessy, Mr. and Mrs. Ray Nardine, Mrs. Viola Kelly, Whitey Ivan, Mrs. J. F. Brady, George Kork, Hymie Schreiber, Edward S. (Shm) Johnson, Oscar Fronke and Mr. and Mrs. C. J. Levin.

BESSIE FULLER, palmist, left Kansas City after the New Year's party of the Heart of America Showmen's Club to visit her daughter in San Francisco.

JACK McCORMICK, last year with P. Ferrato in the Marks Show, this winter hibernating in Newark, N. J., has winter plans stepping out next season with his own concessions.

AFTER A SEASON of 40 weeks Salkor Harris' Congress of Oddities recently concluded its tour at Kaplan, La., and shipped to quarters at Magnolia, Ark., infos the veteran showman, Charles Ship.

AMONG show executives attending the recent fair men's meetings at Columbia, S. C., and Raleigh, N. C., were W. M. (Bully) Brues and Tom Allen, representing Johnny J. Jones Exposition.

MIL AND MRS. GEORGE VOOSTAD, of United Shows of America, have been visiting George's sister in Vancouver, B. C., before returning to winter quarters at Shreveport, La.

G. (LUCKY) DIETRICH and wife, Snodra, and daughter, Laverna, wife of George White's traveling museum, arrived in Cincinnati recently. Were formerly with Sheepley and other shows. Last week were arranging some burlesque show and club dates in and around Cinex.

TRIEBEL THE MAGICIAN and his son, Edwin Triebel, assisted by Vance Friend, will have one show and photo gallery concession with Howard Bros. Shows coming season. Triebel intended spending all winter in Florida, but became ill at Tallahassee, and returned north to the home of his daughter near

Mayaville, Ky.; now greatly improved in health.

HENRY (PITCH) STICKLER, formerly for six years concession agent with Brown & Ingalls Shows, is executive connected with a show store in Glens Falls, N. Y., also during spare moments writing songs. A local newspaper recently gave Stickler a headed-article mention of his being composer of a new waltz.

Doc Spurge tells it thus from Albuquerque, N. M.: "Cows wouldn't bally, chickens were continuously taking it on the lam, persons kept crying, beans lost their hearts, so we gave up the ranch here and are marking time until the new show season opens." Doc also stated that 10 cabins at camp he was in were occupied by members of the Yellowstone Shows.

WALTER MEYERS, last season with the Side Show on Erie Ribbon Shows and who was injured while assisting to dismantle a ride last fall, still on crutches, passed thru Cincinnati last week on route south. Stated that Manager L. E. Roth paid his hospital bill and treated him nicely when he was injured.

The burial of Ray Marsh Brydon's highly prized "Snoozle," trained chimpanzee which had been a feature attraction with Brydon's International Congress of Oddities, drew great interest. Was foundation for a syndicate press story. "Snoozle" died of pneumonia after contracting a severe cold while the troupe was en route from Charleston, S. C., to Macon, Ga.

"Snoozle's" remains were laid to rest with impressive ceremony. The body was embalmed. What had been the chimpanzee's "private car" was the hearse. Four middle-ages of the museum personnel were pallbearers. The interment was in Central City Park, Macon. Many showfolks were in attendance and many eyes were dimmed by tears.

BILLY LATHAM'S Dog-and-Monkey Show closed shop at Monticello, Ga., for the holidays, which were spent by the Lathams in Central Florida, and reopened on January 6 at Brunswick, Ga. Says Billy: "While in Florida we probably almost caught up with 'Ballyhoos Bros.' Shows' at any rate, we met Starr DeBelle at Jacksonville (I think Starr knew where the show was but he wouldn't tip us off)."

A DELAYED (probably in transit) communication from Bill Starr tells of many carnival folks enjoying the winter of Corpus Christi, Tex. Among the folks met by Starr in and around Corpus Christi: Maple Williams and wife and son, Joe; Whitey Ella, M. Murphy and E. A. Miller, all of Greater American Shows; N. L. (Whitey) Dixon and family—Whitey last season with All-Texas Shows; Brownie Miller and wife, last season with Silver State Shows; Leonard

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McLemore and family, John Black and Mr. and Mrs. Burk (co-operators), all of Greater United Shows, Mr. and Mrs. Hubert Hall, Western States Shows, Mr. and Mrs. Clyde Hill, Hennes Wras, Shows, and Mr. and Mrs. Mel Jackson, Bill H. James Shows, Bill Starr and wife were last season with "Yellowstone Shows, Bill as secretary and publicity agent, the mascot selling tickets at front gate. A "Carnival Fishermen's Association" was formed. At the time of writing Maple Williams was holding the catch record, with E. A. Miller and Whitley Dixon going nose and nose for second and Al Ziedman and Starr aligned for last place.

FRED R. (DARE-DEVIL) WILSON, fire diver, was handed a worded bouquet in the "Around the Plaza" column of The San Antonio Light. Something about a new stunt. The second paragraph of the "column" was a story, credited to Wilson, of Bill Rice having been stuck in a bathtub, with a plaster on his back, and pulling for help. "Wonder if that was Bill's first need of release from a "plaster"?)

The Mixer has received permission to give the name of the writer and contributor of the poems, "Once a Trouper," etc., and "Winter Troupings," which appeared in this column in the issues of December 28 and January 18, respectively. It is Mrs. (Alpha) Herman Munn. Mrs. Munn and her husband are now operating a students' club at Lawrence, Kan. Others of her poems will appear in later issues.

AMONG THE oldtimers who greatly regret the death of Matt Gay is Prof. John A. Jackson, who of late years has been instructor of swimming at Lurline Bath, San Francisco. Professor writes in part: "Matt Gay and I were life guards at Sutter Baths in this city in 1898. He learned diving at Redwood Baths, in Oakland, about 1890. The last show in this country he did his high dive with was Mel Vaught's Golden State Shows about two years ago."

CLYDE SPRINGFIELD, former electrician with Bill H. James Shows and Loos Shows, who spent some time at a sanitarium at Von Ormy, Tex., with a lung trouble, has returned to his home at Albemarle, N. C. to receive continued treatment. His father has been superintendent with the Jethro Almond Show. Incidentally, Clyde was born on the old Jethro Almond Dramatic Show, with which his mother carried leading roles for years.

"PEGGERS" from Seattle Whaling Company, wintering at West Palm Beach—Harold L. Ahlenger, owner, away on a visit to Los Angeles. . . . Bill Howard in charge here. . . . W. M. Leslie, general representative, will again pilot the unit. . . . Capt. Mike Dolan will again be in charge of this unit, also handle radio broadcasts. . . . Arthur Hoffman, of circus note, will have charge of two attractions with this unit. New season will open late in February.

ALTHOUGH a few weeks old at this time, W. H. (Billie) Owens writes of having been invited to and attending a greatly enjoyed showfolks' function on Christmas. But Billie has been very busy with his duties with the West Memphis Distributing Company, at West Memphis, Ark., so he is pardonable. The occasion was a Christmas dinner given by Mr. and Mrs. Sam Solomon at Sol's Liberty Shows' winter quarters at Carthageville, Mo.

The Solomons could not attend but money for defraying all expenses was sent in advance by them to Superintendent Whitman at the quarters. Yanno, Owens was formerly secretary of that show for some years. Mr. and Mrs. W. N. Fisher graciously let the showfolks use the kitchen of the Majestic Hotel, which they managed, and the prepared dinner was served in a tent at quarters on the fairgrounds at Carthageville. Also there was a Christmas tree and gifts. Billie says it was all "great," really great! All at winter quarters invited. The attendance included Mr. and Mrs. George Brown, Mr. and Mrs. Tom Berry, Mr. and Mrs. Alton Pierson, Mrs. Mabel Pierson, Mr. and Mrs. A. Clayton Hoik, Mr. and Mrs. Leo Lussion, Mr. and Mrs. Herbert Meyers, Mr. and Mrs. James B. O'Neil and James Jr., Mr. and Mrs. Joe Pesano, Mr. and Mrs. Richard Stock and daughter (Margaret), Mr. and Mrs. T. A. (Tony) Stevens, Mr. and Mrs. Charles (Gustard) Whitehead, Charles Jr. and daughter, Joan; Miss Jean Marton, Gabe DeKrook, Ray Davison, E. L. Eames, Donald Pierson, Leonard A. (Pop) Whitman and W. H. (Billie) Owens. "Dinner was served at 4 p.m.," writes Billie, and after the meal talks on experiences of last season were made by Tom Berry, Alton Pierson, Leonard Whitman, James O'Neil and Ray Davison, and for a fitting finale, Gabe DeKrook talked on carnivals of today and many years ago."

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Jan. 18.—For reasons which were discussed at the last annual meeting of the association in Chicago, it now appears likely that the writer will be unable to be present at the Richmond fair meeting, January 27-28, and the Reading meeting, January 29-30. Would like being in attendance at both of these meetings in accordance with the desires of some of the ACA members. However, the association will be represented at these meetings, and we understand that both President John M. Sheeley and Secretary Max Linderman will be present to confer with those who may be interested in the affairs of the association.

We are definitely planning to attend the Albany meeting on February 13 and will have more information on that subject at a later date.

Both the ACA president and secretary will be in a position to accept membership applications at the Reading and Richmond meetings and, we feel sure, will be pleased to impart information to anyone who may be interested in the affairs of the association.

We continue our discussion of Constitutional Law as applied to the carnival industry:

In endeavoring to compare notable decisions of the courts in other fields to comparable situations in the carnival industry it will be helpful if it is borne in mind that for this purpose the carnival industry be considered a business engaged in the interstate sale of merchandise or entertainment as a commodity.

One of the early decisions which drew the aforementioned line of demarcation between State and Federal powers was *Welton vs. State of Missouri*, 91 U. S. 275, decided in 1875. In that case Welton was a dealer in sewing machines which were manufactured without Missouri and he went from place to place in that State, selling them without a license for that purpose. The State of Missouri had previously adopted a statute discriminating in favor of goods, wares and merchandise which were grown, produced or manufactured in Missouri against those which were the product of any other State or country and prescribed the conditions upon which these foreign products could be sold by traveling dealers.

Welton did not procure a license and for this alleged offense he was indicted and convicted and sentenced to pay a fine of \$50. The Missouri Supreme Court affirmed the judgment and the defendant appealed to the United States Supreme Court.

The court on appeal pointed out that the Missouri law was invalid because—
1. It was discriminatory, since it imposed a license on the sale of out-of-State goods but not on the sale of Missouri goods;
2. It could not be sustained as a tax (See *AMERICAN CARNIVALS* page 53)

Chop Suey

By W. H. (BILL) RICE

LITTLE ROCK, Ark., Jan. 18.—Arkansas's capital city and a good one, but strange as it may seem, there are no auditoriums except in the high schools. Only place available is a dance hall, four flights up, that will handle about 2,000 people. Apparently picture theaters have handed this city like a village.

Police and firemen staging a Centennial show that has the earmarks of a big doings. First benefit they have staged in a number of years. E. G. Rylander, for years manager of the State fair, will be one of the Arkansas Centennial managers. Nothing definite as to what will be offered the visitors has been announced.

Herb Duval has a beautiful home here. Who remembers when he was the patch for Kit Carson Wiedemann? By the way, the late J. Augustus Jones, C. Guy Dodson, Harry Freed and myself bought the show when sold at auction on the grounds of the United States Printing Company at Cincinnati in the spring of 1915. The show sold for practically nothing. Here are a few of the prices: Elephant car, \$40; stock car, \$35; privilege car, furnished complete, including a wife, \$200; 20 lengths of starback reserved, \$40; big top (khaki), 110 with three 40s, almost new, \$280; 40 feet marquee, \$5; harness, \$1 a set; five sets of four-arm carbide lights, \$25. Joseph Ferrar bought five beautiful 60-foot flats before the sale for \$1,000.

Who remembers when I bought the water wagon at the auction sale of Rice Bros.' Circus for \$1 and sold it for \$20, but could not deliver as someone stole it? Everyone wanted to know if I was going to get on it.

Dan Odum in Chicago for Coin Machine Convention. . . . Johnny O'Shay at Hot Springs and says Barney Gerry and the misers expected daily. . . . Frank Downs handling program for Police and Firemen's Show in Little Rock. . . . Sorry I missed George Deagon at San Antonio. . . . Saw the Hutton Show at the Majestic and Oimos gardens. . . . Dad Dunbar, how come you never write?

Never carried a cane but once in my life, and it was an accident that cost me a good job. Henry Savage wanted an agent for the Prince of Pleas and the gang put me away with him. He was stopping at the Auditorium Hotel in Chicago and I was living at the Victoria. Date was for 1 p.m. Stopped in the bar and the late Teddy Leary was there with a cane, which I picked up and then dashed for the Auditorium Hotel with everyone's good wishes, as Leary yelled: "Ask for \$25 per week and you'll get \$75." Went in to see Mr. Savage and he said: "I'm sorry, but I have made other arrangements." Went back to the bar very low in spirits, and when I told the gang what had happened they were dumbfounded. All of a sudden Leary said: "For goodness sake, you didn't go up there with my cane?" I said: "Yes, what diff would that make?" It seemed that Mr. Savage would never hire any executive that carried a cane, as he claimed they lost too much time looking to see where they had left it.

I remember how near I came to never being a showman when I think of the opening of the Great Olympic Shows. Our opening date arrived and all out of the "ready" and the big top had not arrived, so we opened in the barnyard of a country hotel. Take was enough to pay out of town. But the top did not arrive there, so we next showed in a town hall. Just able to pay our way out and made the third stand and no tent. We borrowed all the horse blankets in town we could and made an inclosure on a vacant lot. Freight agent told us the top would arrive the next morning. Had a 14-mile jump, and the first seven miles was up a big mountain. Result was we had to hire extra teams to help up and arrived too late to put up the top, so showed in a schoolhouse. Did not have enough money to pay hotel bill, so sent the show away early and Profitts and I waited with his team of ponies. The landlord raised plenty of hay, but finally agreed to come over and get his money that night. Show came near closing, as the big top blew down and was badly torn, but we got it up and, fortunately, had a good house. Next day bought a cookhouse outfit and hired the band leader for \$1 per day to act as cook from then on nothing could stop us. Because when business was bad we used the old hayfork instead of a hotel.



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Dear Sir—Send me complete facts, without obligation to me.

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25 cards, \$5.25; 50 cards, \$6; 75 cards, \$6.50; 100 cards, \$7.00; 150 cards, \$7.25; 200 cards, \$7.50; 250 cards, \$7.75; 300 cards, \$8.00; 350 cards, \$8.25; 400 cards, \$8.50; 450 cards, \$8.75; 500 cards, \$9.00; 550 cards, \$9.25; 600 cards, \$9.50; 650 cards, \$9.75; 700 cards, \$10.00; 750 cards, \$10.25; 800 cards, \$10.50; 850 cards, \$10.75; 900 cards, \$11.00; 950 cards, \$11.25; 1000 cards, \$11.50.

3000 KENO

Made in 30 sets of 100 cards each. Played in 2 rows across the card—set up and down. Light-weight cards. Put set of 100 cards with marble in \$2.50.

All Bingo and Lotto sets are complete with wood marbles, ready for direction sheet. All cards are 5 x 7.

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Bingo cards, black on white, size 5 x 7. Thin cards such as used in Shreve, etc. They are marked or punched in playing and then discarded. 2,200 stamped numbers per 100, \$1.25; without numbers, 50¢ per 100.

Automatic Bingo Machine, real case, \$12.50

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Pacific Coast Showmen's Assn.

LOS ANGELES, Jan. 18.—All the newly elected officers were present for first regular meeting of President Theo Forstall's administration. President Forstall received an ovation when meeting was called to order. There were 124 members present. First in order, the presentation of the gold life membership card to Past President Archie Clark, who also got a big hand and was commended for the fine record made during his term.

As matter of form all standing committees for 1935 were discharged, it being a custom to rotate the chairmanship and personnel of standing committees. The final report of the finance committee got a big hand for the fine condition reported. The uncompleted program of the Ways and Means Committee that had its inception in the retiring committee for the intensive drive for cemetery funds was turned over to Will Wright for its furtherance. Members were asked to state how many new members they would pledge to bring in during 1936. Approximately 600 new members were pledged, one member pledging to bring in 250. . . . The official button, now obtainable, is a clever piece of jeweler's art. The matter of buying a home for PCBA again came up. Dr. George W. T. Boyd advanced an idea for financing the proposed purchase. Discussion invited, and for more than an hour many ideas advanced. One that seemed most plausible was an offer from a realty company, a large home in a residential district, with much ground surrounding. Another committee of the new regime was appointed to look further into the matter, with a report to be made February 1.

One thing that impressed was President Forstall making plain that anyone accepting the chairmanship or membership on any of the standing committees need not accept unless willing to accept a very definite responsibility, and that acts, not words, would be the measuring stick of their usefulness to the organization. In the plan for membership drive fields other than outdoor amusements are to be invaded, especially efforts will be made to interest those of the film.

Communications from Fay Asia Curran, expression of gratefulness to PCBA for sympathetic aid in her recent bereavement. . . . From Mrs. Matt Gay, expressing thanks to the organization for aid in her bereavement. Interesting note from Frank Palmer, Ocean Park. Two new members were accepted, Raymond T. Dodson, credited to Claude Baris, and Herbert L. Sucher, credited to Charley Walpert. . . . Special committee for the next El Jinks was appointed, with Claude Baris as chairman. Date and place await the securing of large hall.

President Theo Forstall announced his appointments for standing committees for 1936: Board of Governors—Frank Downie (chairman), S. L. Cronin, O. N. Crafts, Tom Miz, Sid Graman, Dall Turney, Archie S. Clark, James J. Jefferson, Eddie Brown, J. W. Conklin, C. F. Zeiger, E. M. Foley, Will J. Wright, Ed Walsh, Joseph W. Diehl, E. W. Downie, Mike Krebs, Dr. George W. T. Boyd, Harry Pink, A. Samuel Goldman,

Elmer Hanscom, W. T. Jessup, Floyd King, Harry B. Levine, John Miller, E. Picard, H. C. Rawlings, Mill Runkle, Harry G. Seber and Jack Youden. House Committee—Ed Walsh (chairman), Steve Henry, John Miller, Joseph W. Diehl, George Tipton. Finance—S. L. Cronin (chairman), O. N. Crafts, P. J. Downie, Harry Pink, John Miller, Ed Nagle and Dr. Ralph E. Smith. Ways and Means—Will Wright (chairman), Archie Clark, Will Harvey, Joseph Krug, H. C. Rawlings, Harry G. Seber, Mel Smith, C. F. Zeiger. Publicity—Steve Henry (chairman), Will J. Casey, Bernie Hood, Leo Haggerty, Ed Smithson. Membership—M. T. Kirkendall (chairman), Frank W. Babcock, Dick Wayne Barlow, J. Ed Brown, M. M. Buckley Jr., Frank Conklin, W. J. Curnow, Walter De Pellaton, Ben Dobbert, Clyde Gooding, Tom J. Myers, Ted Metz, George R. Moffat, Mel Vaught, Charley Walpert, Dick—John T. Deakman (chairman), Joe DeMouchelle, Frank C. Foley, Ed P. Maxwell, Phil Williams. Cemetery Board—Boss R. Davis, J. Ed Brown, Joseph W. Diehl, Dr. R. E. Smith, S. L. Cronin, Archie Clark, Theo Forstall. Entertainment—Claude Baris (chairman), Frank W. Babcock, Louis Racigulapl, B. M. Cunningham, Al Fisher, Eddie Gamble, Jack Orlimed, L. W. Larimore, H. C. Rawlings, Harry G. Seber, Mel Smith, Will J. Wright, Chaplain—Harry O. Seber, Physician—Dr. Ralph E. Smith. General Counsel—A. Samuel Goldman, Typist—Will J. Casey, and Leo Haggerty.

The weekly award went to Eddie Gamble, Special luncheon and refreshments served after adjournment.

Kaus' United Shows

NEW BERN, N. C., Jan. 18.—After the cold and snowy weather it now looks like spring here, and men can be seen repairing, building and painting. "Mother" Kaus is visiting her daughter in Washington. W. C. Kaus and family are visiting in Nanticoke, Pa. Recently Mr. and Mrs. John Vaday stopped in for the day and booked their two concessions—diggers and a new photo machine—their second season with the show. Among those who have contracted for the new season: L. H. Harrell, Ten-in-One; Russell Smith, his two shows; Dick and Bessie Taylor and Happy Sam; Ike Wallace, his Big El Wheel and concessions—his third season. Mr. and Mrs. Ray McWethy, who will again have the bings, have just purchased a new truck and house trailer (a dandy). Among the recent visitors were: "Dad" and Mrs. Seely, Mr. and Mrs. Bill Hayna, Mr. and Mrs. John Vaday, J. Hardy and L. Cahoon. T. E. KAUS.

Dodson World's Fair Shows

NORFOLK, Va., Jan. 18.—Prof. Charlie Clark has purchased new Zouave uniforms for his band for the coming season. There are only a few men working in winter quarters, under the direction of Wallace Cobb, but in the near future will have 40 men working. Have been having a lot of snow and cold weather, but both of the winter quarters buildings are well heated and work has progressed nicely. This country seems to be like California in one respect—all the natives say that cold weather is "very unusual." M. G. Dodson still in Florida. C. G. Dodson keeping things moving in quarters. H. C. ENGLISH.

Origin of "Ballyhoo" Described in Mag Yarn

NEW YORK, Jan. 18.—According to Charles Wolverton, Chicago newspaper man, writing in the current issue of American Speech, published by the Columbia University Press, the word "ballyhoo" was coined and entered the English language at the Columbian Exposition in Chicago in 1893. Wolverton traced the story of the celebrated midway word to W. O. Taylor, who was the p. a. of the Turkish Theater on the "Mighty Midway" of the 1893 World's Fair and is now publishing a weekly newspaper in Arkhoid, O.

Taylor relates that two Mohammedan dervishes in the show one day came out in front to do their act and draw a crowd (in short, to "bally" for a tip.) They began by jumping and dashing about and shouting what sounded to him like "B'Allah hoo." A tremendous crowd was lured to the tent and the dervishes were greatly pleased at their success. They asked Taylor if he wanted them to come out again and "make B'Allah hoo." "After that," according to Taylor, "when I wanted them to come forward I merely called 'ballyhoo' and they knew what was wanted. Other showmen quickly made use of the new word to indicate something to attract business."

Wolverton has also traced the meaning of the phrase as uttered by the dervishes and finds that the expression really has no "b" in front of it, but sounded that way on account of the manner in which the Turks pronounced "Allah." "Allah hoo," literally translated, is "Ood! He!"

The Billboard would like to know if there are any other versions, real or mythical, of the origin of the word.

Pacific Coast Shows

SEBRO WOOLLEY, Wash., Jan. 18.—Several of the men with the show last season have been working in quarters and a great deal of the work is completed. The show is being somewhat enlarged. A new cookhouse has been built, also a four-wheel box trailer and two concessions which will have new canvas. A 20-foot semi-trailer has been purchased to add to the transportation equipment. The Pony Ride outfit has been built new. James Barber is general manager and Mrs. James Barber the secretary. All of which is from an executive of the show.

Great Sutton Shows

OSCEOLA, Ark., Jan. 18.—There hasn't been much work in winter quarters, but with the coming of a new year and a few sunshine days the boys are beginning to "string" some paint and build new show fronts, which will be different and will be built under the supervision of Mr. Sutton. There has been the usual number of shows this winter, among them Paul Varner, of cigarret gallery note. Several new houses and trailers have been built in quarters. The personnel has not yet been announced, but it looks as tho there will be practically a new staff, and the show will play some new territory this season, which will be Manager Sutton's 29th. JIMMIE BOYD.

Yellowstone Shows

ALBUQUERQUE, N. M., Jan. 18.—Since the last "letter" from this show some changes have taken place at winter quarters. Manager Ned has built a new machine shop, with the latest machinery. A crew of five men started last week to completely overhaul the Whip. When the rebuilding of all the rides is completed the crew will build panel fronts for all shows and the main entrance. Three new GMC semi-trailers have been added to the rolling stock. Among folks registered at the Coldacre Camp and Apartments are Mr. and Mrs. Danny Starr, Mr. and Mrs. Johnny Graves, Mr. and Mrs. Harry Hunter, Mr. and Mrs. William Slover, Mr. and Mrs. Raymond Slover and son, Doc Spurgeon and wife, Mr. and Mrs. Bob Houseals, Frenchy Willeeta, Jack Williams and Slim Simmons and wife, Mickey Malone, the show's scenic artist, has been painting modernistic fronts for the various night clubs around the city, William Slover and Mrs. Bob Houseals spent the holidays visiting relatives in Los Angeles, bringing Mrs. Slover back with them. Danny Starr busy with his aviary and by the time that the show opens he figures on having over 800 birds in his bird concession. He has overhauled his corn game and has started building four new stock concessions, which he has contracted with this company. William Slover and son, Raymond, rebuilding their cookhouse. Bob Houseals' Nudist show has been contracted—at present working clubs around the city and outlying towns. Mrs. Danny Starr, Mrs. Johnny Graves, Raymond Slover and Bob and Rita Houseals intended to Socorro to visit Silver State Shows recently. J. C. ROBERTS.

Hennies Bros.' Shows

HOUSTON, Jan. 18.—After seven weeks' absence the writer returned to "Heavenly Houston." After attending the Chicago meetings took a vacation at St. Louis of five or six weeks. On arrival found that much had been accomplished at quarters under the direction of Harry W. Hennies, who always directs the work of building, repairing and rebuilding. At present there are exactly 17 employed in different departments, and five have been working since early in November. H. C. Landaker, artist, assisted by his charming wife, who is also a "mistress of the brush," has put all new paintings on both the colored-matrestel show (to be called "The Cinger Escape" this year) and the girl show of Alice Melville, besides doing all of pictorial work on the rides, trimmings and ticket boxes and repainting and decorating the Merry-Go-Round (the greatest piece of artistic work ever seen by the writer around any show). On the arrival of the two new trailers and trucks from Springfield, Mo., a portable double-trailer entrance arch, front will be affixed and painted by Artus Landaker. Now working in winter quarters, in addition to a score or more living in houses and trailers, are L. B. MacFarland, Jack Dondlinger, Jack Radig, Joe Black, Dawson Snyder, George Woods, Claud Hunt, Clifton Warren, Charles (Tex.) Broft, Glenn Armstrong, Cleo Davis, William Lee, C. H. Winters, C. E. (Doc) Westergard and Paul Morris. The winter-quarters cookhouse is ably supervised by Mrs. Goldie Davis. Mr. and Mrs. Eddie Clark had the misfor- (See HENNIES BROS. on opposite page)



Fleet of Chevrolet trucks used to transport the Dee Lang Shows. Equipment was furnished by Standard Chevrolet Co., thru its representative, Charles Goss.

MUSEUMS

Pete Kortez', Traveling

DENVER, Jan. 18. — Pete Kortez' World's Fair Museum, at 3545 Welton street, has had good attendance ever since its opening here January 6, which assures Kortez of a successful return engagement in Denver.

The show is presented in an elaborate manner. Attractions all being placed on elevated platforms, draped in silks. The show at present includes the following: Peter Kortez, owner; Mrs. Marie Kortez, secretary-treasurer; Louis Ringol, manager; Billy Ellis, lecturer; Austin King, lecturer; Joe Prevau and Paul Batus, tickets; Thur Peterson, doorman; Clarence Remington, electrician; Helen Kilbake, commissary; S. E. Duffy, carpenter; Koo and Iko, sheep-headed mong; Pip, the Frog Boy; Hal Williams, armless man; Capt. Bill Salisbury with Billy Coney, trained chimpanzee; Whistling Nelson; Great Lorenzo, mentalist; Capt. Albert Peterson, sword swallower; Artoria Gibbons, tattooed lady; Madame Leatrice, large snake; Shadow Harry, Skeleton Man; Capt. Paul Herrold, German giant; Nabor Felix, Pueblo Indian sculptor; the Waldrons, glassblowers; Barney Nelson, colored armless artist; Winsome Winnie and Baby Leo, fat girls; Motta Prevau; Athlein, the Monkey Girl; Marvella, fingerless pianist; Dolly, Dancing Doll; Midget; Kongey, torture act; Laurelio, man with revolving head, and his trained dog; Tony Harris, Alligator-Skinned Man; George A. Dean, jewelry engraving concession; and Allen Greenstreet, pennant and card writer. Mrs. Louis Ringol, who was injured in an automobile accident in a car driven by her husband, is now able to be up and about. However, she is still being attended daily by a local physician and is expected to be out in about four more weeks. The accident happened when the show was moving to Hastings, Neb., the door of their car opening and Mrs. Ringol fell out while Ringol was driving at a high rate of speed on the highway. Seven stitches were placed in her forehead.

Brydon's in Atlanta

ATLANTA, Jan. 18.—Ray Marab Brydon's International Congress of Oddities opened in a good spot on Forsyth street, one-half block from the post office, and has been doing a good business. Ray Gramer is manager; Elmer Yancey, Billposter; Tommy Comstock, callopie player on streets; Ross Heath, lecturer and clay modeler; Tony Cuellar, iron tongue and fire worshiper; Capt. Laury Johnson, sword swallower; Prince Dennis, Lady Ethel and Little Lord Leo, midgets; Lady Leona, mentalist, assisted by Jack Higgins; Big Bertha and Slim Jim, fat and thin; Ruth Heath, giantess; Mrs. Elizabeth Webb, Myrtle of Bagdad; Agnes Smith, rubber-skin girl; John and Willie Carpenters, pygmies, ballyhoos in window; Jean-Jeanette in annex, with Slim Jim Curtiss in charge; Jack Higginbottom, master mechanic; Owen Webb, transportation; Pete Smith, doorman; Elmer Myers and William Heath, tickets; Arnold McLendon, steward; Tom Tucker, assistant steward; and Deacon Albright, publicity.

Lauther's, Traveling

ST. LOUIS, Jan. 18. — Lauther's World's Fair Oddities is in its fourth week at 105 North Sixth street. The front has been changed to make more lobby room, and brass railings have been installed for entrance and exit. Several new life-size paintings of acts also adorn the walls of the lobby. El (Bumbo) Cassis, midget clown, has been promoted to the front, and sharing shifts with Tex Conroy and Woodrow Olson. Percilla, the Monkey Girl, Nabo, boy who swallows his stomach, and Capt. Mona Fay, with the iron eyelids, were subjects of a feature story in The Star-Times. Radio programs and announcements are still being used with success. Jesse Franks returned from a trip to Wisconsin and is again doing her big-punching act. Oiled Little Red Feathers, an addition, with Whip cracking and rope spinning. Harry (Razab-Dance) Wilson, now official scenic artist. Madame Ada (Mrs. Carl Lauther) was guest of the Lions' Club of East St. Louis with Charlie Goss, and gave an interesting talk on astrology. Prince

Buddha another arrival, with Punch and Judy—will be used for exploitation in schools. Joe Pruitt, mechanic, and Opal Reichport, bally girl, were married at a midnight ceremony in the museum last week, with Percilla and Carl Martin acting as bridesmaid, and best man. Recent visitors included Mr. and Mrs. James Loftin, Mr. and Mrs. Sam Solomon, Dave Stevens and wife, Lee Morgan, Jade Rhodora and husband, Mr. and Mrs. Bert De Aro, G. A. (Curly) Vernon and Beeste McKinney, colored night club songstress.

ROY B. JONES.

Howard's, Traveling

COLUMBIA, Mo., Jan. 18.—Howard's traveling museum is here this week in the heart of the business district, sponsored by the local post of the Veterans of Foreign Wars. Agent Laughlin picked a plum here, this being the first museum ever to exhibit here. At Jefferson City the show remained over and exhibited Sunday, which made a late arrival here. Monday children were admitted for 5 cents until 5 o'clock, and when the doors closed at midnight Manager Howard said it was the biggest opening day of his winter tour—over 2,200 paid admissions. Nick Dutch, "Poppey," joined last Saturday and is proving a hit with children and adults. Conjo Jack returned after spending a few days visiting in Moberly, Mo. Mrs. John Howard returned to Kansas City to put her children in school. The jump from Jefferson City was 26 miles, the shortest move made this winter.

A. J. BARR.

Dime, Newark, N. J.

NEWARK, N. J., Jan. 18.—The weather being much better, business has improved considerably. This week's bill is a strong one, as follows: Adam and Eve, trained chimpanzees (second week); La Velda Dub, contortionists (also held over for second week); Bill Perkins, hill-billy male and rope spinning; Egyptian Mystery Cabinet, featuring Joan Lee; Tam-Tam, colored man turning white; Charles Phelan, strong man. Oriental Revue, in the annex, is still attracting large audiences. General Manager Namy Salk announces that he has already booked several high-class attractions for his European One-Ring Circus at Playland, Rye, N. Y. The writer is still officiating as master of ceremonies and playing piano for the acts that require music.

GEORGE E. MOORE.

Morris Miller's, Traveling

AKRON, O., Jan. 18.—Morris Miller's traveling museum moved to Akron, O., for this week after completing four weeks in Pittsburgh. The attractions are the same, with the exception of Anato Hays, who left for Florida, and Capt. Ringman Mack, who had several engagements to fill. Business at Akron was very good at the opening, and when there is favorable weather it's all right, but when the weather is cold and disagreeable business slumps. Walter Ireland and Dave Lamoni have augmented the advance staff. Have the following attractions: Ornitico, Capt. Russell, Mrs. Ducky Wiskey, Alma Von Lynn, Lila-Lee, Baby John, Al Lazzoro, pygmies, Filipino midgets; Madam Mack, swords; Ali Pasha; Capt. Kury and Madam Eke, mind act; Prof. Zourary, "Life"; Frank Zorda, magician; Mack McDonald and McDonough, and Scotty, tickets; It is expected that the show will go from here to Cleveland for an indefinite stay.

FRANK ZORDA.

Philadelphia Houses

PHILADELPHIA, Jan. 18. — Eighth Street Museum has enjoyed excellent business the past week. The bill has Musical Johnson, novelty musical act; Leo, magician and illusion of saving woman in half; Fosse Masticque; Hachau, South African pushman, on the ballyho; Mrs. Zella, mentalist. Dancing girls and Mary Morris featured in the annex. South Street Museum has held up with good business the past week. Attractions for the week are: In the pit, Colored Revue, in various specialties;

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Winterquarters, P. O. Box 1916, Houston, Texas.

AMERICAN CARNIVALS

(Continued from page 51)

because it attempted to tax commodities in interstate commerce.

3. The power to regulate interstate commerce belonged to Congress and the State could not usurp it under the guise of a license or tax.

4. The Missouri statute encroached upon the federal commerce clause and was therefore void.

The judgment of the State court was reversed and the defendant Walton was discharged.

The decision in this case, applied to the carnival industry, holds that a State cannot discriminate against non-resident shows in favor of resident carnivals. Any legislation adopted must strike all within the same class with equal force.

This case is one of the classic examples usually referred to, but there are others we shall mention from time to time.

In the next issue of this column we shall interrupt the series of articles on Constitutional law to quote some of the views of C. E. Rice, which we mentioned last week.

GAINESVILLE BRIEFS

(Continued from page 49)

been ahead of whale units in recent years.

J. L. Lippy Jr. was here last week contracting a U. S. Marine Corps exhibit under local auspices. Lippy was agent for the Gentry Shows for nine years prior to the 20s.

Mr. and Mrs. Arthur Henry spent last Sunday in Dallas, where they visited Mr. and Mrs. Fred Crandall, Walter Jenner, Grace Orton and family, Mr. and Mrs. Joe Webb, Jimmy Goodwin and other circus people. The Henrys have charge of training activities for the Gainesville Community Circus.

J. W. Bender, manager of the Dallas Tent and Awning Company, was here Wednesday negotiating with Community Circus officials with regard to equipment to be used during this season.

Mr. and Mrs. Tiger McCue, who are wintering in Dallas, visited Mr. and Mrs. Arthur Henry here last week. McCue, who had the "Spider" Spectacular out of Dallas last fall, will be with a motored circus this season, he reported.

Ned Snowfield, old-time trouper, is an almost daily visitor to the training quarters of the Gainesville Circus. He is spending the winter here with relatives.

Joe Grendel, sword and neon tube swallowing and Punch and Judy; Arthur Hight, magician and illusionist; Capt. Sig, tattooed man; Mrs. Vernon, mentalist. New girls in the annex are Kittie Harmon, Phyllis Taylor and Olander Palmer.

Hubbard's, Baltimore

BALTIMORE, Jan. 18.—Some excitement occurred at Hubbard's Museum here this week when, allegedly, an official left suddenly on Monday night and left no money to pay off the attractions. The museum was being operated on a percentage in the absence of D. Stack Hubbard, who is in Puerto Rico with his show, Broadway Scandals, according to report, and A. L. Hubbard, brother of Stack, was left holding the bag. Museum was closed for two days but reopened Thursday under the management of A. L. Hubbard, who states that he will operate the museum under the same policy for the present, having a new show each week. He has received a letter from his brother in Puerto Rico, who reports a pleasant voyage down and that his show has been doing good business with Peter & Peggy Shows there. Among visitors last week at the museum was Ralph Decker, manager of a girl show William Olick Exposition Show.

Mahoney in New Orleans

NEW ORLEANS, Jan. 18. — J. E. (Shanty) Mahoney's Museum opened last week at 421 St. Charles street and is slated to soon take a spot closer to the main artery of the city, working under the police post of the American Legion. Staff includes Jack Wilkerson, tickets; Walter Julian, door; Red Winters, utilities, and Harry Lawton, inside lecturer. Mahoney says that business is up to expectations, with a morning cut price of 5 cents popular. Show has 15 inside sales and has 30 acts working. The location is good, with a full block of projecting balconies to protect from almost daily rains.

HENNIES BROS.

(Continued from opposite page)

line of losing most of their wearing apparel and other belongings in a fire that destroyed the home of Mr. and Mrs. Eddie Bailey's mother, with whom they make their home each winter, but Eddie and Marguerite took the "show" cheerfully and say, "Oh, well, 1936 is bound to be a red one."

JOE S. SCHULHO.

CONVENTIONS

ALABAMA
Anniston—Junior Order, May 12. E. R. Calhoun, Box 550, Birmingham.
Birmingham—O. A. R. Encampment, Apr. 23. M. D. Friedman, Box 490.

Decatur—State Agr. Assn. Jan. 29-30. P. Mathias, 606 S. Dearborn st., Chicago.
La Salle—State Elks' Assn. May — J. Owen, Aurora, Ill.
Lincoln—Un. Spanish War Veterans. June — C. Neal, Springfield.

Snow Hill—Order of Red Men, Apr. 23-24. J. W. Walker, 131 E. North ave., Baltimore.
Boston—E. K. N. K. Encampment, Jan. 23-24. H. F. Kelsey Jr., E. Dorford, Mass.
Boston—O. A. R. of N. J. June 27-29. Miss H. A. Phinney, Room 37, State House.

Asbury Park—State Exempt Firemen's Assn. Jan. 19-20. Silworth Post, Wharton, N. J.
Atlantic City—Fall Order of Lebanon, May 18-19. L. Orsh, 1750 Sanson st., Philadelphia.
Atlantic City—O. A. R. of N. J. June 27-29. Miss H. A. Phinney, 54 Tinton ave., Easton.

IDAHO
Boise—O. A. R. of Idaho, June — J. S. Tamm, State House, Boise.
Grangeville—Knights of Pythias, June 11-13. H. R. Elliott, 131 North ave., Kellogg, Ida.

Indianapolis—O. A. R. of Ind. June — J. H. Hunsinger, Indianapolis.
Bloomington—Veterans of Foreign Wars June — H. DeVault, K. P. Bldg., Indianapolis.
Carrist—Northern Ind. Volunteer Firemen's Assn. June 19-21. W. H. Collier, Winona, La.

Indianapolis—State Hort. Soc. Jan. 22. E. Wright, La. Fayette, Ind.
Indianapolis—Knights Templar, May 13. W. A. Swint, Masonic Temple.
Indianapolis—O. A. R. of N. J. June 27-29. J. M. Mitchell, 222 Boyden st., Boston.

INDEPENDENCE
Independence—Knights of Columbus, May — M. A. Doraweller, Hays, Kan.
Independence—Knights Templar, May 12-13. E. F. Strain, Masonic Grand Lodge Bldg., Topeka, Kan.

INFORMATION
In the Convention List appear only the dates of those meetings which we feel are of interest to the amusement industry. In this category we place, besides the strictly amusement and allied organizations, the following groups:

American Legion, Veterans of Foreign Wars, Disabled Veterans and other Veteran organizations, Odd Fellows, Knights of Pythias, Elks, Knights Templar, Junior Order United American Mechanics, Eagles, Shriners, Red Men, Sons of American Revolution, Woodmen of the World, Masons, Northshire Societies, Fire and Home organizations, Live-Stock Associations, Poultry Breeders, Board of Agriculture, Florist groups, Patrons of Husbandry, State Geogists, Firemen and Outdoor Advertising Associations.

NEW JERSEY
Asbury Park—Order of Odd Fellows, June 10. H. E. Pines, 157 E. State st., Trenton.

OHIO
Bowling Green—Northwestern Ohio Vol. Firemen's Assn. June 17. J. W. Gardner, 31 E. Main st., Ashland, O.
Columbus—O. A. R. of Ohio, June 14-16. Miss L. B. Lucas, Memorial Hall, Columbus.

Spokane—Order of Odd Fellows, May 20-21, W. A. Moran, 1010 S. W. 5th St., Portland.

PENNSYLVANIA
McKeesport—Order of Odd Fellows, June 15-16, A. J. Dougherty, 433 Third ave., Pittsburgh.

PHOENIX—Arizona
Phoenix—March 12-13, Dr. P. D. Melstham, 2311 N. 16th St.

PHOENIX—Arizona
Phoenix—March 14-15, Mrs. E. W. Finney, Box 2032.

PHOENIX—Arizona
Phoenix—March 16-17, Mrs. E. W. Finney, Box 2032.

PHOENIX—Arizona
Phoenix—March 18-19, Mrs. E. W. Finney, Box 2032.

PHOENIX—Arizona
Phoenix—March 20-21, Mrs. E. W. Finney, Box 2032.

PHOENIX—Arizona
Phoenix—March 22-23, Mrs. E. W. Finney, Box 2032.

PHOENIX—Arizona
Phoenix—March 24-25, Mrs. E. W. Finney, Box 2032.

PHOENIX—Arizona
Phoenix—March 26-27, Mrs. E. W. Finney, Box 2032.

PHOENIX—Arizona
Phoenix—March 28-29, Mrs. E. W. Finney, Box 2032.

PHOENIX—Arizona
Phoenix—March 30-31, Mrs. E. W. Finney, Box 2032.

PHOENIX—Arizona
Phoenix—April 1-2, Mrs. E. W. Finney, Box 2032.

PHOENIX—Arizona
Phoenix—April 3-4, Mrs. E. W. Finney, Box 2032.

PHOENIX—Arizona
Phoenix—April 5-6, Mrs. E. W. Finney, Box 2032.

PHOENIX—Arizona
Phoenix—April 7-8, Mrs. E. W. Finney, Box 2032.

PHOENIX—Arizona
Phoenix—April 9-10, Mrs. E. W. Finney, Box 2032.

PHOENIX—Arizona
Phoenix—April 11-12, Mrs. E. W. Finney, Box 2032.

PHOENIX—Arizona
Phoenix—April 13-14, Mrs. E. W. Finney, Box 2032.

Wheeling—Odd Fellows' Encampment, Approx. second week in June. Joe M. Smith.

WISCONSIN
Baraboo—Order of Odd Fellows, June 2. A. Arneson, 745 N. 10th st., Milwaukee.

WISCONSIN
Madison—Farmers' Week (College of Agriculture), Feb. 3-7.

WISCONSIN
Madison—O. A. N. of W. W. June - E. Heimstreet, Lake Mills, Wis.

WISCONSIN
Milwaukee—O. A. N. of W. A. Masons, Feb. 17-18. W. W. W. W. Van Buren st.

WISCONSIN
Stevens Point—Oph. Order of Foresters, June 8-9. L. F. Fox, 32 N. State st., Chilton, Wis.

WISCONSIN
Sturgeon Bay—Order of Eagles, June 26-27. E. M. LaPlant.

CANADA
Calgary, Alta.—Order of Odd Fellows, March 10. A. H. Ballentine, I. O. O. P. Temple.

CANADA
Calgary, Alta.—Knights of Pythias, March 11-12.

CANADA
Ottawa, Ont.—Order of Odd Fellows, June 9-11. L. L. Webber, 142 W. Hastings st., Vancouver.

CANADA
Halifax, N. S.—Farmers' Assn. of N. S., Jan. 18-20. H. Brown, Pugwash, N. S.

CANADA
Midland, Ont.—Oph. Order of Foresters, June 9. M. Barry, Toronto, Ont.

CANADA
Niagara Falls, Ont.—Canadian Fraternal Assn., May 19-20. Clair Jarvis, Box 163, London, Ont.

CANADA
Penitentiary, B. C.—Knights of Pythias, May 21. W. C. Harding, 2216 W. 14th st., Vancouver.

CANADA
Quebec, Que.—Order of Odd Fellows, May 19-20. C. Laing, Montreal.

CANADA
St. Catharines, Ont.—R. A. Masons, Feb. 28. E. Smith, London, Ont.

CANADA
Saskatoon, Sask.—Order of Odd Fellows, June 10-11. P. D. Gray, 2 Black Block, Regina, Sask.

CANADA
Sault Ste. Marie, Ont.—Can. Order of Foresters, June 19-18. A. P. Van Soestem, Bradford, Ont.

CANADA
Toronto, Ont.—Good Roads Assn. of Ont., Feb. 18-19. S. L. Sealie, 85 Albany ave., Toronto, Ont.

CANADA
Toronto, Ont.—Order of Odd Fellows, June 18-19. W. Brooks, 229 College st., Winnipeg, Man.—Order of Odd Fellows, March 31-12. R. Duff.

Indianapolis—Auto Race, May 30. Terra-Haute-Pood Show, latter part of Apr. Claude S. Laney, secy., 1509 8th ave. BOWA

Des Moines—Circuit, susp. Labor Union, Jan. 25-26. Oskema—Food Show, susp. Jr. Chamber of Commerce, Feb. 16-17. Max Sisk, chrm. KANSAS

Wichita—Western Tractor & Power Farm Equipment Show, Feb. 15-23. Fred Wieland, secy. KENTUCKY

Louisville—National Home Show, Feb. 28-March 7. J. P. Cantwell, dir., 412 Chamber of Commerce Bldg., Indianapolis, Ind. LOUISIANA

New Orleans—Mardi Gras, Feb. 21-25. Assn. of Commerce. New Orleans—La. Live-Stock Show, last week in Apr. B. D. Jones, secy., Box 1460, Lake Charles, La. MAINE

Lowiston—Spring Green, Week of March 9. Baltham—Flower & Garden Show, March 14-22. MASSACHUSETTS

Boston—N. K. Sportsman's & Boat Show, Feb. 1-4. Campbell-Fairbanks Expo, Inc., 371 Park Sq. Bldg. Boston—New England Hotel Expo, Apr. 22-24. W. N. Davis, Pierce Bldg. MICHIGAN

Detroit—Spring Circus, Feb. 3-16. Tunis & Stillman, mgr. Detroit—Detroit Builders & Mfg. Bldg. Feb. 16-23. Chas. J. Pross, mgr., 807 Shelby st. Grand Rapids—Spring Circus, Jan. 27-Feb. 1. C. H. Hoffman, chrm. Holland—Tulip Time Festival, May 12-24. Wm. M. Connolly, secy., Chamber of Commerce. MINNESOTA

Minneapolis—Spring Circus, Week of Feb. 19. Minneapolis—Home Beautiful Expo. & Flower Show, March 9-16. H. H. Cory, secy., 303 Tribune Annex. St. Cloud—Food Show, Feb. 10-18. George E. Hanson, Box 361, Albert Lea. St. Paul—Spring Circus, Week of Feb. 17. KANSAS CITY—Herald Homes & Bldg. Expo, Feb. 10-15. Ward C. Olfend, Natl. Fidelity Life Bldg. NEW JERSEY

Atlantic City—Horse Show, May 12-16. Robert W. Leeds, secy., Hudson Hall, Atlantic City. Trenton—Farm Products & Equipment Show in Armory, Jan. 20-24. Wm. Lynn, mgr. NEW YORK

Albany—Albany 250th Anniversary, May 23-31. W. E. Fitzgibbon, chrm. Binghamton—Circuit, susp. Disabled Veterans World War at State Armory, Week of March 2. New York—Natl. Motor Boat Show, Grand Central Palace, Jan. 17-26.

New York—Poetry Industries Expo, Feb. 4-8. E. Edwards, State Office Bldg., Hartford, Conn. New York—Sportsman's Show, Grand Central Palace, Feb. 28-March 7. Campbell-Fairbanks Expo, Inc., 371 Park Sq. Bldg., Boston, Mass.

New York—International Flower Show, Grand Central Palace, March 16-21. Arthur Herington, secy., 208 Madison ave. New York—American Top Fair, Apr. 23-May 2. H. D. Clark, secy., 260 Fifth ave. New York—25th Stamp Expo, Grand Central Palace, May 9-17.

New York—World Two-Way Trade Fair, Post Authority Bldg., May 14-20. R. H. Stanton, 111 8th ave. OHIO

Chardon—Maple Festival, Apr. 2-4. Cleveland—Food Show, Feb. 6-14. Walter W. Knight, secy., 1877 E. 55th St. Cleveland—Oratio Circus, Feb. 17-19. Bill Schmidt, mgr.

Columbus—Pepper Club Circus, Week of March 2. Marietta—W.D. Winter Expo, susp. American Legion, Week of Feb. 10. Toledo—Indus. Expo, at Auditorium, Jan. 16-23. Robert J. Eustace, mgr. Toledo—Hobby & Toy Show in Civic Auditorium, Feb. 9-9. Frank O. Thomson, secy.

OKLAHOMA
Oklahoma City—Okla. G. H. & Live-Stock Show, March 24-31. C. E. Ely, Live-Stock Bldg., Edmond. Tulsa—Petroleum Expo, May 16-22. Leslie Brooks, 112 E. 34 st. PENNSYLVANIA

Harrisburg—Farm Products Show of Pa., Jan. 29-31. J. M. Fry, State College, Pa. Philadelphia—Flower Show, March 23-28. B. B. Stanley, secy., 115 Federal Bldg. Philadelphia—National Home Show, Feb. 23-29. J. G. Boardman, 211 Walnut st. Philadelphia—Univ. of Pa. Relay Carnival, Apr. 24-28. H. J. Swartz, mgr. Wilkes-Barre—Wild West Rodeo Far East Feb. 28-29. King George, mgr., 162 S. Washington st.

SOUTH DAKOTA
Mitchell—Good Roads Fair & Carnival, second week in Feb. W. D. Fisher, Box 34. TENNESSEE
Collierville—Cheese Carnival, Apr. 28-31. John Montgomery, chrm. Memphis—National Cotton Show & Memphis Cotton Carnival, Assn. May 11-16. R. B. Snowden Jr., chrm., Hotel Chisca. TEXAS

Galveston—Mardi Gras Celebration, Feb. 21-25. Gus A. Anderson, Jr., secy. Houston—Houston Fat Stock Show & Livestock Exh., Feb. 20-March 8. Plainview—Panhandle Plains Dairy Show, Apr. 6-8. Ed Bishop, mgr. San Antonio—San Antonio Fat Stock Show, March 7-11. J. Deal, secy. San Antonio—Annual Fiesta & Battle of Flowers, Apr. 20-25. Jack Raymond, secy., 297 Insurance Bldg. WISCONSIN

Madison—Farmers' Home Makers Week, Feb. 3-7. E. L. Hatch, College of Agricultural-Milwaukee—Home Beautiful Show, March 14-21. J. J. Roche, secy. CANADA

Edmonton, Alta.—Live-Stock Show, Apr. 6-8.

Poultry Shows
CONNECTICUT
Williamsville—Jan. 28-Feb. 1. D. D. Caval... North Windham, Conn. NEW HAMPSHIRE
Concord—Jan. 28-31. R. C. Bradley, Durham, N. H. NORTH DAKOTA
Grand Forks—Jan. 28-30. W. W. Blain. RHODE ISLAND
Providence—Feb. 12-16. C. D. Snow, Norwood, R. I. West Kingston—March 26-28. O. P. Sliter.

Dog Shows
ARIZONA
Phoenix—March 12-13. Dr. P. D. Melstham, 2311 N. 16th St. Tucson—March 14-15. Mrs. E. W. Finney, Box 2032. CALIFORNIA
Oakland—March 7-8. Mark Seaver, 4650 San Sebastian ave. Pasadena—Feb. 12-16. Jack Bradshaw, 1874 St. Grand Ave., Los Angeles. San Francisco—Feb. 1-2. Mrs. W. L. Wolfen, 483 Fruit st. Ventura—Apr. 23-26. Mrs. Grayce Greenburg, Camarillo, Calif. COLORADO
Denver—March 19-21. Miss E. R. Sweeney, 1827 27th St. CONNECTICUT
New Haven—Feb. 15. O. F. Hancock, Box 368. DISTRICT OF COLUMBIA
Washington—Apr. 24-28. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa. FLORIDA
Miami—Feb. 15-16. J. T. Adams, 225 9th W. Third st. ILLINOIS
Chicago—Apr. 2-5. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa. Kansas—Apr. 28. Sidney Herbst, 1624 Kanabook. INDIANA
Anderson—May 16-17. Mrs. J. L. Roby. Evansville—March 21-23. A. O. Carman, Ft. Wayne - May 6-10. Mrs. D. Dennis, R. H. L. Gary—Apr. 7-8. Mrs. M. E. Castor. IOWA
Des Moines—March 13-Apr. 1. Mrs. Forrest E. Frank, Des Moines, Ia. Des Moines—Apr. 12. Mrs. D. A. (Dancer), Lamoni, Ia. LOUISIANA
New Orleans—Feb. 22-23. B. C. Duncan, 2948 Coastland st. MARYLAND
Baltimore—Jan. 28-Feb. 1. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa. Boston—May 31. Miss H. A. Schuyler. Pittsburgh—May 3. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa. MASSACHUSETTS
Boston—Feb. 21-22. Edward Cunningham, 616 Bear Bldg., Cambridge. Apr. 20. F. T. Briggs, 11 Pearl st., Boston. Springfield—Apr. 25. Mrs. J. M. Bordeaux, 87 Pleasant st., Lowell, Mass. Worcester—May 1. Miss O. M. Sullivan, 67 Oakbridge st. MICHIGAN
Detroit—Apr. 11-12. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa. MINNESOTA
Mankato—Apr. 23. E. W. Behrens, 329 S. 2d st. Minneapolis—Apr. 23-26. P. M. Kroeger, 631 Marquette ave. St. Paul—May 3-5. Mrs. T. A. Peterson, 567 Ogden ave. MISSOURI
Kansas City—Apr. 17-19. F. H. Serrallus, 209 Livestock Exh. Bldg. St. Louis—March 27-28. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa. NEBRASKA
Omaha—Apr. 21-22. Louis H. Stora, 602 S. 18th st. NEW HAMPSHIRE
Manchester—March 23. Mrs. E. N. Otendam. NEW JERSEY
Atlantic City—Apr. 4. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa. Hoboken—May 9. Mrs. H. E. Hotaling, R. D. 2, Westwood, N. J. Madison—May 23. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa. Trenton—May 19. Mrs. L. C. Haskell, 1433 Lawrence road. NEW MEXICO
Albuquerque—March 12-13. Mrs. George Geake, R. 2. NEW YORK
Buffalo—Feb. 22-March 1. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa. Buffalo—March 2. Mrs. L. J. Stegrier, Eggertville, N. Y. Elmira Harbor—May 12. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa. Mineola, L. I.—May 14. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa. New York—Feb. 9-12. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa. New York—May 28-July 1. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa. Purchase—May 6. Mrs. W. K. Hitchcock, Box 140, Pleasantville, N. Y. White Plains—May 3. Mrs. M. O. McCloney, 1423 Pelham Parkway, New York City. OHIO
Canton—March 4-5. Paul D. Hoeb, Cincinnati—March 21-22. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa. Cleveland—March 14-15. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa. Columbus—March 19-21. R. H. Greber, 481 Wyanet ave. Dayton—March 12-13. Dr. P. E. Theobald, 137 E. Sheridan ave. Toledo—March 14-15. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa. (See LISTS on page 54)

Winter Fairs

IMPERIAL—Imperial Co. Fair, March 7-12. U. V. Stewart. COLORADO
Denver—National Western Stock Show, Jan. 18-24. C. R. Jones, gen. mgr. FLORIDA
De Land—Volusia Co. Fair, Jan. 28-Feb. 1. W. J. Johns, mgr. Ft. Myers—Southwest Fla. Fair, Feb. 29-22. Hugh A. Banuoff. Largo—Picellas Co. Fair, Jan. 31-23. Wm. Williams, gen. mgr., Box 540, Clearwater. Melbourne—Hivestock Co. Apr. Fair & Mid-Winter Festival, Feb. 25-25. Ernest E. Wade, gen. mgr. Orlando—Central Fla. Expo, Feb. 18-22. Crawford T. Dickford. Plant City—Strawberry Festival, first week in March. Henry H. Huff. Sarasota—Sarasota Co. Fair, Feb. 18-22. Tampa—Florida Fair & Gasparilla Assn., Feb. 4-15. P. T. Strider, mgr. Winter Haven—Florida Orange Festival, Jan. 27-Feb. 1. J. B. Oatrick, gen. mgr. Ft. Worth—Southwestern Expo. & Fat Stock Show, March 14-22. John B. Davis.

Coming Events

ARIZONA
Tucson—Tucson Live Stock & Rodeo Show, Feb. 20-22. A. H. Coedron. CALIFORNIA
Oakland—Post Show, March 27-Apr. 4. George O. Davis, 391 17th st. Oakland—New Inventions Exhibit, Feb. 11-14. Chas. B. Miller, pres. San Diego—California-Pacific International Exp. at Balboa Park, Jan. 15-Sept. 8. Frank O. Belcher, pres. South San Francisco—Interstate Jr. Livestock & Baby Beef Show, Apr. 6-8. R. W. Stephens, gen. mgr., Box 265. COLORADO
Denver—Spring Circus, March 23-28. Law S. Parsons, gen. mgr. CONNECTICUT
New Haven—Sportsman's Show at Arena, March 16-21. Frank Dabinsky, dir., 26 Grove st. New Haven—Better Homes Show at Arena, Apr. 13-18. Frank Dabinsky, dir., 26 Grove st. FLORIDA
Hauka—Florida Tomato Festival, May 6-9. George D. (Duck) Beckman, secy. Sarasota—Parade of Gaze de Seta, Feb. 21-22. L. B. Dotter, pres., Jr. Chamber of Commerce. West Palm Beach—Bermoline San Dance, March 17-19. Recreation Commission. BELLEVILLE—Indus. Expo. (Belleville on Parade), susp. Turners and Merchants, Jan. 23-26. Chicago—Infl. Heating & Vent. Expo, Jan. 31-31. Chicago—Chicago Merchandise Fair, Feb. 3-7. W. J. Kenney, secy., 890 Broadway, New York City. Chicago—Premium Expo. & Conv., May 6-9. Howard W. Dunn, secy., 186 Hudson st., Jersey City, N. J. INDIANA
Evansville—Food Show, Apr. 26-28. O. J. Steiss, secy., 233 Central Bldg., Ft. Wayne, Ind. Indianapolis—Home Show, Apr. 11-26. J. P. Cantwell, dir., 412 Chamber of Commerce Bldg.

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AGENTS—SOMETHING NEW, A MOST PROFITABLE Cigarette Case. Keeps cigarettes fresh indefinitely. Sample, 50c. **HACKWORTH CASE CO.**, Box 388, Elletts, DC. x

AGENTS, MEN, WOMEN, NEW IDEA, GOOD PROFITS. Samples, \$1.00. **BOX R-598**, Cincinnati. x

CARTOON BOOKLETS — REAL STUFF, \$2.50 hundred. Samples, 25c. **RAY**, Box 83, Sta. N, New York. x

COLD LETTERS FOR STORE WINDOWS, LARGE sizes, penny each. Free samples. **MODERN-ISTIC SIGN CO.**, 3-304 Lincoln Ave., Chicago. x

COMIC HOT VALENTINE CARDS, \$1.00 hundred. Samples, 25c. **BUK**, Box 2, Station W, New York. x

EXPERIENCED MEN TO SELL MUSIC COURSES on all strings, including violin. New territory. Write to **SUNRISE HAWAIIAN CONSERVATORY OF MUSIC**, Charleston, S. C. x

GOOD INCOME SILVERING MIRRORS—PLATING and Refinishing Lamps, Reflectors, Autos, Beds, Chandeliers by new method. Outfit furnished. Write **CUNMETAL CO.**, Ave. G, Decatur, Ill. x

IMPORTER WANTS MANUFACTURERS Agency to sell goods, Ontario, Quebec, Canada. **CLAUDE LAVALLE**, Lewis, Que., Canada. x

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NEW DEVICE—NOTHING LIKE IT ON THE market. Be first to introduce this fast selling article. Automobile owners, home owners, mechanics, plumbers, electricians, pipe fitters, service stations, factories, railroads. A time saving necessity. Over 100% profit. **BUCKLEIN & MADRUX**, Lebanon, Pa. x

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NO FLOODING — FREE BOOKLET DESCRIBES 107 money-making opportunities for starting own business, home office. No outfits. **ELITE**, 214 Grand St., New York. x

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PROFIT 2,000% — ACREEABLE EASY WORK applying Gold Inlays on Automobiles. Every owner buys. \$3 to \$15 daily earnings. Write for details and free samples. **AMERICAN MONOGRAM COMPANY**, Dept. 20, East Orange, N. J. x

PROFITABLE BUSINESS SELLING "PERFECT-ION" Herb Tablets. No finance you. Samples and details, 20c. **L. BUCHMAN**, 614 East Jefferson, Syracuse, N. Y. x

PROFITABLE MAIL ORDER AND LOCAL BUSINESS Ideas. Free literature. Write **CLOVE SALES**, c/o E. 53rd, New York City. x

SELL ASPRIN, LAXATIVES, LACES, BLADES. Write **NATIONAL**, Box 5007, Cincinnati. x

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STOPS THIEVES! PAYS YOU BIG MONEY! Quick. New Burglar Alarm sets for \$1. Thirly million prospects. Get demonstrator now! **FRUITT**, Dept. 156, Elburn, Ill. x

TRANSPARENT DAY AND NIGHT SIGNS—8"x14" 4c; 10"x18" 25c. Over 800 designs. Sample free. **LOWY**, Department 621, 8 West Broadway, New York. x

WHERE TO BUY AT WHOLESALE \$50,000 articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 925 Broadway, New York. x

25% PROFIT — KLINTHE MARVEL, THE amazing household necessity. Sample, triple-profit details, 25c. **KLINE**, Box 261, Riverside, N. J. x

100 PROFITABLE MAIL ORDER AND LOCAL Business Ideas; free literature. **FRUITT** 8835, Elburn, Ill. x

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ORCHESTRAS, ALL NATIONALITIES, NEW York City only. 1658 Broadway, (4457)

BOOKS

PERSONAL MAGAZINE—CATALOG, PHOTOS, Cartoons, 15c. **BOX 200-B**, New Haven, Conn. x

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CASH EARNINGS—YOUR OWN DISTINCTIVE Mail Order Business. No carrying stock. Particulars free. **STANLEY ORGANIZATION**, 112-114 Queen, Dept. 9, Lancaster, Pa. x

OPERATORS TO SELL—RCA VICTOR (5c play) Phonographs. **P. K. SALES COMPANY**, Cambridge, O. x

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25 TRICK CHALK STUNTS, \$1.00, CATALOG Free. **BALDA ART SERVICE**, Oshkosh, Wis. x

COIN-OPERATED MACHINES SECOND-HAND

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Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers, may not be advertised as "used" in The Billboard.

BARAINS—PEANUT, BALLGUM, CIGARETTE Vendors. Games, Dispens. **NOVIX**, 1191 Broadway, New York. x

BARAINS—BALANCE LINE, \$13.00; HOE- day Hilt, \$17.50; Multiscopes with reels, \$10.00; Complete Penny Arcade, Pin Game Five Up Free. **MUNVES**, 145 Park Row, New York. x

COIN-OPERATED MACHINES, BOUGHT-SOLD.—**JARL**, 1704 Leavenworth, Omaha, Neb. x

FOR SALE—SUPERIOR AND GROETCHEN PENNY Cigarette with Ball Gum Vendors, \$5.00 Each, in Lots of 3, while they last. **YENDIS SERVICE CO.**, 1813 W. 3d St., Dayton, O. x

FOR SALE—ROCKETS, SPORTSMAN, ACES, Jumbos, Put 'n' Takes, Hunters, Rangers. Lowest Used Machines Prices. **WAYNE YOUNT**, Ottawa, Kan. x

IF IT'S SQUARE DEALING AND SAFE BAR- gains in Coin Operating Machines of all descriptions see **YENDIS SERVICE CO.**, 1813 W. 3d, Dayton, O. 20 years in business. x

LATE SLOTS—AUTOMATIC TABLES, HUNTER, 722 Ward Parkway, Kansas City. x

MILLS ESCALATORS, \$37.50 EACH (LIKE NEW, **KENTUCKY GUM CO.**, Louisville, Ky. x

MYSTERIOUS EYES, \$39.50, THREE FOR \$100. **COLEMAN NOVELTY**, Rockford, Ill. x

NOVELTY MERCHANTS AND AUTO- scope Cranes for sale. **EXHIBIT NOVELTY CO.**, 1173 Broadway, New York. x

REAL BARAINS IN RECONDITIONED MA- chines. All types at prices you will be willing to pay. Write for new list. **BADGER NOVELTY**, 2546 N. 30th, Milwaukee, Wis. x

REAL BARAINS—SLOTS FOR SALE, MILLS Skycrapers, Cooconicks and Q. T.'s, Jennings 5c Dutchess Machines and 1c Little Ducks; also Pin Tablets. Write for complete list and prices. **C. O. C. NOVELTY AND SALES**, Denton, Ia. x

SELLING OUT—PIN GAMES AND COUNTER Games, all in good condition. Prices right. Write for free list. **B. F. HENRY**, 2416 Windsor Ave., Dubuque, Ia. x

SEND STAMP FOR LIST OF USED MACHINES—Get on our mailing list. You save money on machines and supplies. **COODBODY**, 1824 East Main, Rochester, N. Y. x

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USED COIN-OPERATED MACHINES — HUN- dred Pin Games and Slots. Send for our list of prices. **HANDBOOK COIN MACHINE EXCHANGE**, 612 State Street, Erie, Pa. x

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WANTED—C. O. D. PENNY PACKS, Q. T. Slots, One Ball Tables. **DOM CHUMLEY**, McFarland, Kan. x

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POPCORN MACHINES—ALL KINDS, NORTH- side Co., 2117 Harding, Des Moines, Ia. x

USED THEATRICAL TRUNKS, ALL MAKES, sizes, \$3.00 up. **TRUNK MARKET**, 1150 6th Ave., New York. x

YOUR OPPORTUNITY—300-WATT, 110-VOLT AC Onan Portable Lighting Plant, 90's new, \$65.00. **M. C. SOLOD**, Duluth, Minn. x

25-KW., GASOLINE DRIVEN, PORTABLE GEN- erator Set, with Cables, \$395. **O. C. EVANS**, Mr. Sterling, Ky. x

FOR SALE—SECOND-HAND SHOW PROPERTY

A-1 ATTRACTIONS — BRUNO HAUPTMANN Figures, Narcotic Show, Human Fly Act, Chinese Mouse Circus, Laughing Mirrors, Guess-Weight Scales, Crime Shows, Unborn. **UNIVERSAL**, 849 Cornelia, Chicago. x

BALLROOM AND STAGE LIGHTING EFFECTS—Crystal Showers, Spotlights, etc. **NEW-TON**, 253 W. 14th St., New York. x

CHAIRPLANES—ADULT OR KIDDIS, WITH two years' beach privilege here. Terms. **PEAKMAN**, Pensacola, Fla. x

CIRCUS BLEACHER SEATS, ALL SIZES, NEW and used, out or indoors, with or without foot rests. **PENN BLEACHER SEAT CO.**, 1207 W. Thompson, Philadelphia, Pa. x

SEE ADVERTISEMENT CARNIVAL PAGE—**WELLS CURIOSITY SHOP**, 20 South Second, Philadelphia, Pa. x

30x100 TENT, COMPLETE WITH POLES AND Stacks. Bargain at \$200. **FRANK KING**, Main St., Andrew Hotel, Mobile, Ala. x

\$275.00 STRIP PHOTO OUTFIT, \$95.00. **HASSAN**, Box 571, Parkersburg, W. Va. x

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AGENT—EXPERIENCED SCHOOLS, THEA- tres. Mystery Attraction. Car. **BOX C-530**, Billboard, Cincinnati. x

ANIMAL ACT—DOGS, MONKEYS OR ANY- thing suitable to play schools. Make salary low. Eight weeks' work. Must have own transportation. **J. MORAN**, Waldo Hotel, Clarkburg, W. Va. x

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MAN WITH GOOD PORTABLE TALKIE OUTFIT—Steady work. **BOX 743**, Johnson City, Tenn. x

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HELP WANTED—MUSICIANS

WANTED—GIRL MUSICIANS, STATE IF DOU- ble Sing or Dance, age, description, photo. **MANAGER**, Room 503, 160 W. 46th St., New York. x

WANTED—LADY TRUMPETER FOR BAND orchestra. Union, good reader and good tone. Band has been together three years. Steady work. **BOX C-527**, Billboard, Cincinnati. x

MAGICAL APPARATUS

A-T-A ATTRACTIONS SACRIFICED — Headquarters for Illustrations. **UNIVERSAL**, 849 Cornelia, Chicago. x

BARAINS — MAGIC, ILLUSIONS, BOOKS, trade, sell. **WILLIAMS**, 30, Macdaniel St., Bradford, Pa. x

MIDGET—CAN DO COMEDY CLOWN ACROBatics and Tap Dancing. World His to work. Theaters of Night Club. Salary only. LITTLE FRANKIE, 302 W. 47th St., New York City. Phone-Longacre 5-7906.

AT LIBERTY—Team, Lady, Nona! Para, Bina, Sparitelle, Mib—Rud Vander (De Platier, no act), no specialty. Hair raz. Work bits, acta. VALLI, 1827 West Ave., Longport, Ind.

MUSICAL TEAM—Two Girls, Young, Theodora, Fredrika. Volatile (Lemon) team. Small party. Ush or Shud. Night Club experience. Write or see PEGGY MURRAY, 27 W. Ohio St., Chicago, Ill.

PARASITAKA'S BOGS, Inco, Monkey and Red Circus. Mr. Manager, you will want the best. This attraction is the best work. Incomparable. ORO, H. ROBERTS, May, Parasitaka's Studio, 515 W. Erie St., Philadelphia, Pa. Telephone 868000-5332.

VERSATILE YOUNG MAN—Prof. Fendler, or medicine show. Work in acta. Bits and attractions. Singing, dancing, specialties. Double Dromas in conducting. Write Mrs. HARRY T. DIXON, 716 W. Madison St., Marshalltown, Ia.

YOUNG COMEDIAN—Available for Rep. or Variety. Night Clubs, etc. Ring, Dances and Novelty Numbers. Also play Circus. Can drive truck. Also Conductor. Write Mrs. HARRY T. DIXON, 716 W. Madison St., Marshalltown, Ia.

LISTS

(Continued from page 55)

PENNSYLVANIA Devos—May 30, Foley, Inc., 2009 Chestnut St., Philadelphia. Noble—May 21, Foley, Inc., 3009 Chestnut St., Philadelphia, Pa. Philadelphia—May 2, Foley, Inc., 3009 Chestnut St., Philadelphia. Philadelphia—May 24, Foley, Inc., 3009 Chestnut St., Philadelphia. Whitehurst—May 21, Foley, Inc., 2009 Chestnut St., Philadelphia.

RHODE ISLAND Providence—March 3, O. W. Kaizer, Box 790. DALLAS—Apr. 4, Mrs. W. H. Bryan, 1220 Browder St.

VIRGINIA Richmond—Apr. 21-22, Foley, Inc., 2009 Chestnut St., Philadelphia.

WEST VIRGINIA Huntington—March 2-3, O. W. Saunders, Box 394. Wheeling—Apr. 14-15, Mrs. M. P. G. Zubak.

KANSAS LEAD

(Continued from page 43)

Kansas Fairs become affiliated with the International Association of Fairs and Expositions. Wednesday afternoon What Are Fairs Doing of Benefit to Kansas? was the subject of H. W. Avery, secretary of Kansas State Fair, Hutchinson, followed by round-table discussion in diversified exchange of ideas.

Jencks Elected Head

Election of officers resulted: Mr. Jencks president; G. B. Woodell, Winfield, vice-president; George Harman, Valley Falls, secretary-treasurer. Directors, Mr. Jencks; H. C. Lathrop, Blue Rapids; George Dietrich, Richmond; Fred Schmidt, Iola; W. P. Boyer, Coffeyville; G. B. Woodell, Winfield; Burt C. Fisher, Morganville; A. H. Haughwout, Ocala; Carter Harrison, Wichita; T. J. Charles Sr., Republic; J. B. Kuska, of Colby; H. W. Avery, Hutchinson; L. E. Dixon, Rush Center.

Executive committee, with the president, vice-president and secretary, is composed of George Dietrich, Richmond; H. W. Avery, Hutchinson; Burt C. Fisher, Morganville. Legislative committee, John Redmond, Burlington; Mr. Avery; W. S. Spitznagle, Wakeeney; Mr. Jencks; and Z. A. Hiles, Stafford.

Attractions People

At the banquet on the Roof Garden of the Jayhawk Tuesday evening President Kuska introduced A. J. Schoth, assistant State 4-H Club leader, Manhattan, who gave an interesting talk on his personal impressions of 4-H Club work in Europe. A floor show was furnished by Miss L. B. Ulsperger and her pupils and Washburn College Glee Club. Those taking part were Marilyn Miller and Buddy Frank in a "oaks walk"; Virginia Giltzky, tap dancing; Pauline Regal, tap dance a la Bill Robinson; Buddy Pratt, young singer; Polly and Johnny Gray, adagio dance, with Washburn College Glee Club, under the direction of Dean Ira Priddy, singing a series of splendid songs.

Among the attractions and carnival people present were Jack Polk, Barnes-Carruthers; J. C. Michaels, J. C. Michaels Attractions; Edw. Armfield, Armfield Tent and Awning Company; Russell Green, E. G. Staats & Company; J. George Loos, Greater United Shows; Mr. and Mrs. Mel Vaught, State Fair Shows; H. O. Buchanan, T. J. Tidwell Shows; Jack (Dillon) Ruback, Western States Shows; Fred and Ben Brobeck, Brobeck Shows; J. L. Landes, C. O. Burton, Cliff Adams, J. L. Landes Shows; Clyde S. Miller, J. C. Howe, Clyde S. Miller Shows; Frank Sharp, Regalia Manufacturing Company; B. C. Truxex, Truxex Fireworks Company; Mr. and Mrs. H. W.

Anderson, M. A. Strader, Anderson-Strader Shows; C. A. McMahon, McMahon Shows; W. A. and R. A. Gibbs, Gibbs Shows; Ellis White and George Hawk, concessioners.

Sidelights on Convention

This was the first Kansas meeting which George Loos "made" in many years. He signed fairs in Chanute, Parsons and Ottawa.

H. G. (Buck) Buchanan, general agent of the T. J. Tidwell Shows, hoped that he has a good route of fairs lined up.

Jack (Dillon) Ruback was elated that he was again able to sign Southwest Free Fair, Dodge City. George Shuler Jr., secretary-manager of the fair, is secretary of Dodge City Chamber of Commerce.

J. L. Landes and his agent, C. G. Burton, signed several contracts here. Mr. Burton said that Mrs. Burton, who has been ill for 11 weeks in Independence, Kan., is on the road to recovery.

Mr. and Mrs. Mel Vaught were elaborate hosts and their suite was a mecca for showman and fair men.

Jack Polk, Barnes-Carruthers, reported the best business he ever has had at the meeting.

The talk of W. S. Spitznagle, secretary of Trego County Free Fair, was noteworthy, as every word was illustrated with motion pictures showing scenes on his grounds.

Maurice W. Jencks, secretary-manager of Kansas Free Fair, addressed entertainment featured at fairs to draw crowds. He is thoroughly sold on free attractions and features these at his fair.



Fair Grounds

POLASKI, Tenn.—Giles County Court recently voted to sponsor a county fair for the first time in 20 years. A committee has been named.

STSCROCK FALLS, Wis.—Polk County Fair Society adopted a motion declaring gate price of the 1936 fair be not over 25 cents, and a committee has been named to investigate feasibility of a free gate. Receipts of the 1935 fair totaled \$7,182.74, with disbursements of \$6,684.38.

BUCYRUS, O.—Crawford County's "best fair" in 1935 netted \$998 profit, it was reported by E. S. Lewis, secretary of the organization, which sponsored the first fair in five years. Directors voted another next August. Harvey Klink, Bucyrus, was elected president.

LA CROSSE, Wis.—Receipts for the 1935 La Crosse Interstate Fair were \$18,868.70, with expenditures of \$13,986.44, according to Joseph J. Frisch, acting secretary-treasurer. Since the 1935 fair the association has razed the sheep and hog barns and several new structures are being erected under a WPA program.

MONCTON, N. B.—Enlargement of Moncton Fair is contemplated. Revived five years ago on a small scale it has grown each year. The stadium is the plant and plans are for addition of several other buildings and a race track. Attendance has shown a marked increase.

EUSTIS, Fla.—Lake County Fair and Poultry Show had attendance of more than 20,000, an advance of 12,000 over a year ago. Attendance every day more than doubled last year. This second annual was built around a county poultry show that has operated 14 years, with C. R. Hatt, county agent, as manager. Krause Greater Shows reported good midway business.

SPRINGFIELD, Mass.—S. R. Morrison, manager of Brookville Farms, Windsor, Mass., has been elected chairman of Eastern States Exposition Baby Beef Show management committee for 1936, succeeding the late William H. Pew, Briardiff Farms, Pine Plains, N. Y.

TOMAH, Wis.—Monroe County Fair Association, after relinquishing management of the annual fair to a committee of the Tomah Advance Association in 1935, will take over the 1936 exposition. Fred Noth, president; Edward Hahn, vice-president; Floyd Purdy, secretary; L. W. Earle, treasurer; Mett Raso, Paul Rose and Charles Dwyer, directors, have taken steps for immediate payment of

Across the Seas

DALLAS, Jan. 18.—Executives of 100th anniversaries on opposite sides of the world exchanged Christmas greetings. A card from R. Layton Butler, premier of South Australia, came to William A. Webb, general manager of Texas Centennial Exposition. It was a reminder that South Australia will celebrate its 100th anniversary in 1936, simultaneously with Texas. Mr. Webb formerly was commissioner of South Australia railways.

association debts. Grounds and buildings were improved the past year and attendance was largest for many years, permitting the fair to show a profit.

NEW IBERIA, La.—WPA workers are clearing ground in City Park for erection of a \$20,000 community building for fairs, 4-H Club meetings and other gatherings.

WILMINGTON, O.—Clinton County Agricultural Society re-elected Dr. Frank Peete president of the board for a fourth one-year term.

Big Program For Tampa Fair

TAMPA, Fla., Jan. 18.—General Manager P. T. Strieder of the Florida State Fair is making preparations for a big grandstand show for February 4 to 18.

They special arrangement with Sam Gumpertz and Pat Valco of the Ringling-Barnum Circus, feature acts from the show will be included on the bill. Work has been started on a new infield stage, 70x60 feet, to handle the program.

Ernie Young's revue, with a company of 35 people and a carload of stage properties, will be the nucleus for the night show.

Ringling acts will include the Loyal Repenety Family, equestrians, playing their first engagement at a fair; Frederick Canisfrell, unsupported ladder; Zucchini, human cannon ball; Maximo, Cuban wire walker; Mario Zucchini, featured lariat spinner, and the Nine Oyenas, Japanese acrobatic and Risley troupe.

Other featured acts will include Ira L. Watkins' dog, pony and monkey circus, including washed chimp; the Blondin Reilms Alpine high-wire attraction; Merrill Brothers and Sister, hand balancing and balancing perch; Howard, wire walker; Suicide Ted Elder, trick and fancy riding, featuring leaping over an automobile thru fire, Roman standing, and several minor attractions for special children's program.

Besides two days of automobile races and one for Lucky Teter's Hell Riders, there will be six days of running horse races for Florida cow ponies. Also on the program will be the 12-horse percheron hitch of the Genesee Brewing Company, of Rochester; the six-horse hitch of champion Clydesdales from the Wilson Packing Company, and the 10-pony hitch of the Jenny Wren Company, of Kansas, on each program. The six-horse hitch of the Budweiser Company is also expected.

Year Is Good in Dayton, O.

DAYTON, O., Jan. 18.—Montgomery County Fair board closed 1935 with a balance of \$19,003, largest in 13 years, despite adverse weather and \$6,000 spent for improvements and repairs. Harry L. Michal was elected president; Elmer Smith, vice-president; Edward R. Mueller, treasurer, and Ralph C. Haines was re-elected secretary, his 21st year on the board. Dayton Jockey Club applied for two race meets, spring and fall, while the Chamber of Commerce and Dayton Retail Merchants' Association asked a conference before permits are given. Last June running races, conducted by an outside organization, came to a sudden halt when a riot broke out among patrons as result of a charge of unfairness in conduct of races.

La. Meet Set in Jennings

JENNINGS, La., Jan. 18.—Annual meeting of Louisiana State Association of Fairs will be held here in the Jennings Hotel on February 14 and 15. It was announced by Harry D. Wilson, commissioner of agriculture, from Baton Rouge. Local arrangements are in charge of Mrs. Rosebud Moses, secretary of Jeff Davis Parish Fair, Jennings.

Hoosiers Draw Assignments

INDIANAPOLIS, Jan. 18.—Members of the State Board of Agriculture have assigned assignments of departments for the 1936 Indiana State Fair. Guy Cawthell, Gosport, will remain in charge of agriculture; O. R. Jenkins, Osgood, in charge of the Coliseum (instead of sheep division); F. L. White, Oxford, new member, in charge of the sheep division; E. B. Fridley, Warren, president last year, women's building; Charles R. Morris, Salem, parking and police; O. L. Reddish, Waveland, swine; F. J. Clippard, Muncie, speed; E. Curtis White, Indianapolis, mechanical and manufacturers' building; C. Y. Foster, Carmel, gate; Harry P. Caldwell, Connersville, cattle; U. C. Brouse, Ellettsville, concessions; Levi P. Moore, Rochester, publicity and amusements; George Stolte, Fort Wayne, poultry; John B. Wegz, Indianapolis, horses, and William H. Settle, Indianapolis, grand stand.

PEEPING IN

(Continued from page 40)

Brother Harry Coddington, Primo Valley and Eddie Mack for donations to cover buffet lunch, etc.

A show of shows was put on by the boys and girls, excellently handled by Chris Cornalia.

Applicants accepted to membership last week included Dubell, of Dubell's pets, and Ralph Ermay.

Volera Brothers, now playing on the West Coast, are coming east to open with G. G. Gray's Indoor Circus for six weeks.

George Geddis, vice-president, was called to Grand Rapids on account of death of his father, who was 82. Three sons and daughter; only one now remaining in show business, George Geddis Jr., survivors.

Boyle Woolfolk unit is now in rehearsal at the club. Harry Clark's unit will start rehearsing next week.

Paul Lorenzo and Victoria have returned here after playing three weeks out of town.

The Healeys are booked solid until April and will play fairs this summer.

One of the club's studios has been leased to the government for the purpose of rehearsing the WPA dramatic units that are expected to open shortly. Charles Brugga is now with Charlie Mack's Cavalcade of Lops unit playing in Texas en route to the Coast.

Brother Oscar Haas wrote from his home in Sedalia, Mo., that he would soon pay a visit to the club and would bring in a mess of rabbits.

Ira Millrite is to open shortly with a vaude unit and will stay with it until the circus season opens.

Ben Beno is wintering in the South after a season with a carnival.

Leater Jordan arrived last week after closing with a unit in the South.

Sensational Wharbers are rehearsing in the club's gym.

Hans and Rosita Claire opened at a leading night club last week.

Staterooms on Barnett Trailers

YORK, S. C., Jan. 18.—Barnett Bros' Circus will be supplied with large stateroom semi-trailers for the accommodation of all performers on the show. It has been announced by R. W. Rogers, manager.

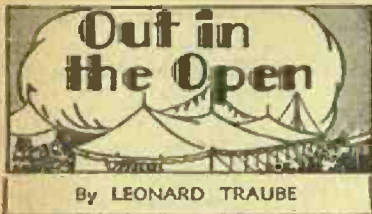
Sufficient of these semi-trailers will be built to give accommodations for all performers, whether group acts or singles and so privately owned housecars or trailers will be phased by the show. This will eliminate the cost of the upkeep of motor equipments by the various acts engaged by the show.

Walter Rogers is superintending the work in quarters and has already started construction of the new stateroom units. Specs Cautlin is managing the coachhouse and Deacon McIntosh has started his crew to work on overhauling all the motorized equipment.

Rumors which were rife in quarters that the show would transfer to Tulsa this season were definitely spiced when the order was given to start work on overhauling the motorized equipment.

Harold Long, press agent, is in charge of the office at quarters and will soon begin work on new publicity material. Eddie Melkis, auditor, left for his home in Boston, where he expects to undergo an operation.

The Barnett show will supply acts for several indoor arenas in the South this winter.



element of uncertainty is introduced into the conduct of business both large and small." (Italics are ours.)

"Effectiveness and continuity of management of the going businesses, in the control of which they function really represent a principal asset of most large, and therefore heavily taxable, estates, and any tax-free management change strikes directly at this asset.

"But beyond this, in every such case there will be policy and employment changes affecting perhaps hundreds or thousands of workers and their families, making this question a social as well as merely a fiscal or economic one. To guard against this chaos, especially with respect to estate and inheritance taxes, many business leaders carry excessive cash or liquid reserves, INSTEAD OF EMPLOYING THIS CAPITAL IN THE DEVELOPMENT OF THEIR BUSINESSES AND THE EMPLOYMENT OF WORKERS. These men are forced to create large personal fortunes, which they do not need, by the very tax laws which some feel should be the instruments for the wider distribution of wealth."

Mr. Scripps then proceeds to give a workmanlike summary of the situation in two short sentences which are peculiarly applicable to circuses, amusement parks, fairs and, in a measure, carnivals, that it is to the credit of the carnival industry that it has managed for the most part to steer clear of financial ledgerdom occasioned by emergency calls for the entry of bankers and other creditors. He notes that:

"Other men, when tax liabilities loom suddenly, go to their commercial or investment bankers for funds—which may or may not be readily available. THE BANKERS ASSUME A SORT OF TAX-FARMING FUNCTION; SOMETIMES THEY ALSO ASSUME AN UNWARRANTED CONTROL OVER ENTERPRISES BUILT UP WITHOUT THEIR AID."

The purpose of Mr. Scripps' letter is to offer a tax plan which, if followed, would undoubtedly obviate the apparent necessity for eliminating America's second-largest traveling enterprise. While we cannot go into the details of the plan, since it belongs in the financial columns, we are certain that the American Circus Corporation and all other amusement corporations will study it with interest. We urge them to do so.

All-Time Favorites

of "LITTLE" JOE MILLER
Circusioneer, Jacksonville Beach, Fla.

Herbert A. KLINE, Max GLASS, C. A. WORTHAM, James J. MAGGERTY, "Red" MURRAY, Jake STOCKTON, C. E. T. KENNEDY, Adolf STEINMAN, Johnny J. JONES, WIR ROGERS.

(Send in your ballots nominating your 10 favorite showmen to Leonard Traube, New York office.)
*Deceased.

HAS Charles Sparks, owner of Downie Bros. Circus, been in a puddle with S. W. Gumpert, general manager of Ringling shows, at Hot Springs? Are the Ringling interests anxious to unload the Sparks title, which they own, to Sparks, who sold it some years ago?—Playland, Rye, is now publishing a magazine called Winter Playland. Carries advertising, too.—Leonard Louto, formerly of the late Brown & Dyer Shows, announces he will make Irene Sawyer, of New Rochelle, Mrs. Louto in April.—Circus world is shocked at the death of Bert Bowers in Peru, Ind., January 15.—All eyes are on the forthcoming Western event show in Wilkes-Barre, Pa.—Aside to Milton Danziger, the dog expert: Westminster Kennel Club's dog show at the Garden here next month will have a trained dog set which the club's solons figure will pull added patronage. The lucky selection is Jorgen Christensen's Great Danes, booked by Hamd, Inc.—A testimonial dinner will be tendered Joe Bialle, the band leader, at the Newark Elks' Club on February 5. It's his 25th anniversary as a maestro.—Mr. and Mrs. Arch Clair made Tampa and Miami on their Southern jaunt, clasping hands with their old midway friends, Leo and Della Carrell, of monkey shows, among others.—In his Dexter Fellows Tent Tatties column Fred Pitzer says he called at The Billboard office for letter that was advertised, desk boys making diligent search, but finally locating communication in your correspondent's hair. Pitzer is just jealous of our dome's hipsters.—Billy Walsh walking up and down Broadway looking for prospects with whom to chew the fat, finally gabbing with Little Anno Howe, the serialist, then Felix Papp and his charge, Tarran the Human Fly, the daisy chain being picked up by Charles Carlos, of society circuses.—

Talking of Walshes, they say that Tom Walsh, manager of the Hotel Trojan, Troy, N. Y., is an ex-troupier, which may explain why so many of the outdoor fraternity stop there.

Cetlin & Wilson Shows

GREENSBORO, N. C., Jan. 18.—Work in quarters over the holidays was about at a standstill, with the exception of Speedy Merrill, who is completely rebuilding the entrances and stairways for his Wall of Death. Hazel Merrill, making new velvet costumes for riders, who will change colors daily, as in the past. There are many show people spending the winter in Greensboro, among them H. E. McNaughton and family, Lucille McIntyre and family, Jack Reinhart and family, Buck Denby and wife, Frank Masick, Ben Eisler, Corkey Gregory, George Harms and family, Russell Harms and family, Fred Utter and wife, Freddy Bennett and Willie Fair, A. W. Howell and wife to their home in Kalamazoo, Mich., for the holidays. Lasy Cetlin took the missus to her home in Lebanon, Pa., for over New Year's, and Jack Wilson and the missus spent Christmas at her home in Roanoke, Va. The 1936 fair circuit of this show is all contracted and will be announced in an advertisement in *The Billboard* at an early date. Fred Utter's crew is working on the new transformer wagon. Harry Deunkel has returned and reports success from his trip to the Chicago meetings and to other Northern cities. Great Leeder, who has the Palace of Illusions, is playing theaters in the South, also Leo Carrell and family with their Monkey Circus. Jack Reinhart has been at several picture houses in the Carolinas ballyhooing Wild West pictures. Baby Lillian has been very ill at her home in Baltimore, but at latest report she has shown great improvement. George Hirschberg, press agent, is spending the winter in Princeton, W. Va. Sam Serien is playing indoor doglegs with his bingo stand, also Ray Hawkins and wife, Red Rogers, with his Roger's Royal Midgets, has been holding down a store show here, auspices of the local American Legion Post, and reports fair business. All of which is from an executive of the show.

Mighty Sheesley Midway

SALISBURY, N. C., Jan. 18.—Some "pickups" from the Mighty Sheesley Midway quarters—Manager John M. Sheesley and his wife attended the meeting of executives of fairs in North Carolina at Raleigh. The outlook now is that this organization will have a 30-car train and an augmented list of

shows and riding devices. Dave Fangott, billposter, arrived from Savannah, Ga., and is getting his bill truck ready for the season. Dave was formerly with the American Circus Corporation in a like capacity? Bill Gray and wife, malle-driving concession, are located at quarters in their city house trailer, also Jimmie Summers and wife and Eddie Allen and wife are awaiting the "call to the road." Harry Cramer, assistant lot man, and R. O. (Kokomo) Sykes, electrician, are living in their house trailers at Mr. and Mrs. Ollie Trout's tourist camp at Miami, at which place Mr. and Mrs. John D. Sheesley and their two children have been residing for some time. Mrs. John M. Sheesley is looking fine after her vacation in Florida. William Zeitman and wife, Mary, came in from Pittsburgh and are residing in their stateroom on the Sheesley train. Mr. Zeitman is getting ready, with assistance of Pat Anger, to overhaul and paint the Zeitman rides. Charles E. Sheesley, assistant manager and lot superintendent, has been occupied this winter with hunting, along with his wife, in mountains where big game abounds. They are equipped with good hunting-dogs and up-to-date rifles and they both know how to use them. The writer has been enjoying local motion picture and stage show offerings this winter.

WARD (DAD) DUNBAR.

Conklin's Canadian Shows

HAMILTON, Ont., Jan. 18.—On his return from an extended holiday in the South J. W. Conklin spent a few days at winter quarters here looking over the work completed by the crew, which has been working all winter. The train has been given a new coat of paint both inside and out. All the living coaches have been done in new color schemes. Each stateroom has been done in a different manner, which adds to its beauty and distinctiveness. The privilege car looks good in a combination of bright aluminum and black stripes. With one or two exceptions, all the rides and shows were newly painted just before closing last season. Mr. Conklin instructed the crew to have everything in tiptop shape for the opening in April. Having disposed of the Caterpillar last year, its place will be taken this year by a Heyday and a Scooter. Show has also added a dual Loop-o-Plane to the list of rides. This is one of the latest models and was purchased at the recent meetings in Chicago from Rubin Reed. Due to the greater number of shows, and rides 20 cars will be utilized all year, as some of the still dates played by this concern can well stand a show of this size and caliber. All of which is from an executive of the show.

Motor Transportation Dept.

We solicit your co-operation by sending us letters concerning difficulties and complications you encounter while traveling the highways or visiting cities and towns. We want to know the problems of showmen, so we may publish information of interest to all. Address your letters to Motor Transportation Department, The Billboard, 25-27 Opera place, Cincinnati, O.

NEW CHEVROLET TRUCKS for 1936, comprising a wide range of standard body types mounted on half-ton and 1½-ton chassis, which carry numerous advances in engineering and improvements in operation, are now being introduced by Chevrolet Motor Company. Design changes, including a restyling of the sheet metal and the adoption of a coupe-type cab with solid steel top, have enhanced the appearance of the 1936 models. In the chassis the most noteworthy development is the adoption of hydraulic brake operation in conjunction with improved brake mechanisms at the wheels. Engine improvements include increased power, better fuel and oil economy and greater durability. The major change in the engine is the use of full-length water jackets, in combination with higher compression ratio (six to one). The 1½-ton chassis now has a full floating rear axle, with a stronger housing that includes a malleable iron differential case and seamless steel axle tubes. Rear axle loads are carried on the housing, instead of on the axle shafts, which now have only to drive the wheels.

connected generator sets are illustrated and described in a new booklet released by Caterpillar Tractor Company. Each unit consists of a "Caterpillar" Diesel engine equipped with auxiliary fuel pump with one-gallon overflow tank, close regulation speed governor and manual control, direct connected to an electric generator and assembled on a cast iron base. The 60-kw., 40-kw. and 20-kw. sets are included and each may be had in either d. c. or a. c. models.

B. C. CROOK, Baltimore, Md.: We have no record showing solid tires to be unlawful in any State, although many States prohibit solid-tire trucks on certain highways and provide high rates for the operation of such vehicles on other highways. Most States endeavor to discourage persons who are interested in operating solid-tire equipment.

RECENTLY someone requested information on the use of wagons upon the highways as regards lights. We have since been informed that it is unlawful in almost every State to operate horse-drawn vehicles upon the highways after dusk (6:15 p.m.) without such vehicles being properly protected by a suitable light (red), which may be observed 500 feet away. Horse-drawn vehicles must also be provided with a proper rear bumper, so arranged as not to be more than 30 inches above the ground. Indiana and some other States require license plates on horse-drawn vehicles of a commercial nature.

THREE SIZES of Diesel electric direct-

Tax Talk

FROM last week's Hartmann's Weekly Broadcast your correspondent is pleased to lift the following:

"Since the announcement of the reported dissolution of the Hagenbeck-Wallace Circus was made several weeks ago, many editorials appearing in daily newspapers on the subject have been brought to our attention. Most all of these editorials put forth good argument in defense of circuses and cracked down on high taxes and licenses. . . . but, as strongly as we are opposed to unjust taxes and licenses, we can't see where anything beneficial can result if an announcement giving reasons for disbanding is not based on solid truths. . . . We believe that it is . . . unwise . . . to publicize to the world that a complete circus is to be eliminated from the field because of a 'steady rising tide of taxation' when its 1936 route 'will be apportioned to other shows' operating under the same management."

Still in a thefting mood, we turn to *Big Business* and quote from a letter from Robert F. Scripps, controlling stockholder of Scripps-Howard Newspapers, to the editor-in-chief of the chain in Washington, D. C.:

"The thesis of this letter is that, regardless of how we come out of the depression, or who is elected this year, government debts and probable future and continuing responsibilities are such that continued high federal taxes are inevitable. The chief point I wish to make is that conceivably most of the drag of business, industry and finance that the contemplation of high taxes produces would be eliminated should the government itself provide a guaranteed credit minimum, on a long-term basis, for the payment of a large part of the federal tax bill.

"I would rather pay as large a part as possible of my share of maintaining it (the government) thru these out-of-the-open (thanks for the ad) personal income and estate taxes than thru any other form of taxes that I know of—especially concealed ones like sales taxes, corporation taxes, and special ones like taxes on tobacco, liquor, gasoline, etc."

"The purpose of taxation, ought to be to produce necessary revenues without hindering, crippling or killing off business—the goose that lays the egg. This is something that our present laws do not exactly do."

The foregoing serves as background for subsequent arguments by Mr. Scripps which apply most pertinently to amusement corporations, especially one like the American Circus Corporation, owner of Ringling shows. Mr. Scripps explains: "Estate consists of stocks, bonds, real estate, life stock, notes or other items which fluctuate widely with the market, often regardless of intrinsic values. Tax claims against these are 'cash on demand,' sometimes when cash is hardest to get."

"One result is that credit is disturbed. Mergers, liquidations, changes of control and management take place. A great

A-1 CONTEST MAN

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RAUER & ALLEN
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New Territory This Year

GREAT SUTTON SHOWS

WANT TO BOOK Loop-the-Loop, Double Loop-the-Loop, 5-Car Whip, Hot Auto Rides, Will Perform Thrills and Record Breaking Stunts. WILD, WILD, WILD Shows. Concessions. FOR SALE—Several good used tents. What do you need?
P. S. SUTTON, Okemulgee, Ark.



WE HAVE seen many banquets of amusement folk in the last 20 years or so, but never did we see any to equal in attendance that of the National Association of Coin-Operated Machine Manufacturers at the Sherman Hotel in Chicago last week. The exact number of those present is not known by this writer, but a preliminary check on the sale of tickets indicated an attendance of more than 3,800. Facilities of the hotel were taxed to their capacity, and word was passed around that it was the largest attended banquet in the history of the Sherman.

And, as in the case of the banquet, record-breaking attendance was registered by the Coin-Machine Show, as well as all records for number of exhibits and amount of sales during the convention shattered. Just what will have to be done in the way of larger space next year if the growth of the convention and show continues is a problem that now faces the coin-machine men. There was some talk of the affair being switched to a hotel with larger accommodations in 1937.

The enormous success of the Coin-Machine Show from all standpoints is most assuredly another sign that better times are here.

WHILE attending the coin-machine men's banquet and seeing the vast throng on hand, our thoughts were directed to the annual banquet and ball of the Showmen's League of America, and especially the one held last December at the same hotel, when there were about 800 people in attendance. Altho the attendance at that S.L.A. function was the best for that organization since the depression first made itself felt, one can readily see that it was what you might say only a drop in the bucket compared with the attendance this year at the coin-machine men's banquet. While there might not be a chance for the S.L.A. to equal the attendance of the coin-machine men's banquet, there are possibilities for a far greater attendance than at the last S.L.A. banquet and ball, but they hinge upon the co-operation of members of the League and their friends and acquaintances. Therefore, altho the next annual banquet and ball of the League is some 10 months off, members should start now to work up greater interest in the affair by going after new members and pointing out the benefits to be derived thru being associated with the League.

No matter what branch of show business you happen to be in, you are eligible to membership in the League. The cost is small—very small—compared with the benefits to be derived therefrom. Circus folk for some reason or other have not taken the interest in the League expected of them and it is hoped that this situation will soon be changed. The League is anxious to have you join and wants you to know that a welcome always awaits you at the clubrooms in Chicago. If you have any objections to joining the officers and directors would highly appreciate knowing what they are. Last year 203 new members were added to the list and this year's goal is set at 300. So let's go!

HARRY P. GILLMAN (AKA BUD) likes our comments on concessions, as witness the following from him: "Thanks. To the smallest and the largest of you are more than fair. To the concession folks you are as big as P. D. R. is to the nation."

LARRY HOGAN is authority for the statement that the Beckmann & Gerety Shows lost more complete days thru rain up to July 1 of last season than in the last 10 years. And despite this the season was the best in that period of time.

JULIUS CAHN, that fat sec. from Luxemburg, Wis., is now enjoying the sunshine of Florida—on his annual

visit. Passed thru Cincinnati January 12, headed in the direction of Tampa.

IT WAS touching to Denny Howard the other day when he dropped into Melrose, Ill., and saw the last two wagons of the S. W. Brundage Shows, which he and Mike Clark operated for the last time in 1931, rotting on the old winter-quarters grounds. Denny, by the way, will manage the No. 2 Gooding Show the coming season.

Ape Human Midget Claim

CINCINNATI, Jan. 18.—Bobo Benson, of Pittsburgh, sent an AP story which appeared in *The Pittsburgh Sun Telegraph* with a Wheeling (W. Va.) date line of January 15 as a warning to acts or units that may be booked into Wheeling.

The clipping reads: "Disclosure by police that a 'trained ape' appearing in a Wheeling theater actually was a human midget brought false pretense charges against the midget and three other persons today. Prosecutor Don McKee said those under arrest are Pat Welch, who had been billed as 'Tarzan, a Human Ape'; Frank Wirth, manager of the 'circus'; Ken Hoel, theater manager, and Felix Patty, the 'trainer.' They will be given hearings Friday. Hoel and Wirth were released on \$1,000 bond each, but Welch and Patty remained in jail. McKee said several persons who saw the act in which 'Tarzan' smoked cigars, lighted matches and pitched balls about told him they believed it a fake."

Benson states: "I saw this unit from the front in Beaver Falls, Pa., and enjoyed all the acts and am quite sure the audience appreciated the ape gag, even tho his makeup was okay. As part of a circus unit starting to tour from Pittsburgh soon, I hope we skip Wheeling."

Showfolk at San Antonio

SAN ANTONIO, Jan. 18.—Among the circus fraternity here is a representation from Schell Bros. and Bailey Bros. circuses. Both are wintering here. The Beckmann & Gerety Shows are also here. Ben Mouton, who recently purchased Bailey Bros. Circus property from Harley Sadler interests, is purchasing materials for putting the show in shape for an early opening. He has 10 men employed at quarters.

The New Year's Eve celebration was well represented by showfolk and in many places circus acts were the go. In the home of Harry Hertzberg a party was staged and one of the outstanding acts on program was presentation of Big Burma, elephant owned by William (Bill) Woodcock, who hauled the bull out to the party and presented the act on the Hertzberg lawn. Rex Taylor did a juggling act. S. Miss Jones and wife served refreshments at their hotel. Included in party were Jack and Evelyn Turner, Ben and Mrs. Mouton, William Snider, O. Felix Duvall, Loretta Little, Fred and Betty Leonard, Ralph and Mike Noble, Rex and Jancy Taylor, Will Woodcock, Billy Dick, Peggy Waddell, Odis Hall, Hiram Garrison, Butch Cohen, George and Mrs. Engesser, Harry Willard and family and The Billboard representative and wife.

George Duvall left for Houston.

Royal American Shows

TAMPA, Fla., Jan. 18.—Day and night crews have been working in winter quarters to get ready for the opening at Largo, Fla. Vince T. Book has been assembling the seven all-steel towers atop the electric generator wagons built for the new Diesel electric portable power plants. At the peak of each aviation warning lights in compliance with federal regulations. Nate Nelson, chief electrician, who will have charge of the generator equipment, tells the writer that around each crew's nest will be a series of colored neon tubes—red, blue and yellow—and that between the towers, which will be centered in the midway between riding devices, will be strings of myriad-colored electric bulbs to add to the festive color effects of the midway. Ruth Fontco (Baby Ruth of the circus) will be featured in the Pat Show this season. Among Nate Engle's Midget Village entertainers who arrived recently are Stella and Helen Royal. (See ROYAL AMERICAN on page 67)

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WALLACE BROS. SHOWS
OPENING MARCH 14. PLAYING PROVEN TERRITORY.
WANT TO BOOK Corn Game, Exclusive, PRICE RIGHT TO RELIABLE PARTY. Also Pop-corn, Erie Digger, Big Six, Frozen Custard, Lead Gallery. Will sell exclusive on above concessions. CAN PLACE the following concessions for season (must be legitimate). No other kind of shows: Fishpond, Bowling Alley, Candy Apples, Coconut Roll-Downs, Slum Joints of all kinds that can work for 10c. Will sell exclusive on PERCENTAGE. WANT Acts for Ten-in-One, Musician for Band, one more Free Act. Must be good. CAN PLACE Manager for the following Shows: Cuck Show, Illusion, Athletic, or if you are capable, will finance any new Show of merit. Jack Oliver wants to hear from Grand Store Agent. CAN PLACE Chairmans Foreman and Ride Help on all Rides. "Rube" Wadley writes. Address all mail-wires
E. E. FARROW, 223 Poplar St., Memphis, Tenn.

WANTED RIDING DEVICES
Opening Amusement Park at Entrance to Million-Dollar Recreation Pier, directly across the street from Spa Pool and Swimming Beach, 3 Blocks from Heart of City. Work 7 days a week. Thousands of tourists here hungry for amusements pass location day and night. Location must be seen to be appreciated. Have City, County, State Licenses, all Lights, ready to go. Riding Devices of all kinds until May or longer. Must be A-1 equipment in keeping with surroundings. (No Shows.) Address
JOE PISARA, 416 29th Street, South, or Recreation Pier, St. Petersburg, Fla.

COME ON! WHAT HAVE YOU? NORTHERN NEW YORK STATE MID-WINTER FUN FAIR EXPOSITION AND CIRCUS REVIEW
ARMORY, GLEN FALLS, N. Y., SEVEN DAYS, COMMENCING FEBRUARY 5. Everything open but Gambling. 24 spaces for Concessions. Plenty money. Good show town. Concession Space, 1 & 4 Front Row; Shows, 25/40. WANT Season Artists, Small Shows, Animal, Midget, Fat, Snails, Harlequin, Two-in-One, Ft. Performers. WANT Milt, Candy Floss, Popcorn-Nich Sprinkler, Novelties. Promoter for Baby Contest and Wedding. Marie Weesley, Madam Marie, Paul Jerome, Harry Creamer, Phil Keller, Max Camp, Miller for Singers; James Liberman, Program. WANT "Two-Act" location for Shows. Also Pin Games. WANT Circus Acts. Address: ARTHUR BOARS, 19 Notre-Dame St., Glen Falls, N. Y. 10378 INF. Address

Letter From Stanley Dawson

LOS ANGELES, Jan. 18.—P. N. Branson, general agent of Tom Mix Show, arrived January 13.

Floyd King, general agent of Al G. Barnes Circus, also is here. He has not made any definite announcements as to his staff, but it is generally understood that John Brassil will be the No. 1 car manager and Earl De Gloppler will be contracting press agent. Show will be enlarged to 40 cars. There will be 34 elephants with show.

Reynolds Maxwell, son of Ed Maxwell, contracting agent of the Barnes show, has been visiting his father.

Billy Cronin and Stella and Mr. and Mrs. Denham gave a fishing party January 17.

The Eastgate Lodge of Masons, of Los Angeles, is fast becoming the same as Pacific Lodge in New York City, inasmuch as every winter quite a group of troupers are taken into Eastgate Lodge.

This winter a group sponsored by Mark Kirkendall and Dr. Smith have advanced to their second degree. Among the group are Jimmy Hicks, Al Moss, Joe Krug, of Crafts 20 Shows; two Thompson brothers, Winnie Wakeland; Mr. Peterson, 24-hour agent; Eddie Trees and E. Vorsleg, superintendent of lights of Barnes show. Dr. Ralph Smith, a former trouper, is past master of the lodge and one of the directors of the PCSA.

Mel Smith, recently married to Mamie Ward, has opened a cafe near the Barnes quarters. It is called the "Breakfast Club" and is the meeting place for showmen in this region.

Vern Williams is working at Santa Anita track.

Circus Solly Says

IN LAST WEEK'S issue mention was made of some circus people working in picture Charlie Chan in the Circus on the West Coast. Other showfolk there are Frank Chicarello, in charge of labor and tent erection; Mel Smith, Side-Show announcer; Red White, fire eater; George King, in charge of wardrobe, assisted by Margaret Graham; R. J. Taylor, Bob Beebe, Arthur Stahlman, Leonard Wakefield, Josephine Montez, John Asson, Buddy LaForm; Eddie Trees, animals, assisted by F. Costello, Joe Bolonozki and Ed Lanson; propa; Scotty Brown, John Kennedy, Archie Morris, Ben Poggetti, Ralph Niebie, P. Shubert, Johnnie Fierond, Charles Noecker, Charles Curran, William Morero; Bertha Matlock, Babe Thomason; candy butchers, Tex Lott, R. Simpson, Earl Lance, Moot Acton, E. O. Yenica, E. Royal, E. L. Barnett, Charles Lewis, and horists, Merle Eidenour.

THRU the co-operation of the Capitol Theater, Wheeling, W. Va., of which Kenn Hodl is general manager, and the Poodles Hanneford Tent, Circus Sains and Sinaars of Wheeling, headed by Norman Greig, the orphans of St. Vincent's Home and the boys of St. John's Home of Elm Grove saw the Frank Wirth circus unit morning of January 13.

Ladies' Aux., PCSA

LOS ANGELES, Jan. 18.—The new president, Ethel Krug, presided at Monday's meeting, with all officers present. (See LADIES' AUX. on page 66)

LETTER LIST
(Continued from page 61)

Lynn, Harold	McNeely, Tom	Nichols, Harry	Speed, William	Williams, Albert
Lynn, Harold	Miller, Jerome	O'Brien, Ray	Ryan, G. C.	Williams, B. B.
Marc, Doc Harry	Miller, J. A.	O'Brien, Grand E.	Mark, E. J.	Wilson, Bill
Martin, J. K.	Moon, Dr. R. E.	Parker, Henry	(Base Blade)	Wilson, Dutch
Martin, Tom	Morrison, Martin	Richard, W. (Cnd)	Sharr, Dan	Wilson, Frank
Melville, J. C.	Kelso	Richard, W. J.	Sharr, Larry	Wilson, Happy
McCarthy, Chas.	Manning, Herman	Powell, J. Red	Turner, Jim	
	Vandy, Sam	Powell, Joe	Trampolt, D. I.	Wilson, Peg
	Nation, Al	Rizzo, J. G.	Trampolt, Dave	Wilson, Ted G.
McNamee, Walter E.	Nelson, Frank	Schubert, J. C.	Trampolt, D. I.	Wilson, White
McLaughlin, Danny		Scott, E. A.	Trampolt, D. I.	Wilson, Jack
		Shelby, Jimmy	Trampolt, D. I.	Wilson, White
		Shover, W. H.	Trampolt, D. I.	Wilson, Jack

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Amusement Parks Offer New Field to Merchandise Men

By BILL GERSH

When A. G. Hartman, outdoor editor of *The Billboard*, spoke before the gathering of the amusement park men at their annual convention in Chicago, and urged them to adopt the use of merchandise premium awards as the coin machine industry had done to stimulate their business, he was not voicing a new idea, but a sentiment which had become more and more prominent as time went on.

Now that the amusement park men, as a body, have been approached with the suggestion to adopt the use of quality merchandise to help regain general public attention, the merchandise industry itself has an opportunity to further promote the use of its products in this field by immediate sales and promotional efforts.

Outstanding firms in the merchandise field should immediately meet with leading amusement park managers and plan the groundwork for an intensive promotional campaign to gain the cooperation of amusement parks in testing merchandise inducements for rides, etc.

Just as the merchandise industry has promoted the editorial field in the past few years, as well as the advertising industry, so should like efforts now be directed at the amusement parks.

Here is a popular gathering place for thousands of youngsters whose opinion development will become a large future sales factor for park business. The premium industry can therefore assure itself better future relationships with the public by creating a desire and a taste for premium merchandise at an early age, and also immediately find a new market which can purchase thousands upon thousands of dollars' worth of premiums during the summer season, when usually the premium business is at a lull.

Overcoming two birds with one stone in this manner is always the hope of efficient business organizations. Opportunity of this sort now faces the merchandise industry. It should instantly get back of the opening created for them by Mr. Hartman, who is a recognized and respected authority in his field, and take full advantage of the several new angles, for many will admit that the merchandise industry does offer great possibilities for the amusement park.

The amusement park has long sought some means of stimulation which will gain it as great popularity as has been gained by the coin machine industry. The secret, as is known in the premium merchandise industry of the great and continued popularity of coin-operated machines is simply the use of merchandise which stimulates and pro-

longs the play and which brings new patronage, to which the machine itself is secondary and the merchandise to be obtained the first consideration.

It should be remembered that one sportland organization in New York uses over \$300,000 worth of premium merchandise per year. It is therefore easy to imagine what the large and well-publicized and promoted amusement parks throughout the country can use during a single season.

Conoy Island concessions offered stimulation of this character, bringing business to a new high peak for the park itself. With the use of merchandise increasing the patronage, to whom the ride or the spin or the twist or the wheel becomes secondary, and the merchandise first, as in the coin machine industry, sufficient merchandise will be used to repay all the sales efforts expended by the industry and will immediately offer new hope to hundreds of amusement parks all over the country.

Onward to the attack, merchandise promotional men! Plans can now be prepared, for sales are assured. The amusement parks need the merchandise industry and the merchandise industry has an opportunity to open a huge new market.

Needles Moving Fast

The National Retail Drygoods Association has estimated that the current lull over knitting has resulted in some 10,000,000 women knitting, crocheting or making needlepoint. The demand for knitting and other types of needles has increased tremendously in the past few months and at present shows no disposition to decline. Pitchmen and novelty dealers are reporting steady sales.

Women Are Greatest Sales Factor in Premium Field

One of the greatest stimulating sales factors in the merchandise industry is woman. She creates desire for every new item which appears on the market. Manufacturers are playing up to her demands more than ever before.

It is women who find room in the home for thousands of items and thereby create demand for those items from friends and neighbors. Manufacturers with an eye on the womanfolk and an ear to the ground to get their reaction are always certain to be more assured success with a new item.

In the first place, the woman purchaser will immediately choose the most practical item. This has been demonstrated time and time again. With women in control of approximately 90 per cent of the purchasing power of the country, regardless of the fact, as someone stated some time ago, that there is "the shadow of the man back of every woman buyer," the fact remains that their good opinion is the most valuable the industry can have for the success or failure of an item.

Not are women today solely concerned with items for their own use. They now range into fields where only men dared tread before. It is their choice of items which decides the men as to the practicability and the desirability of having them in the home.

Apparel is credited much of its success in the merchandise industry to the fact that women immediately approved it as a premium. Leave it to Mrs. America to choose a most practical item. And her choice of these items as well as

National Advertisers To Continue Use of Premiums

The use of merchandise in the advertising specialty field undoubtedly made a strong comeback in 1935, despite a previous prediction from agency men that such methods of advertising were on the downward trend.

After a review of the records of the year it has been noticed that many advertisers awarded premiums which had some definite connection with their products. Examples in this group are seen in Lever Bros., who gave away beautiful paintings in several large Eastern cities; John Morrell & Company, Ottumwa, Ia., who offered a ring mold in exchange for a label from any of the company's packages (they carried an distribution of this premium thru the mail); H. C. Cole Milling Company, Chester, Ill., who offered a cake pan to every customer purchasing a bag of Omega Flour; and the Nash Coffee Company, St. Paul, offering as its consideration for each purchase of coffee, a coupon permitting the purchaser to have his picture taken at a local studio.

The foregoing are but a few examples of the many following this method of premium distribution in order to get some line on inquiries and sales. Radio is an especially fertile field for the use of premiums. The premium enabling the advertiser to determine in what sections of the country his product is selling best, telling him where to concentrate his air coverage, where to spend his newspaper advertising appropriations in getting best results, where to concentrate field sales efforts, etc.

There seems to be no definite trend on the type of premium used to best advantage in this field, as many are using expensive merchandise, cheap, bulky, compact, novelty and necessity items. And now, contrary to last year, advertising men are hesitant to again predict a decline in this type of premium use. Many in fact are freely admitting that the advertising specialty premium is due for an even further gain in popularity among advertisers who want to make a quick test of their products appeal.

many others has created a new division of the premium merchandise field.

With the entrance of Mrs. America into active participation at the bar, in the home and elsewhere, greater demand than ever was created for elaborate and practical cocktail shaker sets, with every woman more or less desirous of having one of the beautiful new sets on her sideboard in her home. And Mr. America got it for her.

This same holds true of thousands of items in the merchandise industry. One of the reasons for interesting and tempting display was to gain the approval of the feminine world for the products. And it was noticed that once her approval was gained the item became one of the best and most successful the industry ever used.

All students of merchandise in the premium field should arrange for women to censure their merchandise. They are the ones who are influencing the purchase of the greatest majority of these items today. The entrance of large corporations into the merchandise manufacturing division was due to the fact that women avidly desired so many of the new and intriguing items, and manufacturers have co-operated to the point where designers specially trained to meet the approval of Mrs. America were retained, at high prices, to meet her demands.

The waffle sets, service trays, in fact, all the electrical appliances of 1935 were designed with the thought how the items would appeal to women in back of the (See WOMEN ARE on page 65)

Gift Cartons Lend Value, Attraction

One leader in the premium award field has made it a point to arrange for gift cartons for each of his items.

He has found that there is greater reception for the merchandise from the purchaser who receives it in an individual gift carton. In his advertising he has always featured the line, "Each in an individual gift container."

Psychologically there is a great deal of value in such an arrangement, purely from the standpoint that the average purchaser likes to receive an item in a carton which will dignify the display and will enhance its value a thousandfold.

Leather wallet manufacturers have made capital of this fact in the beautiful, modernistic containers they furnish for each of their items.

Boudoir sets come packed in beautiful and expensive boxes enclosed in cartons just as attractive. Here, again, is a lesson in display salesmanship for the merchandise industry.

The gift carton is valuable from many angles. It offers an opportunity of better displaying the item. It lends value to the item. It tends to bring dignity even in the smallest product and it blends perfectly. (See GIFT CARTONS on page 67)

Glassware Always Effective

One of the items which, the sometimes bulky, remains one of the best display-attention getters in the merchandise industry is the modern glassware being featured by many firms.

Glassware, whether an imported set or a simple satsuma set, is always certain to gain a following. It is practical. It is attractive. It offers a great value at an economical price. And it can be used almost everywhere with good results.

Modern American china has for many years been one of the leading premium items. Its use today is as great as it ever was. It continues to swing along in the upper brackets of those items which have gained fine public approval in the merchandise industry and it will remain interesting.

Glassware has many uses because of its effective display possibilities. The fact that it offers such a great deal for so little, when properly displayed, is its greatest feature.

Also to be considered in the glassware category, aside from just dishes in breakfast, luncheon and dinner sets, are the ornamental items for the home.

Candy dishes, bon-bon dishes, perfume bottles and atomizers, ash trays, book ends, lighted desk ornaments, mirrored items and hundreds of others are in the glassware category which can receive the best promotion of the merchandise industry and which are certain to contain enough sales power to bring about their greater use in all instances.

Metal objects with glassware additions are also interesting and offer remarkable attractive value. They come in many interesting shapes and are gaining greater following every day.

Electrical Items Good Premium and Prize Awards

The nation-wide trend toward lower residential electric current rates presents an excellent opportunity for the premium merchandise industry to capitalize upon electrical items. And the government's aid in extending electric service to many rural areas not heretofore supplied with this utility is bound to afford additional lucrative fields.

The public is electricity-conscious and is unusually susceptible to any new appliance or device that will save time and labor in the home, in the workshop, or add to the comfort of the individual. Appliance manufacturers have been quick to respond to this open-mindedness of the American public and have (See ELECTRICAL ITEMS on page 67)

Radios Predicted To Lead Again in '36

It is freely predicted in the merchandise industry that radio will again lead in 1936 as a major sales item. Radio has each year become more important to the merchandise premium field. Its ready adaptability for almost every type of premium necessity has continued it in this leading classification.

There are many qualities in radio which are essential to a premium leader. Of course, the main essential is price. Maintenance of a fair price margin will assure radio continuance as a leader.

Aside from the price question there is also the question of quality to which the public has become educated, due to the (See Radios Predicted on opposite page)

NEW Items

Now You Can Have Your Wishbone Decorated

Miss Delphine Binger is manufacturing a unique item which attracts widespread curiosity. It is known as the Lucky Wishbone. It seems that by a secret process she cures the wishbones and indelibly inscribes them with names, greetings, mottoes, etc. She has all kinds of variations on the idea and will be glad to furnish information to agents. Address communications to the New York office of *The Billboard*.

Music Playing Cards

Something new and novel in music novelties appears on the market in the form of music playing cards. It seems that the inventor, Harriot B. Balman, has worked out a game system for these music playing cards. It is understood that the novelty appeals only to music lovers. Agents with a faculty for reaching homes have been very successful in selling the item. Our New York office will be glad to pass your inquiries along to the manufacturers.

Joe Louis Ring

Special "Joe Louis" lucky rings are now being featured by Pakula & Company. They are made of nickel silver, will not tarnish and are said to contain an exact reproduction of the famous "Brown Bomber." Rings come in special styles for men, women and boys. Every Joe Louis admirer will want one of these rings.

Personalized Soap

The Twentieth Century Specialty Company, soap concern, has a novel idea in the form of what is termed "personal soap." Using a nationally known product, by a patented process the soap is imprinted with initials, cartoon characters, such as Betty Boop, Popeye, etc. This concern also prints special designs when desired. The pictures appear in black and white and in colors. The soap is sold in bulk and also in special unique boxes of three and four pieces.

OPERATORS!! HERE ARE VALUES THAT WILL BRING YOU BUSINESS

Imported Swiss WHIST WATCH



1.50 Each
Sample Watch 1.60 Each
Former Wholesale Price \$3.25 Each.

B1W78 — Chromium-Plated Case with Open Link Metal Band or Leather Strap. Silver Dial with Gold Figures. Unbreakable Crystal. Each in Box with Original \$5.00 Price Mark.

Match King VARIETY MODEL LIGHTER

PER 100 16.00

B38-723 — Chromium Finish. Modernistic Design, with Glass Enamel. A Real Flash.

N. SHURE CO.
300 W. Adams St., CHICAGO

Carton Opener With Your Ad Now on Market

A new advertising specialty, which is being sold successfully to grocery wholesalers, food products manufacturers and distributors, meat packers, etc., by agents and salesmen, is the Perfect Carton opener, bearing the advertisement of the wholesaler, distributor or manufacturer.

The great utility value of this item, together with the fact that it is used so frequently and therefore keeps the purchaser's advertisement before his customer steadily, makes it an item of great appeal.

New Jar Opener

A new development in jar openers is the 3-in-1 being marketed by the Magic Products Company. When the wall bracket jar openers first came on the market they were among the hottest sellers of all time. Now the new 3-in-1 promises to permit agents and specialty dealers to not only do a good business on original sales, but they also have a tremendous replacement market in prospect. The 3-in-1 opens ordinary metal cans, opens or seals Mason jars and other screw-top-type jars and has an additional gadget permitting you to readily open capped bottles. An item that instantly appeals to women as a real household necessity.

Combination Tobacco Pouch and Dispenser

A tobacco pouch that can, by simply pressing it lightly, dispense tobacco directly into the bowl of a pipe is the latest convenience for smokers. The pouch is air-tight, light in weight and molded of an unusually durable rubber which is finished to resemble grain leather. Designed primarily to eliminate much of the waste caused when filling a pipe the old way, the pouch holds two full ounces of tobacco and is available in black or brown in cellophane gift packages. It was recently introduced by Pres-to-Pill Products Company.

Pencil Writes Three Colors

An attractive pyralin pencil, which operates mechanically and can write in three different colors, was recently introduced to the market by the Nichols Products Company. Standard size leads are used in this pencil and the color can be changed merely by a slight movement of the thumb. The pencil, itself, comes in many beautiful colors in pyralin and is now being offered at an especially low price. Tri-Point is the name the manufacturers have given to this new novelty pencil.

RADIOS PREDICTED

(Continued from opposite page)

tremendous national advertising campaigns of leading radio manufacturers. These campaigns have naturally helped to popularize the new radio features which are now being incorporated into the sets used by the premium merchandise men.

Design and workmanship are two outstanding factors in radio. In addition, the new long and short wave lengths, the number of tubes, metal tubes preferably, superheterodyne, AC and DC, illuminated dials and now fine tuning arrangements. Beautiful walnut cabinets, with buff arrangements, tastefully designed, continue to be the most popular. Many modernistic designs are being featured in walnut veneer and in genuine-walnut and are getting a large following in the merchandise industry.

Many modernistic cabinets of dark wood with light wood inlays, and vice versa, are also chosen. These effective sets for bedroom and general use in the home are always certain to get attention and their price is unusually low.

For some time now prices have ranged from approximately \$6.50 up to about \$35 in the premium merchandise category. Sales in the lower price brackets are naturally much greater than in the higher.

One radio manufacturer describes one of his new 1936 sets as follows: "8-tube, AC-DC Superheterodyne, incorporating metal tubes; three bands, American and foreign, micro-selector, indirectly lighted and color matched airplane dial, with dynamic speaker."

He further continues to state, "19 to 55, 63 to 190 and 190 to 865 meters. Covers both daytime and nighttime, foreign and



JUST OUT-NEW! NEW! LIGHT HOUSE JR. LAMP

Jump on this one. It's going hot. Beautiful lustrous chrome finish base and ship with cap to match. 9" Tubular Blue Glass Torchiers. Sample \$1.75. ORDER No. 841. Complete with cord and plug (without bulb, if bulb is desired add 15c extra).

\$1.50—Each \$1.40—Each IN DOZEN LOTS

Prices are subject to 2% Cash Discount and P. O. D. Chicago. 25% Deposit Required on C. O. D. Orders.

JOSEPH • HAGN • COMPANY
"THE WORLD'S BARGAIN HOUSE."
217 W. MADISON ST. CHICAGO

GET A LOAD OF THESE WITHOUT A DOUBT—THE BEST BUY IN RADIO TODAY.

This 1936 Sensational Abraxas Dial Radio amazes all who hear and see it. Unique construction makes this buy possible. Take advantage now before prices advance. There's nothing in the market today selling at a price as much that can furnish it.

5 TUBE RADIO 5 R C A LIC. TUBES
With Dynamic Speaker.

Beautiful 2-Tone Walnut Cabinet, 10" wide, 7" high, works on A. C. or D. C. Current. Super-Tube Quality. Powerful Dynamic Speaker, also ground or aerial required. Set and Tubes guaranteed. Everything brand new and comes packed and sealed in Air-Cushioned Cartons.

PLAYLAND SUPPLY CO.
118 E. 25th St., NEW YORK CITY



\$6.45 in Lots of 6
\$6.95 Sample Order New Before Prices Advance.



RESURRECTION PLANT

(ROSE OF JERON) This plant has proved to be one of the fastest sellers in our resurrection category. It comes from Mexico in an apparently dried-out ball and when placed in water it blooms out in natural beautiful green color. Be the first one in your territory with this fast seller.

Dozen 50c—100 \$2.50
Freight when cash accompanies order.

Write for our GENERAL CATALOG 172 Pages of latest and fastest selling items at lowest possible prices. Be sure and mention your line of business.

MIDWEST MERCHANDISE CO.
1026-28 BROADWAY, KANSAS CITY, MISSOURI.

PROFIT WINNERS FOR FITCHMEN AND STREET WORKERS Always Fast Sellers!

Royal Crest BLADE

81707—Cameo 3-Blade Toothed Knives, Gross, \$2.00
81708—Cameo 5-Blade Toothed Knives, Gross, \$1.50
81709—The Old Reliable Glass Cutter Knife, Per Gross, \$12.00.

8144—Royal Crest Double-Edge Blue Steel Blades, 5 in. Length, Wrapped, Per 1,000, \$4.00.

Automatic Wind Lighter \$16.50 Gr.

Made of High-Alloyed Brass with 14K Gold Plating. When in use the flame is protected from the wind. A guaranteed fireproof lighter.

SEND FOR FREE COPY OF OUR LATEST BARGAIN CATALOG

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

American short-wave bands, complete American short-wave range (both police bands, including amateur and airplane stations), standard American broadcast band. Gracefully designed cabinet, walnut thruout, including back. Front of buff walnut, molded base of solid walnut with RCA tubes. 19 to 2,220 meters. List price \$39.95.

This gives the industry some idea of the tremendous improvements in modern radio for 1936. That's one reason why radio is generally becoming recognized among the most outstanding major awards for the new year.

Every feature of fine radio reception is incorporated into the above description, which is but one of many fine radios which this manufacturer is featuring to the premium merchandise industry in a specially prepared leaflet.

Many other manufacturers are sending the value of the premium merchandise industry for their products and are arranging for certain private discounts to meet the demand of the industry on price. It is therefore certain that as this ac-

EXCLUSIVE TO OPERATORS—MISBROS

New Rotary Clock Radio. Works in on standard and five in on standard. Write to: Misbro's, 1111 N. O. S. N. O. V. CO., 4881 Kensington Ave., Chicago.

CIGARS Branded line, regular, nickel retailers, 25-30 to the box; ideally cellophane wrapped, banded. 200 Cigars, 4 Boxes, \$5.40; 100 Cigars, 4 Boxes, \$3.00, postage prepaid. Result check for postal money order. Money refundable if not satisfied.

BENEDICT JIRCROWER, New York City.

tion continues radio will again be one of the most important items for 1936 and is bound to be a leader in every classification.

At the same time the industry is urged to be prepared for the entrance of television which is certain to create a tremendous boom in sales.

GUARANTEED LOW-DOWN ON PRICES

Quantity	Description	Amount
United States, 100	Blind Stamps, per 100	\$.45
Various	Blind Stamps, Double Exp.	.30
Various	Per 100	.30
Which Metal, 10-Ct. No. 10	or grade on market, Gro.	9.00
Physicians & Nurses Baby	Tablet Powder, Gro. Can	4.50
Perfume, 25c. 8750	Stamps, Gro.	3.00
United States, 100	Blind Stamps, per 100	5.50
Blind Stamps, Special Val.	at 50c.	5.25
Face Powder, 10c. 8750	Stamps, Gro.	2.75
Blind Stamps, per 100	Blind Stamps, All Sizes	3.25
Blind Stamps, per 100	Blind Stamps, All Sizes	2.52
Blind Stamps, per 100	Blind Stamps, All Sizes	5.04
Blind Stamps, per 100	Blind Stamps, All Sizes	.47
Blind Stamps, per 100	Blind Stamps, All Sizes	.08
Blind Stamps, per 100	Blind Stamps, All Sizes	.35
Blind Stamps, per 100	Blind Stamps, All Sizes	8.64
Blind Stamps, per 100	Blind Stamps, All Sizes	.18
Blind Stamps, per 100	Blind Stamps, All Sizes	2.75
Blind Stamps, per 100	Blind Stamps, All Sizes	2.40
Blind Stamps, per 100	Blind Stamps, All Sizes	1.20
Blind Stamps, per 100	Blind Stamps, All Sizes	1.44
Blind Stamps, per 100	Blind Stamps, All Sizes	2.40
Blind Stamps, per 100	Blind Stamps, All Sizes	2.15
Blind Stamps, per 100	Blind Stamps, All Sizes	.85



Cannon Mills, Inc. thru the national advertising which appears for their products in magazines reaching millions of readers create a great demand for the products bearing their name. Cannon towels, for instance, are demanded by name by more women than any other towel on the market. The Cannon Mills make up these towels in price ranges especially suitable for the premium trade. And many agents, salesmen, etc., are finding a ready sale for them, wherever shown.

Card playing has always been a favorite pastime among people in all walks of life. This fact, combined with the recent and still prevalent trend toward smaller and more compact apartments and living quarters, makes the sales chart of bridge sets show steady increases. The Adirondack Chair Company specializes in low-price bridge sets, especially designed for the premium and novelty store field. They are offering a catalog of their complete line at the present time.

A new watch catalog, just off the presses, is now being offered by the Berk Merchandise Company. The catalog features Waltham and Elgin wrist and pocket watches at unusually low prices. Two new lines are also featured in the catalog. These are the New Glacier (American style wrist and pocket watches and the 7 1/4 Ligne New Waltham Ladies' Wrist Watches. Long years of experience in the manufacture of these watches enables the Berk Merchandise Company to offer many remarkable buys in this line.

A complete line of luggage, featuring a tag for every purpose and manufactured by the Atlantic Products Corporation, is said to be a good all-year-round seller. Not only for the great volume of traveling which is being done during all seasons, but also for bags used at the beaches for carrying bathing suits, lunches, etc., the low price, good quality luggage line offers a wide market.

Bedlinenware, the colorful, attractive new material developed by the American Cyanamid Company, is now being used in the manufacture of a great number of different products, ranging from baby spoons to fudge cutters and including tumblers, dishes, kitchen gadgets, butter measures, toy tops, whistles, etc. The charm and attractiveness of these new bedlinenware products, which have a warmth of color all their own, is, however, not the only factor held responsible for their popularity. The extremely low price at which products can be turned out in the new material is also held responsible in large measure.

W. S. Libbey Company is offering samples and complete price information of its Golden Fleece Blankets to anyone interested in this staple item. Company's advertising has been featuring value, display value and universal appeal of the Golden Fleece Blankets and has been challenging comparison with any other item at low cost at which blankets are offered.

Nutrix Novelty Company, publisher of pitch books, reports a lively response on its Lucky Number Dream Books. This concern also reports a big demand for its Cowboy Song Books. Since the advent of "Round and Around" the demand for songsters has greatly increased.

The nation-wide musical rave, The Music Goes 'Round and Around, offers a splendid opportunity for musical novelty manufacturers of such instruments as the human tones, euphonium, karnoe, miniature saxophones, etc. At one time novelties of this kind made big money and pitchmen with a little flair for music found business good. The new song hit offers a chance for a revival of this type of merchandise.

Pocket watches are fast coming back into use, according to Solomon Michelson, a large dealer in watches, situated

in the wholesale jewelry section of New York. Mr. Michelson further states that while the wrist watch will always have a big market, sales on pocket watches, are showing good increases of late.

WOMEN ARE

(Continued from page 64)

designer's as well as the manufacturer's mind. This same holds true of bathroom scales, silverware, glassware and even of items strictly arranged for the men, such as the new leather wallets, pipe racks, cigaret sets, cigaret lighter and case combinations and hundreds of other items in this category. The beautiful lamps and clocks which entered into the field were also for Mrs. America.

Whether barbarian in instinct or purely sociologically inclined, for some reason or other Mrs. America still loves to bring home gifts to Mrs. America, especially interesting, unique, useful modern gadgets. The success of the whistling tea kettle is known to all in the merchandise industry and yet the great majority of the purchasers were men. Surely men weren't the ones who listened in on the interesting whistles when the water boiled? Not by many long shots. But Mrs. America's approval of this item created a tremendous sale for it among the men and it became one of the fastest moving premiums ever used.

Therefore all merchandise men are cautioned to carefully choose their items for 1936 with Mrs. America in mind. Not only because she is the greatest purchase factor in the country, but also because of her approval many a male item is more successful and because of her love for gossip those items which meet with her approval become the best word-of-mouth advertised items in the industry.

LADIES' AUX.

(Continued from page 63)

The financial statement when read was applauded. All committees appointed by President Krug received a big hand, especially the house committee, headed by Don Walsh. It was the first time for the "weekly award" system and it went over in grand style. Jennie Rawlings was presented a goodly sum, also the "kitty" was disbursed. The entertainment committee, headed by Clara Zeiger, informed that the next meeting night would have plenty of entertainment. The monthly card party was announced for January 30 in the PCHA clubrooms. A motion was made and approved relative to visitors. Visitors will now be allowed to attend the meetings twice (each), thereafter they cease being "visitors" if they do not become members and must await friends outside the clubrooms.

President Ethel Krug's address to her committee was direct and to the point, and 1936 bids fair to be another banner year for the auxiliary. . . . Invitation was extended the members by Olga Colesta to attend breakfast and entertainment at California Zoological Garden-Sundays.

Blossom Robinson ill with cold. Gladys Forrest also reported on sick list. . . . Secretary Vera Downie wears a "smile that doesn't come off"—whether it is for the big attendance or the thoughts of the bridge games after adjournment. . . . The assistant secretary, Maxine DeMousselle, story-telling in a big way before meeting. . . . Meeting was adjourned at 9:30 p.m. and bingo played and buffet lunch served.

LUCILLE KING.

Porter's United Shows

IDABEL, Okla., Jan. 18. — Porter's United Shows recently closed their winter season at Magnolia, Ark., and moved here for the rest of the winter. The writer had made arrangements for comfortable quarters when the show played here last fall. Will open early in March and head for the Northwest. A crew of men is now working over the rides. Lou Coulter went to Hot Springs. "Toronto Red" McGeary to St. Louis. Jimmie Wells to Omaha. Slim and Mrs. Loeman to Memphis. Jimmy Buley and Charles Knoles to St. Louis. Capt. O'Neal opened a store show at Monroe, La. Others scattered, the writer did not know where. The staff will remain the same as last year—P. A. Porter, owner; Mrs. P. A. Porter, treasurer; the writer; E. N. (Doc) Capell, general agent; Harry Peely, foreman of rides; Johnnie Padack, master transportation; Melvin Tolson, electrician; Mrs. Doc Capell, advertising and merchants' tickets.

Greater Exposition Shows

EAST ST. LOUIS, Ill., Jan. 18.—Some of the winter-quarters work has started under the supervision of Red Sparrow. The greater part of the work will be done after February 1. The holiday season was enjoyed by all, with a big dinner supplied by the management. Those present were Mr. and Mrs. Pfaffenberger, Mr. and Mrs. Lee Perkins, Mr. and Mrs. Ray Keith, Mr. and Mrs. G. I. Noren, Red Draper, Elmer Neelman, P. W. Church, E. Talley, E. Sparrow, W. McLain, Paul Keith, Mr. and Mrs. L. Cook, Arthur Davis and Pat Patterson. A New Year's Eve watch party was held, with refreshments and dancing. Returns from Mr. Francis and Mr. Benjamin, who are both out on booking tours, are very favorable and a nice route is in prospect. Mr. and Mrs. John Francis and Mr. and Mrs. J. Crawford Francis have both taken apartments in East St. Louis. E. Talley has been ill with the flu; also the writer. Mrs. H. W. Smith was returned from visiting in Decatur. Among visitors at winter quarters recently were Charles Goss, Carl Lauther, Charles Carpenter, Dutch Wilson and Ray Rogers and several others. H. W. SMITH.

Philadelphia Pickups

PHILADELPHIA, Jan. 18.—Dave Endy arrived in the city early this week from Miami. Says that some of the Endy Bros.' Attractions have been operating in that city with fair results. He has been making the fair meetings at Columbia and Raleigh. Endy Bros.' Shows will open their regular season in the North the latter part of April or early in May.

Eddie Lippman arrived in the city. His first visit in two years. Will be connected with Endy Bros.' Shows the coming season in the capacity of manager back with the show.

Teddy Ward, who has been connected with various carnivals and museums, has opened a photo gallery on South street. Reports business fair.

Local showmen are looking forward to the coming of the Democratic convention to the city for some unusual business during the stay of the visitors. Arrangements are being made for big sporting events and other lines of entertainment.

Lee Schaefer was a visitor here recently. Stated that he had a very nice season last year.

West Bros.' Amusement Co.

MORLEY, Mo., Jan. 18.—Work was started this week on repainting and conditioning of all rides and fronts. Indications point to a greatly improved show for the coming season, especially in the back end of the midway. Shows will be stronger and several new ones are planned. The new colors, red and white, make the wagon fronts more attractive. J. W. Laughlin and the writer returned early in the week from a trip to the Wisconsin and Illinois fair meets, also a successful booking trip thru the latter State. Mrs. Laughlin attended the meeting and banquet of the Show Women's Club in St. Louis and spent several days visiting with friends. Helen Violette, of Philadelphia, sister of Mrs. Laughlin, is visiting in winter quarters. Bob Laughlin Sr., brother of J. W. and superintendent of the farm, gave everyone a shock when he turned up minus his luxuriant set of whiskers. Whitey Moore, electrician, is busily engaged in building a new concession. BRUCE BARHAM.

Art Lewis Shows

BRIDGEPORT, Conn., Jan. 18.—Work at winter quarters will start in earnest on February 1 when a crew of men will start building new panel fronts for all shows. Mr. Lewis will this year put out the largest show of his career. There will be three new rides, and a new Ell Wheel that arrived last week will provide twin thrills. New trucks will replace some of the hauling equipment. Francis J. Kelley has again contracted with the show, to have all grind concessions, his fifth year with this organization. At present he is busy with some promotions. The writer is also busy with his secretarial duties at quarters and at the hotel. Bill Kerr, general agent, was here last week while on an engagements booking trip. All the people of this show in Bridgeport are getting along nicely and are looking forward to a prosperous season. AL BOKROS.

THE ABOVE PRICES ARE FROM NEW YORK ONLY.
Watch Following Ads for Chicago Inventory Specials.
Fill in Quantity Wanted, Send Your Name and Address with 25c. Deposit, Balance C. O. D.
15-Days Catalog Free
Order from Nearest Branch Established 1916
MILLS SALES CO.
901 Broadway 27 South Wells St.
NEW YORK CITY CHICAGO, ILL.
10 ORCHARD ST. NEW YORK, OFF. DAILY INCLUDING SUNDAY

Factory Bargain Lot PHOTO HANDLE POCKET KNIVES
Assorted Models. Regular Price. Prizes. Steel, 2 Blades. Brass Handles and Lines.
A New Deal — Big Buy
Per Dozen, \$2.25
Five Dozen for \$10.00
Send for New Catalog.
RONDE-SPENCER CO.
Wholesale House,
223-26 W. Madison St., Chicago.

LEATHER TIES & LINKED BELTS
Best Selling Items on the Market. None Better. Biggest Assortment. Money-Back Guarantee. LOWEST PRICES.
1 Doz. TIES or BELTS. Per Doz. \$2.00
6 Doz. TIES or BELTS. Per Doz. 1.75
12 Doz. TIES or BELTS. Per Doz. 1.60
20 Doz. TIES or BELTS. Per Doz. 1.00
SAMPLE TIE or BELT. Each .25
Combination TIE, BELT and DOG TIE. .50
ACME LEATHER NOVELTY CO.
152 Washington Street, Salem, Mass.

LET ME SEND YOU THIS TAILORED SUIT AND TRY YOU UP TO 40 IN A DAY
Amazing! See how! Wear this splendid suit and I'll pay for it if you'll follow my easy plan and quality. Choose from three fine weathers, tailored to your measure. Just show it to your friends. Make up to 310 in a day—easy!—no waiting line nationally-known tailoring house. No experience needed. ACTUAL SAMPLES FREE! Write today for details of sensational new plan and actual samples. SEND NO MONEY. H. J. GRAVES, PRES. STONE-FIELD CORP., 1900 W. Harrison, Dept. A-717, Chicago.

IT'S NEW—IT'S HOT Goodrich Shear Head.
Take a pair of shears—any pair of shears—hold them in a vise—turn the blade a little. Also sharpen pocket knives and stationery knives and kitchen knives in a same way. Large 30 cent size of shear electric for sale. Write for details. 1001 1/2 W. 11th St., Chicago, Ill. 1900 West Madison, Dept. 88-9, Chicago.

ELECTRICAL ITEMS

(Continued from page 64)
Introduced a great many useful and attractive items in every price class. A unique advantage that electrical premium merchandise enjoys is that much of it has national advertising behind it and is produced by firms of substantial character.

While it is true that a large portion of the electrical devices and gadgets on the market are designed for the home, that fact in itself accounts for their strong appeal to every member of the family and largely explains why the premium merchandise industry is featuring more and more electrical servants for the home. Among the most popular electric items at the present time, many of which already enjoy a solidly established acceptance, are irons, toasters, curling irons, lamps and clocks in a score of presentations, waffle irons, fruit slicers, fans, radios, heaters, casseroles, percolators, teakettles, heating pads. Among the more popular higher priced items are electric sweeters, refrigerators, vibrating reducing machines, radios, washers, ironers, stoves and the like.

GIFT CARTONS

(Continued from page 64)
Jointly with the new and impressive merchandising methods.

The perfume industry, many years ago, recognized the value of the superior gift carton. Today, even the bulkiest product is packed in most attractive containers. The merchandise industry should take advantage of these containers for they enhance the value of the item itself and create greater interest for it. Gift cartons are but part of the job today, but, nevertheless, an important part.

ROYAL AMERICAN

(Continued from page 63)
Charles Royal, Prince Charles Ludwig, Don Williams, Buddy Thompson, Harry Elms, Teddy and Henry Boers, Princess Cecelia and Charlie Starke. Ed Nelson, construction superintendent, was operated on two weeks ago at Plant Hospital here for internal complications. Lorraine, his wife, was recovering from an operation in the same hospital. Both are convalescing rapidly. Babe Drake, former trainmaster, rebuilding Raybell's huge stage scenery. Walter Kemp supervising reconstruction of the Lion Motordrome. Dillon Hurt, cookhouse owner, is recovering from a head laceration that became infected. Carl Sedlmayr Jr., with a new roadster for Christmas from General Manager and Mrs. Laura Sedlmayr has returned to Chicago Military Academy at Haines City. Little Jean LaRue and her Big Guitar have returned to join Raynell and Her Gang. Mrs. Melville was here arranging to put a large new Skooter ride with the show again. She had as guests here Mr. and Mrs. Richard Lusso, Mr. and Mrs. Joseph Lusso. Mrs. Lusso's mother, Mrs. Herz and Edith Herz.

JACK E. DADSWELL.

Marks Shows

RICHMOND, Va., Jan. 18.—Following the holidays activities began in earnest at winter quarters here. Repainting and canvas-repairing has commenced and rebuilding of the fronts will follow next. All motor equipment is being overhauled. Manager John E. Marks returned from a trip south, on which he had James Raftery had success in booking locations, and the pair went to Raleigh to attend the North Carolina fair men's meeting. Prof. C. A. Henry, magician, has signed his troupe for the shows midway next season. At present is playing theaters in the South. Jack Chisholm and his wife have returned after a trip thru Canada, which took them home for the first time in years. The veteran corn-game owner is now residing at his Church Hill home. New amplifiers are being installed in the advertising sound truck, and new receiving equipment will be installed before opening in the spring. Gilmore Tate, former showman and representative of Delight Candy, now in correspondence course business, dropped into the L'I Abner Cafe (owned by showfolks) on a recent visit to Richmond. The Friedman also visited locally. With the Virginia fair men's meeting to be held January 27-28, quite a little mixup has occurred due to the fact that the Richmond Chamber of Commerce erroneously announced the dates for the 13th and 14th, but The Billboard had the correct dates in all its late issues, and nearly everyone has been informed of the error made by

local officials, and the attendance at the meeting should break previous records. Ralph Lockett, former secretary of this show and now classified advertising manager for a Newport News newspaper, was a recent visitor here.

ROUTES

(Continued from page 37)

- Leaver, Allan: (The Farm) White Plains, N. Y.
Lorenz, Deke: (La Salle) South Bend, Ind.
LeRoy, Howard: (Hawkes) Springfield, O.
Lee, Alan: (Edison) New York, N. Y.
Lehrer, Ivan: (FSS Club) Chicago, Ill.
Lee, Paul: (New Windmill) Pittsburgh, Pa.
Lewin, Paul: (Bismark) Chicago, Ill.
Lewis, Ted: (Ambassador) Los Angeles, Cal.
Light, Knoch: (McAlpin) New York, N. Y.
Lindeman, Udo: (Olefin Palace) New York, N. Y.
Little, Milton: (The Dragon) Grand Rapids, Mich.
Little, Milton: (The Dragon) Grand Rapids, Mich.
Little, Milton: (The Dragon) Grand Rapids, Mich.
Lombard, Guy: (Roosevelt) New York, N. Y.
Long, Johnny: (Tom Eck) Albany, N. Y.
Lopes, Vito: (Ambassador) New York, N. Y.
Lynn, Frank: (Claridge) Memphis, Tenn.
Lynn, Abe: (Hollywood) New York, N. Y.
Lynn, Bob: (Commodore) Vancouver, B. C., Can.
McCarty, Al: (Bancroft) Springfield, O.
McNamara, Bill: (Protein Inn) Hollywood, Calif.
McRae, Jerry: (Club Forrest) Augusta, Ga.
Mack, Austin: (Harry's N. Y. Cabaret) Chicago, Ill.
Madriaga, Estic: (Netherland Plaza) Cincinnati, O.
Maglio, Charlie: (Page Page) San Francisco, Cal.
Mann, Milton: (Village Barn) New York, N. Y.
Mannons, Wingo: (Famous Door) New York, N. Y.
Manuel, Al: (Man About Town) New York, N. Y.
Maples, Nelson: (The Olde Tavern) Fort Wayne, Ind.
Mato, Art: (Bretts Club) Shreveport, La.
Marston, Al: (Club Mirador) Homestead, Pa.
Marion, Gus: (Bloss) New York, N. Y.
Marion, Paul: (Arcadia) New York, N. Y.
Masquarada: (Arcade) Lake Charles, La.
Mayne, Artie: (Belmont Grill) Bridgeport, Conn.
Meadow, Frank: (Barrel of Fun) New York, N. Y.
Meeker, Bobby: (De Witt Clinton) Albany, N. Y.
Mel, Jimmy: (Royale-Produce) Chicago, Ill.
Messner, Dick: (Rexes House) Newark, N. J.
Meyers, Jack: (Club New York) New York, N. Y.
Milkigan, Norvy: (Cocoanut Grove) Minneapolis, Minn.
Mills, Floyd: (Joe's Casino) Wilmington, Del.
Mills, Henry: (New Plaza Club) Pittsburgh, Pa.
Mohr, Bob: (Desiree Club) Santa Monica, Cal.
Mozan, Jack: (Green Mill Village) Fosterville, Calif.
Moore, Deacon: (Muehlebach) Kansas City, Mo.
Morgan, Jack: (Hollywood) Tonawanda, Pa.
Moss, Joe: (Vanderbilt) New York, N. Y.
Moyer, Ken: (Washington-Yours) Shreveport, La.
Mulligan, Norvy: (Cocoanut Grove) Minneapolis, Minn.
Napel, Harold: (Rainbow Room) New York, N. Y.
Navara, Leon: (State) New York, N. Y.
Navarre, Ted: (Roosevelt) Brooklyn, N. Y.
Nelson, Ozzie: (Lexington) New York, N. Y.
Newman, Roby: (Rainbow Grill) Rockefeller Center, N. Y.
Nichols, George: (Veteran's) Myrtle Point, Ore.
Niebauer, Eddie: (Ostelo Moderne) Chicago, Ill.
Nielsen, Paul: (Park Avenue) Detroit, Mich.
Nittl, Joe: (Club Havana) Chicago, Ill.
Nolan, Buddy: (Deedars) Appleton, Wis.
Nolan, Ray: (Rainbow Room) New York, N. Y.
Norris, Joe: (Eastern Star) Detroit, Mich.
Norton, Jack: (5100 Club) Chicago, Ill.
Olson, Walter: (New Julius) Gardenville, N. Y.
Oliver, Florence: (Anna Held's) New York, N. Y.
Olson, George: (College Inn) Chicago, Ill.
Osborne, Will: (Blackhawk) Chicago, Ill.
Pablo, Doc: (Schneider's) Detroit, Mich.
Panchot: (Unity Club) New York, N. Y.
Panco, Louie: (Olympic) Chicago, Ill.
Parker, Johnny: (Knickerbocker) Chicago, Ill.
Parker, Ray: (S. B. Zoo) Chicago, Ill.
Pasquale, Don: (Heart of Chicago) Chicago, Ill.
Pedarvis, Paul: (Fort) San Francisco, Cal.
Perry, Ron: (St. Marks) New York, N. Y.
Pitak, Earl: (Broad Street Grill) Harrisburg, Pa.
Pollock, Ben: (Loray) St. Paul, Minn.
Pron, Jean: (DeWitt) New York, N. Y.
Fritz, Louis: (Patrons) Deer) Hollywood, Calif.
Purvis, Jack: (Thru Looking Glass) New York, N. Y.
Rabcock, Paul: (El Morocco) New York, N. Y.
Rainbow Hangers: (Piazza) Haverhill, Mass.
Ravel, Arthur: (Victoria) New York, N. Y.
Ray, Frank: (Vista) Chicago, Ill.
Raymond, Richard: (Kil) New York, N. Y.
Reeder, Herbie: (Cassidy) Chicago, Ill.
Reichman, Joe: (Beater) Boston, Mass.
Reid, Gus: (Paramount) Waterloo, La.
Reid, Benny: (Club Lido) Syracuse, N. Y.
Rhythm Girls: (Log Cabin Inn) Chicago, Ill.
Richard, Joe: (Roosevelt) New York, N. Y.
Rice, Art: (Showboat) South Bend, Ind.
Richards, Barney: (Limehouse) Chicago, Ill.
Richardson, Florence: (Rena) New York, N. Y.
Rines, Joe: (Mayfair) Boston, Mass.
Rioff, Stan: (S. B. Zoo) Chicago, Ill.
Rivon, Joe: (Francis) Geneva, La.
Robbins, Ted: (Rosemary) Boston, Mass.
Rodriguez, Jose: (LaRue) New York, N. Y.

- Rodrigue, Neno: (El Morocco) New York, N. Y.
Rogers, Buddy: (Money-Plans) Miami, Fla.
Romer, Bill: (Rialto) Newton, Pa.
Rosen, Melvin: (El 34-35) (Elmola) Macomb, Ill.
Roof Garden Band: (State) Hibbing, Minn.
Rose, Irving: (Globe Supper Club) St. Louis, Mo.
Rosen, Tommy: (Wisteria Garden) Atlanta, Ga.
Rosenthal, Harry: (LaRue's) New York, N. Y.
Roth, Eddie: (Club Alhambra) Chicago, Ill.
Roth, Sam: (Palm Island Casino) Palm Island, Fla.
Russell, Jack: (Melody Mill) Chicago, Ill.
Rutherford, Al: (Beaver) York, Pa.
Sabla, Paul: (Town Casino) Miami, Fla.
Sains, Lew: (Club Minnet) Chicago, Ill.
Sand, Carl: (Chateau) Chicago, Ill.
Schneider, Sol: (Old Romanian) New York, N. Y.
Schreiber, Carl: (Oriental Gardens) Chicago, Ill.
Scott, Chic: (Jefferson) St. Louis, Mo.
Seber, Irving: (Dixie) New York, N. Y.
Sears, Fred: (O'Malley) Vicksburg, Miss.
Shay, Bob: (Tower Club) Hollywood, Calif.
Shiner, Lou: (Three Little Pigs) Hollywood, Calif.
Smith, Joseph C.: (Versailles) New York, N. Y.
Snyder, Billy: (New Lookout House) Covington, La.
Sobel, Max: (Silver Slipper) Northumberland, Pa.
Sorey, Vincent: (Rena) New York, N. Y.
Speath, Karl: (Marco's Grill) Detroit, Mich.
Stanley, Al: (Onstage Lido) Daytona Beach, Fla.
Stanley, Red: (Onyx) New York, N. Y.
Star, Fred: (Clarendon) New York City, N. Y.
Stern, Harold: (Fifth Ave.) New York, N. Y.
Stern, George: (Plaza) New York, N. Y.
Stewart, Harry: (New Taita) Tulsa, Okla.
Sweeney, Bud: (Winter Casino) Buffalo, N. Y.
Sylvester, Bob: (Congress) New York, N. Y.
Talbot, Larry: (Kil) New York, N. Y.
Tate, Erskine: (Arcadia) Chicago, Ill.
Taylor, Jack: (Silver Cloud) Chicago, Ill.
Terry, Ron: (St. Moritz) New York, N. Y.
Thomas, Wilt: (Club DeWitt) Olathe, Kan.
Thorn, Otto: (Bavarian) (Pittsford Inn) Pittsford, N. Y.
Tinsley, Bob: (Columbo's) Chicago, Ill.
Toppo, Al: (Mist House) Chicago, Ill.
Tracy, Jack: (Strand) Shreveport, La.
Tremaine, Paul: (Olefin Palace) New York, N. Y.
Tucker, Orrin: (Claridge) St. Louis, Mo.
Tucker, Tommy: (Merry-Go-Round) Miami, Fla.
Turk, Al: (Club Malibu) Chicago, Ill.
Van Duzer, Roger: (Larchmont Casino) Larchmont, N. Y.
Van Pool, Marshall: (Silver Slipper) Memphis, Tenn.
Van Horn, Dave: (Four Horsemen) Philadelphia, Pa.
Vance, Johnny: (Club Joy) Lexington, Ky.
Vaughn, Walter: (Rainbow Gardens) Chicago, Ill.
Velas, Esther: (Roosevelt) New York, N. Y.
Wagner, Sol: (Via Lago) Chicago, Ill.
Wardlaw, Jack: (Jefferson) Columbia, S. C.
Warren, Arthur: (Barney O'Leary's) New York, N. Y.
Watts, Kenny: (Dicky Wells) Harlem, New York, N. Y.
Watts, Carl: (El Mirador) Palm Springs, Calif.
Weeks, Asa: (Aragon) Chicago, Ill.
Weeks, Jimmy: (Cocoanut Grove) Boston, Mass.
Weeks, Ted: (Palmer House) Chicago, Ill.
Wesley, Wee Willy: (Columbia) Columbia, Pa.
Wesley, Al: (Four Trees) New York, N. Y.
Whiteham, Paul: (Hippodrome) New York, N. Y.
Wilson, Hardy: (Palace Gardens) Lansing, Mich.
Williams, Don: (Fox) Beatrice, Neb.
Williams, Hod: (Charlotte) Charlotte, N. C.
Williams, Joe: (Coral Garden) Lansing, Mich.
Winsky, Harry: (Club Casino) Cincinnati, Ohio.
Winsky, Sam: (Edison) New York, N. Y.
Winegar, Frank: (Belmont) Lexington, Mich.
Winston, Jack: (Omas Terrace) San Antonio, Tex.
Wood, Howard: (Robert Treat) Newark, N. J.
Wyle, Austin: (Kenners) Albany, N. Y.
Zairn, Michael: (Waldorf-Astoria) New York, N. Y.
Zairn, Joseph: (Biltmore) New York, N. Y.
Zivko, Sammy: (Nut Club) New Orleans, La.
Zullo, Don: (Sak's) Detroit, Mich.
Zullo, Leo: (Benjamin Franklin) Philadelphia, Pa.
Zully, (Flagship) Chicago, Ill.
Zwolin, Ted: (Boulin Rouge) Detroit, Mich.
Anything Goes: (Grand) Chicago.
Blossom Time: (Orphe) Kansas City 20-25.
Boy Meets Girl: (Belvue) Chicago.
Call It a Day: (National) Washington, D. C.
Dear Old Darling: (Erlanger) Buffalo 22; (Masonic) Rochester 24; (Mata) Ulica 25.
Dorward: (Curren) San Francisco 20-25.
Forthright Teller: (Garrick) Philadelphia 20-25.
Great Walk: (Auditorium) Chicago.
Hampton, Walter: (Dushnell Hall) Hartford, Conn.
Light Behind the Shadow: (Ford) Baltimore 20-25.
Name Your Poison: (Shubert) Newark, N. J. 20-25.
New Name: (Erlanger) Chicago 20-Feb. 1.
Old Mac: (Met.) Minneapolis, Minn. 20-22; (Auditorium) Rochester 22; (Shrine Auditorium) Dea 24; (Technical High School) Omaha, Neb. 25.
Personal Appearance: (Harris) Chicago.
Personal Appearance: (Case) Detroit 20-25; (Ranna) Cleveland 27-Feb. 1.

- San Carlo Opera Co.: (Auditorium) New Orleans 19-21; (Auditorium) Houston, Tex. 23-25.
Shiner, Corbelle Otis: (Shubert) Boston 20-25.
Squaring the Circle: (Blackstone) Chicago 20-25.
Taming of the Shrew: (Colonial) Boston 20-Feb. 1.
Three Wise Fools: (Chester St.) Philadelphia 20-Feb. 1.
Three Men on a Horse: (Plymouth) Boston.
Three Men on a Horse: (Met.) St. Paul 20-25; (Met.) Minneapolis 27-Feb. 1.
Three Men on a Horse: (Paramount) Miami, Fla. 20-25.
Tobacco Road: (Nixon) Pittsburgh 20-25.
Tobacco Road: (Rourke) La Junta, Colo. 24; (Kemo) Albuquerque, N. M. 25.
Ziegfeld Follies: (Forest) Philadelphia 20-25.

INDEPENDENT BURLESK

- Big Berus: (Family) Mahanoy City, Pa. 22; (Met.) Williamsport 23; (Orphe) Reading 24-25; (Variety) Pittsburgh 27-Feb. 1.
China Doll: (Gayety) Baltimore 20-25; (Gayety) Washington, D. C. 27-Feb. 1.
Daddy Doll: (Troadero) Philadelphia 20-25; (Lyric) Adelanto 27-28; (Family) Mahanoy City 29; (Met.) Williamsport 30; (Orphe) Reading 31-Feb. 1.
Diamond Daring: (Gayety) Washington, D. C. 20-25; (Empire) Newark, N. J. 27-Feb. 1.
Garden of Girls: (Empire) Newark, N. J. 20-25.
Ginger Snap: (Variety) Pittsburgh 20-25; (Gayety) Baltimore 27-Feb. 1.
Merry Madams: (Werba) Brooklyn 20-25; (Repubic) New York 27-Feb. 1.
Modes & Models: (Howard) Boston 20-25; (Hudson) Union City, N. J. 27-Feb. 1.
Novelties of 1936: (Repubic) New York 20-25; (Troadero) Philadelphia 27-Feb. 1.
Smart Set: (Howard) Boston 27-Feb. 1.
Youth Follies: (Hudson) Union City, N. J. 20-25; (Werba) Brooklyn 27-Feb. 1.

MISCELLANEOUS

- Baughman's Womans of Mediterranean: Auburn, Ill. 25; Waverly 25; Petersburg 26.
Birk, Melvin: (Met.) Chicago, Ill. 27-Feb. 1.
West Point 24; Tuppis 25; Winona 27; Water Valley 28; Oxford 29; Oreenville 30.
Bray Bros' Show: Hardeville, S. C. 20-25; (Met.) New York, N. Y. 27-Feb. 1.
Claude Clarette: Alton, Ill. 20-25.
DeClen, Magician: Jackson, Mich. 20-24.
Delmar, Hypnotist, Escape: (Granada) Los Angeles 20-25.
Eber, Prince, Mentalist: Elk Creek, Neb. 20-25.
Fenton, King: Chico, Tex. 20-25.
Fostare, Magician: (Pioneer) Chattanooga, Tenn. 20-25.
George, Doc, Ventriloquist: Waterloo, Ia. 23-25.
Harlan Med. Show: Louisville, O. 20-25.
Howard's Museum: Moberly, Mo. 20-25.
Johnson, Judith C., Mentalist: (Eagle) Albany, N. Y. 20-25.
Marine-Firestone Co.: Waco, Tex. 20-25.
Ramon, King, Magician: Alton, Ill. 20-25.
(See ROUTES on page 79)

B & N'S JANUARY SPECIALS
NEW DENACO—De Luxe Double Edge Blue Steel Blades, 5 to Box, Col. E-Wrapped, Per 100 45c
DENACO—De Luxe Single-Edge Blue Steel Blades, 5 to Box, Col. E-Wrapped, Per 100 70c
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PITCHMEN

for

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(Cincinnati Office)

JAMES L. OSBORNE
shoots one from Stamford, Tex.: "Last year was neither pleasant nor profitable for us. Had a fair spring on the Minnesota Iron Range. Jumped from Waterloo, Ia., to West Texas and found ootton six weeks late. Then the knockout. Lost our baby boy after just a few hours of sickness. Six days later the missus' father was killed in an accident while at work. Then the weather turned bad and that was that. Have had West Texas to myself this fall as I haven't met a pitchman since Waterloo. But there just isn't any money to be made. Here's hoping that '36 will at least hold its own."

start exposing the pitchman's gimics? And then where would the pitchman finish? You're right—behind that eight ball."

"LANDED IN PARKERSBURG
right side up," tells Doc George M. Reed. "Opened in a chain store here to good business, my second trip here in 10 months. Left Columbus January 5. Met one of the boys in a High street chain store with rings. He is one of the cleverest and cleanest workers I have ever seen, a real gentleman, always ready to give a brother pitchman straight and honest information. He is Arthur M. Maclean and hails from Detroit. Lock him up, boys, if you happen to hit the same town he is in. Also met my old friend Steve McDonald working out flowers on High street and getting the price, altho several others are selling 'em for almost nothing. But Steve refuses to give his goods away. I understand the 'powers that be' are going to tighten up on the boys on High street. So much for Columbus. Parkersburg seems to be in good shape. You can work here at the city building alley or a doorway if you can find one. But you can't work high or get a big tip. Reader is reasonable, but be sure you fix the sales tax part. Will work here until January 26, then move into a Wheeling chain store. After that will open my jobbing business. Have formed the Reed Products Company and will incorporate about February 1. Met H. S. MacCallum, prince of good fellows, as he passed thru. He's a real pitchman. He would like pipes from Art Cox and the missus. He just finished three weeks at Wheeling."

"WE ARE HEADING
into Hot Springs, Ark. for a month's rest," tells Harry Woodruff from Little Rock. "Had a very good Christmas month. Worked in territory that was supposed to be n. g. Our home is in Indianapolis. Used to be in business there. Was married last Thanksgiving in Wichita, Kan. My wife is from Des Moines."

REPORTS EMANATING
from the Tennessee tobacco Warehouse towns are that the weed is commanding good prices and that some grades are getting better prices than last year, giving the retailers an upturn in business.

"JUST COMPLETED
a three-week engagement at Cecil, Ga.," writes Rightin, from Bridgefield. "Enjoyed fair business. The weather was plenty bad. Among recent visitors were Oliver Bykes, of the Slick vauds and movie show, and D. Cooke, of the Cooke talkie and vaudeville show. They stayed for the performance. Are now in our 142d week. The Pickering family were also recent visitors, as were the Merton family. The latter are playing schools and theaters and just came up from Florida. As we pulled into town here we met the personnel of Lamb's movie show, Sid Eridello and Mother Walker, of the Walker show, aged 64. She is still trotting and managing her own show. Some record."

DOC BATES HASN'T
piped in quite a while. This one comes from Frenchmans Bayou, Ark.: "Not working, just hibernating here. Would advise all med and pitchmen to stay out of this State. I expect to frame my med opry soon."

"HAVE BEEN READING
in The Billboard something about national campaigns against med knockers," pipes Doc Frank Kreis from Scranton, Pa. "I agree that every knocker in the business should be run out. Last June I went to Weatherly, Pa., to try to fix for my show. The burgess told me this town was closed to all med shows on account of a certain knocker making the town the year before and antagonizing the local doctors and druggists. At another spot I was told that some med workers had knocked everything from doctors and hospitals off down the line. Three weeks later I went to Palmerton, Pa., and was told the same story about the same people. At Edgermont Park I was told of another pitchman who had knocked Vick's Vaporub. In all cases the towns were closed following the knocking. Later I ran across one of the knockers and asked him what he did for. He replied it helped get money. What an excuse. Look what it was doing to the towns in which he worked. There is a pitch store here in Scranton. I had heard their lecturer some time ago in New York. At that time he was the only one on the platform who was not knocking. But now I have to take it all back. Three days ago I heard him here and he was knocking everything mentioned in the present campaign against knockers. Last winter a pitchman was pitching herbs in a 10-cent store. He was very good, but at the finish he knocked Aspirin. He said he didn't know any real reason. Also there was a pitchman in a drug store window here. All he did was knock. Did it ever occur to these knockers, I wonder, that drug houses might

but if there are no hunger riots, etc., the best way is to see for yourself and test your own ability on any certain territory. I see Soapy Williams gone north to Detroit in the winter and south to Texas in the summer. Would like to see pipes from Paul Hauck, Pearl and Howard. Can't wait to get up to the smoke stacks in summer again and see Jake at the Paul Hevere in Detroit. How is the Warming Tree? Are you boys keeping it warm up there? See that Doc Lund, LeRoy Butler, Pierce and the bunch are up Oklahoma City way. Will be up there very shortly if everything goes okeh. Wonder if anyone is still in Winston-Salem. Where is Mary Bagan? If she doesn't pipe in soon I'll make her stand in the corner and write "I'll pipe in a thousand times. Betty and I were very sorry to hear of the Bagan's losing their grandmother. Will see you all in Michigan, Illinois, Wisconsin and Ohio when the weather permits."

"WE WERE IN
and around McGehee, Ark., for about 10 weeks and, altho money wasn't so plentiful, the wife and I managed to build a home on wheels," pipes Dave Ross from McComb, Miss. "Have been here since the 23d of December and have been doing fairly well considering conditions. Didn't see a pitchman until last Saturday night when I met Shorty Walker with glass-cutting sharpeners. He said he just came from New Orleans and that the boys there were having a tough time making ends meet. That's about all one could expect in a wide open town like M. O. Any pitchman who can make money there is just about accomplishing the impossible. I was there every winter since 1928, but last winter I signed off. It's a good town to be 'from.' Saw Salem Bedoni here during Christmas week. Guess he did okeh. The missus and I work different towns. Last Saturday she worked Tylertown, while I worked Columbia. The former is open only on private property. Columbia is open on the courthouse lawn. Both are good Saturday spots. McComb this year has a fairly reasonable quarterly reader on the best lot in town. Good Saturday and pay-day spot (16th and 30th). Saw Doc Clark's med show doing good biz here. Had them waiting in line at his trailer office. He has been here nine weeks. Have just worked out a new plan on the pitch. Will test it and if it matures am sure all pitchmen will benefit thereby. Will not keep it a secret if it works out. Intend to leave here this week for Jackson, Tenn. It's colder there, but the wolf won't do himself any good hanging around my door because he can't get in. Would like to read pipes from Jake Branbolta and Skippy Davis. Would also like to know the new law regarding readers in Alabama. Can anyone enlighten me? Will pipe down so that the missus and I can tear into the herring and black bread she has prepared."

IT'S BEEN A LONG
time since Doc (Garlie) Mansfield has contributed a pipe, and here comes one from Kapaa Kanni, Territory of Hawaii: "Thought you might be interested in some new stories surrounding my travels. A few years ago I stopped in Japan and was surprised to find Japanese pitchmen far superior to the American brand in the selling game. They have a whole market street put aside for them and the license is very low. However, only Japanese can obtain a reader. Two men usually close the joint with a rapid-fire conversation. As one stops the other comes on, and by the time they turn the joint most of the crowd are in a more or less hypnotic state and results are very good. I was introduced by an English-speaking Japanese, who informed them I was an American pitchman of medicine. They agreed to let me make a pitch under their permit, so first I performed a bally, which is never used in Japan. In a jiffy I had a large crowd that listened attentively, but I doubt if one single person in that tip understood English. The Japanese pitchmen gave me that double-closing talk after I finished and believe me or not I took in 27 yep. I got such a thrill out of this novel experience that I invited the pitchmen to a saloon, where we drank and ate up the 27 yen. Japan is a modern country and scrupulously clean. At night all traffic is stopped on the shopping streets, which makes it a haven for people who want to walk without danger of being hit by an auto. When a driver hits another car the two drivers exchange cards, offer each other

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1936 SHOW A BIG WINNER

Eighth Annual Convention Beats All Previous Shows

Manufacturers report sales totaling more than a million dollars—trade organizations meet and elect officials—banquet is gay affair with record crowd

CHICAGO, Jan. 18.—The eighth annual Coin Machine Exhibition and Convention fulfilled all predictions of being "bigger and better" than previous shows. It was the second annual show to be held under the auspices of the National Association of Coin-Operated Machine Manufacturers. The success of the convention is also regarded as a personal tribute to the ability of Joe Huber, who completed his fifth consecutive year as manager of the annual trade convention. Reports made available at the close of the convention indicated that 103 firms had exhibited coin-operated machines or allied products at the exposition. This exceeds all previous records, and gains in the number of firms exhibiting music machines, vending machines and electrical products were noticeable. Pinball and table games again predominated, with automatic payout tables forming the larger part of the table games exhibition.

Manufacturers hailed the success of the convention, reporting an aggregate of sales made during the convention that reached the immense total of \$1,277,000. Rumor during the convention had it that the largest single sale during the convention was a cash sale of 800 Buckley digger machines to an operator who will add this number to his present route of 150 machines. A total of 151 exhibit booths had on display the widest variety of coin-operated devices and allied products in the history of the trade. Greater showmanship in booth decoration and a rapid rise in the quality and price of amusement machines exhibited was an impressive factor during the convention. A definite trend toward higher priced games, particularly in the payout table field, was noticeable. One new development in automatic table games was reported to retail at \$1,500.

Most conspicuous gains were noticeable in the displays of automatic phonographs, cigaret vending machines and electrical developments for table games.

National Council Elects Officials

CHICAGO, Jan. 18.—National Council of Coin Machine Operators' Association met in business session January 14 and re-elected Ralph T. Young, president of the Automatic Merchandisers' Association of Ohio, to head the National Council for another year. Fred A. Mann, president of the Organized Operators of Chicago, was re-elected vice-president. John Beckman, of St. Louis, was elected secretary.

The National Council held open sessions during the 1936 Coin Machine Convention in Chicago, proposed an eight-point program for operators and announced a new plan for accepting members into Council other than voting members. The Council is an association of State and local organizations of operators. State organizations pay \$50 per year and are entitled to two delegates, while city and county organizations pay \$25 per year and are entitled to one delegate. Associate memberships range from \$1 to \$50.

Communications to the National Council may be sent to Ralph T. Young, president, 3517 Warren avenue, Norwood, O., or to John Beckman, secretary, 3124 California avenue, St. Louis, Mo.

Practically every manufacturer of automatic phonographs had displays of the most modern devices in this field. The displays of cigaret vending machines in-
(See 1936 SHOW on page 88)



W. A. TRATSCH, who was elected president of the National Association of Coin-Operated Machine Manufacturers.

1936 Banquet Is Stampede

Crowd of more than 3,000 enjoy good food and gay program

CHICAGO, Jan. 18.—Swelling to the proportions of a stampede, attendance at the annual banquet of the 1936 Coin Machine Exposition taxed the facilities of the Hotel Sherman to capacity. A preliminary check on the sale of tickets indicated an attendance of 3,322, surpassing all records for attendance at the annual banquets of the coin-machine trade. The gay spirit prevailing at the banquet was typical of the atmosphere of the entire convention, which surpassed previous records in attendance, products exhibited and in the amount of sales during the convention.

The program of entertainment was in keeping with the record-breaking proportions of the convention itself. Booked by the Eddie Morris Agency, which has furnished the entertainment programs for two previous conventions, the versatile Bill Snyder was master of ceremonies. The 16 Ethel Paree Beauties furnished dancing and pep for the program, the Eight Morgan Dancers were cheered for their acrobatic waltzes, the Elliot Sisters provided thrills in their dancing, Anthony Marks performed as magician, the Four Middle Sons offered instrumental and vocal numbers, the Four Hoosier Hot Shots, well-known radio stars, provided mountain music, and Master Eugene, 15-year-old xylophonist, used an instrument made by the Wurliizer Company, exhibitors at the convention. The boy is regarded as a wonder on the xylophone. The Three Taka Sisters offered Chinese rumba and tango numbers; Three Theodors entertained with adagio dancing; Jack and Nina Carlton, known as international society dancers, were on the program. The Two Zephyrs, colored team, offered a variety act, and Nelson's Boxing Cats were included in the program. Two full orchestras also furnished music for the occasion. The entertainment program was given in the Grand Ballroom and repeated in the Louis XVI Room, where the annual banquet given by the Wurliizer Company to music operators was held as a part of the convention banquet.

(Note: Due to the fact that the attendance at the banquet was almost double the number anticipated, there were not enough Billboard name cards to go around. Because so many did not get a chance to fill in the cards, the list is omitted this year. Next year we will plan on printing 3,000,000 cards, or less, in order to have one for everybody to sign.)

Coinmen Injured on Way

CHICAGO, Jan. 18.—The Billboard is informed that Jerry Kirtland and party from the American Coin Machine Company, Rochester, N. Y., were injured in auto accident while on the way to Chicago to attend the coin machine show. We are told that some of the fellows were pretty seriously damaged.

Fisher Brown as chairman, to report the next morning to the operators.

On the following morning Mr. Brown read the committee report to a group of operators assembled in the Louis XVI
(See OPERATORS' MEETING on page 88)



OPERATORS' MEETING, held by the National Council of Coin Machine Operators at La Salle Hotel, Chicago, during the Coin Machine convention.

Operators Meet To Form Program

CHICAGO, Jan. 18.—First scheduled meeting of operators of coin machines during the 1936 Coin Machine Exposition met Sunday afternoon, January 12, at the Hotel Sherman. Joe Huber, convention manager, presided until the election of a chairman. Mr. Huber announced the purpose of the meeting to elect officers or committees of operators to plan further conferences for operators during the convention. He spoke the welcome of the manufacturers to all operators attending the convention and announced that the manufacturers would have a committee to confer with representatives of operators on any mutual problems.

L. B. McCormick, president of the North Carolina Music Operators' Association, was elected chairman of the meeting. Delegates from Indiana, Illinois, Kansas, North Carolina, Oregon, Mississippi,

Florida, Georgia, Ohio, Oklahoma and Texas were recorded. C. S. Darling, secretary of the National Association of Coin-Operated Machine Manufacturers, was called upon to outline the official program for the operators' meetings. He reported briefly on the convention program and suggested that this meeting had been called to give operators an opportunity to plan their own program for the four days of the convention.

Fisher Brown, president of the Texas operators' organization, was called upon to report on the work of the Texas organization. He spoke at length of the various plans and methods used in that State. Ralph T. Young, president of the National Council of Coin Machine Operators' Associations, stated that as head of the National Council he represented 18 State and local organizations of operators and that duly elected delegates to the National Council would be present to attend sessions of this organization during the convention.

A committee was appointed, with

National Council Forms 8-Point Plan for Year

Reports 19 State and local associations as members—new membership plan announced to finance work during year—committee reports featured at session

CHICAGO, Jan. 18.—National Council of Coin Machine Operators' Association met at the LaSalle Hotel for its first session January 14 during the 1936 Coin Machine Exposition. Ralph T. Young, president of the organization, was in the chair and explained the origin and development of the National Council idea. Nineteen State and local organizations are now members, he said. State associations are entitled to two delegates to the National Council and local associations to one delegate. The growth of the organization since its inception at the 1935 Coin Machine Exposition has been very encouraging, Mr. Young stated.

The chairman then called for various committee reports. Fred C. Chandler, of Iowa, gave an oral report for the Legislative Committee. Most bills affecting the coin-machine industry are unfair, he said, due usually to ignorance of the industry. He stated that the Executive Committee had prepared a model legislative bill which segregates the various types of machines into their proper groups and prescribes regulations suited to each group of machines.

E. G. Borden, of Detroit, read the report of the Committee on Policy and Public Relations. The committee recommended an eight-point program to engage the attention of member associations during the year. Such objectives as an intensive campaign to organize every State, a legislative program, recognition of the professional operator, an industrial board composed of manufacturers, distributors, jobbers and operators were among the eight points in the suggested program. The eight-point program was generally regarded by members as a very constructive outline for a year's work.

Don Leary, of Minneapolis, read the report of the Resolutions Committee. This report commended the Exhibit Supply Company for its co-operation on certain policies of the organization. John Beck-

man, of St. Louis, read the report of the Auditing Committee on the handling of the funds of the organization. Archie LeBede, secretary, read invitations from the mayors of Grand Rapids and Atlantic City, inviting the National Council to hold its next convention in those cities.

Fred A. Mann, of Chicago, was then introduced by the chairman. Mr. Mann said that "this was by far the best and most representative delegation of operators in the history of the trade. We are getting somewhere. The eight-point program is a constructive outline for 1936." Then he outlined the new plan for financing the work of the National Council.

As read, the financing plan includes the regular memberships in the National Council of \$50 annually for State associations and \$25 for local associations. Then contributing members are accepted at \$1 per year. It is estimated that there are between 8,000 and 10,000 operators in the United States, not close to any organization, who will be prospects as contributing members. Sustaining members pay \$5 annually but have no vote; sponsoring members pay \$10 membership fee and may have a voice in meetings but no vote. Maintaining members, such as manufacturers,



RALPH T. YOUNG, re-elected president of National Council.

distributors, big operators, the trade press, accessory firms and others pay \$50 and have a voice but no vote.

Before adjournment a number of memberships based on the above plan were received. M. M. Marcus, of the Markepp Company, Cleveland, was also introduced to explain the poster plan of publicity for pinball games which he has introduced. The immense room where the National Council met was lined with samples of these attractive posters.

WEDNESDAY SESSION

The National Council called an open meeting at the LaSalle Hotel for Wednesday afternoon. Ralph T. Young, president, announced a tentative plan of co-operation for manufacturers and operators and said that prospects of another successful year for the National Council were very encouraging. A report on the funds collected on the previous day was also made.

A report on member organizations in the National Council showed the follow-

ing State and local associations now holding membership in the Council: Ohio Automatic Merchandisers' Association, Inc.; Automatic Merchandisers' Association of Iowa, Memphis Skill Game Operators' Association, Coin Machine Operators' Association of Texas, Skill Game Operators' Association of Minnesota, Amusement Merchants' Association of Missouri, Oklahoma Coin Machine Operators' Association, Cincinnati Division, A. M. A. of Ohio, Inc.; Chicago Vending Machine Operators' Association, Milwaukee Skill Games Board of Trade, Organized Operators of Chicago, Akron Division, A. M. A. of Ohio, Inc.; Detroit Skill Game Operators' Association, Milwaukee Vending Machine Operators' Association, Flint Amusement and Vending Machine Operators' Association, Automatic Merchandisers' Association of Michigan, Cleveland Division, A. M. A. of Ohio, Inc.; Ramsey County (Minn.) Operators' Association, Oregon Skill Game Association. Membership pledges from organizations in Indiana, Kansas, West Virginia, Louisiana, Vermont and Maine were reported.

Radio Song Census

Songs 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 is from Friday, January 10, to Thursday, January 16, both dates inclusive.

Music Goes 'Round and Around	41
Alone	30
Moon Over Miami	30
With All My Heart	26
Foxy, Meeny, Miny, Mo	23
I Feel Like a Feather in the Breeze	23
Lights Out	23
Broken Record	22
Please Believe Me	22
Little Bit Independent	19
Thanks a Million	19
I'm Gonna Write Myself a Letter	16
One Night in Monte Carlo	16
Red Sails in the Sunset	16
Cling to Me	15
I'm Shooting High	15
Dinner for One, Please, James	14
Alone at a Table for Two	11
So This Is Heaven	11

10 Best Records for Week Ended Jan. 20

	DECCA	BRUNSWICK	RCA-VICTOR	COLUMBIA
1	578—"The Music Goes 'Round and Around" and "Lockie for Love." Rolly-Farley and Onyx Club Boys.	7591—"The Broken Record" and "Too Much Imagination." Freddy Martin and orchestra.	25201—"The Music Goes 'Round and Around" and "If I Had Rhythm in My Nursery Rhymes." Tommy Dorsey and his Clambake Seven.	3110-D—"The Music Goes 'Round and Around" and "There'll be a Great Day in the Morning." Frank Prezza and Swing Band.
2	629—"No Other One" and "A Little Bit Independent." Bob Crosby and orchestra.	7587—"The Music Goes 'Round and Around" and "Dinner for One, Please, James." Hal Kemp and orchestra.	25210—"The Broken Record" and "Alone at a Table for Two." Guy Lombardo and orchestra.	3104-D—"Stop, Look and Listen" and "Yankee Doodle Never Went to Town." Joe Venuti and orchestra.
3	559—"Thanks a Million" and "I'm Sittin' High on a Hill Top." Guy Lombardo and Royal Canadians.	7584—"I Wanna Woo" and "A Beautiful Lady in Blue." Leo Reisman and orchestra.	25187—"Where Am I?" and "Dinner for One, Please, James." Ray Noble and orchestra.	3103-D—"Twenty-Four Hours a Day" and "Easy Meeny Miny Mo." Joe Venuti and orchestra.
4	585—"Red Sails in the Sunset" and "Madonna Mia." Guy Lombardo and Royal Canadians.	7580—"Mrs. Aster's Horse" and "Mama Don't Allow It." Ossie Nelson and orchestra.	25182—"Red Sails in the Sunset" and "Turn Your Face to the Sun." Jack Jackson and orchestra.	3100-D—"A Little Bit Independent" and "Remember Last Night?" Herbie Kay and orchestra.
5	617—"Easy Meeny Miny Mo" and "One Night in Monte Carlo." Bob Crosby and orchestra.	7566—"I'm the Fellow Who Loves You" and "Life Begins at Sweet Sixteen." Hal Kemp and orchestra.	25212—"Lights Out" and "Moon Over Miami." Eddie Duchin and orchestra.	3097-D—"Red Sails in the Sunset," Mantovani and Tipica Orchestra, and "Whisper Sweet." Savoy Hotel Orchestra.
6	616—"Red Sails in the Sunset" and "Boots and Saddle." Bing Crosby.	7562—"I Got Plenty o' Nuttin'" and "It Ain't Necessarily So." Leo Reisman and orchestra.	25151—"Thanks a Million" and "I'm Sittin' High on a Hill Top." Paul Whiteman and orchestra.	3096-D—"Where Am I?" and "Start Over Broadway." Little Jack Little and orchestra.
7	617—"On Treasure Island" and "Moonbunnies." Bing Crosby.	7559—"One Night in Monte Carlo" and "A Little Bit Independent." Freddy Martin and orchestra.	25217—"Cigarette" and "Once Around the Clock." Cugat and Waldorf-Astoria Orchestra.	3095-B—"On Treasure Island" and "No Other One." Little Jack Little and orchestra.
8	381—"Year It Down" and "Sugar Blues." Clyde McCoy and orchestra.	7552—"It's Dangerous to Love Like This" and "Alone." Hal Kemp and orchestra.	25196—"A Little Bit Independent" and "Sweet Thing." Fats Waller and Rhythm Boys.	3091-D—"Thanks a Million" and "I'm Sittin' High on a Hill Top." Paul Pendervis and orchestra.
9	613—"I'm Sittin' High on a Hill Top" and "Don't Give Up the Ship." Victor Young and orchestra.	7545—"Take Me Back to My Boots and Saddle" and "On Treasure Island." Joe Moss and Society Dance Orchestra.	25189—"I Feel Like a Feather in the Breeze" and "You Hit the Spot." Richard Himber and Ritz Carlton Orchestra.	3087-D—"Ride, Red, Ride" and "Compe Casanova." Mills Blue Rhythm Band.
10	631—"My Heart and I" and "Sailor, Beware." Bing Crosby, Georgia Stoll and orchestra.	7533—"Thanks a Million" and "I'm Sittin' High on a Hill Top." Paul Pendervis and orchestra.	25191—"Alone" and "Two Hearts Carved on a Lonesome Pine." Tommy Dorsey and orchestra.	3086-D—"I'd Rather Listen to Your Eyes" and "I'd Love to Take Orders from You." Renard and orchestra.

Sheet-Music Leaders

(Week Ending January 18)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, songs listed are 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.; Cambie Hinged Music Company and Western Book Company, of Chicago.

1. Music Goes 'Round
2. Red Sails
3. Alone
4. Moon Over Miami
5. Little Bit Independent
6. On Treasures Island
7. Broken Record
8. Boots and Saddle
9. Lights Out
10. Feather in the Breeze
11. With All My Heart
12. Rhythm in My Nursery Rhymes
13. Prairie Moon
14. Dinner for One
15. If I Should Lose You

USED GAMES WANTED

Due to the fact that we sold practically all of our used machines at the Convention, we're in need of used equipment, and for a limited time only we will double our usual trade-in prices on the purchase of any New Numbers.

ALL OF THE 1936 SHOW HITS CARRIED IN STOCK BY US. SEND US YOUR USED LIST IMMEDIATELY.

BESSER NOVELTY CO.

3028 OLIVE ST. ST. LOUIS, MO.

1936 Convention Exhibitors

The list of firms exhibiting at the 1936 Coin Machine Exposition is published herewith for reference purposes. The names of representatives with the exhibits and also the products shown are listed. Due to the unusually large attendance it was very difficult to get exact information on each booth. Omissions in this list will be corrected upon request. The Information Service of The Billboard is available to any reader who does not find listed here the firm or product he may be interested in. Write Silver Sam, The Billboard, 54 West Randolph street, Chicago:

A. B. T. MANUFACTURING CO., Chicago. Exhibits: Grand Prize, Archer, Top-It, Tunnel Way, Home Stretch, Half Mile, Captain Kid, Combination, A-B-C, Trans-Pacific and various counter games. Attendants: Charles Lichtenman, Alvin Decker, Henry Fischer, Capt. Gas-ton L. Blum, L. B. Elliott.

ACME ALUMINUM FOUNDRY CO., Chicago. Exhibits: Vending Machine Castings. Attendants: Harry L. Ferguson, W. C. Baum, Clarence Walters.

AD-LEE CO., Chicago. Exhibits: X-Cavator Sr., X-Cavator Jr., Dubette, Leap Frogs, Fifth Race. Attendants: J. W. Wertheimer, L. Felsenthal, R. J. Sprechel, J. Ryno.

ADVANCE MACHINE CO., Chicago. Exhibits: Selectoria and all types of vending machines. Attendants: A. E. Gebhart, Mr. Gill, F. C. Cook.

AMERICAN CHICLE CO., Chicago and Long Island City, N. Y. Exhibits: 5 Star Ball Gum. Attendants: E. Charvat, Y. Oppenheimer, Hecht Nielsen, W. Shende, H. Daveshaw, W. Boyd, A. Thies, E. Egleston, D. Egleston.

AMERICAN PISTACHIO CORP., New York City. Exhibits: Nuts. Attendants: Fr. Coussa, Victoria Kusper, Joseph Slanka, Phyllis Caslow.

ANSELL-SIMPLEX TICKET CO., Chicago. Exhibits: Tickets for all games. Attendants: E. Zieber, C. M. Koch.

ATLAS NOVELTY CORP., Chicago. Exhibits: Spring Kits for games. Attendants: Eddie Ginsberg, Morris Ginsberg, Bill Pinaker.

ATLAS VENDING MACHINE CO., Cleveland. Exhibits: Corretta Cigaret Vending Machine. Attendants: Andrew Corretta, Lou Golden, Ike Gardan, S. L. Abrams, Joe Rosboro, Sam Strawl, Max Kint.

AUTOMATIC WORLD, Fort Worth. Exhibits: Trade Publication. Attendants: Tom Murray, Oscar Branch, Julius Dodge, Harry Schetzmitz, Tom Cummings, H. Scott, R. Tomsett.

BALLY MFG. CO., Chicago. Exhibits: Bally Track, Peerless Multiple, Parimutuel, Northern Lights, Golden Harvest, Rambler, Automat, Peerless, Bally Derby, Jumbo, Harvest Moon, Bally Bonus, Paramount, Bull's-Eye Jack Pot, Teaser, Bally Babe, Spark-a-Lite. Attendants: Ray Becker, Herb Jones, George Jenkins, Tommy Allen, Ray Maloney, Jim Buckley, Wayne Price, Sam May, Art Garvey.

BANKS SALES, Detroit. Exhibits: Modernistic Makeup Cosmetic Chest with Peggy Jones Chocolates. Attendants: W. R. Banks, J. E. Perroni.

BARCO PRODUCTS CO., Chicago. Exhibits: Penny Pitch Counter Game. Attendants: James Vallee, Bert Nussbaumer.

C. M. BREGSTONE & CO., Chicago. Exhibits: Interchangeable Salesboard.

CONVENTIONEER



H. L. BAKER, vice-president and general manager of the Pace Manufacturing Company, Chicago.

Exclusive Salesboard Deals. Attendants: C. M. Bregstone, V. J. Durante.

J. M. BREGSTONE & CO., Chicago. Exhibits: Super-Swift Salesboard Deals, Premiums and Novelties, Fur Scotty Dogs, Chrome-Blue Cocktail Set Deal. Attendant: J. Milton Bregstone.

BRUNSWICK RECORD CORP., Chicago. Exhibits: Brunswick Records, Columbia Records, Vocalion Records, Melotone Records. Attendants: H. H. Allen, Don Law, S. H. Hein, M. M. Kirschbaum, H. P. Victor, Jack Leach, A. Weiner.

BUCKLEY MFG. CO., Chicago. Exhibits: Buckley Diggers, Pair Play, Pny Day, Counter Machines. Attendants: P. J. Buckley, Phil Robinson, Leo Stivers, Bill Gullette, M. T. Reiners.

CALLE BROTHERS CO., Detroit. Exhibits: The Cadet. Attendants: H. S. Wagoner, Frank M. Williams, L. S. Holmes, V. Christopher, L. L. Blake, A. O. Spillura.

CALIFORNIA EXHIBIT CO., Los Angeles. Exhibits: Big Shot—1 Ball Automatic, Big Shot—6 Ball Novelty. Attendants: Harry A. Stearns, Joe Orcutt, Doug Whier.

CALVERT MFG. CO., Baltimore. Exhibits: Calvert Peanut Vender, Golf Confection. Attendants: J. W. Calvert, Mrs. J. W. Calvert.

CENTRAL PATTERN & FOUNDRY CO., Chicago. Exhibits: Coin Machine Castings. Attendants: No report.

CHICAGO COIN CORP., Chicago. Exhibits: Straight Eight, Long Shot, Ginger, Big Casino, Cue (Standard—Senior), High-Low, Wing-Lite. Attendants: Louis Koren, Sam Wolberg, Sam Gensburg, Herb Breitenstein, J. E. Brett, Jack Janoffley, E. Brett.

CHICAGO LOCK CO., Chicago. Exhibits: Locks for coin machines. Attendants: W. C. Shinn, L. B. Shinn, O. Blohm, E. H. LaFollette.

CHURCHILL CABINET CO., Chicago. Exhibits: Wood Cabinets for vending machines. Attendants: O. Gullicksen, S. T. Gullicksen, D. Luster.

CORN POPPER SALES CO., Chicago. Exhibits: National Distr., Peerless All-Automatic Coin-Popping Machine. Attendants: No report.

COLUMBUS VENDING CO., Columbus, O. Exhibits: Vending machines. Attendants: No report.

DAVAL MFG. CO., Chicago. Exhibits: Strand Merchandiser, Cents-Smoke, Penny Pack, Teeny, Turfman, Daily Double, Big Ben, Over and Under, Tit-Tat-Toe. Attendants: A. S. Douglas, David Helfenbein, William Shafran, Mrs. B. Stiefel, Harold Nagel, Miss M. Douglas, Walter Harrison, Jack Harrison, A. Ford.

DECCA DISTRIBUTING CORP., New York. Exhibits: Decca records. Attendants: Bill Glasseman, Paul Cohen, Joe Turner, Selman Schulz, Dudley Fossum, Vick Moore.

DUDLEY LOCK CORP., Chicago. Exhibits: Locks for coin machines. At-

tendants: George D. Full, A. M. Stevens, L. E. Marrs.

ELECTRICAL PRODUCTS CO., Detroit. Exhibits: Electropak, Adaptopak, Electrolok. Attendants: A. B. Chereton, Don Conroy, Harry Chereton, Ward Stephanson, Al West.

ERIO WEDMEYER, New York. Exhibits: Novelties and Premiums. Attendants: Henry Wedemeyer, Julius Gutbrod, Carl Landsberg, Eric Wedemeyer.

I. C. EVANS & CO., Chicago. Exhibits: Ho-Bo-Lette, Bull-Ette, Kings of Turf, Big Ten, Olympic, Pokey-Eno, Clipper, Lite-a-Blasket, Tango, Darby, Rainbow, Saratoga Sweep Stakes. Attendants: Birdie Ahern, R. W. Hood, J. H. McMahon, Roy Bkble, L. M. Poudl, Gene Nagel, Harry Winterhoff, B. Ohsarary, M. Bertocchia, O. Schuyler, Bob Copeland, Rex Shriver.

EXHIBIT SUPPLY CO., Chicago. Exhibits: Big Shot, Imperial Dagger, Standard, Chuck-a-Lette, Yo Old Spinning Wheel, Beano, Electric Eye, Big Richard, Automatic Steeple Chase, Scotland Yard. Attendants: Bill DeSohlun, Percy Smith, G. Meyer.

PHILIP FLORIN, INC., New York City. Exhibits: Leather, Novelties, Prices, Dressing Kits. Attendants: St-Edmund-Kne.

FROOM LABORATORIES, INC., Youngstown, O. Exhibits: Fox and Hounds Whip, Copper Mine. Attendants: E. W. Froom, G. E. Hicks, M. M. Wribling, Rocke Marline, Rex E. Froom, D. Mariani.

CONVENTIONEER



HERBERT HESSER, owner and manager of the Besser Novelty Company, St. Louis distributing firm.

G-M LABORATORIES, Chicago. Exhibits: 50/50 Table, Shoot the Chutes Table. Attendants: No report.

JOHN GABEL CO., Chicago. Exhibits: Phonographs. Attendants: No report.

OAM SALES CO., Peoria. Exhibits: Baseball Books, Tip Books, Barrel of Fun, Jack Pots Tip Book, 10,000 Series. Attendants: Phil A. Sax, Ed Peters, Maurice Wagner, Maurice G. Sax, Tom Bennett.

GARDNER & CO., Chicago. Exhibits: Salesboards. Attendants: No report.

GENCO, INC., Chicago. Exhibits: Gold Medal, Holly Poly, Tricks, Lucky Stars. Attendants: Helen Simon, Myer Gensburg, Louis Gensburg, Harvey Heise.

GENERAL DRY BATTERIES, INC., Cleveland. Exhibits: King Pin, Dry Cells, Hy Watt Block Battery. Attendants: No report.

GENERAL METAL PRODUCTS CO., St. Louis. Exhibits: Smoketulle Cigaret Vender. Attendants: M. W. McConnell, Diane Coburn.

JOHN N. GERMACK, Detroit. Exhibits: Pistachio Nuts. Attendant: John N. Germack.

D. GOTTLIEB & CO., Chicago. Exhibits: Baffle Ball, Long Shot, Skill Shot, Plus and Minus, Sunshine Derby, Treasure Ship. Attendants: M. E. Schwartz, Dave Gottlieb, Jack Sturm, Sol Schwartz.

GOUDEY GUM CO., Boston. Exhibits: Chewing Gum. Attendants: R. J. Resca, L. E. Padlock, H. J. Keller.

GREAT STATES MFG. CO., Kansas City. Exhibits: Mouse-Mouie. Attendants: Abe Sandhawk, E. C. Jasper, John Nyberg.

GROETCHEN TOOL CO., Chicago. Exhibits: Funchette, Columbia. Attendants: R. Groetchen, Karl Klein, J. Fitzgerald.

GUARDIAN ELECTRIC MFG. CO., Chicago. Exhibits: Electrical Units. Attendants: P. F. Rowell Sr., P. F. Rowell Jr., T. J. Osborne, M. G. Nelson, C. M. Rowell, J. R. Rozmarian Jr.

JOSEPH HAGG CO., Chicago. Exhibits: Premiums and Novelties. Attendants: Willard Hagg, R. Muzegrave, J. Ferris.

HANSON SCALE CO., Chicago. Exhibits: Scales. Attendants: S. L. Hanson, G. A. Pabb, O. A. Sidenius, Miss A. Kruse.

HARLIGH MFG. CO., Chicago. Exhibits: Harlich's Kickless Salesboards. Attendants: Leo Lichtenstein, E. V. Finson, Fred R. Freundlich, M. J. Steiner, M. Gutterman, William Mentz, Jay Zelle, S. T. Tumpson.

THE HARRIS CO., Chicago. Exhibits: Premiums and Novelties. Attendants: Jack Harris, David Harris, Otto Harris, Harry Harris, Charles Harris.

THE ILLINOIS LOCK CO., Chicago. Exhibits: Locks and Coin-Machine Hardware. Attendants: R. K. Gray, M. R. McNeill, P. G. Ellerman, W. F. Orth.

INTERNATIONAL MUTOSCOPE REF. CO., New York. Exhibits: Magic Magic, Stratosphere, Electric Traveling Crank, Photomatic, Shoot-o-Matic. Attendants: William Rabkin, Earl Winters, N. L. Laing, T. E. Evereber.

INDEPENDENT NOV. CO., Springfield. Exhibits: Barrel of Fun. Attendants: Max M. Gengald, Harlin Harmsstrong, C. Kenzie, Jack Gamble.

INTERSTATE NOV. & TOY CO., New York. Exhibits: Novelties and Premiums. Attendants: No report.

O. D. JENNINGS & CO., Chicago. Exhibits: Kentucky Derby, Big Chief, Flying Turf, Junior Scales, Win-a-Pack Daily Limit, Wall Street, Black Jack, Motor Drome, Stratosphere, Torpedo, Club Vender. Attendants: R. E. Smith, Ken Morley, Bill Stout, George Senak, B. T. Parkins, H. Burras, P. J. Holcwick.

J. H. KEENEY CO., Chicago. Exhibits: Repeater, Big 5, Big 5 Jr. Attendants: J. H. Keeney.

LINCOLN NOVELTY CO., Chicago. Exhibits: Rotary Clock, Salesboard Assortments, Coin Machine. Attendants: A. L. Koolish, G. W. Ehrlich, M. J. Jackson, Miss V. Morris, A. E. Meyer, J. Irvine, N. Landfield, Mrs. J. Law, G. D. Adams.

LANDBLADE-WILSON-TENNEY, INC., New York City. Exhibits: Sanitary Postage Stamp Machine, Penny Cigaret Vender. Attendants: P. B. Lansberg, Charles E. Landblade.

LITTLE NUT VENDER CO., Lansing. Exhibits: Little Nut, Nut House, Nut Shop, Little Nut Type C, Gold Nut. Attendants: M. H. Perry, John H. Perry.

MARKIN-MILLION CORP., Newark. Ex-

CONVENTIONEER



A. G. BRADT, president and general manager of the G-M Laboratories, Chicago.



TOM WATLING, the "Daddy of 'em all" and head of the pioneer Watling Manufacturing Company.

MILKS-MILKON CIGAR VENDERS. Attendants: S. M. Malkin, Harry Malkin.
MILLS NOVELTY CO., Chicago. Exhibits: Do-Re-Mi, Balance Line, Double Header, Skill, Neighbors, Lycoon, Bar Harbor, Position, Dice Machine, Ten Grand. All types slot and counter games. Attendants: Lee J. Lisks, Lester Blech, Les Purlington, Grant Shay, Art Lyoon, Bob Schwartz, Frank London, Jim Mangon, Ed Lisks.

NATIONAL CARBON CO., New York. Exhibits: Eveready Columbia Dry Cells, Eveready Vibro Motors for pin games. Attendants: J. E. McCrady, E. P. Smith, G. O. Hamilton, P. L. Hess, R. H. Murphy.

NATIONAL COIN MACH. EXHIB., Toledo. Exhibits: Smokes, Tijuana, Draw Poker, Hazard. Attendants: C. C. Cooper, C. C. Jameson, G. O. Davis, Harry Blunke.

NATIONAL SKEE-BALL CO., Coney Island, N. Y. Exhibits: Skee-Ball Games. Attendant: Maurice Pleser.

NATIONAL VENDERS, INC., St. Louis. Exhibits: Cigaret Vending Machines. Attendants: B. D. Spira, A. A. Weidman, L. E. Cantor, W. J. Auerbach, A. Wertheimer, B. L. Fry.

THE NORTHWESTERN CORP., Morris. Exhibits: Complete line of bulk merchandisers. Attendants: W. E. Holen, W. B. Greiner, Miss Northwestern, Sam Strahl.

NOVELTY SALES CO., Philadelphia. Exhibits: Globe Line of Salesboards. Attendants: William Slugman, Simon Aron.

PAGE MFG. CO., Chicago. Exhibits: Comet, Paces Races, Cyclone, Scales and counter games. Attendants: H. L. Baker, J. O. Bates, A. E. McHugh, W. Summers, T. P. Sharkey, D. Lammey, R. H. Cooper, B. Buckley.

PACIFIC AMUSEMENT CO., Chicago and Los Angeles. Exhibits: Casino, Lialine, Pamco Handicap, Pamco Parlay, Palooka, Speedway. Attendants: Ray Shure, Ceal Phillips, Bon McDougall, Dean Gorton.

PACIFIC COIN MACHINE REVIEW, Los Angeles. Trade publication. Attendants: E. W. Blackford, C. J. Anderson, E. W. Ziemann, D. Golden, E. Ziemann.

PARIS BEAD & NOVELTY CO., Chicago. Exhibits: Novelties. Attendant: No record.

PEO CORP., Rochester. Exhibits: Justice, Wee-Wee, Baseball, Air-o-Line. Attendants: Howard J. Peo, Julian A. Peo, W. H. Calver, A. R. O'Mealla.

RCA MFG. CO., INC., Camden. Exhibits: Victor Records, Bluebird Records. Attendants: T. Wallerstein, A. E. Hindle.

ROBOT VENDERS, Brooklyn. Exhibits: T-Need-a-Pak Venders. Attendant: No report.

ROCK-OLA MFG. CO., Chicago. Exhibits: Rock-Ola Multi-Selector, Fortune, Trojan, Transatlantic, Flash-Lite, Head-Lite, Stampede, Bomber, Miss Liberty and counter games. Attendants: Bob Harper, E. Olson, Archie Bannister, Mort Gilten, Carmen Buggert, Hans Schwelger, D. Cole, Paul Smythe, L. Burnham.

J. H. ROSBERG MFG. CO., Chicago. Exhibits: Cigarettes of all kinds. Attendants: J. W. Wilson.

ROTOR TABLE GAMES, INC., New York City. Exhibits: Plus and Minus, Cross Town, Tucky Tri, Town Bar. Attendants: Ous Chandler, H. L. Feldblat.

ROWE MFG. CO., New York. Exhibits: Cigaret Venders. Attendant: No report.

J. P. SEEBURG CORP., Chicago. Exhibits: Ray Lite, Synchronola, Melody King, Masterdrink Dispenser. Attendant: No report.

N. STURE CO., Chicago. Exhibits: Premiums and Novelties. Attendants: C. A. Tereman, Walter Bust, Jimmie Davis, Sam Shure.

SICKING MFG. CO., INC., Cincinnati. Exhibits: Tit-Tat-Toe, Penny Pack. Attendants: Max Zimet, Bill Farmer, Ben Goldberg.

SIMMONS COIN MACHINE CO., INC., Chicago. Exhibits: Bulk Merchandise Machines, capable of selling all bulk merchandise, including toys. Attendants: A. O. Simmons, E. Baumhart, O. Weidner, King Christensen.

STANDARD TRANSFORMER CORP., Chicago. Exhibit: Stanoor "Univerters." Attendants: J. J. Kahn, E. A. Gramer, E. D. Singer.

STAR ELECTRO NOIST CO., INC., New York City. Exhibit: Electro Noist Digger Machine. Attendants: Ed Fish, H. A. Rankov.

STEWART & McGUIRE, New York. Exhibit: Cigarette nut and gum vending machines. Attendant: No report.

STONER CORP., Aurora, Ill. Exhibits: Turf Gumpa, Top Hat, Mad Cap, Transmitter, Double Up, 21 Odds. Attendants: T. M. Stoner, H. Stoner, Ray Bushell, Milton J. Howell.

SUPERIOR CONFECTION CO., Columbus, O. Exhibit: Beel venders. Attendant: No report.

SUPERIOR PRODUCTS, INC., Chicago. Exhibit: Salesboards. Attendants: M. B. Bronstein, G. D. Sax, M. Bright, M. Sax, Fred Withers, R. Shissel.

TENNYSON MFG. CO., Chicago. Exhibits: Table games. Attendants: Glen Tennyson, Emil Errico, Mary Smith, Earl Tennyson.

TUCCORI MFG. CO., Chicago. Exhibit: Turf-King. Attendants: Carl Tuccori, Frank Shedwill.

THOMAS A. WALSH CO., Omaha. Exhibits: Salesboards, Sales Stimulators. Attendants: R. A. Parsley, O. T. Parsley, A. B. Wagon, L. B. Smith, L. E. Hunt, Thomas A. Walsh, R. H. Roberts, Pat Plummer.

WEBSTER ELECTRIC CO., Racine. Exhibits: Amplifiers, Pickups, Crystal Microphone attachment for phonographs. Attendants: Bob Whan, Bob Garvey, Bill Johnson.

WERTS NOVELTY CO., INC., Muncie. Exhibit: Tickets. Attendants: Fred Wertz, E. R. Eymann, Roy F. Wertz, Earl E. Sears, L. J. Neff, B. T. Tomenson.

WESTERN EQUIPMENT & SUPPLY

CO., Chicago. Exhibits: Stock Market, Shells, Whiffire, Harmony Bells. Attendants: Phil Greenberg, George Romaine, Donald Anderson, George Baca, Claude Hutchins, Harry Kozel, Bell Fern, Bobbe Lane, C. F. Eckhart, M. Kozak, Michael Balrele.

W. W. WELCOX MFG. CO., Chicago. Exhibits: Trade Checks, Name Plates and Accessories. Attendant: Frank Goodwin.

B. A. WITHEY, Chicago. Exhibit: King Six Junior, Shake and Draw. Attendants: B. A. Withey, A. Decker, O. P. Adelman, Mabel Wheeler, Dorothy Southard.

AUTOMATIC AGE, Chicago. Exhibits: Trade publication. Attendant: No report.

THE BILLBOARD, Cincinnati. Exhibits: Trade publication. Attendants: E. W. Evans, C. J. Latscha, A. G. Hartmann, William D. Littleford, Ralph J. Reinhart, Joe Orleck, Bill Sachs, Frank Joerling, Gregy Wellinghoff, Jack Nelson, Jack Sloan, Helen Palmer, C. M. Strom, Ella Mae Wiencks, Walter W. Hurm.

COIN MACHINE JOURNAL, Chicago. Exhibits: Trade publication. Attendant: No report.

RUDOLPH WURLITZER MFG. CO., North Tonawanda, N. Y. Exhibits: Full line of Wurlitzer-Simplex automatic photophographs. Attendant: No report.

P-I-N-D-E-M-O-N-I-U-M

Convention Palaver Served With Spice

It is doubtful if there was a State in the Union or a province in Canada not represented at the show. And not only that, there were men interested in the coin-machine field from several foreign countries such as England, France and South Africa. Among those from across the pond were Rene Godin, of La Reuss de L'Automatique, Paris; Marcel Chailier (novelty automatic), of Marseille; A. Drex, of Paris, representing himself; Alfred W. Adickes, of Scott, Adickes & Company, Ltd., London, and Tony Osparro and Major Felix, of Weston Novelty Company, Ltd., London.

The weather was of the made-to-the-order kind, which reminds us of a remark made by Bill Gersh that they had both Somers and Winters at the show. Irving Somers and Harry Winters, should you not know.

The Tripoli Trio was the main amusement feature in the Billboards rooms and dined out small dance music and singing, as usual. Changed the name to The Bill-board Trio for this occasion only.

The manner in which the banquet and entertainment were conducted proved very interesting and amusing to Rene Godin and Marcel Chailier, both of France. Quite different from the way such affairs are staged in their country, they said.

Dan Odcom, former circus manager and who has been in the coin-machine business since leaving the white-top field several years ago, was on hand meeting his many friends. Dan never misses the annual show.

The tintage gallery of O. C. Hyde in one of the Billboards rooms was a very busy place and there was many a laugh after mugs were taken with comic hats, handlebar mustaches and the like. One personality when told to look at the "birdie" said she thought she saw the store. She was none other than Mrs. Violet (I Like Roses) Schwartz, operator, of Green Bay, Wis., and whose late husband, William Schwartz, owned the Schwartz Public Address System. Mrs. Schwartz, by the way, said she is having plenty of competition in her territory. She not only operates machines but does most of her own repair work. And did she have friends at the show!

Louis Olson, operator of Austin, Minn., reported the growth of his business as very rapid. Six years ago he started out with nine machines. Today he has about 400, plus seven phonographs. Olson was proud of the fact that, in the time he has been operating he has not missed one service.

Joe Maus, operator of Erlanger, Ky., accompanied by his wife and Mr. and Mrs. J. Allingham, of Ludlow, Ky., made the trip to the show by motor. Their first

time at such a show—and did they enjoy themselves!

In case you don't know, Earl Tennyson, of the Tennyson Manufacturing Company, of Chicago, is a brother of Dave Tennyson, big-shot carnival and fair concessioner, who was much in evidence.

Many people of the outdoor and indoor show and allied fields found happiness in the coin-machine show. Among those seen there or enjoying themselves in the Billboards rooms were O. C. Henke, Dave Tennyson, Oscar Bloom, Dinty Moore, Bill Gordon, L. C. Kelley, Edward A. Heck, Max Goodman, Beverly White, "Booby" Obadoff, Mr. and Mrs. Maxie Herman, Mr. and Mrs. John Mulder, Joe Rogers, Joe Streiblich, J. O. McCaffery, Frank and Leon Weaver (Weaver Brothers), Zebbie Fisher, Sam Solomon, Harry Ross, Al (Maury) Schack, Chappie Chapman and wife (Margaret Lillie), Denny Howard, Larry Hopan, Mrs. Violet Schwartz, Irving Malitz, R. J. (Dutch) Rodgers, Jack Ryan (manager for Lum and Abner), Max Terhune, Wallie Backett, Tex Austin, James Moxley, George Johnson, Dick Kaplan, Arthur Hopper, Don Howland, Fred Kressman, Lota Getzenaber and Harry Atwell.

Throo-little fellows we all want you to know—always anxious to pay their way at the show (Paul's Poetry)—Mason brothers and Krummitt, of Kansas City.

The free-beer hounds of Randolph street who occupied the eagle eyes of the registration booth always craved when they tried a happy-landing at the Airport Room.

Sam (Bally) May awakened one morning and asked somebody the time of day. After being told, said Sam: "Fine, now tell me what day." Later in the evening when the boys felt like relaxing again Jim Buckley asked Sam if he knew Christmas carols. Sam came back with: "No, who makes that game?"

Sales of Alka-Seltzer at the Sherman Hotel soda fountain broke all records for all conventions ever held at that hotel.

Ray (Bally) Becker and Ed (Chicago Distributor) Oxyford resemble each other so closely that one did not know which was Becker and which was Oxyford, so many times did operator friends hail the one, only the find out he was talking to the other fellow.

Law (Pittsburgh) Wolf left Chicago with plenty number of numbers, if you know what we mean.

If M. E. (Pete) Blum, partner in Southern Novelty Company, Valdosta, Ga., is not a member of the Georgia Chamber of Commerce he ought to be, because Pete and his plus-personality certainly put "Gawjaw" on the map (See PINDEMONIUM on page 80)

It pays
3 ways
to use these
two batteries
in pin games



1. They Last Longer
2. They're More Dependable
3. They're Available Everywhere

Distributors!
Jobbers!
Operators!

Get in on this special trade discount!

SEND THIS COUPON FOR INFORMATION ON SPECIAL TRADE PRICES

If you are a legitimate distributor, jobber or operator of pin games you can take advantage of our special trade quantity prices. For complete information fill out this coupon and send it to—

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P. O. Box No. 600
Grand Central Station
New York, N. Y.

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Distributor Jobber Operator
PLEASE CHECK

Unit of Union Carbide and Carbon Corporation



New York Trade Buying Venders

NEW YORK, Jan. 18.—Jobbers here report they have been receiving orders for merchandise venders these past few weeks and believe that there is a definite swing back to this type of equipment due this spring.

The general belief is that outstanding operators have proved that the merchandisers are still among the most steady money makers in the business. These men have continued right along with routes of machines and have been increasing these routes in the past few months.

Some of the leading operators here have contracted for the new and modern nut venders, as well as bulk candy venders, and there has been greater activity in this field than in the past four years. Many new machines are also being made ready for market, and among these, it is believed, will be some outstanding designs in small venders.

The Snacks machine introduced by Trimount Coin Machine Company is rapidly gaining many followers. B. D. Lazar Company reports a general increase in the sales of its Master venders and believe that, because of the way the increase has been continuing, the machines will reach their sales peak some time in the spring. They have sold some of the largest orders of these machines in the past few months.

Royal Distributors, Inc., of Newark, has reported a general increase in demand for the Northwestern Merchandisers, Hercules Sales Organization, Inc., also of Newark, reports the same type of increase and also stated that interest in the machines is growing everywhere.

Dave Robbins is preparing to launch a great surprise in the merchandise machine field and at the same time re-

ports that sales of the Columbus machines, which he has represented in this area for many years, have been going along at a very steady pace with an increased interest noted. Dave is one of the best criterion on the sale of merchandisers and his opinions are valuable to the industry in general. His report of a steady increase in sales assures the trade that the machine's popularity will continue greater in the months to come.

Stewart & McGuire have so far over-sold production of their peanut and gum machines that it may be months before they have caught up on sales. They have been selling the machines in thousand lots to many customers and shipments have been greater of late than at any time in their history. They have worked many months in developing some of the most beautiful small merchandise venders the industry has seen and generally feel that this division of the business is of great value to operators because of its steadiness.

Other machines are also being made ready for introduction to the market here, and firms like Supreme Vending Company, Inc., are seeking new type venders to offer their customers.

Obtains New York Permit

ALBANY, N. Y., Jan. 18.—Automatic Canteen Company, of Chicago, dealer in automatic machines and devices, was authorized today by the Secretary of State to engage in business in New York State with offices located at Rochester, N. Y. The company has a capitalization of 1,000 shares of stock of no par value. Nathaniel Leverone is the president of the company. The legal papers were filed by Robert T. Sherman, Chicago.

Paper Cup Firms Form Consolidation Plans

CHICAGO, Jan. 18.—Financial pages of the daily newspapers this week announced plans for consolidation of the Vortex Cup Company and the Individual Drinking Cup Company, maker of the "Dixie" line, forming the largest company of its kind with assets aggregating approximately \$8,000,000.

The combined company will be known as the Dixie-Vortex Company, according to R. C. Penner, president of Vortex, who will be president of the consolidated company.

Under terms of the plan, which will be voted upon by Vortex stockholders March 14, holders of Vortex A and common stock will receive one share of A and one of common for each share held and will own 70,000 A and 101,458 common shares.

Stockholders of Individual, a closely owned company, will receive 108,650 shares of new class A and 101,458 shares of new common.

Claim Ro-Bo-Lette as Masterpiece at Show

CHICAGO, Jan. 18.—Ro-Bo-Lette, the new automatic masterpiece by H. G. Evans & Company, was the subject of wide comment thruout the 1936 Coin Machine Exposition. Attendees at the convention who did not see the machine missed something. The premier showing of the new departure in automatic games was held in the Bull Fight Room of the Hotel Sherman during the convention.

"We have drawn upon the resourcefulness and ingenuity of the coin machine industry and combined them with our 44 years of experience to produce Ro-Bo-Lette. Here, for the first time, the universally popular game of roulette has been made fully automatic and coin-operated. Ro-Bo-Lette duplicates the regulated game of roulette with such marked realism that it is hailed as a mechanical masterpiece by all who witness its action. Being fully automatic, Ro-Bo-Lette requires no attention. Wagers are accepted and awards are made as tho this machine were attended

by a mechanical robot. As many as six players may engage in play, making as many as 75 simultaneous wagers. Award on winning numbers or combinations are disbursed by a tamperproof check dispenser. Rigid tests have proved that the accuracy and efficiency of the machine are truly uncanny. To complete the picture of class, the cabinet is a modern creation of ebony black and glistening chromium.

Roll-Itte, the "wheel of fortune," also is an adaptation of roulette. Roll-Itte can be played by one to three players at the same time. Each of the three coin chutes controls a row of numbers. Inserting a coin in any one or all chutes and rotating the proper selector engages three checks up and down to a combination of three numbers. The mystery award plunger is pressed to indicate odds from 6 to 20. The ball is then released onto the beautiful inlaid regulation roulette wheel. If it stops in a partition which is numbered the same as the number covered by a check the automatic payout dispenses coins in payment as indicated by the odds selector. Roll-Itte truly is in a class by itself.

Evans also showed for the first time its new basket-ball game, Lite-a-Basket. The outstanding feature of this game is the new fieldlight scoreboard. As fast as each basket is made a light records the exact score at all times. Baskets may be made by a direct shot into the basket or by shots in the right or left forward. Balls going into the right or left forward are then shot into the basket upon getting a ball in either of the Advance holes. Lite-a-Basket is a game that portrays as far as possible the actual playing of the real game. The passing of the ball from the forward into the basket is one of the most popular shots in the actual game. Lite-a-Basket is really worthy of all the praise heaped upon it at the show.

Brought out with no advance publicity or hullabaloo, Clipper took more than its share of business at the convention. Based upon the flight of the giant seaplane, China Clipper, this fascinating game follows the route from the home airport over the Pacific Ocean to Wake Islands, Midway Islands, Honolulu and the other regular stops. The idea of the game is to skillfully place the balls on the landing fields of these stops so that the light-up rack records the complete flight. A game based on up-to-the-minute aviation activity, Clipper is destined to soar to success.

D. Robbins To Handle Redco Cigaret Vender

BROOKLYN, Jan. 18.—D. Robbins & Company has been chosen as eastern distributor for the Redco Cigaret machine and other automatic merchandisers manufactured by the Redco Products Corporation.

The cigaret machine is a penny vender, Silver Comet, vending one cigaret at a time. This method of merchandising, the most universally consumed and the most widely advertised product on the American market, allows an attractive profit with a minimum of overhead, according to the manufacturer. One man can service several hundred machines.

The Silver Comet is compact, only 8 inches high, and 6 1/2 inches. It holds 100 cigarets and is equipped with the latest type slug ejector. Its steady gain in popularity over the past few years has attracted operators everywhere.

Chicago Coin Shows New Payouts for First Time

CHICAGO, Jan. 18.—The Chicago Coin Corporation presented for the first time at the 1936 show a complete line of payout tables. Previously the Chicago Coin firm specialized exclusively in novelty straight games.

Lou Koren, Sam Wolberg and Sam Gensburg, officials of the Chicago Coin Corporation, stated that their firm will offer tables to meet the conditions in all territories. While their energies to create and manufacture straight games will not be diminished, they will bring out payout games that will be acceptable where novelty games are not practical.

Long Shot and Straight Right are two odds-changing one-ball pay tables that created quite a bit of comment at the show. Casino, the other automatic payout table of the Chicago Coin firm, enjoyed a full measure of success because of its novel double payout feature. These

Electropak Developments Are Said To Be Successful

CHICAGO, Jan. 18.—Probably one of the most interesting and helpful contributions to the pin game industry for 1936 is the latest development by the Electrical Products Company. This development is called Electropak and definitely puts an end to losses from automatic payout tables.

Unquestionably the entire exhibit of the Electrical Products Company, at booth 70, was one of the most interesting in the entire show. Enormous crowds of operators, jobbers and distributors were in constant attendance, attracted not only by the electro-mechanical display but by the new profit-making possibilities of the various devices shown there.

"Electropak is definitely in. The entire staff of the Electrical Products Company were more than gratified at the reception given their new products and orders were booked far in excess of present production capacity. Operators from all parts of the world came in, saw the Electropak operating mechanisms and loads considerably in excess of those encountered in pin games, read testimonials from every important manufacturer and distributor in the business and were quick to recognize the profit-making possibilities of Electropak. Many manufacturers of prominence are building their games now to be operated with Electropak and are recommending and furnishing Electropak as standard equipment. Certainly the pin game industry is now on the same footing as the radio industry insofar as low-cost dependable operation is concerned.

Operators in Chicago, Detroit, Boston, St. Louis, New York, Philadelphia and other large centers where direct current is used were extremely interested in the new Adaptopak, which is another contribution of the Electrical Products Company laboratories. This device, selling for about one-third of the price of a converter, enables an operator to adapt every D. C. location to use with an Electropak-equipped game by simply inserting the Adaptopak plug in the outlet.

The Electrical Products Company's display consisted of four very attractive panels, on each of which was mounted an Electropak unit operating a collection of mechanisms thru voltmeters and ammeters so that anyone could see the actual voltage and current capacity of the Electropak units. One of these mechanisms was an odds-changer, furnished by the Pacific Amusement Company, and from the opening to the closing of the show a counter recorded 833,000 operations without a single failure. In this same display a 3-volt D. C. motor, manufactured by the Electric Motor Corporation, drove a cam operating a set of contacts continuously, and payout mechanisms, furnished by the Western Equipment Company, operated about 150,000 times. The entire operation was amazing from the standpoint of mechanical and electrical dependability and represented more operations than would be probable in several years' use with a pin game.

Mr. Cherston advises that operators may now obtain the Electropak as standard equipment in new games merely by specifying it on their orders, and that every worth-while distributor and jobber in the country is prepared with ample stocks to supply Electropak for games which are now in use.

The Electrical Products Company maintains a special department for the purpose of helping manufacturers and operators with their problems. Engineers, operators and service men are urged to write this company concerning any problem of design, maintenance or operation which they may have in connection with pin games or other devices requiring electrical energy.

games are giant in size and are housed in special de luxe cabinets.

Operators and distributors from all over the country have widely acclaimed One, Junior and Senior models, and Oiler as two of the finest games they have seen. Henry Greenstein, of the Hy-C games in Minneapolis, told officials of the Chicago Coin Corporation that One, in his estimation, was the greatest light-up game the Chicago Coin firm has built. Mr. Koren reported that he was gratified with the business the Chicago Coin Corporation booked at the show and joins with Mr. Wolberg and Mr. Gensburg in stating that their firm looks forward to a highly successful year.

A Cigarette For A Penny



Height 8 inches. Base 12 1/2 inches. Holds 100 Cigarettes. Equipped with Latest Type Slug Ejector. Approved by INTERNAL REVENUE DEPT. PROTECTED AGAINST PATENT INFRINGEMENTS.

SILVER COMET has opened a new and prosperous field of distribution. It is "The Modern Method" of distributing the most universally consumed and the most widely advertised product on the American market. The sale of cigarettes now at a time through SILVER COMET allows an attractive profit with a minimum of overhead. Thousands of one line pin services several hundred machines. Exclusive territory to jobbers and operators. Write for particulars.

MANUFACTURED BY
REDCO PRODUCTS CORP.
La Crosse, Wisconsin
D. ROBBINS & CO., Eastern Distributor.

Write for Low Prices

ON PEANUT AND BALL GUM VENDERS.

Also Table Size Venders.

Self-Serv Mfg. Co.

GARDEN, N. J.

Candid Camera Shots at the Show



Lee S. Jones, of American Sales Corporation.



Pat Buckley, of Buckley Mfg. Co., standing with Charles Lichtman between two Texas delegates.



Fanny Wurflinger; Homer E. Capelhart; and E. H. Peterking.



Jack Keeney, of J. H. Keeney & Company.



Joe Haber; Ted Stoner and Bert Wjlder, 101 year old pin ball shark.



Midge Ryan of Mills Novelty Co.



Bill Ryan of O. D. Jennings & Co. with several members of their plant.



Walter Tratsch with W. A. Parr, Ruth, Clark and Mrs. E. Patzer.



Mrs. Rabbin, of International Mystery Co., preparing photo-matic for display.



Raymond T. Moloney, Pres., Bally Mfg. Co.



Dick Hood, of H. C. Evans & Co.



Dave Robbins, of D. Robbins & Co.; I. N. Freedman, of Freedman Novelty Co.



Louis W. Gensburg, Genco, Inc.; Irving Bronberg, of California; Meyer Gensburg, Genco, Inc.; and E. A. Clementson.



Earl Holland, of J. P. Seeburg Corporation.



Harry Rankow, Star Electric Hoist Co.



Milton Swanson, of Rockels Mfg. Corp. in front of official Registration Booth.



Charles Lichtman of Chas. S. Lichtman Co.



W. E. Bolen, S. Strahl, of Northwestern Corporation.



Sam Grotan, United Automatic Sales Co. and friends with Joe Orleck, of Billboard Co.



Leon Talcan.

Candid Camera Shots at the Show



Carl Klein of Grootchen Tool Company.



Erle Wedemeyer, discussing digger merchandise.



Henry C. Lemke, Lemke Coin Machine Co.



Henry Johnson, of Western Equipment & Supply Co.



New York and Texas delegations meet in Sberman lobby.



Fred Mann, V. P. National Council of Coin Machine Operators Assoc.



F. E. Turner, Pres. of A. M. A. of Mich., with Jack Nelson.



Joe Hober, with his official greeting band, with Bill Sachs, Jack Nelson, Jack Dixon and Leo Oyleck of The Billboard, as the reception committee at railroad station.



Miss Eva Glasberg, Eddie Glasberg, C. Brown.



Gregg Wellinghoff, Si Lynch, Pres. Electric Bell, Dallas, Tex.; and Ed Furlow.



C. B. Thayer, Nat'l. Carloading Co.; Joe W. Orcutt, C&E, Games Co.; Jack McCutland, Nat'l. Amusement Co.; Frank A. Snowalter and Harry Stearns, Cald. Games Co.



Herb Jones, Adv. Mgr. Daily Mig. Co.



Babe Kaufman and Sam Rabinowitz, being welcomed to the Show by Jack Nelson.



Fred C. McCliden, Pres. Pacific Amusement Mig. Co.



George Eslich, of Lincoln Novelty Co.



Perc Smith, of Exhibit Supply Co.



A. E. Rieble, Docket Sales Mfg. Co.; and Mr. and Mrs. Ernest Walker, of Walker Sales Co.



Morris Pleser, of National Shoe-Bell Co., writing another order.



Max Glass of Garber & Glass and Jerry Goldberg of Jackson Mfg. Co. with Fred Spryer and Bill Marmer.



Joe Oyleck with Herman Budin, Budin's Specialties, Inc.



Candid Camera Shots at the Show



Herb Jones with Sam May of Betty Mfg. Co.



V Christopher, Caille Bros.; M. Y. Blum and Frank Williams, of Caille Bros.



J. H. Denard and Harry Doolinger.



J. R. Brett; Sam Gensberg; Jack Janovsky; Herb Rosenstein; Edw. L. Lewis; and Sam Webberg of Chicago Coin Corp.



Howard Cass of Geo. Posner Co.; Meyer Gensberg, of Genco, Inc.; Geo. Posner of Geo. Posner Co.



Milton Green, of American Vending Co., with Joe Orlock.



G. O. Hamilton and F. L. Reiss, National Carbon Co., Inc.



Paul A. Jones; Roy Jones; and John Germack.



Ken C. Wilby with Harold Daley of South Coast Amusement Co. and Fred McClellan of Pacific Amusement Co.



Gus Chandler, of Rotor Table Games, Inc. and Max Levine of Scientific Machine Co.



Henry Wodemeyer, of Erik Wodemeyer Co.



Dave Stern; John Germack; Thomas A. Berke; Frank Hart, with face covered; and A. F. Orvaschel of Hercules Sales Org.



Sam Shure of N. Shure Company.



Dave Gottlieb of Dr. Gottlieb & Co. Company



Bert Davidson, Morris & Davidson Adm. Agency



Fred Hemmer; Richard Mengrave and Willard Hagan, of J. H. Hagan Co.



Roy Hazdon.



Harry Turner; Arthur Flaks, T. M. Brown, and Harold Daley, casting up big money.



Earl E. Reynolds; and Gregg H. Wellinghoff of Billboard.



Max Abesouse; Al Abel; and Herman Johnson.



Candid Camera Shots at the Show



James T. Mangan of Mills Nov. Co. & H. F. Mosely of Mosely Vending Co.



Herman Fleer, N. Marshall Seeburg and J. P. Seeburg, of J. F. Seeburg Co.



John A. Fitzgibbons of John Fitzgibbons Co.



The Texas delegation.



Leo Kelly of Exhibit Supply Co. and S. Carl Mandel of Nat. Coin Mach. Corp.



Dick Steinberg, of Stirling Novelty Co.



Henry W. Seiden of Seiden, Inc. with Ed. Gaylord of Gaylord Coin-Machine Corp.



Dave Rockola, of Rockola Mfg. Co., getting a light from a friend.



Hugh Barras and Bert Perkins of O. D. Jennings & Co.



Dan Odum and Joe Rogers with Jack McManis of H. C. Evans & Co.



L. B. Rowless in charge of State Board of Equalization of Calif.



Joe Orcutt and Jack McClellan.



Harry and Max Hurvich, Birmingham Vending Co., with their wives and friends.



Dan Barris, Dave Dowd, Carl Telpe, B. Seiders and Ben Palastrand.



A. S. Douglas and D. Hellenbach, of Daval Mfg. Co.



Dave House, Gregg H. Wellinghoff, and A. H. Shannon.



George D. Haror; Irv. Nathanson; Al Schrimmer, of Square Amusement Co.; Irving Sostrom, of Modern Vending Co.; Joe Lippe; Bill Gersh; Max Abshouse; and Al Abel.



Leslie Friedrich, of Friedrich Dist. Co., and Mr. Jean and Myer Marcus, of Markapp Co.



Mr. Jean and Myer Marcus, of Markapp Co.



Willie Levy, Willie Blatt, and Dave Friedman.

IMPORTANT! READ THIS!

The next time you are in the market for SLOT MACHINES—PIN BALL GAMES—COUNTER GAMES—MERCHANDISING MACHINES or COIN MACHINE SUPPLIES, get in touch with us. WE POSITIVELY WILL SAVE YOU MONEY on all machines purchased through us. (Make us prove it.) We carry the largest and most complete stock of New and Used Machines in the country. Get Our Prices Before Buying Elsewhere.

P. S.—We have all the Latest Coin Machine Hits of the 1936 Show. Immediate Deliveries.

HUBER COIN MACHINE SALES COMPANY, 600-610 W. VAN BUREN, CHICAGO, ILL.

JAR-O-SMILES

5c and 10c Deals with Match Play Jack Pot Cards. Wanted Jobbers and Distributors.

1836 Combinations with Jar . . . \$3.25
Match Play Jack Pot Card 60

1 Sample Deal Complete \$3.85

WERTS NOVELTY COMPANY, Inc., Muncie, Ind.

THE GREATEST COUNTER GAME SALE IN HISTORY!!

PENNY PACK \$12.00

Used Only 8 Weeks. Each Machine Completely Equipped With Register and 2 Keys. GUARANTEED BY GENERAL. Rush 3 Orders. Balance C. O. D. RUSH YOUR ORDER TODAY for Any Quantity You Want.

TAVERN WITHOUT METER \$9.00
All Taverns with 2 Keys. With Meter, \$10.00.

PENNY SMOKE Wilcox Meter \$9.00
All with 2 Keys. With Meter, \$10.00.

CENTA-PACK WITH METER \$12.00
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A LARGE SUPPLY OF THE LATEST USED PAYOUT GAMES

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HENRY W. SEIDEN & CO., Inc.,
2783 W. NORTH AVE., CHICAGO, ILL.

PINDEMONIUM
(Continued from page 73)
Insofar as coin-machine shows are concerned. He was seen constantly tremendous gatherings in *Glory to Old Georgia* and *I'm a Rambling Wreck From Georgia Tech.*

Dan Baum, of the Baum Novelty Company, St. Louis, made his headquarters at the AET Manufacturing Company exhibit all during the convention. Dan went to Chicago four days before the convention opened and was probably the first St. Louis operator on the grounds.

Walter Gummshelmer, St. Louis representative of the Wurlitzer Manufacturing Company, was on the job in the Wurlitzer rooms and made one of his biggest sales to Delbert and Norwood Veatch, of Mt. Vernon, Ill. The Veatch brothers are well known to St. Louis operators. They purchased 50 Wurlitzer phonographs from Gummshelmer.

Central Vending and Novelty Company, St. Louis, was represented by Fred and Caesar Polnow and John Beckmann. The Polnow boys were found ambling around the halls of the Sherman at 5 a.m. on several occasions. John Beckmann got himself in the limelight by being elected national secretary of the operators' association.

Carl F. Tripps, owner of the Ideal Novelty Company, was prominent throughout the four days of the convention, being mostly around the Bally booth and suite of rooms since he is St. Louis distributor for this great manufacturing house. The only mistake Carl made was to pay \$15 for a certain "something" which he was told was the operator's price whereas he was entitled to the distributor's price.

Dick Westbrook, St. Louis operator, received the surprise of his life when Mrs. Westbrook walked in on him at the Sherman Hotel Tuesday morning. Her arrival in Chicago was unheralded and Mrs. Westbrook came in response to a telegram sent her signed by Dick but which in reality was sent by Leo Turner, his partner. Nevertheless, Mrs. Westbrook enjoyed her stay, and since Turner was responsible for her appearing on the scene he was charged by Dick with entertaining her considerably.

Al W. Miller, of the Miller Sales Company, St. Louis, probably was the largest purchaser of new games from the environs of that city.

Abe Jeffers and Dan R. Landsbaum, of the Delmar Novelty Company, enjoyed the festivities all week with their charming partners. They also had the pleasure of enjoying the company of their old partner Ben Goodman, who is now in the operator business in Denver and came down for the convention.

Harry W. Davies and Art Heimke, of the D. & S. Novelty Company, St. Louis, were among those prominent when the galloping dominoes were in view. Their luck, however, was not of the best, according to reports.

Carl Hoedel, of the United Amusement Company, and Phileas Mason, of the Central Distributing Company, Kansas City, were reported as among the big buyers at the convention. Both seemingly enjoyed their visit when they were not doing business with the various manufacturers.

Louis D. Morris, of the Morris Novelty Company; Herbert Besser, of the Besser Novelty Company; and William Betz, of the W. B. Specialty Company, all reported that they had made deals with different manufacturers to serve as distributors for the St. Louis territory.

Claude O. Miller, of Kansas City, and his brother were among those in the limelight at the show.

Among others from St. Louis noticeable around the exhibition hall and the various rooms in the hotel were M. L. Tezer, Al Hanekhan, R. C. Kinloch, Barney and Oswald Perlicks, E. J. Karm, Otis Greif, Jake Rudman and members of the Albert Amusement Company.

Four reservations for lower berths were made by four Texas Walkers. The T. & P. Railway probably figured Texas would have only one Walker operator and as a result four Walkers claimed lower berth No. 1 in the Texas special car.

John Beckman, secretary of the Texas Coin-Operated Vending Machine Association, led the Texas delegation in song during the entire trip from Texas to Chicago.

Several of the Texas delegation remained in Chicago for the Joe Louis-Charley Retzlaff fight.

The Texas operators were very liberal in their purchases of machines exhibited at the show.

Fort Worth and West Texas delegation came in typical Texas attire—big hats, boots and saddles.

The registration showed 67 Texans.

Joe Williams, Dallas operator, had an automatic payout on the Texas special train en route to Chicago—every time he rolled the dice he collected.

Herman Budin came to the show a day later. It seems that Mike Musfca couldn't make the special train, so Budin waited until the next day. "I couldn't take a long trip without my pinocchio partner," Herman said.

Charles Lichtman was ever present with that big fat cigar.

Dave Robbins, of D. Robbins & Company, Brooklyn, who came to the show with a busted rib, forgot all about it in the excitement. Well, the show did someone some good in a physical way.

Nat Cohn, of Modern Vending Company, left Chicago just before the banquet and flew to Florida. Irving Soumers stayed around to represent the firm in any matters that came up.

Milton Green, American Vending Company, took a tintype photo in the R.H. board rooms. Mitt is a dead ringer for George Raft in that picture Soumers shown a few years ago. Ask him to show it to you.

Babe Kaufman almost stopped the banquet when she appeared in the balcony. All the bunch around let out a yell, raised their glasses and drank to Babe's health.

George Pomer was his usual quite efficient self. But like the rest of the Eastern crowd was glad when the show was over and he was able to relax.

Sam Kressburg, Capitol Automatic Machine Company, Eastern Seaboard distributor for Rock-Ola Manufacturing Company's phonograph, seen a few hours before leaving for home, was all smiles. He claimed business was extraordinary.

Willie Blatt, president Supreme Vending Company, Brooklyn, tells a story about one of his colleagues. This party, upon getting to go to bed, found a note in every pocket of his pajamas and dressing gown written by his wife. One of the messages in his dressing gown read "Willie, so you're cheating on me again." Willie, by the way, claimed he had a very enjoyable stay.

What a delightful spot the Evans Reservoir, where Dick Hood entertained as "king of hosts," and lucky were those who visited the place. There one beheld the true "Robot" of the automatic family, Ro-Bo-Lette. "It does everything but talk," was the unanimous acclaim of untold spectators.

It was BAPPLIN to witness the LONG SHOT OF SUNSHINE that radiated at the Gottlieb booth.

Karl Klein was too busy writing orders to do much business around.

The evolution of exhibition booths seems to have been captured by "Western" Jimmy Johnson. Last year he borrowed all the thunder from Chis Sale, including the old board fence, knot holes and corn cobs. This year the booth had a "wild and woolly Western" show atmosphere, with all the carnival trimmings—barker, beef trust girl weighing over 300 and all. All of this showmanship fitted admirably into ballyhooing the new table game called Shell Game.

Bill Marger, of the Sicking Manufacturing Company, Cincinnati, fledged into Chicago Wednesday before the opening to take care of a little business and to look after the preparations for the opening of the special display and entertainment room maintained jointly by the Sicking firm and Gerber & Glass in

Rooms 641 and 643 of the Sherman. The Sleeking-Gerber & Glass quarters were the scene of much high-jinks and merrily during the week. Included was a bit of fistfights by a quartet of ruffians who crashed the gate and which made the Louis-Retzlaff boat look like a setto between a couple of pantywaists. However, it wasn't enough to mar the general camaraderie which room provided. Bill Marmer and Gerber & Glass made a host of new friends at the convention and reported some fine business.

C. W. Muser, of the Automatic Sales Company, Kansas City, sold quite a few of the visiting operators on his new attachments for Paces Races and reported a splendid business during the convention.

Ben Goldberg, of the Sleeking firm, and Harry H. Cohen, of the Ohio Specialty Company, arrived in the Windy City early Sunday morning. Ben and Harry spent the early hours of the convention "buying each other out" and swapping a flock of snappy yarns. Ben copped the honors with the story of the pants salesman. Goldberg returned to Cincinnati Sunday night but came back to Chi Wednesday a.m. to take in the banquet that night. Cohen left for home Tuesday night, business preventing him from remaining over for the full meeting.

From magician to coin-machine operator is the record of Sid Isaac, of Kalamazoo, Mich. Sid, formerly a professional magic worker, is now operating a healthy route in the Kalamazoo area. Says he can do better for himself pulling nickels out of a coin box than by pulling rabbits out of a hat. He picked himself several of what he claims are sure winners at the show.

Another well-known magician to take in the show was Max Terhune, now on the staff of WJLB, Chicago. Max, who also is a croakerjack mimic and ventriloquist, panicked the coin-machine folks who gathered in The Billboard's Dog Fight Room with his card tricks, mimicry and vent work. His stunt wherein he shouts into a glass, clamps his hand over the top and then holds the glass at arm's length, lifting his hand and permitting the echo to come from the glass was a wow.

A machine that elicited much comment at the show was Milka Novelt's automatic dice game. In speaking of the machine, a prominent outdoor showman who is purchasing one of the games for his privilege car for the coming season remarked: "It's a great game. Everybody understands what it's all about as soon as they begin play. Another good point is that it's a machine that even the smart guys will play, and I have plenty smart guys on my show."

Much unpleasantness could be avoided if a fee were charged when checking in at the registration desk. With the free registration gangs of local chiselers crash the gate to see what they can do for themselves at the show and begin a hunt for free refreshments and entertainment. It is this element that gives the various exhibitors a severe headache and many instances causes them to lose a sale to a legitimate prospect. Almost without exception the rowdiness which pops up occasionally at the conventions is caused by some guy who has no business being there. Plenty of good use could be made from the money which would be derived from the registration fees. As a suggestion, maybe an automobile or two could be given to the lucky holders of registration numbers.

Keeney Displays Payouts And New Novelty Games

CHICAGO, Jan. 18.—Many operators and jobbers who attended the 1936 coin machine exposition in Chicago will hold pleasant recollections of their visit to J. H. Keeney & Company's booth at the main entrance. They viewed Repeater, the new odds-changing machine incorporating an original Keeney scoring idea—a combination of shots around the repeater hole. They played the balance of Repeater's massive layout, and according to reports from Jack Keeney, placed heavy orders on both Repeater and Big Five, the newest additions to the popular Keeney line of pay table machines.

Big Five is convertible from a five-ball to a two-shot automatic payout. It is cleverly laid out with a voltage hole at the top of the board, and three wild holes

Pamco Machines for 1936

CHICAGO, Jan. 18.—Fred McClellan, president of Pacific Amusement Manufacturing Company, in a post-convention interview, voiced some mighty bright forecasts on the future of his company's products for 1936. "The Pamco line of coin-operated machines has acquired tremendous prestige and popularity with the advent of Pamco Parlay," said McClellan. "We launched production on this variable odds pay table previous to the show, and while we knew we had one of the greatest winners of all time in the works—we did not anticipate such heavy orders during the pre-show season. But, they came at us from all sides, necessitating two shifts to produce 150 senior Pamco Parlays per day. Consequently, we closed last year's business in great fashion, and started into the new year with Pamco Parlay, the headliner in one of the grandest slams ever laid on a table anywhere. And, it may be surprising to relate," friend Fred continued, "Pamco Parlay has not reached the peak yet. Our orders are steadily increasing in number. Jobbers and operators from all parts of the country are reordering this machine in quantity and we're still increasing production facilities so that shipments are made no less than 24 hours from the time we enter customer-orders."

When asked about the rest of PAMCO'S new numbers, Pamco Palooka became the next significant name. "Palooka in size," says Fred, "and a Palooka of a money maker on test locations," meaning that the machine has plenty of it. The machine is described as having a bowl-type score dome with numbered and colored holes. There are six coin chutes and six varicolored life-up signals on the backboard, tied in with changing odds on the various holes. It received an unusual reception on display in Pacific's private suites, with one distributor placing an order running high into five numerals, others to denote a strong trend of favor toward the new machine. Riding along in back of Pamco Parlay, speculation is rife that Palooka is being groomed to offer good competition for Pamco Parlay. Being decidedly different with the exception of variable odds, Pamco Palooka should make a perfect running mate for Parlay and have a tendency to dominate locations wherever the two are teamed up," said Pacific's president.

As to the outlook for 1936, Fred McClellan is prophesying a bigger and better year for operators and jobbers. He, like other manufacturers, feels that much good work has been accomplished in obtaining favorable legislation toward the pin-table industry. "The manufacturers' association has been exerting extraordinary effort on behalf of operators, and when the effects are realized the business of operating will be a more enjoyable and profitable vocation for those who have stuck to their posts. In addition, new ideas have come to the fore to revive public interest in games, so that, all in all, what lies ahead for coin men should be mighty interesting and easy to assimilate."

farther down. When played with five balls, it is necessary to get a ball in the voltage pocket; and then shoot pairs into the payout pockets with the remaining four shots. Can be immediately switched to a two-ball machine, whereupon the voltage and wild holes become skill holes. Then by directing one ball into one of the four skill holes, and another into the winning pocket, a payout is obtained. Big Five received a splendid reception on advice from Jack Keeney and he voices the prediction that its popularity will live on indefinitely.

Keeney's improved payout unit equipped with a timing apparatus also commanded considerable interest from visiting operators. The unit is said to be so constructed and timed that coins remain in a level position at all times. This would naturally eliminate jamming in the tube and greatly enhance the operating value of games employing the Keeney payout mechanism.

Both Repeater and Big Five are soon to be equipped with Keeney's patented free-games mechanism, if desired, for operation in non-payout territory. The free-game idea is considered an excellent substitute for actual cash payouts and is an exclusive Keeney creation.

Keeney's display also included a 10-ball novelty machine just completed toward the close of the convention. It was said to have received very favorable comment, and will be displayed in The Billboard advertising messages in due time.

AFTER the ROUNDS and ROUNDS and ROUNDS at the BIG SHOW

the WINNER as usual

Big E.W. WRIGHT'S RICHARD

YES... It was acknowledged by thousands of operators just what we meant it to be... **THE GREATEST GAMER IN THE COIN MACHINE INDUSTRY!**... You can play 20 holes per game. Think of it!... Once an operator it will stay forever... because it's there in the world's most favorite sport... and because nothing can possibly compete against it... **ASK YOUR JOBBER FOR ALL FACTS... OR WRITE US...**

EXHIBIT SUPPLY CO. 4222-30 WEST LAKE STREET CHICAGO

BUCK-A-DAY UP JACKPOT BUILDS

Here's a small, compact (3c play) number machine with the same lure as "Red Five" which has caused a sensation in the theatrical world. Amount of Jackpot appears in a cut-out window on back panel. At expiration of game, amount may be increased by \$100 or more, up to \$1,000. Jackpot has a chance of being hit once in 1001 times. Player is given a run for his money as other payoffs average 31%—occasionally a half dollar or more, but mostly in ten cent awards. Constructed of latest materials—a beautiful walnut cabinet, well built and embodying trouble-free mechanism. Marvelous all-around appeal. Order today and let BUCK-A-DAY tell its own story of PROFITS.

PRICE \$10.50

STAR SALES CO. 3901 WAYNE AVE. KANSAS CITY, MO.

BUY DIRECT — THE BIG HITS OF THE SHOW!

Genco's GOLD MEDAL \$89.50	Evans CLIPPER - - \$41.50
6 Ball Pay Table, with Ticket Combination - - -	Evans LITE-A-BASKET 43.50
Genco's TRICKS, - - \$39.50	Stoner's MAD CAP - - \$44.50
Senior Model TRICKS, - - 74.50	Stoner's TURF CHAMPS - \$115.00
	Automatic Pay Table.

1/3 With Order, Balance C. O. D.

GEORGE PONSER CO., 11-15 E. Runyon St., Newark, N. J.

AUTOMATIC PAY TABLE BARGAINS

ROCKETS \$10.95	BLACK SPORTSMAN . . . \$14.95
CHAMPIONS \$12.95	BROWN SPORTSMAN . . . \$19.95
BROWN SPORTSMAN—LAST COIN VISIBLE \$24.95	

TERMS—One-third Deposit With Order, Balance C. O. D.

HY-G GAMES CO., 1641 Hennepin Ave., MINNEAPOLIS, MINN.

PROVED

AT THE 1936 SHOW!

BATTERIES ARE OUT!

NOW...

ELECTROPAK SAVES THE COST OF A NEW GAME IN A SHORT TIME.



ADAPTOPAK

For Changing DC to AC. A Necessity for Photographs and All Amusement Operators! Write for Details!

ELECTROLOK

PREVENTS PAY TABLE CHEATING. THE SENSATION OF THE SHOW!

ORDER FROM YOUR JOBBER OR WRITE

ELECTRICAL PRODUCTS CO.

6527 RUSSELL ST. DETROIT, MICH.

Distributors Hold Annual Meeting

CHICAGO, Jan. 20.—The National Automatic Distributors' Association met January 12 preceding the opening of the national convention and elected the following officers for the year: J. D. Lassar, Pittsburgh, president; William Marmer, Cincinnati, secy.-treas. Board of directors, David S. Bond, Boston; I. H. Rothstein, Philadelphia; S. Carl Mantell, Baltimore; M. M. Marcus, Cleveland; Louis Wolcher, San Francisco. R. L. Willis continues as managing director.

A meeting January 11 was devoted to discussing the legal status of the industry and the benefits that might be obtained from a well-planned public relations program. It was recalled that some NADA members had put on publicity campaigns during the past year which had proved highly successful.

Plans for the coming year were discussed at another session at the Sherman Hotel January 16. Another great year of organized co-operation is expected.

Genco Shows New Table

CHICAGO, Jan. 18.—Tricks, a new amusement table by Genco, Inc., made its bow at the recent coin-machine show at the Hotel Sherman in Chicago.

Because of its unusual size and because of the fact that it has no pins whatsoever on its playing field, Tricks was reported to be the most outstanding game that Genco exhibited.

Tricks is an exceptionally large table, 26 inches by 60 inches, and uses large one-and-a-half-inch balls. It has large saucer-type holes and large curved castings on the field that send the balls off at amusing angles and antics.

This new Genco game also is presented in a junior model that has the same baffling action. Tricks Junior is housed in a standard cabinet and uses standard-size balls. Tricks is already in production at the Genco factory and first shipments in carload lots are already booked.

Theater Boosts Pinball In Location Advertising

PITTSBURGH, Jan. 18.—The first tie-up between a motion picture distributor and coin-machine jobbers and operators is being effected this week by Manny Greenwald, publicity manager for United Artists Picture Corporation in this territory. Handling the exploitation campaign of Eddie Cantor's new picture *Strike Me Pink*, Mr. Greenwald is distributing screen stills of Eddie Cantor shown in a scene with a counter-type coin machine. These stills will be placed in leading stores where pin games are being operated.

It is generally believed that the tie-up will help both parties. More pin-game players will see Cantor's picture, while the coin machine plugged in the picture is bound to draw unlimited attention.

Babe Kaufman Has Party

CHICAGO, Jan. 18.—Babe Kaufman gave a party for close friends Sunday



ENTERTAINING BALLY FRIENDS—Jim Buckley (third from left) tells a joke (not for publication) to a group of friends in the Bally suite at the Hotel Sherman, typical of the entertainment furnished by many manufacturers during the Chicago convention. Ray Atkinson, president of Bally, is second from the right.

AMERICAN SALES CORPORATION

CHICAGO, ILL.
830 WRIGHTWOOD AVE.

The show is over... but our service to operators continues stronger than ever... We will not handle ALL the Pin Games exhibited, but we have selected the BEST of them FOR THE OPERATOR that can be delivered EARLY. You can buy on extended payment plan... AT REGULAR FACTORY PRICES. WRITE TODAY!

ASK US FOR CREDIT!

Lee S. Jones

P. S.—Our system of selling Pin Games is a depression smasher for the operator.

NOT A PIN GAME "STICK-THE-HOUSE" NOT A SLOT MACHINE

A SENSATIONAL GAME OF SKILL — LEGAL EVERYWHERE

Will Sell on Sight

PAYS FOR ITSELF IN A FEW HOURS

Every Club, Tavern, Lunchroom, Drug, Cigar Store, etc., will want this fascinating trade builder.

DISTRIBUTORS AND AGENTS, WRITE TODAY.

Choice Territory Still Open for Live-Wire Hustlers.

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DE LUXE SKILL GAMES, INC.

1902 NO. THIRD ST., MILWAUKEE, WIS.

SHOW WINNERS — READY FOR IMMEDIATE DELIVERY

RUBY BALLY	\$ 17.50	HARMONY BELL	\$47.50
BALLY DERBY	115.00	PUNCHETTE	19.75
PEARLESS	115.00	BIG FIVE	92.00
RELIANCE DICE	189.50	TEASER	27.50
REPEATER	99.00	PARLAY	77.50

Jobbers and Operators Write for Closeout Prices on Brand-New JUMBOS, MAMMOTHS, PROSPECTORS, Etc.

RACE MACHINE OPERATORS—Write for Information on Large Territory Opening Up, Naming Number Races You Have or if You Have Territory Open and Need Race Machines.

AUTOMATIC AMUSEMENT COMPANY,

683 LINDEN, 1304 THROCKMORTON, Memphis, Tenn. Fort Worth, Texas.

TIT TAT TOE

THE GREATEST GAME SENSATION. RUSH YOUR ORDER TODAY FOR EARLY DELIVERY.

Visit Our Showroom To Inspect the Hits of the Show. All Machines To Be on Display as Soon as Patent Release.

EARLIEST WITH THE LATEST.

SOUTHERN AUTOMATIC SALES CO.

540-542 S. Second Street, Louisville, Ky. Phone WAbach 8464.

THE HOUSE THAT CONFIDENCE BUILT.

tight in the Coffee Shop of the Hotel Sherman. Among those who attended were Sam Rabinowitz, Babe's associate; Allen E. Roberts, Forrest Park Hotel, St. Louis; Albert Novickas, phonograph op from Bristol, Conn.; George Novickas, op in Plantsville, Conn.; Eddie Novickas, op in Forrestville, Conn.; L. H. Franko, op in West Hartford, Conn.; R. Olick, Oakville, Conn.; Teddy Middle, op in Ozono

Park, L. I.; Jean O. Bates, Pace's Bazaar, Mrs. Bates, and Herman Pollock, Pollock Novelty Company, jobber and distributor in Bridgeport, Conn.

Trained Animals Cheer Coinmen at Convention.

CHICAGO, Jan. 18.—Trained animal novelty acts were a specialty during the 1936 coin-machine exposition here this week. Henry C. Lemke, of Detroit, sponsored Nelson's Boxing Cats during the convention. These cats gave several boxing acts during each day of the show and were a specialty during the big banquet floor show on Wednesday evening.

A yellow tabby was introduced as the "Brown Bomber" Louis and a white feline as Schmeling. Realistic blows and knockout by the "Bomber" in the fourth or fifth round kept the onlookers in uproaring laughter. It was rumored that the College Ian of the Hotel Sherman booked the cats as a specialty to return in February.

Henry W. Selden & Company, Inc., of Chicago, presented "Buddy the Wolf Dog" in a demonstration of animal intelligence and obedience. In a varied program the dog would perform many special acts indicating his understanding of instructions and commands.

COMIC, SPIGY VALENTINE CARDS AND HOT DIPLOMAS, GIFTS.

COMIC GIFTS for Valentine's Day. Our New 1936 Bulletin is now ready. Send for it or order from list below. Act. No. 1, enclosed in colors, \$3.00 per C. Assn. No. 2, P.W.C. size, printed in 1 color, \$1.00 per 100, or \$7.50 per 1,000. Assn. No. 3, Red Hot Poetry on embossed die cut folders, \$1.00, \$5.50. Envelopes to match with all the above. Comic Diplomas for Valentine's Day, 18 styles per dozen, \$2.00 gross, \$2.75. SAMPLES: YEST! Send two sets and we'll rush 'em out. NEW CHIMBLES in a NEW form, dozen sets, \$1.54.75. New COMIC MIRRORS, red hot, dozen sets, \$3.75. New COMIC ORBIT in HEAD FORM, dozen sets, \$2.00. New SNAKE RADIO, med. size, dozen \$2.00. \$5.50. New RUBBER FLOWERS, each, dozen \$2.00. \$5.50. Send \$2.00 for 50 Samples and 1936 Catalogue. MAGNETRIX NOVELTY CORPORATION, 130 Park Row, New York.

100 GAMES WANTED!

Trade your Games in Now on the "HOT" of the Show. PARKER, BURLA, & CO. Get Our "Lead Baratin List."

LEARY, MANGUSON & JENSEN CO.

88 East Hennepin Ave., Minneapolis, Minn.

TRIX BLADES \$3.68 A 1000

Made of High Quality Blue Steel, Packaged in Blister in Exchange, 20 Pieces in a Carton. An exceptional bargain on a Quality Blade.

Octagon Shaped Lighters.....	Doz.	Gr.
10" Infant's Pearl Necklaces.....	50	2.85
Needle Threader.....	57	48
Perfume in Vials.....	24	1.70
Lozenges of TS Teeth Soap.....	30	3.45
Pen Pen Soap.....	35	3.00
Generous Powder and Perfume Combinations, Each.....		41.4
Army & Navy Needle Book.....		9.20
NE32 Toothpick Knife.....	.10	.75

OVER 3,000 Bargain Specials. Write for FREE Wholesale Catalog.

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SKEE ROLL

YOU SAW AND PLAYED SKEE ROLL AT THE CONVENTION. YOU KNOW WHAT SKEE ROLL IS — AND WHAT IT WILL MEAN TO YOU.



IF YOU HAVE NOT SEEN SKEE ROLL ON DISPLAY OR IN OPERATION — WRITE FOR INFORMATION.



SIZE: 14 FEET X 2 1/2 FEET. WEIGHT 355 LBS.

ORDER NOW!—DON'T DELAY!
YOUR CHANCE IS HERE! DON'T MISS IT!
TERRITORIAL RIGHTS FOR OPERATOR ARE AVAILABLE. WRITE!

NATIONAL SKEE BALL CO.
CONEY ISLAND NEW YORK

SKEE ROLL ALLEYS are each equipped with individual light brackets designed effectively to illuminate target and score register, regardless of location lighting defects.

The woodwork is cypress and birch thoroughly dried and seasoned to prevent warping. It is finished in a natural light color with a waterproof varnish surface.

The mechanical parts are of phosphor bronze or cadmium-plated steel. They are designed to stand up for at least ten years under hard usage.

The bowling surface is heavily lacquered green cork carpet, easily cleaned to remove dirt and ball marks.

The target is made of the same carpet with seven-ply machine buffing used for the target circles.

TICKETTES \$6.00 EACH IN LOTS OF 5 OR MORE

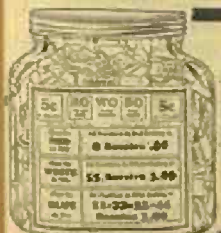
MILLS' LATEST MODEL TICKETTES. All with New Mills Games Mechanisms. Used Only ONE Week. \$7.00 SINGLES
MILLS TICKETS for TICKETTE \$1.25 per 1,000 to 5,000 Lots \$1.50 per 1,000

READY FOR IMMEDIATE DELIVERY NEW MILLS GAMES
TYCOON - DOUBLE HEADER - TEN GRAND

1/3 Deposit, Balance C. O. D., F. O. B. New York.
MILLS EASTERN FACTORY DISTRIBUTORS
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693 BROADWAY (Tel. GRamercy 7-7073) NEW YORK CITY

READY--ALL THE LATEST AND BEST PAY TABLES THAT WERE SHOWN AT THE BIGGEST SHOW IN COIN MACHINE HISTORY

AGAIN WE'RE FIRST WITH DELIVERY TO OUR CUSTOMERS! WRITE FOR COMPLETE DETAILS AND PRICES IMMEDIATELY!!!
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Wanted Jobbers and Distributors for RO-WO-BO
1,800 Combinations at 10¢ brings in\$180.00
Jack Pot Card and Jar Deal Payoff 141.00
Clear Profit 5 30.00
4 Sample Dual RO-WO-BO \$4.00
1 Jack Pot Card50
1 Empty Jar50
4 Sample Deal \$6.10
Write for Quantity Prices

WERTS NOVELTY CO., INC.
MUNCIE, INDIANA

COLORS
500 red
500 blue
500 white
Made up for 50 and 100 play

HARLICH SALESBOARDS

14 Sensational New Boards
To Help You Start Your 1936 Profit Drive

Write, Stating Your Line or Business to
HARLICH MFG. CO. 1417 W. JACKSON BLVD. CHICAGO, ILLINOIS

BARGAIN SPOT SCREAMO \$20

BEST BUYS ON USED GAMES

PIN GAMES	PIN GAMES	PIN GAMES
Rapid Transit \$18.00	Rocket \$1.834.00	Season \$ 9.00
Spelling Bee 10.00	Action Jr. 12.00	1-BALL PAYOUTS
Star-Lite 14.00	Action Jr. 8.50	Rocket 338.00
Monitors 32.00	Kings 14.00	Rapid Fire 17.50
Par One 18.00	Orions 16.00	Super 1000
Flare 27.00	Chicago Edge 9.00	Visible Shot 335.00
Times Square 18.00	Dealer 8.00	Propagator 58.00
Big Game 15.00	Orion Coast Line 11.00	TICKET GAMES
High Hand 20.00	Rockslide 9.00	Play Ball .945.00
Five and Ten 18.00	Robband 7.50	Rede 88.00
Big Game 15.00	Fly's Trap 0.50	Whitpool 35.00
High Hand 20.00	Drop Kick 6.00	Sharpshooter 87.00
Hander 22.00	Beam Lite 8.50	Glimpy 36.00
Flying Colors 16.00	Scorlette 0.00	COUNTRY GAMES
Ball Pen 18.00	Kelly Pool 5.00	Select 'Em 88.00
Prize 18.00		Horse Shoot 4.50

1/3 Deposit, Balance C. O. D., F. O. B. Chicago
FIRST WITH LATEST NEW GAMES. GET YOUR NAME ON OUR MAILING LIST.
NATIONAL COIN MACHINE EXCHANGE, 1407 Dearborn, CHICAGO, ILL.

PEO'S COUNTER GAME WAS THE SENSATION OF THE SHOW!!!
WEE-GEE only \$9.75 Each
RUSH YOUR ORDER TODAY—ENCLOSE 1/3 DEPOSIT

SUPREME VENDING COMPANY INC.
557 Rogers Ave. * 1416 Webster Ave. * 922-8th Avenue.
Brooklyn, N. Y. * Bronx, New York * New York, N. Y.

LOW PRICED HITS THAT STOLE THE SHOW!



Giant modernistic, gold finished cabinet, measures 50"x24". Sixteen award pockets set into a colorful, dazzling field!

SUNSHINE DERBY ONE BALL PAYOUT WITH PLAYER CHANGING ODDS!

Crowds stormed SUNSHINE DERBY to see its new sensational type of changing odds action. SUNSHINE DERBY permits the player to leave the odds stand, or he has ONE opportunity to change odds by shooting the ball into the "Change Odds" pocket which is closed by a trap door lid. Ball comes back for play. Boosts profits amazingly! SUNSHINE DERBY is the LOWEST PRICE payout in its class. Check Separator and Mint Vendor \$10 Extra. (\$ BALL PLAY OPTIONAL)

\$89⁵⁰



LONG SHOT

A giant size, one-ball payout at an amazingly low price! LONG SHOT has all the famous playing features of Electric Battle Ball except the mystery award. At this price you can concentrate on real money-making payouts! Silver finished cabinet measures 46"x23".

\$69⁵⁰



SKILL SHOT

Utilizing an entirely new principle! Shoot 1c, 5c and 10c coins right into the Target Pay-Pockets by means of swinging Turret Trigger Coin Chute! All payouts accurately registered. 22 1/2"x12 1/2".

\$19⁵⁰

Order from your Jobber or Direct

D. GOTTLIEB & COMPANY

2736-42 N. PAULINA ST.

CHICAGO

ELECTRO **IT WAS THE BIGGEST HIT OF THE SHOW YOUR BEST REASON TO BUY** ELECTRO

TIT-TAT-TOE

Modern, Beautiful, Original, The Greatest Quarter Game Ever Presented to the Industry. Mobby Polished Attractive Case in Striking Pastel Colors. All Mechanism Cadmium Plated. ABSOLUTELY COMPLETELY GUARANTEED! Operator's Price Only



RUSH YOUR ORDER TODAY for the Quarter Game that STOLE THE SHOW! The game that was adored by all those who attended the 1935 Convention at the MOST SENSATIONAL MONEY-MAKER real game ever presented. It's the game you played as a kid—the game EVERYBODY immediately recognized! Fascinating—thrilling and with the greatest come-on play EVER ORIGINATED!

\$17⁵⁰

With Double Door and Ticker Register. \$2.00 Extra.

ELECTRO-BALL COMPANY, Inc.
1200 CAMP ST. DALLAS, TEX.

OPERATOR OF PACES RACES!

Give your races a chance to prove their real earning power. Equip them with Mussor's New Precision Built Motors and Improved Brackets and Brakes.

THIS NEW IMPROVED MOTOR AND BRAKE CONSTRUCTION WILL RELIEVE YOU OF ALL YOUR TROUBLE AND GRIEF

60-DAY MONEY-BACK GUARANTEE

WE ALSO CARRY A LINE OF MOST ESSENTIAL PARTS

Write for Prices and Discounts to Bone-Fide Operators.

? USED PACES RACES FOR SALE ?

We will buy all the Used Races you have and pay the highest prices. Write us your proposition.

AUTOMATIC SALES CO.

"Exclusive Distributors of Mussor's Motors and Brakes"

4135 HILAND AVE. KANSAS CITY, MO.

RECONDITIONED MONEY-MAKING GAMES

SENSATIONS	\$ 4.95	FIVE & TEN	\$14.00	HOLIDAY HIT	\$14.00
STAR LITE	4.95	BALANCE	14.00	MAN IN MOON	14.00
BEAM LITE	4.95	FLYING COLORS	10.00	SPITFIRE	14.00
TRY LITE	4.00	PAW DOLL	14.00	CRISS CROSS LITE	8.00
SCORE LITE	4.00	Send Five-Dollar Bill With Your Order, and You Will Receive.			

LOUIS KROECK, 100 Henry St., Binghamton, New York

ON THEIR WAY

Stock of the Latest Bells and Vendors and the Pick of the Pay Tables and Novelty Counter Machines exhibited at the Chicago Convention.

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.

NOTICE TO MILL TICKET OPERATORS!

New Type Tickets for Mill Ticket Machines. Priced to pay out about 42% and guaranteed to work better than any tickets made for this machine to date. In Lots of 1,000, \$1.50; in Lots of 5,000, \$1.40; in Lots of 10,000, \$1.30; in Lots of 25,000, \$1.25. 1/3 Deposit. Balance C. O. D. If you need for Our Big Barrel Ltd. Barrel Specialty.

WANTED—500 BABY BELLS AT \$3.50 EACH.

SPECIALS IN USED MACHINES

Mystery Blue Fronts (Brand New)	\$35.00	Wow! Leads (Millie)	\$37.50
Jenny's Triple Jack Pots (L&R New)	42.50	Wow! Leads (Millie)	37.50
Disc-O-Matic	\$45.00	Wow! Leads (Millie)	37.50
Disc-O-Matic	4.00	Sweet Gallop	6.00
Disc-O-Matic	4.00	Sweet Gallop	6.00

GREAT STATES MFG. CO., 1905-7-9 E. 30th, KANSAS CITY, MO.

READY FOR IMMEDIATE DELIVERY

PUNCHETTE

IS THE NEW, SENSATIONAL TICKET COUNTER GAME

Straight Go Play. Last 4 coins played visible. Selective hole punch. Uses roll of 1,000 tickets. Pays out from 10c to \$2.50.

It's Sensational. PUNCHETTE is the counter game operators have been waiting for. NEW LOW PRICE. WRITE FOR COMPLETE DETAILS AND PRICE TODAY!

COIN-O-MATIC SALES ORG. 2041 Fifth Ave., PITTSBURGH, PA.

Thank You for Mentioning The Billboard.



★
SENIOR
SIZE
50"
x
24"
A
REAL
BUY
AT
\$115⁰⁰

I SAW THEM ALL - AND
I'M HERE TO SAY - MY DOUGH
IS HEAVY ON
PAMCO PARLAY!



PAMCO PARLAY

Says HAROLD E. DAILEY to TEXAS Operators—Out of the Mass of Games—**"PAMCO PARLAY"** stands apart as the **SMARTEST IDEA** ever conceived. Our Orders to date total 1,500 **"PAMCO PARLAY"** machines, with more **"PARLAY"** orders coming in as **FAST** as we can book 'em. Operators report **INCREASED EARNINGS** as time goes on. That's why we say—Take **"PAMCO PARLAY"**—A **REAL WINNER** for a **LONG TIME** ahead!

"Pamco Palooka"
Locks **MIGHTY GOOD**—this 6 Coin Chute Bowl-Type **"ODDS-CHANGING"** Life-Up i-Shot Machine! Will be a **BIG CLEAN-UP** for Texas Coin Machine Men! It's a Massive Super De Luxe Job. **\$169.50**
Priced Right at

"Pamco Speedway"
A First-Class Layout in a 1 to 5 Ball **AUTOMATIC PAYOUT**. The Principle of **"CHANGING ODDS"**—TESTED and PROVED—puts **"PAMCO SPEEDWAY"** on a **BIG PAYING BASIS** right at the **\$115.00** start! Priced at

See Your Nearest Dealer Without Delay!!!

SOUTH COAST AMUSEMENT COMPANY
M & M BLDG., HOUSTON, TEXAS

OFFERED BY LEADING TEXAS DISTRIBUTORS

- ELECTRO-BALL CO.**, 1200 Camp St., Dallas, Tex.
- STELLE & HORTON**, 1513 Louisiana St., Houston, Tex.
- FRANKRICH DIST. CO.**, Medical Arts Bldg., Ft. Worth, Tex.
- D. E. HOUSE DIST. CO.**, 709 Ervey St., Dallas, Tex.
- EARL E. REYNOLDS**, Jefferson Hotel, Dallas, Tex.
- GREEN & PRICE**, Italy, Tex.
- NORTHWEST TEXAS NOV. CO.**, 620 Tenth St., Wichita Falls, Tex.
- ARTHUR FLAKE DIST. CO.**, 1327 McKinney Ave., Dallas, Tex.



TIT-TAT-TOE
The Sensational Counter Game! Get Yours Now!
THE HIT OF THE SHOW—Greatest Penny Collector ever made. Beautiful modernistic cabinet, Easy and fun to play. Double dose and register model which counts all pennies entering machine. \$2 Extra. **\$17.50**

Immediate Deliveries!
GERBER & GLASS
914 Diversey Blvd. Chicago, Ill.

NOW READY
NEW SERIES OF RED HOT, SPICY VALENTINE CARDS, NEW CARTON BOOKS, SPECIAL SCENTED, etc. Send \$1.00 for samples and our New Catalog. T. R. PAYNE, 25 Canal Pl., New York.

It Waits For, the Paper and Advertisers to Re-open—The Billboard.

Manufacturers Elect Officers

CHICAGO, Jan. 18.—In the midst of the greatest exposition of coin machines in the history of the trade the National Association of Coin-Operated Machine Manufacturers met in a business session on the opening day of the 1936 convention to hear reports and elect officers.

The election of officers resulted in Walter A. Tratsch, of A. B. T. Manufacturing Company, Chicago, being chosen to head the organization during the year. Mr. Tratsch is well known for his contribution of quality standards to the industry. A. E. Gebert, of Advance Machine Company, Chicago, mere chandising machine manufacturer, was elected vice-president. D. W. Donohue, of the Mills Novelty Company, Chicago, was elected treasurer. C. S. Darling, who has efficiently held the position of executive secretary since the formation of the organization two years ago, was re-elected to the position.

The board of directors chosen consists of Claude R. Kirk, Exhibit Supply Company, Chicago; Homer E. Capehart, Wurlitzer Manufacturing Company, North Tonawanda, N. Y.; David C. Rockola, Rock-Ola Manufacturing Company, Chicago; and Harry Stoner, Stoner Corporation, Aurora.

Moore Makes Cash Deal For 300 Buckley Diggers

CHICAGO, Jan. 18.—Dinty Moore, widely known in carnival circles, this week at the coin-machine show purchased 300 Jewel Box diggers from the Buckley Manufacturing Company, paying cash for them. He now has about 480 such machines but plans to discard some of the older ones.

Moore operates these diggers in units with carnivals and fairs; each unit consisting of from 10 to 20 machines. The size of the unit hinges upon the size of show or fair. Moore was accompanied by the coin-machine show by his assistant, Bill Gordon.

Gentilich Brings Own Oysters to Windy City

CHICAGO, Jan. 18.—Sam Gentilich, New Orleans distributor covering Louisiana and Mississippi territory, was well-liked and feted by a host of Chicago friends during and after the 1936 coin-machine exposition. And let it be said right now that Sam Gentilich is quite a showman himself. Whoever said a "man has to be born" to be a success in the line of his choice could easily account for the success of Sam Gentilich in his chosen field, that of choosing and distributing coin-operated equipment. Sam knows the show and amusement business 100 per cent. He has made a life study of what appeals to the public mind. His knowledge of how to quicken the public pulse with something new is almost uncanny. By virtue of Mr. Gentilich and his customary alertness the idea of changing odds in coin machines appeared in New Orleans much sooner than in other large cities closer to the source of supply.

Mr. Gentilich, together with Ken Willis, spent considerable time at Pacific Amusement Manufacturing Company. The rumored that the Gentilich interests have become keenly interested in several of Pacific's new releases and that operators and jobbers in Louisiana and Mississippi are going to be pleasantly surprised when the pie is opened. Jack Sloan, of The Billboard, had the pleasure of attending an oyster party at Pacific put on by Mr. Gentilich. Twenty-four dozen of the finest big fellows fully shelled and fresh from the bayous of Louisiana were cracked open by Mr. Gentilich and a good time was indulged in by everyone present. But oysters in the raw are never good unless accompanied by good sauce. And would you believe it! Right on the bottle of cocktail sauce we read, "Bottled by Gentilich." Well, we're here to talk about coin machines, but we're also here to say that this big fellow from New Orleans can do a lot of things besides pick a good coin machine. It's cocktail sauce is the best. It should be everywhere—no foolin'.

INDEPENDENCE



with **TOM THUMB**
Many have started with one Tom Thumb Victory award chain in a year, exceed more than ever before. We show you how. Think of the people who eat Nuts, Gum, Candy. All of them your prospects—The 1936 Tom Thumb is the latest addition to your store. It's exciting features, including "Single Coin Defector," "Nuts and Candy" opens fifty slots, "single coins, free tokens, requirements by Tom Thumb" were analyzed by machine, are barred. **FIELDING MANUFACTURING CO.**, Jackson, Mich.

EXTRA SPECIAL

- | | | | |
|--------------------|---------|------------------|---------|
| Acc | \$19.75 | Rox | \$10.00 |
| Carica | 27.00 | Sportsman, | |
| Do or Don't | 14.75 | brown cab., | 14.00 |
| Female | 50.00 | Sportsman, vis., | 20.00 |
| Put "N" Take | 21.00 | Stampede | 26.95 |
| Prospector | 40.00 | 7-11 | 17.00 |
| Rodeo | 21.00 | | |

Write for Complete Price List Featuring All the Latest Games!

HOUSTON SPECIALTY CO.
313 M. and M. Bldg.
HOUSTON, TEXAS

FOR SALE—38 PACE'S RACES.
All-Black Cabinets. Latest Equipment.
AT YOUR PRICE.
We
BORDER SALES CO., Pharr, Tex.



RUSH
YOUR
ORDER!

SENIOR MODEL

THEY CAME-
THEY SAW-
THEY BOUGHT

TRICKS

THE TALK OF THE Show!
New Type of Amusement Table—Has No Pins!
Again CENCO leads with a positive winner! People cannot pass wild over it. Larger saucer type holes and curved buffers send the balls off at amusing angles without using kickers or springs. No out holes—action clear to the bottom of the board.

SENIOR MODEL
62 1/2 x 26 1/2 inch cabinet. Uses
Extra Large 1 1/2 inch Balls.
Can be used with
from 5 to 10 balls.
Priced Tax Paid,
F. O. B. Chicago,
Ill.

\$74.50

JUNIOR MODEL
40 x 21 inch cabinet. Uses
Standard Size Balls.
Same baffling action
as the Senior
model. Priced
Tax Paid, F. O. B.
Chicago, Ill.

\$39.50

IMMEDIATE
DELIVERY!

CENCO, Inc.

2625 N. ASHLAND AVE.
CHICAGO, ILL.

WE OFFER SUBJECT TO PRIOR SALE the Following USED MACHINES
THEY CAN'T LAST LONG AT THESE PRICES!!
All of our Used Machines are set in good condition. New Balls where necessary. Batteries tested and machines put in condition, ready to be placed on location.

MYSTERY KINGDOM. Ball Automatic, Mystery sets from \$1 to \$2, late model, the	DEACON 5.00 SCORE-A-LIVE 10.00 MYSTERIOUS EYE 28.00 CRAZE SHOT, 1c only 4.00 HILLS & D. 30.00 SWING LEADER 20.00 HIGH HAND 22.00 THREE IN LINE 10.00 TIT-FOR-TAT 18.00 SINK OR SWIM 2.00 WAGON WHEELS 3.00 MAJOR LEAGUE, Sr. 10.00	DEALER 8.00 FLYING COLORS, Sr. 18.00 HOLD-UP 20.00 CRUISE GROSS-ALITE 8.00 HOLD A DRAW, Late Model 12.50 TREASURE HUNT 12.50 BEARLIGHT 9.00 SPOT LIGHT 12.50 STAR LITE 10.00 BALL PAN 15.00 ZOOM 20.00 SIGNAL, Large 10.00
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MORRIS NOVELTY CO. 4505 Manchester, St. Louis, Mo.

OPERATORS MEET—
(Continued from page 70)
Room. The committee recommended a committee of two manufacturers and two operators to promote co-operation between both divisions of the trade. Informal discussion of the need of a czar for the industry led to the statement by Fisher-Brown that the time was not ready for a czar, in his belief.
The question of electing a chairman for further meetings involved a lot of discussion and Ralph T. Young, Fred A. Mann and Fisher Brown all declined the nomination for chairman. The meetings of the National Council were then explained and the meeting adjourned.

1936 SHOW—
(Continued from page 70)
dicated important progress in this field of distributing brand merchandise. Bulk merchandising machines were also prominently displayed and trade reports indicate that this field is making very rapid progress.
Attendance at the convention was reported to be more than 9,000. Special delegations did not receive the prominence this year as in 1935, many coinmen having come in advance of the convention from the biggest trade centers. Visitors from foreign countries were given special recognition. Meetings of the National Association of Coin-Operated Machine Manufacturers, the National Automatic Distributors' Association and the National Council of Coin Machine Operators' Associations, as well as general meetings for operators, were held during the convention period.
The annual banquet on Wednesday evening was again the gala event of the week. A total of 3,323 banquet tickets were sold, taxing all the facilities of the Hotel Sherman and setting a record for convention banquets. The Dodge automobile drawing was held during the banquet and went to Arthur Herman, of Kingston, N. Y.

Sell VALENTINES
and fill in the seasonal stock
Comics are in BIG demand
X3485—Comic Valentines, 144 Designs, Size 7 1/2 x 10 inches, printed & colored on marbled paper, 2 complete assortments to the retail envelope. Packed 1 dozen in 1 package, 10 Gross Lots, Gross, 20c
PER GROSS (Postpaid), 55c.
CIRCULAR OF NEW VALENTINES, With Complete Price List, Free, Request Deposit in Registered on All C. O. D. Orders.

LEVIN BROTHERS
TERRE HAUTE, INDIANA

TIT-TAT-TOE
WITH GUM VENDOR
Three Games in One
Use for Cigarettes, Soap or Cash Prizes.
Just Change-Card on Face of Machine.
THE SENSATIONAL COUNTER GAME OF '30,
The Most Beautiful, Most Fascinating Counter Game Ever Made. Perfectly the Greatest Prizes Collector You've Ever Seen.

\$17.50
Register and Double Door
\$2.00 Extra

BALL GUM—Box of 100, 15c. Case of 100, \$1.00
Boxed for \$12.
1/2 Deposit, Balance C. O. D.

SICKING MFG. CO., INC.
1922 Freeman Ave., Cincinnati, Ohio

A REAL CLEARANCE SALE
REALLY RECONDITIONED.
Automatics \$18.00
Cherries \$18.00
Giant 48.00
Rockets 10.00
Street Boppers 8.00
Bookman 22.50
Traffic A 18.00
FROM-AUTOMATIC \$18.00
Action Boppers 8.00
Army & Navy 8.00
Beasties 7.50
Banker 18.00
Blue Stripes 2.08
Two Ribbons 2.08
Large Cannon 7.50
Fire 8.00
Electric Life 8.00
Drop Kick 4.00
Electro 2.96
Escapes 8.00
Scissors & Ball 8.00
Prizes 18.00

Golden Gates 8.25
Happy Go-Lucky 18.00
King of Tarts 18.00
Lightning 2.96
Lion-A-Line 1.50
Triple-Dot (Ball) 18.00
Live Powers 3.00
Happy Go-Lucky 1.00
Waltz Keys 2.96
Mini League, Sr. 7.96
Scissors & Ball 18.00
Night In 2.96
Quica Silver 18.00
Radio Station 2.96
Ruler 1.50
Retailer 18.00
Rockwell 8.00
Starline 3.96
Three-in-One 7.50
Traffic C 7.50
Victorias (New Model) 8.00
Theater, Per 'M 1.00

COINOP GAMES CO.
467 E. Walnut St., Springfield, Mo.

SALESBOARD OPERATORS
2,400 ic sales takes in \$24.00, net \$19.50 after cigarette paper. You can sell cigarettes, to dealer for \$7.75. On 50% commission you collect \$3.88. We carry a large variety of prizes and nickel novelties, especially with Merchandise. We manufacture Billie Boards, a complete line of Cigarette 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, once C. O. D.

WANTED PACES RACES
Have one 21-23 Twin City Tractor, one Model 34 Fiat Coupe and 230 acres of land to trade.
FRED REDD, Torrington, Wyo.

MARBLES
Fine Quality, 100, \$3.00; 300, \$9.00; 1,000, \$25.00; F. O. B. Indianapolis. Specify Navy Blue, White, Azure Blue, Green, Red or Black—1/4 or inch size.
ADVANCE SALES CO.
18 W. 22d St., INDIANAPOLIS, IND.

Thank You for Mentioning The Billboard.

CENT-A-PACK

BUCKLEY'S FINE NEW CIGARETTE AND GUM VENDER—PHENOMENALLY LOW PRICED!

Guaranteed for life against defective parts or workmanship!

Here's the smallest investment you can make in a lifetime of big earnings! A positive sensation on any counter, the tremendous earnings of CENT-A-PACK will positively amaze you. The best proof of thousands of retailers received for this outstanding BUCKLEY product. CENT-A-PACK is loaded with flash and player appeal.



Jobbers-Distributors **\$12.00** Payout Register and Double Door \$1.50 Additional
Write for money-making plan on CENT-A-PACK.

BUCKLEY MANUFACTURING CO.

2160 W. WASHINGTON BLVD. CHICAGO

Buy Your **CENT-A-PACK** from **KENTUCKY'S OLDEST DISTRIBUTOR, EST. 1915** Price \$12.00

The Finest Cigarette Machine ever made at the Lowest Price ever offered. The Smallest Investment in its profits yet can make. 25% deposit with order, balance C. O. D.

KENTUCKY SPRINGLESS SCALE CO., Inc.
514-516-518 So. Second St. LOUISVILLE, KY.



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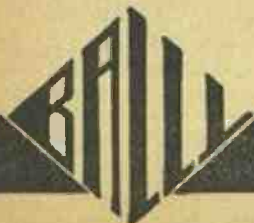
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Exhibit Gateway	37.50
Exhibit Rodco	37.50

GAMES WITHOUT AUTOMATIC PAYOUT OR TICKETS.

A. B. T. Hoodstretch	\$17.50
A. B. T. Account	9.50
A. B. T. Acewhirl	10.50
A. B. T. Archer	37.50
American Beauty	4.00
Action	6.50
Bacon	1.00
Smashed	6.75
Big Game	14.50
Bomber	5.00
Chuck-A-Lite	2.50
Chicago	8.00

Combination	6	4.00
Dealer		4.50
Drop Kick		4.50
Prize		11.50
Hi-Lite		10.00
Jack Rabbit		4.50
Kings		11.50
Live Power		6.50
Mills Cannon Fire		8.00
Mills Keys Kickers		1.50
Major League		10.50
Neonlight		11.00
Pyramid		11.00
Quick Silver		11.00
Rebound, Jr.		4.50
Revolving		6.00
Ricochet		8.00
Score-A-Lite		7.00
Star-Lite		6.00
"C" Model Traffic		8.50
Sport-Lite		12.00

SPECIAL

MILLS TICKETS, Each . . . 5
or Five for . . . 22.50

TERMS:

One-Third Deposit with Order - We Ship C. O. D. for Balance Due.

REFERENCES:

Dun & Bradstreet, or wire any Bank in Fayetteville.

THE VENDING MACHINE CO. 205-15 FRANKLIN ST. FAYETTEVILLE N.CAR.

The South's Largest Distributors ~ ~ ~

