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The Billboard

The World's Foremost Amusement Weekly

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The Billboard

Vol. XLVII
No. 49

The World's Foremost Amusement Weekly

December 7,
1935

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PUBLIC WANTS DANCERS

300 Pay Tribute to the Departed At League's Service Held Indoors

CHICAGO, Dec. 2.—The annual Showmen's League memorial service held yesterday was one of most impressive in years. An innovation this year was holding the main service in the Hotel Sherman instead of at Showmen's Rest. The change was made because of the fact that heretofore several who attended caught cold from exposure during the long service.

The service was held in Louis XVI Room, in the rear of which was a replica of Showmen's Rest with the American and Canadian flags above. The service opened with a brief history of the Showmen's League by Edward A. Hock. After singing of the hymn *Abide*

With Me Rev. Charles Copeland Smith delivered an eloquent and touching sermon, after which the audience, nearly 300 people, stood in silence in memory of departed showmen. The hymn *Lead, Kindly Light*, was sung, reveille was sounded, there was organ selection, then singing of the national anthems, *America* and *God Save the King*.

Following the service at the hotel, the League members adjourned to Showmen's Rest, where a further brief service was held.

Outdoor Conventions in Chicago Very Promising; Early Arrivals

CHICAGO, Dec. 2.—The annual winter meetings of the International Association of Fairs and Expositions; the National Association of Amusement Parks, Pools and Beaches; the American Recreational Equipment Association and the American Carnival Association, being held this week in Chicago, promise to be the most enthusiastic and the best attended in a number of years. The same also goes for the annual banquet and ball of the Showmen's League of America, which will be held at the Hotel Sherman tomorrow night.

Showmen and fair men have come in a day or two earlier for the meetings this year and Sunday found the Hotel Sherman thronged. Among early arrivals were Fred Beckmann, Barney Gerety, W. C. Fleming, Rubin Gruberg and wife, Paul Jones, Joe Scholibo, R. L. Lohmar,

Vaude Poll Reveals Preference For Hoofers, With Singers Next

Only one vote favoring straight films in cross-section survey — many newspaper readers give reasons for wanting flesh—straight vaude is asked

NEW YORK, Nov. 30.—Of the hundreds of newspaper readers who took the trouble to mail in a ballot in *The Billboard's* survey of public interest in vaudeville, only one preferred straight films to vaudeville in the first voting return received here. Three patrons ask for straight vaudeville, one writing: "I am sick of pictures and would welcome vaudeville back on the stage." All other ballots were cast in favor of a vaudeville policy. The only supporter of straight pictures, F. S. Sasse, of Evansville, comments: "Travel talks, newsreels, educational shorts and good pictures account for my regular movie attendance."

The balloting, which asked newspaper readers of the papers now conducting the poll to mark their preference for types of vaudeville entertainment, shows dancing the most popular vaude type, with comedy and singing a good second and third, respectively. Acrobatic or novelty acts were next in preference, followed by animal acts. Magic and ventriloquial turns came next, with miniature revues right behind and playlets a very poor last. As a matter of fact, only 19 per cent of the ballots favored playlets.

Here are the preferences of the readers of *The Evansville (Ind.) Courier* and *(See HOOFERS ARE on page 14)*

19 Represent The Billboard

CHICAGO, Dec. 2.—Nineteen people are representing *The Billboard* at the various outdoor amusement men's conventions and Showmen's League Banquet and Ball this week in Chicago. From the Cincinnati office there are E. W. Evans, A. C. Hartman, L. G. Anderson, Roger Littleford Jr., William D. Littleford, Claude B. Ellis, Charles Blue and C. J. Latscha.

New York office: Elias E. Sugarman and Leonard Traube.

St. Louis office: Frank H. Joerling.

Chicago office: Jack Nelson, Nat S. Green, Walter Hurd, Jack Sloan, F. Langdon Morgan, Helene Palmer, Estelma Wienke and C. M. Strom.

N. Y. WPA Project Under Way; Means Jobs for 3,700 People

Centralize activity at 701 8th avenue under Rice—applicants not on relief by Nov. 1 out of luck—activity in Hollywood, Des Moines, Atlantic City

NEW YORK, Nov. 30.—The various theatrical relief activities are being concentrated in the four-story building at 701 Eighth avenue, at 44th street, and new WPA theater project starting officially Monday in the new quarters. Jobs for about 3,700 people including clerks and musicians, will be handed out of this office. About half of this number have been taken over from the old drama, vaude, music and amateur projects. The others will be selected from around 5,000 applicants, of whom only 2,700 were found to be on home relief, and therefore eligible for WPA jobs. The request of Elmer Rice and of the American Federation of Actors recently for liberalization of rules so that performers applying after November 1 could be eligible for WPA has been definitely refused. Federal Relief Administrator Harry L. Hopkins is sticking to the rule that only those who were on home relief before November 1 could be placed on WPA projects.

President Roosevelt's speech in Atlanta yesterday erases all doubts that any more money will be appropriated for new works projects. Apparently those who failed to get on the relief rolls before November 1 are out of luck and had better try to get jobs with private business.

Tryout Theater Starts Jan. 1

The first of the WPA-League of New York Theaters plays will open about January 1. The Willis Theater, Bronx, *(See N. Y. WPA on page 72)*

Thanksgiving Holiday Booms All Types of Broadway Biz

NEW YORK, Nov. 30.—The Thanksgiving holiday week-end gave showmen something to be grateful for in a very satisfactory week's business. Even a teasing rainstorm Thursday night failed to hurt. The legit season saw what seems to be a show that will grow to socko comedy smash of the season come in in *Boy Meets Girl*, George Abbott's production of the Spewack's play, Broadway's latest harpoon at the cinema, Sam H. Harris continued his hit-producing career with *First Lady*, another resounding sock.

The Friday school holiday figured to help Billy Rose's *Jumbo*, and the show got plenty on the week. Business for the show has been running about \$60,000 to \$62,000 weekly.

Pictures naturally came in for the bulk of the holiday break. The *Roxy*, with the late Will Rogers starred in its picture, did exceedingly well, while the *Center*, still with *Thanks a Million*, is making a profit. *Nothing on the Bounty* is still at the Capitol and there was a line in front of the house Friday. *(See THANKSGIVING on page 73)*

GAH Scans Year With Road Reps, Sees '36 Reaching Peak for Acts

NEW YORK, Nov. 30.—Seeking detailed inventory on the 1935 outdoor season for acts and units in his operating area, George A. Hamid brought together the road representatives and home office

men under the Hamid booking office banner for a lengthy conference in his local headquarters this week.

Reports and surveys were submitted and analyses of each area made for 1936 by M. B. Howard, Southern manager, working out of Norfolk, Va.; Frank Cervone, of the Pittsburg office; Paul Denish, Boston, and from New York, Joe Hughes, general representative; Norman Blumenfeld, general manager; Dave Soltz, vaude; Leo Grund, foreign scout and contact, and Hamid.

Howard reported general gains, including at the fairs in Orangeburg and *(See GAH SCANS on page 69)*

Conklin Party Huge Success

CHICAGO, Dec. 2.—The Patty Conklin testimonial party Saturday night at the Showmen's League clubrooms was the biggest thing of its kind the League has ever staged and a huge success from *(See CONKLIN PARTY on page 73)*

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AEA ADMINISTRATION WINS

Equity Membership Returns Vote Of Confidence in Its Officers

Score is 349 to 138—almost 2,000 attend meeting—hot skirmish at end—informal official gatherings called monthly—forum meetings are disbanded

NEW YORK, Nov. 30.—Equity administration won a sweeping victory in the showdown meeting with the Actors' Forum at the Astor Monday afternoon, getting the decision by a vote of 349 to 138. Many things arose out of the vote besides the announcement of continued confidence of members in their current administration. For one thing, it was decided to hold discussion meetings open to the general membership each month from September to May. For another thing, the vote marked the end of the Forum—at least as a unit for holding discussion meetings. About 1,950 Equity members crowded the meeting at the Astor, the largest attendance in recent years. Of these, however, only 323 were up to date in their dues and were allowed to vote. Besides the 349 votes going to the administration and the 138 for the Forum, 21 members accounted for themselves but did not vote, and 15 ballots were discarded as irregular.

The monthly meetings of the membership were set at the council meeting Tuesday, and were regarded as a direct outcome of the administration-Forum fight, since the Forum insisted that its prime function was to provide discussion opportunities to the Equity rank and file. The administration thus taking over its chief function, the Forum late in the week sent out postcards to members which read:

"Inasmuch as Council of Actors' Equity Association has agreed to hold official informal meetings each month from (See SUPPORT VOTED on page 14)

Penn Sundays Go Over Big

PHILADELPHIA, Nov. 30.—Philadelphia went over the top last Sunday, its second day of Sabbath movies. Over 300,000 patrons attended the 300 theaters in town in contrast to the 200,000 who attended the first Sunday when a (See PENN SUNDAYS on page 73)

Ft. Wayne Dance School Opened by Plybon-Allen

FORT WAYNE, Ind., Nov. 30.—Ann Plybon and Charles Allen have opened a new studio, the Uptown Studio of Dancing, and say "business is very promising." They are putting out several lines of girls for road work and also acts for night spots.

Now in their second season producing for the Merry-Go-Round Club here, their current show including Mary Louise Truelove, Hazel Bonham, Evelyn Joyce, Arlene Harmon, Helen Morrow, Betty Moss, Betty Ann Mounsey, Helen Gray, Another line, comprising Louise Dunn, Annabell King, Betty Hartwell and Martha Hartman, is now playing Cleveland.

Rosenstein to Warner

LOS ANGELES, Nov. 30.—Jack Rosenstein, former RKO publicity chief for the Los Angeles theaters, has been appointed publicity director for the Warner Bros. theaters in the metropolitan area. Rosenstein succeeds Troy Orr, who resigned to go with Harry Brand at 20th Century-Fox.

George Fischer, who pinch hit on the theater publicity until Rosenstein arrived, is now back in charge of publicity for the WB radio station KPWB.

Trenton Plays Marcus

NEW YORK, Nov. 30.—The A. B. Marcus show will go into the Capitol, Trenton, for RKO this Friday and will play a full week. House ordinarily plays two days of stage shows. Unit will go into Keith's, Syracuse, December 20, which gets fresh only on occasion.

More Intensive Film Censorship for Detroit

DETROIT, Nov. 30.—Plans for more intensive censorship of motion pictures (See MORE INTENSIVE on page 73)

S. F. Musicians See Election Fight Ahead

SAN FRANCISCO, Nov. 30.—With the closing of nominations last week-end, a hot race for the presidency of Musicians' Union No. 6 is in progress. Albert A. Greenbaum, for many years secretary and now president, is being opposed for leadership of the powerful union by Walter Weber, former president, whom Greenbaum defeated for the post. Election is set for December 18 at Musicians' Hall. Two other contests will be on the ballot. Eddie Moore and Elmer Hubbard, incumbent, are contesting for the vice-presidency. Charles Kennedy is opposing Karl Dietrick, incumbent, for business agent. Clarence H. (Money Bags) King, treasurer for 23 years, is unopposed, as is Eddie B. Love, secretary for the past three years.

Globe Players to S. F.

SAN FRANCISCO, Nov. 30.—Peter Conley, well-known Pacific Coast booker, opens the Alcazar Theater, dark for more than three years, next Monday night when he presents the Globe Theater Players in the comedies and tragedies of Shakespeare. Troupe, numbering 24 players, recently closed a six months' season at the San Diego exposition.

Bowes Unit Runs Afoul of N. O. \$280 a Day Tax But Is Booked

NEW ORLEANS, Nov. 30.—Lou Goldberg, booking Major Bowes' amateur unit, discovered the local protective situation to be an ingenious proposition when he was asked to pay approximately \$5,000 per week for the use of the municipal auditorium, which usually rents for about \$250 per day. Goldberg finally booked the unit into Jerusalem Temple, a Masonic hall, opening December 25 and remaining until January 2.

A straight fee of \$280 per day was asked of the unit, the same as that being slapped upon all itinerants such as carnivals and road shows, etc. This city tax plus the \$250 for the regular rental would have run the Major Bowes unit into \$530 per day before any other factor was taken into consideration. By the time the unit made arrangements

Marathon

DES MOINES, Ia., Nov. 30.—As the first show at the Orpheum here started grinding a new program last week it was discovered that the film for one feature had not arrived from Kansas City. Telegraph and telephone brought word the film was being brought by airplane, so after the regular features were run off film operators dug up old shorts, including a Ruth Etting number and a football short many years old to pad out the program.

Five minutes before the last foot of film in the house clicked the missing feature arrived and the first complete show ended just 4 hours and 18 minutes after it began.

Hershfield Cheese Testimonial

NEW YORK, Nov. 30.—The Broadway Cheese Club will give a dinner in honor of its president, Harry Hershfield, at the Hotel Astor Sunday evening, January 26. When the committee told Hershfield about it he declined, but finally accepted with the stipulation that if receipts exceed expenses the surplus will be divided between the Actors' Fund of America, the Newspaper Guild, the Episcopal Actors' Guild, the Catholic Actors' Guild and the Jewish Theatrical Guild. Headquarters of the dinner committee are in Suite 1104, Bond Building.

Low Lewis Returns

NEW YORK, Nov. 30.—Low (Garvey) Lewis, who operates a dance school on Madison avenue here, has resumed classes after a trip to Hollywood. He has created and taught tap routines for Alice Faye, Eddie Peabody, Rudy Vallee and others, and also does special work for teachers.

Providence Teachers Meet

PROVIDENCE, Nov. 30.—The Dancing Teachers' Club of Rhode Island held its November meeting at the studio of Kay Merwin. Mrs. John Dugan, of Newport, and Thomas McGrane, of Providence, conducted the instruction period. The club's next meeting will be December 1 at the Esle Thompson Olson studio, 357 Westminster street.

Olive and Amdur in Pittsburgh Recital

PITTSBURGH, Nov. 30.—An unusually large audience turned out at the YMWYHA Auditorium here last week to cheer Olive and Amdur, popular dance masters, for their highly ambitious dance recital. They were ably assisted by Caroline Himer, contralto, and Julia Golomb and Howard Neff, piano accompanists.

Impressive was the fact that most of (See OLIVE AND AMDUR on page 73)

Parking Space Law?

DETROIT, Nov. 30.—A new city ordinance requiring theaters to provide parking space for their patrons' automobiles was under consideration by the city council this week. Designed to eliminate parking congestion, the ordinance would be aimed at large stores and apartment houses, as well as theaters.

At present most downtown theaters and many neighborhood houses maintain a parking-lot service, usually free for theater patrons. Some houses give a check which allows a refund from the parking lot, while others allow a reduction on the price of parking when a theater admission ticket is presented.

Corbera School Talent

NEW ORLEANS, Nov. 30.—The Joie Corbera School of Dancing, operated by Miss Corbera and Elliott Vincent, lays claim to developing more pro talent than any other Southern school. Among the school's former students are Rita Moore, Rose Mae Grotsch, Hebert and LeBlanc, Adele Phillips, Margie Larnor, Elaine Decker and Esle Steele, June and Cherry Blossom Freiser, Billy Costa and Lionel Noonan, Five Ames Sisters, Maxine Crowley, Ahrens and Richards and Alesia Louise Corbera.

Dancer Hurt; Show Goes On

LONDON, Nov. 18.—Maurice St. Clair, of the American dance team of St. Clair and Day, now playing a successful European season, hurt himself in a fall sustained whilst going from his dressing room to the stage. Despite his injuries, St. Clair insisted upon carrying on with his act and never missed a show. After a week's layoff, insisted upon by his medical adviser, St. Clair, together with his partner, Gloria Day, resumed vaudeville bookings. Act follows English dates with a season in France.

Palladium Shows Planned Unit Next Fall

LONDON, Nov. 15.—The London Palladium has plans still well into next fall. (See PALLADIUM SHOWS on page 73)

PHIL HARRIS This Week's Cover Subject

PHIL HARRIS, who has been in the music profession 12 years, began with a five-piece Dixieland combination recruited from his home town of Nashville, Tenn. After spending a year in Honolulu and another in Australia, he had his own band in the St. Francis Hotel, San Francisco, for three years. Then he went to the Coconut Grove, Los Angeles, which, once played, establishes a leader and his orchestra as being of the best. During this engagement he was featured by Radio Pictures. One of the productions "So This is Harris," a short, was outstanding. He has recently completed another picture for Warners.

Harris made his Eastern debut, backed with a considerable reputation, at the Pennsylvania Hotel, New York, and played successfully the St. Regis Hotel, the Hollywood Restaurant and Ben Mardin's Riviera and, very recently, the Waldorf-Astoria. While in New York, he broadcast for 15 months for the Northern Warren Company, manufacturer of Cutex products. He is now on the road, after playing leading Eastern theaters and the College Inn, Chicago.

Union Asks AFL To Demand Law Barring Alien Wardrobe Aids

NEW YORK, Nov. 30.—The Theatrical Wardrobe Attendants' Union has asked the American Federation of Labor to lobby for a law barring alien wardrobe attendants and costumers from entering this country for work. Mrs. Augusta Ocker, the union's secretary, attended the recent AFL convention and had a resolution to that effect introduced and passed. The AFL's executive committee will now take up the matter when it meets in Miami in January.

The union meanwhile has signed a new contract with the Metropolitan

Opera Company restoring a 5 per cent wage cut and granting improved working conditions. More than 25 wardrobe attendants are employed by the Met.

The contract between the union and the League of New York Theaters, on the other hand, was not renewed Labor Day and a new one is being held up by the union's demand for a \$15 flat rate in excess of the contract salary for the first production week on the road and also for the first week in New York. Negotiations continue, with the old contract in force pending signing of a new pact.

IA Bans Work With IBEW Men In Theaters Thruout Country

Action follows new jurisdictional fights in film studios—producers seen encouraging dispute—IA prepares to organize rest of theater workers

NEW YORK, Dec. 2.—The International Alliance of Theatrical Stage Employees made its first strike move Sunday in its fight to edge the International Brotherhood of Electrical Workers out of the picture studios. Aiming at Paramount, against which it has a grievance, the IA called out its projectionists and stagehands in 144 houses affiliated with Paramount in Illinois, Iowa and Nebraska. Altho the men returned to work after an hour or so, the move serves as notice that Paramount and film producers that the IA intends to go to extremes to win its jurisdictional fight with the Electrical Workers' Union.

IA refuses to say where the next blow will fall, the union apparently wishing to frighten the producers and circuits (See IA BANS WORK on page 72)

Friars Throw Party

NEW YORK, Nov. 30.—The Friars' Club threw its first Thanksgiving Day party Thursday. More than 100 Friars and guests attended, the festivities lasting until 4 a.m. Staged by the Activities Committee, of which Pat Rooney is chairman, the impromptu show included appearances by Six Spirites of Rhythm, Buck and Buckles, Patsy Collins, Chuck and Chuckles, Herb Williams, Jay C. Flippen, Joe Browning, Al Schacht and Rooney himself.

Granada, Hamilton, Union

NEW YORK, Nov. 30.—The Granada Theater, of Hamilton, Ont., now employs musicians who are members of the American Federation of Musicians, and projectionists and stagehands who are members of the IATSE. Unionization concludes a long labor war.

S. F. Light Opera Plans

SAN FRANCISCO, Nov. 30.—The Exposition Light Opera Association, organized to encourage and promote light opera, has made its bow here. Named in honor of the 1938 San Francisco Bay Exposition, the association, as its initial (See S. F. LIGHT on page 71)

Union Musicians May Strike Against Sokoloff WPA Policies

NEW YORK, Dec. 2.—Unless a last-minute change is made in administration of music projects of the Works Progress Administration, which is not expected, a strike of all union musicians on WPA projects will become effective Thursday, December 5. Date of the strike was named a fortnight ago, when

Local 802 of the AFM decided to take definite action against the policies of Dr. Nikolai Sokoloff, federal music project director.

Since then the local has secured the support of other music unions, has sent a representative, Dave Freed, to Washington, but has failed to obtain any remedial action. About 700 union musicians are working on federal music projects.

The policies against which the union is protesting include an increase of services with no increase in the pay of \$23.60, admission charges to WPA concerts and plans to use WPA musicians in Broadway vaudeville and legitimate shows.

The organized musicians feel that (See UNION MUSICIANS on page 18)

L. A. Legitless Holiday

LOS ANGELES, Nov. 30.—For first time in several years Los Angeles and Hollywood passed Thanksgiving without any legitimate production on the boards. Both towns have been bare of legitimate attractions for the past month, and none are announced for the coming month, which means that there will probably not be any legitimate attempts until after the first of the year.

Union Troubles Close Chi Houses

CHICAGO, Dec. 2.—A strike of motion picture operators that kept the screens of 46 Balaban & Katz and other affiliated Paramount theaters dark for a (See UNION TROUBLES on page 18)

Depression

BOSTON, Nov. 30.—Ibsen's "Ghost" was triumphantly announced in the advertising columns of the local dailies, to be played by Nazimova at the Colonial Theater, starting last Monday. Only the crude Transcript caught the error and added the necessary final syllable.

Fire Damages Studios

CHICAGO, Dec. 2.—Fire caused \$3,000 damage yesterday to the Maurice Seymour Studio, theatrical photographers, in the St. Clair Hotel. Loss included equipment, films, reflectors, furniture and studio records. All negatives were of the fireproof type, according to advices.

Russ Guild Opens Tour

PHILADELPHIA, Nov. 30.—The Russian Artists' Guild, composed of former Moscow Art Players who came over from Europe last season, opened a tour at the Arch Street Theater Monday. Troupe plays a week, moving on to Baltimore, Washington and New York.

Creates Rumpus in Paris

PARIS, Nov. 25.—Refusing to go on and do his number because stagehands failed to set his scenery, Serge Lifar, (See CREATES RUMPUS on page 78)

MICKEY KING

World's Foremost Aerialist. ★ ★
International ★ ★
Features. ★ ★

TAFT HOTEL 208-10 South Eighth St. PHILADELPHIA, PA.

Subway Connections to All Theaters.
Newly Remodeled and Refurnished
RATES: Special Weekly Rates \$1.00 up
Professional

SEDAN STAGES

ECONOMICAL—SAFE—DEPENDABLE
LICENSED—INSURED
New York-Cleveland, 14 hrs., \$8.50
Cleveland-Chicago—9 hrs., \$5.50
New York-Chicago—24 hrs., \$12.50
In New York from Manhattan Hotel.
In Cleveland from Alhambra Hotel.
In Chicago from Alhambra Hotel.

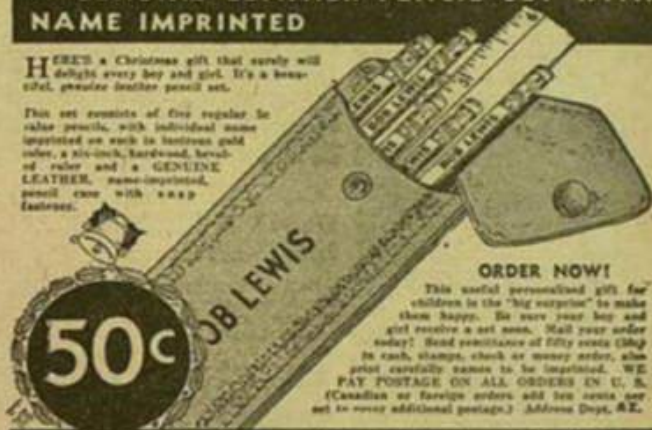
FOR SALE

Two A-1 No. 1 (about new) 500-Watt SPIT LIGHTS, complete with bases and shades, with about 1000 bulbs. All tested. Fuel the thing for Theaters or Night Clubs. Complete two-light fixture for \$60.00.
Licenses—\$10.00
DR. FREDERICK KARR
825 Beryon Street, AKRON, O.

For Xmas Give Your Boy or Girl
A GENUINE LEATHER PENCIL SET WITH
NAME IMPRINTED

HERE'S a Christmas gift that surely will delight every boy and girl. It's a beautiful, genuine leather pencil set.

This set consists of five regular size color pencils, with individual name imprinted on each in lustrous gold color, a six-inch, hardwood, beveled ruler and a GENUINE LEATHER, name-imprinted, pencil case with snap fastener.



ORDER NOW!

This useful personalized gift for children is the "big surprise" to make them happy. Be sure your boy and girl receive a set soon. Mail your order today! Send remittance of fifty cents (ship in cash, stamps, check or money order, when price carefully comes to be imprinted. WE PAY POSTAGE ON ALL ORDERS IN U. S. (Canadian or foreign orders add ten cents per set to cover additional postage.) Address Dept. 8E.

UNION PENCIL CO., Inc., 283 BROADWAY, NEW YORK, N. Y.

Tell Thousands of BUYERS of MUSICAL TALENT about YOUR ORCHESTRA

The 41st Annual Amusement Review and Holiday Greetings Number of The Billboard will have a guaranteed circulation of 75,000 copies. And the Band and Orchestra Section of that issue will be reprinted and mailed to a special hand-picked list of Musical Talent Buyers in all parts of the country. No Orchestra can afford to pass up the tremendous publicity and advertising value of this issue. Mail your copy today to The Billboard office nearest you. Give your orchestra a big sendoff in 1936

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

BUYERS EVERYWHERE

DALY'S ROLL & FOLDED STOCK AND SPECIAL PRINTED TICKETS
Union Made—Guaranteed Correct.

DALY TICKET CO. COLLINSVILLE, ILL.

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

SPOTLIGHT PLEASE

The American Bar is the favorite rendezvous for so many show people that we're thinking of installing a permanent spotlight. It's also a good spot for a good drink—mixed by expert bartenders with the finest ingredients.

★ THE AMERICAN BAR ★
of the
HOTEL TIMES SQUARE
43d Street West of B'way, New York

WANTED AGENT

Better single, with car, to book old reliable, 5-candle Cell phone in Chicago, suburbs, etc. 1 per 35¢. own per hour work. Play any territory, work with doctors or give whole show. If you cannot spare yourself until communication comes in, don't answer this ad. Write ARTHUR WINSTRELS, General Delivery, Ferrisville, N. C.

WANTED A SPOT LIGHT

A. L. HEINL, Minister, O.

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

WARNER-ASCAP HYSTERIA

Quiets Down After Hectic Days And Now Everybody Sits Tight

ASCAP says stations may cancel contracts, but rates remain the same with or without Warners—NBC, CBS and NAB say nothing—Starr considering definite steps

NEW YORK, Nov. 30.—The hysteria accompanying the formal and long-heralded resignation of the Warner brother music publisher subsidiaries from the American Society of Composers, Authors and Publishers appears to be dying down and a policy of sitting tight all around, with all interested parties waiting for developments seems to be in effect. Apparently it has dawned on many that there is still 30 days' leeway in which to make adjustments. The ASCAP Classification Committee meets on Tuesday (December 3) and this meet will definitely decide whether other music houses will join the Warner concerns. Also, there is the possibility that a better break in classification for Warners may result and eventually they might change their mind and remain with ASCAP. The following Thursday ASCAP will hold a board meeting to talk the situation over.

Many rumors are extant as to what Herman Starr, vice-president of Warner Brothers, is about to do. None is definitely settled to date. Starr is taking the position that since Warners have music that radio stations want, he is waiting for radio to come to him. He points out that of commercial radio advertising to the extent of \$86,000,000 the past year, less the 15 per cent that went to advertising agencies, ASCAP received only \$1,500,000, or a very small percentage as against that which the agency received. The additional fees collected from radio by ASCAP were for sustaining licenses. Starr believes that he can license many stations on a sustaining basis and get a tidy sum even though the sums for the respective stations will not seem large. The commercial aspect is being considered separate and on a "per use" basis. Either the station or advertising agency or client will take care of this end, but evidently Warners prefer to tap the advertiser.

James W. Baldwin, managing director of the National Association of Broadcasters, hopped into town and conferred with Herman Starr as soon as it was formally decided by Warners to announce the break effective December 31. Baldwin sought to find out how matters stand but neither Starr nor Baldwin have issued any statements about the matter. It is understood that Baldwin is losing no time in protecting the interests of the NAB members and does not want to wait for the last minutes.

ASCAP's Rates the Same

In answer to direct queries E. C. Mills, general manager of ASCAP, is informing radio that any licensee may cancel its contract with the Society, but that the rates after January 1, 1936, remain the same without the Warner brothers' catalogs. It was thought at first that a lower ASCAP price might leave room for a Warner license or, if ASCAP lowered its rates from 5 per cent of the revenue received from sale of commercial facilities, some stations at least could get along without the Warner music perhaps and thereby obtain a break. The networks, of course, signed before Warners originally hinted their withdrawal.

Possibility of suits against Warners by writers who maintain the music firms have no right to take their performing rights to sources where the revenues is questionable as compared to ASCAP are being mentioned as well as suit against Warners by ASCAP itself. The Victor Herbert repertoire may or may not become a bone of contention. It is said that Herbert, thru various provisions, gave ASCAP the performing rights to all his music, but that the publishers, M. Witmark & Sons (Warner subsidiary), have the right to withdraw from the radio field six operettas in any one year.

In any event, if the situation remains as is, ASCAP will be obligated to make a complete search of many copyrights in the Warner catalogs to ascertain if they really own them. This may result in salvage of numerous works.

In addition to giving out sustaining licenses to radio, Warners believe they (See WARNER-ASCAP on page 10)

Geo. Bijur Joins Fletcher & Ellis

NEW YORK, Dec. 2.—George Bijur, for the past year director of advertising and sales promotion of Columbia Broadcasting System, who recently resigned to head his own organization, has given up the plan of having his own company and has joined the Fletcher & Ellis, Inc., advertising agency as a director and vice-president. He will assume his new duties forthwith.

Bijur's long experience in the advertising field includes copy and account executive with Erwin, Wasey & Company, also director of advertising and publicity for the L. Bamberger & Company, department store; assistant in the same job with R. H. Macy & Company, and prior to that handled the advertising for Weber & Hallbruner stores.

Hassell Smith Buys Into Coast Agency

SAN FRANCISCO, Nov. 30.—Hassell Smith, for the past three years KPFC account executive, has resigned and joined the Alvin Long Advertising Service, of San Jose, Calif., as co-partner. Smith, nationally known in radio and advertising circles, will be in charge of the San Francisco office of the Long Advertising Service, established at 1246 Russ Building. Before coming to KPFC, Smith was general sales manager for the Kirsch Company, Sturgis, Mich. Prior to that he was associated with the William H. Rankin Company, Chicago advertising agency. At one time he directed his own merchandising organization in Denver. Long is recognized as one of the outstanding agency men on the Pacific Coast and has been established in San Jose for many years.

ET Libraries and Music Men Seek To Arrive at Flat Fee

NEW YORK, Dec. 2.—Conference between electrical transcription manufacturers and officials of the Music Publishers' Protective Association has been called for tomorrow at the MPPA offices with the purpose in view of creating a single flat rate fee covering licenses which would be paid by the manufacturer of the disks. This would relieve the radio station from any obligation beyond the original fee paid to the manufacturer. Sustaining library going commercial would not entail additional payments.

If an agreement is reached to do away with the 25 cents for usual run of popular tunes and 50 cents for musical comedy or restricted compositions, the pact would run for six months beginning January 1 and ending June 30. This is the length of time for which the music publishers have given the electrical transcription rights to the MPPA.

Library manufacturers who have been invited to attend and who have signed

Survey Shows 22% of Calif. Families Need Radio Sets

SAN FRANCISCO, Nov. 30.—Altho the number of non-radio owning homes in California is decreasing rapidly, 22 per cent of the estimated 1,800,000 families are still without radio receiving sets, points out Dean Witter & Company, members of the New York and San Francisco Stock Exchanges.

Of the 186,300 radios sold in 1934 in California, \$1,050 or more than 27 per cent, were placed in homes which previously had been without such entertainment. The remainder replaced out-moded receiving sets, according to a recent survey.

29 Foreign Tongue Broadcasts in U. S.

NEW YORK, Nov. 30.—Programs are broadcast in 29 languages in the United States, first results of a survey made by the Conquest Alliance Company disclose. Stations throughout the country have been queried and from those that have already answered this figure was obtained. In Canada seven languages are involved, according to the answers so far received.

Italian is the leading foreign language indicated in the returns, with German and Spanish next. These three, with French, are the foreign tongues most broadcast. The number of languages, as well as some of them, were quite surprising, those taking in such as Icelandic, Croatian, Welsh and Athenian. Others were Polish, Lithuanian, Russian, Yiddish, Norwegian, Swedish, Serbian, Danish, Hungarian, Greek, Slovak, Bohemian, Portuguese, Ukrainian, Dutch, Syrian, Finnish, Mexican, Hebrew, Scandinavian and Austrian.

Plant Amateurs Abroad Mostly in Latin Climes

NEW YORK, Nov. 30.—American sponsors are spreading the amateur program idea abroad on commercial programs. There have been two on for some time, with an additional pair scheduled to start shortly. Those already broadcasting have been in Cuba for Prophylactic tooth brushes and one in Mexico for Listerine.

Those to start are to go on KOMB, Honolulu, in January, and on a station in Argentina. Sponsors will be the same companies, but which station each will use has not been decided. Programs are being placed by Conquest Alliance Company thru the National Export Company.

CBS Issues Card No. 21

NEW YORK, Nov. 30.—Columbia Broadcasting System has issued its new Rate Card (No. 21) which is effective December 1. Changes in the network are listed, the most important of which is considered the alignment of the Basic Network cities. According to the card, advertisers may now select any two of five "optional" basic cities to make up the minimum requirements of 25 basic stations. The "optional" cities are Akron, Columbus, Rochester, Toledo and Worcester, all listed at the same basic rate.

Also listed now is WJL, Detroit, added to the web September 29, at the rate which has been quoted for the new (50,000) wattage; WWL, New Orleans, also with added wattage now (10,000), is included. New outlet in Fairmont, W. Va., WMMN (500 watts), is on the card for the first time. In all, 98 stations in 96 cities are listed.

For the convenience of agencies and advertisers, the back cover of the rate card contains the cost of several typical hookups as used by various CBS sponsors. It is believed that these may be found useful in making quick or tentative estimates of certain coverage costs. Station-hour discounts have been deducted from these figures but not the 10 per cent annual discount. Another change from Card No. 20 is in connection with the Southwestern Group, where a minimum of at least five of the nine CBS cities covering this market is required. New booklet being sent out with the new card outlines briefly three major indices of radio's record activity in 1935.

Rem Changes Air Policy

PHILADELPHIA, Nov. 30.—Maryland Pharmaceutical Company of Baltimore, manufacturers and distributors of Rem, has made its first change in broadcast advertising policy in the Philadelphia area. For the past five years WCAU, local CBS outlet, was used exclusively. Net setup splits their spot business between WCAU and WPIL, NBC blue outlet. Terms call for 21 spot announcements weekly for a six-month period. Station breaks and weather reports are to be used exclusively. WCAU's contract comes up for renewal next month, but plans for that station are unknown. WPIL deal starts December 2. Joseph Katz agency of Baltimore handling the account.

Schenley To Go Network

NEW YORK, Nov. 30.—Deal pending will put the WHN amateur program every Tuesday on WOR and four other stations. Program is sponsored by Schenley Products, with the deal for WOR not definite yet. Other stations will be WICC, Bridgeport; WPMN, Philadelphia; WOKO, Albany, and WPRO, Providence.

Popsicle Co.'s Amateurs

NEW YORK, Nov. 30.—Popsicle Company, maker of an ice cream lollypop, is setting a deal to sponsor an hour amateur show over WMCA, New York, thru a tieup with RKO Theaters in New York. Program will come from an RKO house in Greater New York, with each house to have the broadcast for four weeks, the last night to represent an elimination contest between the winners of the previous three weeks.

Voice With a Mile

DENVER, Nov. 30.—Vance Graham, for years with KOA, Denver, as announcer, makes the 75-mile trip each way between Denver and Colorado Springs just to announce the Supreme Bakers' program over KOA every Friday night.

Graham is now with the Alexander Film Company at the Springs, and is the voice on their advertising films which are used by close to 6,000 theaters in the United States.

Brunton Sees Peak Business for 1936

SAN FRANCISCO, Nov. 30.—General business conditions throughout the country are better than they have been in several years, and from all indications 1936 will be the biggest year that radio has ever seen—not only for the networks, but for independent outlets as well.

So stated Ralph R. Brunton, president of the Northern California Broadcasting System, upon his return from a tour of the Eastern and Middle-Western States. Brunton reports that radio stations and advertising executives in every community visited stated that this past year has been the best in many, and they all look to 1936 as peak.

"Advertisers, large and small, who have never before used radio are including it in their 1936 budget," he said. "In addition to providing high-class entertainment, many commercial interests, this coming year, will sponsor educational programs, using this means of carrying on their sales promotional work. National and regional advertisers, along with their regular air programs, are also planning extensive spot campaigns."

When in Chicago Brunton appointed George Roseler station representative for KJBS, San Francisco, and KQW, San Jose, Calif., which are operated by the Northern California Broadcasting System.

March of Time Off Dec. 13; May Return

NEW YORK, Nov. 30.—*March of Time*, jointly sponsored on a five-night-a-week basis by Time magazine and Remington-Rand, goes off Columbia December 13 but is scheduled to return as soon as the network can find time for it as half-hour program. Upon its return only the magazine will sponsor.

Program started its fall schedule about 18 weeks ago and originally slated to go off after the first 13 weeks, but was renewed for a short time to give Remington-Rand the benefit of the Christmas business.

Agency is Batten, Barton, Durstine & Osborn.

WFIL's First Liquor Account

PHILADELPHIA, Nov. 30.—WFIL takes on its first whiskey account, beginning December 2. Station has mixed religious and church broadcasts, and since station is owned jointly by two department stores, public reaction to the whiskey account remains to be seen. Oldetyme Distillers, Inc., will use a daily news period spotted at 11 p.m. to give station some degree of assurance that most of the kids will be in bed by that time. Commercial copy will not include any direct sales appeal. Spot will be used on a trial basis to determine sales possibilities and public reaction. Running under an extended contract, deal placed by the Edward Petry Company, WFIL's national rep. thru the Peck Advertising Agency of New York.

Philly Inquirer's Air Deals

PHILADELPHIA, Nov. 30.—Philadelphia Inquirer (morning paper) has practically doubled its spot for lines swap with WIP. In addition to a 15-minute dramatization of its Sunday novel on Saturdays, paper has been using a daily 10-minute a.m. spot and two spot announcements. New deal calls for an additional 10-minute evening spot and two additional spot announcements. Although no actual money is involved in these deals, transaction gives WIP doubled ad space in *The Inquirer* for the time. Paper also has an ad for time deal with WFIL and anticipates increasing its five-minute spot to 10 minutes. Difference in the time rates accounts for difference in time paper gets at these two stations.

New Milwaukee Station

MILWAUKEE, Nov. 30.—WEMP, new radio station in the Empire Building, was formally dedicated November 24. The station is said to be closely identified with the La Pollette Progressive party. It is operated by the Milwaukee Broadcasting Company, of which Herbert Mount is president.

BILL MELIA opened his Farragut Inn, Hastings-on-the-Hudson, N. Y., last week. Has band and floor show.

Re Dropping Pages

HOLLYWOOD, Nov. 30.—From now on Jack Benny won't toss off page by page of his radio script to the floor when he finishes with it. Last Sunday a near calamity was averted thru smart showmanship of Benny. Following his usual custom, Benny was tossing the script pages to the floor and accidentally dropped two into the heap at his feet.

Comic patched up the intermission while the heap was sorted for the missing sheet but taking advantage of a situation by simulated running and gasping for breath. So smartly was the gag injected that dislers were unconscious of the lost sheet incident.

New Biz, Renewals

NEW YORK, Nov. 30.—National Broadcasting Company has three new contracts. They are:

L. C. SMITH CORONA TYPEWRITER CO., thru Newel, Emmett Co., Inc.; starts December 19, Thursdays, 7:15-7:30 p.m., on WJZ-NBC network of 18 outlets to the West. Program entitled *Nine to Five*.

HUMPHREYS HOMEOPATHIC MEDICINE CO., thru The Blow Co., Inc.; starts December 1, Sundays, 1:45-2 p.m. and 10:30-10:45 a.m., on Tuesdays and Thursdays on WJAZ, KYW and WFBI, with WRC, WGY and WHEN joining on December 29. Program is *Sweethearts of the Air*, with Andy Sannella.

HOUSEHOLD FINANCE CORP., thru Charles Daniel Frey Co., Chicago; renews from January 7, 1935, Tuesdays, 8:30-9 p.m., on WJZ-NBC network of 18 outlets to the West. Program, *Edgar Guest in Welcome Valley*.

Denver

BALL BROTHERS (fruit jars), 26 five-minute programs. KOA.

PUBLIC SERVICE CO. OF COLORADO, 13 30-minute programs. KOA.

AMERICAN TOBACCO CO. (Hot-Tan cigars), 40 one-minute announcements. KOA.

SCHAEFFER PEN CO., 30 15-minute Musical Clock programs, to run for five weeks. KOA.

REID, MURDOCK & CO., one temperature announcement daily for eight weeks. KOA.

THE McMURTRY PAINT & MANUFACTURING CO., four 30-minute programs. KOA.

NATIONAL FUEL CO., sponsorship of the football game between Notre Dame and University of Southern California. KFEL-KVOD.

ARGONAUT HOTEL, 18 announcements. KFEL-KVOD.

PROGRESSIVE WHOLESALE TAILORS, thru the Ted Levy Agency, sponsorship of the 12 noon newscast, for four weeks. KFEL-KVOD.

SINGER'S GRILL AND CASINO, two announcements daily for one month. KFEL-KVOD.

LEED'S SHOE STORE, thru the Conner Agency, one announcement daily for one month. KFEL-KVOD.

DR. R. H. SPRINGER (chiropractor), one announcement daily for one month. KFEL-KVOD.

GIGANTIC CLEANERS AND DYERS, one announcement daily for one year. KFEL-KVOD.

WONDER-BAR NIGHT CLUB, two 15-

Scripps-Howard Increasing Air Activities Thru Local Editors

NEW YORK, Nov. 30.—Scripps-Howard newspaper chain continues to increase its holdings and affiliations in radio. The publishing company has obtained approval of purchase of WNOX, Knoxville, Tenn., and is steadily making thru its various local editors, reciprocal deals between its papers and radio stations.

In New York *The World-Telegram* is now settling a deal with WHN whereby the station will give the daily four program spots per day. *Telly* formerly had a deal with WMCA, but that ended today, the station being unable to supply sufficient time, due to commercial pressure. On WHN the broadcast periods are to be at 8:15 a.m., 12:30 and 3:30 p.m., the last two for financial and stock broadcasts, and one additional evening period. The station and paper had an arrangement in effect for about a month whereby a

Farnsworth Gives Tele Show And Predicts Early Arrival

Believes four stations will be operating in East within next six months—deplores lack of co-operation between the leading laboratories studying the art

PHILADELPHIA, Nov. 30.—While the entire communications field is focused on the battle of the American Telephone & Telegraph Company before the Federal Communications Committee for the right to unshackled development of television, Philo T. Farnsworth, television research engineer, at a private demonstration at his laboratory in Chestnut Hill, Philadelphia, predicted television by the end of the next six months, at least in its earliest preliminary stages. At the showing live objects as well as motion picture films were reproduced in two receivers, one operating by wire line direct and the other by means of radio. His activities date back to some of the earlier experiments with the cathode ray tube, which provides for an electrical means of scanning, and for the past few years he has conducted extensive work at the laboratories of the Farnsworth Television Company here in Philadelphia as well as in San Francisco.

Recognized as one of the country's authorities in television research, Farnsworth declared during the private demonstration: "It is my opinion that within the next six months at least four television stations will be operating experimentally in the East under a limited program schedule. No doubt two of these stations will be in Philadelphia and two in New York. They will use the ultra short waves. How long these field experiments will continue cannot be foretold, as their success will depend on public acceptance. However, I feel fairly certain that once television enters upon a commercial basis, it will move forward so fast it will be like spontaneous combustion."

minute programs weekly for six months. KFEL-KVOD.

DENVER ROCKY MOUNTAIN NEWS, 13 announcements. KFEL-KVOD.

STATE DEMOCRATIC CENTRAL COMMITTEE, sponsorship of one newscast daily for one week. KFEL-KVOD.

FULTON LOAN SERVICE, three announcements daily for one month. KFEL-KVOD.

GOALSTONE BROS. JEWELRY CO., thru the Ted Levy Agency, three announcements daily for one year. KFEL-KVOD.

STEVENS CLOTHES SHOP, thru the Ted Levy Agency, five announcements each Sunday for one year. KFEL-KVOD.

KENT-ROBINSON TIRE CO., thru the Hower Agency, three announcements daily for one month. KFEL-KVOD.

TONY LASALLE, INC., 57 announcements. KFEL-KVOD.

TIVOLI UNION CO., thru the McLaughlin Agency, two announcements daily for two months. KFEL-KVOD.

AMERICAN TYPEWRITER EXCHANGE, three announcements daily for six weeks. KFEL-KVOD.

DUPLEX'S FURRIER, thru the Raymond Keane Agency, three announcements daily for six weeks. KFEL-KVOD.

West Coast

PACIFIC AMERICAN CANNERIES, thru Charles Mayne Co., renews Monday to Friday, 11:30-11:45 a.m., participating in home economics program. KNX.

STA-PUT CO., direct, started November 14, participating in *Breakfast Club* five times weekly. KNX.

BULLOCKS DEPT. STORE, thru Dana Jones Co., started November 25, participating in home economics program, five times weekly. KNX.

STUDEBAKER CORP., thru Roche, Williams & Cunningham, started November 12, with Richard Himber's Orchestra, Tuesday, Thursday, Saturday, 9:15-9:30 p.m. KNX.

CURTISS CANDY CO., direct, spot announcements. KNX.

Philadelphia

GOLDEN DAWN SHOP (bookery), thru Dorsey Agency, starts December 2 for four weeks, participation in *Shopper's Review*, three-spot announcements weekly. WFIL.

SAM GIBSON (clothing), placed direct, starts December 6 for 26 weeks, one spot announcement weekly. WFIL.

NOXON, INC. (cleaning fluid), thru

Images Still Foot Square

Farnsworth's demonstration, giving a hint at some of the possibilities of radio movies, showed a tap dancer in action before the direct pick-up camera, the announcer, and pages from a magazine. (See FARNSWORTH GIVES on page 2)

Thomas F. Harkins Agency, starts December 2 for 13 weeks, participation in *Classified Section of The News*, 12 spot announcements weekly. WFIL.

MARYLAND PHARMACEUTICAL CO. (Rem cough medicine), thru Joseph Katz Agency, starts December 2 for 36 weeks, 21 spot announcements weekly, station breaks and weather reports exclusively. WFIL.

OLDETYME DISTILLERS, INC. (whiskey), thru Peck Agency, starts December 2 for an indefinite period, daily except Sunday, 11:11:15 p.m. News flashes. WFIL.

DR. FELDMAN (dentist), placed direct, starts December 1 for 13 weeks, Sundays, 7-7:30 p.m. Colored program. WDAS.

I. S. MODEL CO. (sporting goods), thru Feigenbaum Agency, started November 29, daily for 13 weeks, spot announcements. WDAS.

Southeast

FRED & CO., direct, 300 spot announcements. KTAT.

CHEVROLET MOTOR CO., thru Campbell-Ewald Co., Detroit, renewal, three (See NEW BIZ on page 10)

RADIO ARTISTS!

Turn to our Theatrical Schools Section in the last issue each month for valuable information on radio technique, vocal and music schools.

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

STATION NOTES

Address All Communications to the New York Office

ERDIE AND HIS ORCHESTRA

Now Playing 8th Season
ROSELAND BALLROOM, New York, N. Y.
Management, BOE GALE, RKO Building, Radio City, N. Y.

FLETCHER HENDERSON AND HIS ORCHESTRA

Now Playing 8th Season
ROSELAND BALLROOM, New York, N. Y.
Management, BOE GALE, RKO Building, Radio City, N. Y.

PAUL MARTELL AND HIS ORCHESTRA

18th Week Arcadia Ballroom, New York

HEALY

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

UNCLE EZRA

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

FRANK MORGAN AND HIS ORCHESTRA

25th CENTURY ORCHESTRA

DAVE HERMAN

AND HIS MUSIC.
New Announcement in
JACK O'NEAL'S CORNER,
New York, N. Y.

JACKIE MAYE

"The Night 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, RKO
Orchestra Corp. of America,
1619 Broadway, New York, N. Y.

"MIKE" DURSO

The Voice of the Golden Trombone
Now on TOUR.



AUGIE PALO

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

It Helps You, the Paper and Advertisers to Mention The Billboard.

JOSEPH LOPEZ, The Memory Song Man, signed a year's contract this week with his old sponsor, the Mitchell Dairy Company, for two broadcasts weekly, over WICC of the Yankee network in Bridgeport, Conn. Program has drawn the greatest amount of fan mail in the history of the station, and has had a steady run of a year and a half. Kenneth Rapleff was named announcer at WICC to fill the vacancy caused by James Milne, who resigned to become manager of WELI of New Haven, Conn. Rapleff is a former newspaper man, and has been with WATR in Waterbury.

HAROLD DAVIS, WDAS program manager, Philadelphia, has been appointed as the radio representative on the Pennsylvania Board of Governors for wrestling. WDAS has been the only local station airing the grunt bouts.

PAUL ALOER moves from WDAS, Philadelphia, to handle programs at WIBG, Glenside, Pa.

JACK VINCENT, WIP announcer, moves to WCAU. James Harvey is newest addition to KYW, Philadelphia, announcing staff. He was formerly studio manager at WGBB, Freeport, L. I.

DICK WESTERGAARD, who has been merchandising manager for Iowa Broadcasting, Des Moines, goes to WNOX, Knoxville, Tenn., as commercial manager. Merchandising will be handled for IBS by Aleyn Burtis in addition to his promotion work.

LEW LANSWORTH, formerly with Lord & Thomas, San Francisco, has joined KPRC, in that city, as continuity writer and producer.

CONSTRUCTION of four 200-foot vertical radiators by WTAQ, recently acquired by the management of WHBY, is underway at De Perre, Wis., with J. Nat Johnson, Lombard, Ill., radio tower specialist, directing the work. The new station is expected to be ready about January 1 and will have 1,000 watts power. It will be operated independently from WHBY.

THOMSON BARTLETT, formerly announcer with WISN, Milwaukee, has joined the Columbia Broadcasting System in Chicago as special announcer. Replacing him at WISN is Les Marshall, formerly of WMCA and WHAS.

WIP, Philadelphia, member of the Inter-city Group, has issued its first sales promotional booklet since joining that network. Offering calls attention to the station's long-established hold in its city, coverage, program "firsts" and the like. It was prepared by Al Rose, sales promotion manager of WMCA, New York, and Inter-city.

KNX recently presented what it called a "Commercial Parade" for the benefit of agencies and sponsors. Program, not broadcast, ran for an hour and had various acts of the station participating.

CINCINNATI radio people attending the International Radio Party in Havana will include L. B. Wilson, president of WCKY; Joe Chambers, chief engineer of WLW; Joseph Reia, of WLW, and Elmer Dressman, continuity head of WCKY.

LOUISE FITCH has been added to the continuity department of KOIL, Omaha. Sallie Steele has left the station for WKBB, Dubuque.

CHOCOLATE PRODUCTS CO. has started a five-time-a-week transcription series on WCKY, Cincinnati.

NATIONAL BANK of Tulsa is sponsoring a half-hour show on KTUL, Tulsa, using a 63-voice chorus and a two-piano team. One of the largest live talent shows in that district.

STANDARD RADIO has added the following stations to those subscribing to its program service: WOL, Washington; CHWC, Saskatchewan; KIP, Durango; Cols.; WHDH, Boston; WHBB, Selma, Ala.; KOCX, Wolf Point, Mont.; and WREU, Griffin, Ga. Once Upon a Time,

children's program, has been sold to a number of stations and in turn sold by them to department stores for Christmas.

J. B. LAKE is now announcing for KPAB, Lincoln, Neb. He was previously with WMT, Waterloo.

LOYAL UNDEWOOD, radio veteran, who has taken part in practically every branch of broadcasting, is giving up his broadcasting period to assume direction of traffic management for KNX, Hollywood.

KTUL, Tulsa, aired a three-hour commercial salute to the Mid-Continent Petroleum Corporation on the occasion of its 23d birthday early last week. The concern is Tulsa's largest industry, and local sponsors started a day in advance with congratulations every 10 minutes.

WBIG, Greensboro, N. C., has been receiving considerable newspaper comment on its singing classes for canaries. The studio canaries start a program at 7 a.m. and canary owners can place their birds near the receiving set where they receive the daily lessons from trained radio "choristers." WBIG and WJSV, Washington, make a swap of announcers this week with Walter Haislip going to the latter station and Harold Gray leaves WJSV for WBIG.

WILLIAM STUHT has joined the commercial department of KOMO-KJR, Seattle, and will specialize in men's clothing and fuel accounts. He has had many years of experience in the advertising field.

WPIL, Philadelphia, put on a special broadcast with William Gaston and Victor Moore last week on the occasion of Anything Goes, playing a local theater. Program originated backstage as an interview plus some anecdotes.

FARNSWORTH GIVES

(Continued from page 7)
some of the larger type of which could be read at the receiver. In the films were scenes from a football game and a musical revue chorus, as well as an animated cartoon in its entirety. A re-ramped movie projector was used to televise the films. The lines per image totaled 240, altho Farnsworth said the number which seemed to give the best satisfaction was 253, permitting greater detail. Much of an increase over that figure showed little if any improvement. The number of frames or pictures a second will either be 48 or 60, he added, probably 48, to correspond with the movies. With 48 frames, the image is scanned twice per frame. In the case of both the movies and the living images, the results noted at the receiver could be described as satisfactory, with plenty of entertainment value to hold the interest. On one set, using a cathode ray tube 15 inches in diameter, the image was about a foot square. On the other, with a smaller receiving tube, the picture was about eight inches square.

Because of the difficulty of manufacturing the larger tubes to produce a prepar-ated picture, Farnsworth revealed he is at work on a smaller device, which, under somewhat of a radical change in design, he expects to be able to use in screen reproduction. At present, where a large tube is employed, the picture appears directly on the flat end.

In looking to the future, both immediate and distant, Farnsworth said he expected television to follow a rather "orderly course." This he outlined as: first, establishment of transmission on a more or less regular basis for program and reception experimentation, this to cost, he believed, the first year around two and a half million dollars. Then, a gradual expansion of the transmission area, depending largely on public acceptance; general standardization of equipment; study of the method of financing; determination of network distribution, whether more feasible by wire or radio relay, and finally, the perfection of equipment.

As to the distant future, he declared: "There will be no limit, within certain bounds, to the quality of television. In the years to come it will compare with the movies."

FRED YANKEE AND HIS SOCIETY SWING ORCHESTRA

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

Now Playing at the FAMOUS DOOR, New York

WINGY MANNONE

(The New Orleans Swing King and His Jam Band)
Exclusive Mgt. MILLS ARTISTS, INC.,
730 7th Avenue, New York City.

ERDIE WARREN AND HIS ORCHESTRA

Direction, MILLS ARTISTS, INC.
730 7th Avenue, New York, N. Y.

HENRY HALSTEAD AND HIS ORCHESTRA

COGANUT GROVE, Hotel Park Control, New York City.
Exclusive Management EDW. I. FISHMAN, O. C. A.,
1619 Broadway, New York City.

J. L. FRANKS Presents FRANKIE MORE'S

LOG CABIN BOYS

Address LOUISVILLE, KY.,
Daily, 7:15 A.M.

LEITH STEVENS

Conductor
Exclusive management COLUMBIA BROADCASTING CO.

VICTOR WALLACE BEERY YOUNG

Shell Oil Program.
WEAF, Saturday, 9:30-10:30 P.M. NBC Network.

ED WEEMS

AMERICA'S MOST VERSATILE ENTERTAINING ORCHESTRA
Reopening in the EMPIRE ROOM OF THE PALMER HOUSE CHICAGO, JAN. 10
Now on Tour Warner Bros. & R. K. O. Theaters.
Earle Theatre, Washington, D. C.,
Week Ending December 12.
(Return Engagement.)

EDDIE LEONARD, JR.

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

charles carlile

Now Appearing at
BOOK-CADILLAC HOTEL, Detroit, Mich.

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

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

PROGRAM REVIEWS

(NOT Unless Otherwise Indicated.)

Jerry Cooper-Ray Block

Reviewed Saturday evening, 8:30-9 p.m. Style—orchestra and vocalists. Sponsor—Krueger Brewing Co. Stations WABC (CBS network.)

This new beer program adds little to the season's radio fodder and is simply another fair musical show. Singers are Jerry Cooper, favorite with ladies and recipient of a recent CBS buildup, and Billy Singer, who sings with Leo Reisman on his NBC commercial. Both are effective chanters, but on the same program fail to register to best advantage, since Miss Singer is equipped with a low voice herself—almost as deep as Cooper's.

Ray Block, who conducts the orchestra, is a comparative newcomer, altho known around as a good arranger. On this program, however, he gets practically no opportunity to display his wares. He has been given a small out-let about a dozen men, and the music sounded thin on the initial program.

Kenneth Roberts' announcing is an asset to the show. He sells the commercials, mainly plugging the age of the Krueger establishment, handily. J. F.

Jimmy Jemal

Reviewed Sunday 2-2:15 p.m. Style—Inquiring reporter. Sponsor—National Safety Bank & Trust Co. Station—WOR (Newark).

Jimmy Jemal is the Inquiring Reporter of The New York Daily News and has been doing that column for a dozen years. It's an interesting feature on the air, as it is in a newspaper, altho no longer new to broadcasting. Initial program presented the question of James J. Walker's popularity in New York and chances for re-election as mayor, should he run. Answers provided a fair amount of entertainment and a preponderant amount of yeas in favor of Walker. Jemal allows no one to be at the mike for long, a point in his favor, since it speeds up the pace of the program. In order to strengthen the radio hold of the show a prize is offered to letter writers presenting the best answer to the question asked.

Commercials are brief, stressing the advantages of the bank's \$1 checking accounts. J. F.

"Broadway Bandwagon"

Reviewed Wednesday, 8:30-9 p.m. Style—Vaude show. Sponsor—Northampton Brewing Corporation. Station—WOR (Newark).

Makers of Tru-Blue beer and ale are experimenting with a real vaudeville show and are co-operating with the American Federation of Actors in a double move of helping artists get work in both theater and radio. Thus the show is played from a theater not using live talent heretofore, where admission is charged and pictures are also shown. The house is the Beacon, on upper Broadway, and is a double-feature spot. Once upon a time it used an orchestra in the flesh.

Show shapes up somewhat like a five-act bill corresponding to what may be termed intermediate time. Pat Rooney acted as master of ceremonies, doing a good job even if he did not offer a few taps; Margaret Young, contralto, who has held down the second spot at the Palace in its heyday; Freddy Lightner, also Rosella; Anthony and Rogers, and George Hall and his orchestra, with Dolly Dawn as warbler.

Snappy announcing job opened the show with a short introductory remark, after which Rooney took the reins and mentioned the tieup with AFA, etc. Anthony and Rogers offered some "wop" comedy and Miss Young came on after another bit of sales copy. She sang Way Down Yonder in New Orleans, a number with which she is more or less identified, and for an encore did a comedy tune, the Snake in the Grass. It seems as tho at least one of the two numbers might have been a new pop tune in order to put Miss Young and the show on more of a current footing and keep away from the association of "oldtimers" that old songs might develop in the mind of the listener. The inference might be drawn that it is another collection of artists who were popular only during the vaude-

regime, and, of course, this is not the case. The acts may be embarking on first-class radio careers. Outside of this, which casts no reflection on Miss Young's ability to sock a number across, she handled her songs in her own inimitable style. Lightner came on with some kidding with both Rooney and Joe Bolton (the announcer). He gives every evidence of being a fine light comedian and proved quite versatile. Later Rosella took up the straight part. Lightner seems to work well with several different kinds of delivery. George Hall's Orchestra, which had been playing the part so far of pit crew, offered a selection, with Miss Dawn singing the chorus.

Beer in the can instead of bottle came in for its major plug, which mentioned the special Pennsylvania water and old-time methods used in its manufacture. There was a little more joshing between Rooney and Bolton at the finish, also a few words on the idea of the show. Listeners were asked to write in special preferences for any of the acts heard, some of which are to be changed weekly. Entertainment was a fast half hour for the most part and the plan seems to be an excellent idea. Production credit was given to Ann Brax. M. H. S.

NBC Music Guild

Reviewed Wednesday, 10:30-11 p.m. Style—Chamber music. Sustaining on WFAF (NBC network).

First of a new series of concerts by the Music Guild, already well known for its unusual efforts via various other programs. In connection with this series prizes are being offered for compositions of similar type by American composers. On this particular program Mischa Levitzky, pianist, was featured, along with the Musical Art Quartet and Augustin Duques, first clarinetist of the NBC Symphony Orchestra. Selections included works by Mozart, Beethoven and Brahms.

Dr. Walter Damrosch, NBC musical counsel, gave a short talk in which he stated that this new development was more proof of the fact that NBC is fully conscious of its responsibilities to its audience as an educational force and sought to encourage American composers to write the kind of composition which provided such full tones for the small ensemble. At the close the announcer gave further details of the contest, which will result in a first prize of \$1,000, second prize of \$500 and third of \$250. Subsequent programs will probably have equally well-known guests. As an educational feature this program may surely be classed among the more serious efforts. M. H. S.

William Gaxton and Victor Moore

Reviewed Thursday, 7:45-8 p.m. Style—Interviews. Sponsor—Liz Brothers. Station—WFIL (Philadelphia).

To paraphrase, much water has passed under many a bridge since Victor Moore delighted with his drollery in Change Your Act or Go Back to the Streets and Billy Gaxton began winning favor with Kisses. Lee Frank, handling this weekly quarter-hour session for the department store, manages to bring into the studio part of the cast of a legit show appearing on the local boards, and when caught scooped the town with Moore and Gax-

ton. Stellar comedians off the air, there is interesting speculation whether they would be quite as good a duo on radio. However, their local debut would seem to indicate the contrary.

Mrs. Frank's script tried hard for every trick of comedy to provide Victor Moore with some pathetic, blundering nonsense, but it didn't fall on the ears as that same sort of pathetic, wistful figure of futility as the famous "Vice-President" of the musical comedy stage. While his pantomimic ability and facial expression stand him in good stead behind the footlights, they go for naught in front of the mike.

Billy Gaxton is at all times a personable fellow on the stage, but the script limitations hampered him from ever getting under way, which was just as well. Gaxton was not at ease in reading the lines and evinced much nervousness which didn't help any, since there wasn't an over-abundance of material that induces joyous side stitches. Yet the fact remains that on the stage Gaxton manages to get infinitely more effect out of the lines than they were originally endowed with.

While the stanzas didn't pack any particular punch, the boys enjoyed the cross-fire with Lee Frank and managed to get in a plug for everyone except Liz Brothers, who sponsor these interviews. Moore related that he occasionally doubt as to the possibilities for *O' Thee I Sing* because the chorus laughed at the jokes during rehearsals. The boys laughed at their own quips on this spot, so one can never foretell what they might eventually mean to radio. ORO.

"Listen to This"

Reviewed Thursday, 8:30-8:45 p.m. Style—Musical and dialog. Sponsor—Murine Company. Station—WGN (Chicago) and Mutual network.

Idea of this musical romance revolves around the experiences of two unknown singers, fictitiously known as Johnny and Dotty and understood to be Jack Brooks and Diana Craddock, who have made the rounds of the radio studios and agencies for weeks without result and then suddenly finding themselves as stars of a network program. In the dialog they wish that some of their striving friends might be given a chance as guests on the program each week which, perhaps, is a new angle on the amateur situation. First of the guests are to make their network debut in the next episode. Both singers have pleasing voices and are backed by music by Lew Diamond's Orchestra. Dialog is the weakest part of the program and simply acts as cues for the songs. Product plugs are minimized. P. L. M.

"China Clipper" Take-Off

Reviewed Friday, 3-3:30 p.m. PST. Style—Speakers and music. Sustaining on KPO (NBC network) and KFRC (CBS network).

With pickups from the Alameda Airport on San Francisco Bay, Honolulu, Manila, Los Angeles and from aboard the Pan-American Airways' giant China Clipper, a program in commemoration of the inaugural of the first air-mail service between the United States, Manila and way points on the Pacific was broadcast over the combined NBC and CBS network, with NBC in charge of most of the technical work.

NBC announcer Cliff Engle used the first five minutes to describe the setting, list the speakers and give general information, which he did with commendable informal ease. Juan T. Trippe, president of the Pan-American Airways, spoke next, listing activities and progress of his company, which owns the huge Clipper. To the mike then came

Postmaster-General James A. Farley, reading official good wishes from President Roosevelt and adding his own.

Then via short wave and fairly intelligible came official greetings from Manuel Quezon, President of the Philippines. After acknowledgment by Mr. Trippe, announcer Engle presented Gov. Frank P. Merriam of California, who further extolled the good work, the pioneering spirit and the significance of the event. Honolulu was next heard from, and Gov. Joseph B. Poindexter at Hawaii extended his greetings and welcome with excellent clarity. Senator William O. McCadoo spoke from Los Angeles, and then Charlie Branch, of the air-mail service, gave interesting facts about the route which the China Clipper is to follow.

Capt. Edwin C. Musick, pilot, reported all was ready, following which in Morse code stations in Honolulu, Midway Islands, Wake Island, Guam and Manila reported "standing by for orders." Postmaster Farley then officially dispatched the plane and amid the roar of the crowd, with a band playing *The Star-Spangled Banner*, the China Clipper started on its way, and the program ended, having run as smoothly as tho it had been rehearsed in a studio.

Co-operation of NBC and CBS was evident and technical aspects moved nicely to the very end, at which point someone blundered at KFRC, point of origin for CBS, and Engle's voice, instead of being cut on a given cue, was heard by startled Columbia listeners intoning "this program has come to you thru the facilities of the National Broadcasting System," followed by NBC's trademark, the three chimcs. No doubt much hair tearing by CBS officials followed. However, it was a good program, and did much in creating good will for the two networks. D. H. G.

West Coast Notes; Big Show on Dec. 7

LOS ANGELES, Nov. 30.—December 7 has been set as the date for the unveiling ceremonies for the new National Broadcasting Company studio building in Hollywood. On the night of the 7th a one-hour-and-30-minute Coast-to-Coast broadcast will officially open the new plant. Entire show, with the exception of a short talk by David Barnoff in New York and a song from Ruth Eiting in Honolulu, is being produced by Cecil Underwood in Hollywood. Among those taking part here will be Al Johnson. (See WEST COAST NOTES on page 10)

MELODIES BY LARRI WMOGA



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PHIL HARRIS AND HIS ORCHESTRA, WITH LEAH RAY, Adelphi Hotel, Dallas, Tex., During December.

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TED JENNINGS "The Crown Prince of Rhythm," AND HIS ORCHESTRA. Favorites of The South's Schools and Colleges. Currently Gattie Farm, Cincinnati.

Network Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is from Friday, November 22, to Thursday, November 28, both dates inclusive.

Table with 2 columns: Song Title and Frequency/Score. Includes songs like 'On Treasure Island', 'I Found a Dream', 'No Other One', etc.

Investigation On in Detroit

State bears down on employment of minors—AEA protects professionals

DETROIT, Nov. 30.—An investigation by the State into the local night club booking business got under way this week as the result of repeated charges that a large number of minors have been appearing on floor bills. State action was precipitated early in the week when Cleo Pike, 15-year-old dancer, injured in an auto accident, testified to officials that she worked in a night club for a dollar a night.

Sam Carver, of the Affiliated Theatrical Agency; Harold Brow, of Amusement Booking Service; Frank Victor, proprietor of Victor's Cafe, and Bey Nance, of the Studio Cafe, were charged with placing youngsters into night clubs and beer gardens at practically starvation wages. The Carver firm is understood to deal practically solely in amateur talent, while Amusement Service has regular professional departments besides its tyro section.

It has been brought out in the investigation, however, that regular professional acts are very well protected in the city at present as a result of the standards recently enforced by Walter Ryan, local AFA representative. Altho some acts have appeared as "amateurs" in clubs at a very low rate, a great majority are collecting the \$4 a night minimum, as set forth by Ryan.

Commenting on the State investigation, W. Wesson Dickinson, State Superintendent of Private Employment Bureaus, told *The Billboard*: "There are going to be some warrants in court with this case. Some people have considered themselves above the law, but we are going to show no favorites."

"We have no jurisdiction over the amount to pay actors in night clubs, but many bookers have been very lax in making contracts. We are absolutely going to stop the employment of girls under 16 years of age in any club or beer garden in the city."

"I have informed all bookers that hereafter contracts will not be recognized valid unless the employer's signature appears as well as the signature of the booking agent. This will make both the agent and the employer responsible if any trouble over the hiring of an artist arises."

"We are going to establish a uniform contract that all bookers will be forced to use. In the past too many contracts have been written on 'the cuff.'"

Acts Scarce in Montreal; Clubs Taking Hockey Trade

MONTREAL, Nov. 30.—Lack of local talent has Montreal night spots worried to end this season. Altho imported shows run much higher than hometown entertainers, local bookers are forced to look towards the States for class material. With business fair-to-middling, the producers are having a tough time to fill spots with American talent.

Youthful Roy Cooper, who is getting the lion's share of local dancette and show bookings, has several real hotcha numbers here that are packing a few of the spots. Tuesday, Thursday and Saturday nights, always tough propositions with pro hockey holding the fort, are brightening up this season as hockey attendance dwindles.

Ross in Larger Offices

CHICAGO, Nov. 30.—"Curly" Ross has taken larger quarters in the Woods Building due to his rapidly increasing business and has added Jack White, formerly of the Jonas & Williams New York office, to his staff as hotel and convention booker. Others on his staff include Lillian Lakaye and Bob Price, the latter taking care of cafe and theater bookings.

DICK BUCKLEY closed a 10-week run as emcee at the Congress Cafe, New York. Friday and opened immediately at the Brown Derby, Boston.

DES MOINES, Nov. 30.—Connie Rosefield, "Miss Des Moines" at Atlantic City last September, went to New York to fill a night-club engagement and at the same time invite Eastern Young Republican leaders to the national rally here November 9-11.

But the emissary got engaged to Wincy Mannon, orchestra leader, who won her over to the Democrats pronto, leaving local Young Republicans with a headache.

Marden Closes Riviera

NEW YORK, Nov. 30.—Ben Marden, operator of the Riviera atop the Palisades in Englewood, N. J., closes the club to night and leaves for California for his health. Spot is a summer resort that Marden had been trying to run thruout the year.

NIGHT CLUB REVIEWS

Arrowhead Inn, Cincinnati

Something new in night life was brought to Cincinnati this fall in the completely remodeled Arrowhead Inn, located some 25 minutes drive from Mountain Square, at Symms Crossing, O. Striking a refreshingly different note in modernistic smartness, with its basic colors of cherry and white, the spot is now one of the most attractive in the Middle West. Location is ideal for this type club and draw is from the better class trade.

A good share of the credit for excellent business this fall is due Noah Schechter, director of entertainment, for maintaining an excellent floor show standard. Place was jammed to capacity on the night this reviewer caught the show (Thanksgiving eve). The \$1.25 dinners are unsurpassed. No cover charge, with \$1 per person minimum.

Cliff Winchill, emcee, a truly remarkable fellow, was first out to start the show. Ceele Blair came on for some fast acro work. Gal is full of pep, cute and does some stunts, displaying the strength (and form) of an excellent pair of props.

In the duce spot Mlaco, magician, confounded the watchers with some good work with lighted cigarettes and cards.

Next on are Bryant, Raina and Young, two girls and a boy, with a waltz number. Same trio came on later to do some adagio work that was a knockout. Difficult routine was done with grace and precision. Drew a fine hand.

Jean Abbott, songstress, co-starred with Willie and Eugene Howard and with Rudy Vallee in George White's Scandals, comes on with *Life Is Just a Bowl of Cherries*, followed by a South American ditty and several others. Blond gal has plenty of personality and knows how to put over a number. Patrons were reluctant to let her go. Has a voice suitable for the largest clubs.

Cliff Winchill takes the floor next for what was intended as a few minutes of repartee and fun—and couldn't leave until nearly exhausted after a half hour of hard work, with the customers evidently wanting him to stay on indefinitely. Former emcee at the spot lasted from a week to a month. Winchill is going into his seventh month, with the night life's pushover for his apparently infinite variety of stuff.

Show changes every Wednesday. Inn is a pleasing combination of intimacy, good music, with Les Eriembach and his orchestra on the stand, and good food, with the flashy cocktail bar coming in for a good share of the play. King.

Empire Room, Chicago

There are few dine and dance spots in Chicago that have the elegance and beauty of the Empire Room of the Palmer House. For years it has attracted the "best people," who find it interesting, attractive and not too snooty. It is only on Saturdays that dinner clothes are required. The shows staged in the Empire Room are strictly in keeping with its refined atmosphere while at the same time striking a popular note. A new show, the *Holiday Revue*, opened a few days ago with that incomparable pair of dancers, Velox and Yolanda, still heading the bill.

The engagement of Velox and Yolanda has been a sensational one, breaking records for length of stay and drawing

Ballroom Teams Enjoying Biggest Demand in Years

Class hotel spots using formal dress combos—Velox and Yolanda top "name"—DeMarcos second—importance of appearance—smaller cafe salaries still low

NEW YORK, Nov. 30.—Ballroom teams are enjoying their biggest demand in years. Night spots and, in particular, hotel dining rooms are going in for ballroom combos more than ever before. Altho salaries for teams in the smaller cafes are still pretty low, the swankier spots are paying heavy dough. Teams with a following are in special demand. Top "name" among ballroom teams now is Velox and Yolanda, who received \$5,000 a week recently for their band unit alone. The DeMarcos have been getting around \$1,250. Gomez and Winona and Medranzo and Donna are rated in the \$750 a week class, with such combos as Minor and Root, Georges and Jaina and Ramon and Renita reported in the \$500 to \$700 class. Only swank night spots can pay such salaries and there are quite a few of them here and in Chicago, Los Angeles, Detroit, San Francisco and Miami.

Some of the "name" teams have appeared in pictures and this has enhanced their box-office value. Others have built themselves up thru consistent publicity and appearances in key spots. All of the top "names" offer ballroom routines in formal dress. Night-spot owners feel a swanky, well-dressed team is an asset in that it adds to the dignified formal dress atmosphere. Not only that, but the women patrons like to admire a well-tailored male dancer and also look over the gown creations of his female partner. And the men, of course, like to give the well-dressed girl dancer the once over. From the patrons' angle, appearance of the team is as important as their dance routines.

There probably isn't a single class hotel spot in this city that is not featuring a dance team. Ballroom teams dominate, very few spots having character, novelty or tap teams.

Week after week the room was packed to capacity, and it still is necessary to make reservations well in advance to be assured of a table. The dancers are now in their last 10 weeks, their engagement to end January 9.

New show opens with the Abbott Dancers in a beautiful ballet number, girls clad in full skirts, blue with red trim, white fur collars, and pink taffeta underskirts, and they present an artistic and entertaining routine. Following the ballet there is a song by Forrest Yarnell to the accompaniment of Shep Fields' Orchestra. Then "John Tio," talking parrot, is brought forth by his trainer and gives an amazing exhibition that includes imitations of Jimmy Durante, Eddie Cantor, a cat, a dog and various others with a fidelity that is remarkable. Another graceful ballet number, then Paul Gerrits gives a roller-skating exhibition different from the usual run and interspersed with bits and patter that get a big hand. Closing the show, Velox and Yolanda do several of their beautiful dance numbers. All service ceases when these artists take the floor and the audience sits in wrapt attention. Their routines are pleasingly varied and the acme of grace.

In the second show of the evening Gail-Gail, an Oriental magician, is the center of attraction. Seldom have we seen so fast and expert a sleight-of-hand performer. The tricks he does are amazing and the audience gives him a tremendous sendoff. Also in this show are Lillian La Verne, a comely acrobatic dancer, and two girls who do *Me and My Shadow*. The orchestra, under direction of Shep Fields, offers a novelty number or two. Altogether a pleasing show. Green.

Cafe Rene, New York

This is the third week of the new Kay Parson show. Vincent Sorey, whose orchestra has been here for almost two months, is now operating the spot, having taken over an 80 per cent interest.

Miss Parson opened with a fairly big show, but it has since been trimmed down so that it is now a loose, but nevertheless entertaining, affair. Miss Parson herself does emcee and then sits down at a portable piano and sings old-time ditties while the lyrics are flashed on a small screen. She is a vital personality who can hold interest easily. Her singing voice is perfect over the mike and her delivery is just right for an intimate spot like this.

Chelso and Ramona, Latin ballroom team, impress with their gliding routines. Their Tango stands out, with Miss Ramona providing her flashy Latin beauty and Chelso making an agile partner.

Brick Halton, red-head vocalist, displayed an excellent tenor voice and fine diction. Al Aldrich offered pleasing crooning. Tony Layne, one of the bandmen, steps out for a nice guitar solo, while Virginia Hafel was on for crooning that did not quite click. Miss Valentine, a blond French girl, almost stole the show when she put over a couple of dramatic French songs done with verve and in excellent voice. A girl instrumental trio (cello, violin and piano) contribute a brief but first-rate musical session.

Sorey's Orchestra (six boys) provides soft dance rhythms. Emphasizes strings and gives the pop numbers a definitely distinctive touch. Sorey himself contributed a couple of violin solos, revealing a delicate tone and a flair for

AFM Reinstates Don Bestor

NEW YORK, Nov. 30.—Don Bestor, orchestra leader recently fined and expelled by Local 802, American Federation of Musicians, has been restored to membership in the union after a hearing of his appeal by the International executive board of the Federation. In reinstating Bestor the board stated his punishment was considered too severe. The charges against him were of allegedly paying the men in his orchestra less than scale.

Bestor, according to a representative, stated today that he felt the return of his card was a vindication and that he was, of course, glad of the action. Bestor, it was stated, has several offers both in New York and out of town. One of them is from the Mount Royal Hotel, Montreal, Can.

Lew Weiss Bookings

NEW YORK, Nov. 30.—Lew Weiss has spotted Houston and Marden, Donna and Darrell and Three Sophisticates into the Chez Maurice, Montreal, for four weeks. Also put Consuelo Gonzalez with the Lombardo Band at the Arcadia, Philadelphia.

JERRY GOFF AND JACK KERR, piano combo, have been signed for London by Paul Small Agency in association with the William Morris Agency at a reported salary of \$750 a week. Now playing a New York night club.

showmanship. Sorey and orchestra are on WOR mornings, incidentally.

Spot features a swell \$1.25 dinner. No cover or minimum. Service is okay. Room itself is lovely and airy and is ringed by a mezzanine floor. A cocktail bar leading in from the outer lobby and a pin game all add to the intimate atmosphere. Denis.

1523, Philadelphia

While the competition is keen from such elaborate show spots as the Arcadia, International House, Wabson and Adelsphi Hotels, this spot at 1523 Locust street manages to hold its own with

BANDS and ORCHESTRAS

ANOTHER BROTHER combination takes its place in the orchestra field shortly when Stan and Lee Black open with a band at the new Ambassador Club in Seattle, Wash. . . . Personnel of the Black aggregation has Jack Flagler, Dick Oliver, Austin Pagnotta, Don Pials, Wally Boatman, George Davis, Curt Shellenberger, George Hill, Clair Black, Chuck Hill, John Hill, who emcees and handles the stock and Virginia Grafton, who provides the feminine touch. . . . The unit will have a nightly wire. . . . Josh Hopkins and his Down East Yankees, clever rube ork. in its 16th week at the Broad Street Tavern in Providence, R. I., will remain in New England thru the winter. . . . Jack Sprett, ork leader, is studying music at the Cincinnati Conservatory this winter and is planning to take a band thru Ohio on college dates prior to going on location in a New Jersey spot next summer. . . . Howard Thomas and his 14 piece unit recently brought a month's engagement to a close at the Palace Gardens in Lansing, Mich., and are now preparing to go on tour until January, when they will again go on location. . . . Jack Wardlaw opened Friday (23) at the Jefferson Hotel in Columbia, S. C. . . . Richard Raymond's Orchestra is at the Kit Kat Club, New York. . . . Jean Frague and his orchestra are at the Club Desauville, New York.

HOWARD LE ROY and his orchestra, in conjunction with the staff of WGBF, Evansville, Ind., last week presented a floor show, originating in the WGBF studios, at the Coral Room of the McCurdy Hotel, where LeRoy and band are currently appearing. . . . LeRoy emceed the show from the floor, introducing entertainers who were heard over the p.-a. system. . . . Mrs. Pat Feaherty, program director of WGBF, and LeRoy originated the unique idea and are contemplating introducing the program as a regular Coral Room feature.

JACK WINSTON and band opened November 20 at the 400 Club in Wichita, Kan., with Betty Baker and Johnny St. Clair, singers, and "Jig" Adams, comic. . . . Winston followed Marshall VanPool into the spot that has a nightly KPFF wire. . . . Duke Carlton and combo, out of Milwaukee, are in their 11th week at the Club Nightingale in Wausau, Wis. . . . Current roster includes Paul Hupp, Pete Peterson, Bert Bigford, Bob Beyruehs, Norman Gullig, Doc Davis and Carlton. . . . Ruth Hart and her Virginians are supplying the rhythms at the Wonder Bar in Lansing, Mich. . . . Antoba's Cubans began an indefinite engagement November 26 at the Stork Club in New York. . . . Stan Terry, of Salt Lake City, recently placed Mel Edwards at the smart Pine Lake Club for an indefinite engagement. . . . Lineup has Don Dixon, Bill Bengo, Lee Susan, Fran Hartwell, Welby Roth, Perry Brown, Carlisle Baker and Adelle Moench, vocalist. . . . Shan Austin, who makes his headquarters in Detroit, where his band has been playing an extended engagement at the Eastern Star Cafe, was a recent visitor in Chicago. . . . Mort London and his Londoners are completing their 13th consecutive month at Dutch's Cafe in Thornton, Ill.

FLOYD MILLS' Orchestra opened recently at Joe's Casino, Wilmington, broadcasting over WDEL nightly. . . . Dave Herman and his orchestra, now at Jack Dempsey's restaurant, leave shortly and may get a hotel booking. . . . He's leaving because Dempsey's not going on the air. . . . Eddie Lane and his orchestra replaced Bert King at the Hotel Governor Clinton November 29. . . . Red Tompkins is featuring Teddy Napoleon and Sam Oensuo, former of the trumpet and latter on the trombone and as vocalist. . . . Eddie Ashman and his orchestra open December 3 at the Club Sharon, located in the old NVA Building. . . . Phil Romano, whose orchestra is at the Roeland Ballroom, New York, will play for the dinner to Jimmy Hines, political leader, December 15.

PHILLY SHORTS: The Three Keys, network trio now on CBS, entertaining at cocktail at the 20th Century. . . . Fitz Carlton Hotel finally adds a dance crew, with Al Davies on the disk. . . . Don Santo adds dancing to dining at Leeds for the same time. . . . Rumored that Kugler's, class eatery, will take on

a dance band to meet the competition. . . . Tom Dorsey does a one-nighter in Camden, N. J. . . . Dave Van Horn off on tour to play college dates, with Sid Stratton replacing him at the Four Horsemen Club. . . . St. Petersburg Cafe in Norristown, Pa., drops the gypsy ensemble for Henry Irving's Ork. . . . Eddie Krakauer at the Intimate Latimer spot, with Mickey Familant taking his place at the Silver Lake Inn. . . . Studio band at KYW gets finally set on December 3, with Anthony Candelori leading a crew of 11. . . . Second girl band to land local night spot is Eada Hale at the Old Budweiser. . . . Del Regis' Band goes in Nixon's Ballroom.

GENE KARDOS and his orchestra leave the Cafe Royale, New York, in a week after playing nine months at that spot. . . . Stanley Meiser and his orchestra open at the Miami (Fla.) Surf Club December 22 for their second year there. . . . Mike Covert and his orchestra are at the Hotel Seneca, Rochester. . . . Harry Reiser and his orchestra, booked by Consolidated Radio Artists, together with a floor show, including Joan Marsh, play a week, starting December 9 at the Organemen's Society Convention in Toronto, Can. . . . Reiser also booked for the Scap and Blade Christmas Night Ball. . . . Don Redman and his orchestra open at the Greytons, Detroit, December 20 and then tour. . . . Teddy Black and his orchestra play a

NIGHT CLUB

(Continued from page 11)

its intimate atmosphere and floor offering. A class "speak" during the whisper period, it is still patronized chiefly by people who do not care for night life, frills and follies. Operated by Bill and Ike Beitel, very affable gents personally, their large following hereabouts is quite an asset.

Show is a mélange of girls with lots of talent to sell lots of songs. Altho the intimate character of the club doesn't allow for dance strength, the bill could stand a comedy and a legmania turn, since the name-strength of the present show doesn't quite match such fore-runners as Supar Marzelle or Bonnie Pee (who has since forsaken night spots for the networks).

The introducing honors go to Wanda Dawson, who doesn't go for the usual emceeing chores, saving herself for torch crooning. Her songs are all of the sentimental ballad school which affords ample opportunity for mild torching. Mary Lee Denis is easy to listen to and look at, of pleasing tone and fair timbre she sells her songs plenty tops. Bubbles Shelby is a pert miss who mixes her warbling and mimicry cunningly and discloses a flair for hot rhythm ditty interpretations that should take her place. The Three Stewart Sisters and the Warwick Sisters (Dorothy Allison makes the third), yet vocal giver-outers, give out per, always, satisfyingly and rhythmically. Their trick arrangements have plenty of ring.

To break the wait there is Florence Hallman, a charmer who dishes out forthright rhythmic Tom Thumbing. Billy Santors, who supplies the dance

MUSIC NEWS

(Communications to New York Office.)

With various firms already at legal loggerheads over the so-called Pig song, which originally had its inspiration in an anonymous poem, Frederick V. Bowers' defense of his version is interesting. Bowers claims that he has used the number as composed by himself as late as 15 years ago when he was playing in vaudeville. He calls his conception The Tale of a Pig and paid no more attention to the work outside of material in the routine of his act. He further adds that he placed it with E. H. Marks in 1929 with the publication only recently. Under the circumstances he thinks that credit for introducing the rhyme in song form is virtually his thru priority and exploitation.

Professional department staffs of the Warner subsidiaries will probably be cut down considerably as a result of the ASCAP situation, since there will be no need of these music houses seeking additional plugs for high ratings.

National Association of Sheet Music Dealers is sending out notice to its members that active co-operation of its Trade Practice Committee with that of the Standard Music Publishers' similar committee has resulted in benefits and improvement in the merchandising of both sheet and book music. Practices done away with are: Discontinuance by standard publishers of distributions of quantities of free music for clinics and other similar groups. Establishment of a maximum retail discount of 10 per cent on all band and orchestra music distributed to leaders, and all schools and colleges, etc. Elimination of former practices of some publishers of prepaying postage on out-of-town shipments. Establishment of uniform maximum discount schedule on special Octavo music. Discontinuance of the special 10 per cent granted to schools, colleges and convents.

The 20th Century Music Publishers, New York, are working on three new numbers just released and entitled *You're Beautiful*, *Montana Moon* and *When I Loved You*. All are of the novelty type.

Jerry Vogel Music Company is getting a great play on its new tune *Hypnotised*, by Abner Silver, Al Lewis and Al Sherman. Fred Waring, Ray Noble and Rudy Vallee have each given it a plug.

Another change in the personnel of the contact staff of Witmark has been made with Adey Britt and Billy Chandler sending in their resignations. It is understood that there will not be any replacements until after the new year.

Sanford Green, promising young composer, now at Vitaphone Studio, Brooklyn, has had his contract renewed for a longer term than previously. Green is only 29 and his future assignments will have greater scope than heretofore. This is his third renewal, the current agreement calling for a period of years.

Sam Serwer, of Remick's, is organizing a bowling tournament to be confined exclusively among the different Warner Bros.' music publishing subsidiaries. An expert himself, Sam believes such an affair will bring all concerned together, besides supplying plenty of exercise and recreation. As an incentive there will be a valuable trophy to the winner and runner-up.

Murray Wisell, whose name is familiar in Tin Pan Alley as contact man, is now with Harms, Inc. Wisell joined the staff last week.

Right now the song field is finding it difficult in getting away from numbers using the word Alone. For instance, Witmark has *Alone With You Alone*; Remick's, *Alone Again*, and another firm, *Alone in the Dark*. This, of course, does not embrace the many manuscripts received daily by various publishers with the Alone caption predominating. And the strange part of it is that compositions with such titles, according to past song history, have registered in the Hit division and brought plenty of checks to their creators.

Rocco Vocco, general manager of Remick's, not often given to making predictions about songs, is highly enthusiastic over three numbers in the film musical, *Broadway Hostess*, namely: *Windy*, *Let It Be Me* and *Playboy of Puree*, all by Mort Dixon and Allie Wrubel.

Sheet-Music Leaders

(Week Ending November 30)

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

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

- | | |
|-----------------------------|-----------------------------------|
| 1. Red Sails in the Sunset | 7. Twenty-Four Hours a Day |
| 2. Treasure Island | 8. I'm Striving High on a Hilltop |
| 3. Ball Along, Prairie Moon | 9. Thanks a Million |
| 4. Don't Give Up the Ship | 10. You Are My Lucky Star |
| 5. Boots and Saddle | 11. Check to Check |
| 6. A Little Bit Independent | 12. I've Got a Feelin' You've Got |

PHONOGRAPH RECORD best sellers will be found on page 66.

one-nighter at the Frederick (Md.) High School dance this month, while Felix Ferdinand will play for the Cotillion Club in the same city. . . . Both bookings made by Consolidated. . . . Ernie Holst and his orchestra, now at El Morocno, New York, open at the Colony Club, Palm Beach, January 22. . . . Same outfit is booked for the Sands Point, N. Y., Casino, next summer. . . . Patricia Dorn is now singing with Henry King and his orchestra at the Central Park Casino, New York. . . . Irving Mills is back in New York after setting a deal on the Coast for Cab Calloway to do a picture. . . . On the way back he stopped off in Texas to see Ina Ray Hutton open for the Interstate Circuit.

tunes with a fiddle, guitar and bass combo, is short on the swingology stuff which should characterize these intimate spots. Does do a neat, the not particularly colorful, job.

Tariff for drinks starts at 50 cents, dinners at \$1. Show works the p.m. and early a.m. hours, but spot remains open for daily lunches.

HERMAN FIRCHNER'S Alpine Village opened last week across the street from Mayfair Casino in Cleveland. Located in the former New China site.

BENNY RUSH and band continue indefinitely at the Showboat in St. Louis, Mich.

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HOOFFERS ARE IN THE LEAD

Popularity Proven by Newspaper Poll; Singers Run Close Second

(Continued from page 3)
Journal: Singing, 73 per cent; dancing, 22 per cent; comedy, 91 per cent; playlets, 28 per cent; acrobatic or novelty, 37 per cent; animal acts, 43 per cent; miniature revues, 51 per cent, and magic and ventriloquy, 39 per cent.

The readers of *The Lexington* (Ky.) leader prefer singing over anything else. Their rankings are apportioned as follows: Singing, 98 per cent; dancing, 93 per cent; comedy, 80 per cent; playlets, 10 per cent; acrobatic or novelty, 70 per cent; animal acts, 63 per cent; miniature revues, 31 per cent, and magic and ventriloquy, 45 per cent.

The Fort Worth (Tex.) Star-Telegram's first batch of ballots revealed the voting public 100 per cent in favor of vaudeville. Preferences of Fort Worth readers will be presented here next week.

The voting, representing a cross-section of the American public, is being augmented by letters in which vaude and movie fans get a load off their chest. Many of the comments are keen observations and should provide something for theater operators and vaudeville producers to think about.

Listen to Lexington speaking: "Good vaudeville is what we want. . . . 'I attended theater regularly in flesh days. Now only two or three times a year.' . . . 'Films are too elaborate to be real. Never have replaced flesh and blood vaudeville.' . . . 'Good vaudeville would make a hit here, as everyone is tired of pictures.'"

And now hear vaude fans slamming a certain kind of vaude. "Like good vaudeville. What is here these days is punk and smutty," says E. J. Murray, while H. H. Bennett says: "Don't want the cheap and lousy type of companies we have been hounded here." And another Lexington citizen, William K. Hubbard, writes: "The so-called vaudeville which swoops down upon this defenseless city periodically but spasmodically is not worthy of the name. It consists usually of an orchestra (also misnamed), a dozen or so cheaply garbed second-rate chorus girls, a supposedly humorous blackface 'comedian,' who seems to be laboring under the prevalent delusion that only smutty things can be funny, and one of those too clever masters of ceremonies who hops all over the stage shouting his most amusing remarks at the top of his voice. . . . A really good vaudeville show would be highly appreciated."

And here is the Evansville theater public talking: "Even just ordinary vaudeville is better than 90 per cent of the pictures we are offered. . . . 'A good vaudeville act cannot be duplicated as can a picture.' . . . 'Vaudeville would put more people to work and I believe the public would appreciate the fact.' . . . 'Anything, just so it's vaudeville.' . . . 'If nothing else, get some Major Bowes amateurs. The public here is deserving.' . . . 'Any kind of vaudeville, just to get away from nothing but films.' . . . 'When vaudeville was on my family never missed a show. Since vaude was discontinued we have not attended live shows.' . . . 'I think we are all burnt out with straight films.' . . . 'Wife and I attended vaudeville shows regularly when we had them here.'"

The AFA Save Vaudeville Campaign has evidently hit Lexington, one comment reading: "Vaudeville means work for thousands of ushers, scenery men, carpenters and electricians, painters, performers, costumers and musicians. Bring back vaudeville." Another writes: "Why permit a monopoly by pictures of all talent? Believe the unemployed of the stage thru enjoyment of personal appearance of vaudeville folk." And another writes: "Just think of the number of people that bringing back vaudeville will put to work."

Homer T. Oetting, of Fort Branch, Ind., writes: "Films cost the theater too much. Shorter films with vaude will be a good change. Producers are kidding themselves in making films for footage instead of for interest." Quite a few Evansville citizens write they can't understand why a city their size hasn't vaudeville. As one writes put it, he saw a vaudeville show for 35 cents in Water-

loo, which is "not half as big as Evansville."

In Salt Lake City *The Salt Lake Telegram* sent out its inquiring reporter to ask: "Would you like to see vaudeville returned to the theaters of Salt Lake City?" The answer of Robert M. Jones represented the general opinion of the other four interviewed. Jones said: "If the vaudeville smacked of entertainment, uniqueness, originality and showmanship, I would like to see it return. But if it will consist of graduated Major Bowes amateurs, then no, no, a thousand times no!"

Plan Benefit Show For Jule Delmar

NEW YORK, Nov. 30.—A benefit show is being planned for Jule Delmar, former RKO booker and agent, who is ailing at the French Hospital here. A meeting for this purpose was held Wednesday at the office of the Theater Authority, and the benefit show will be held either January 12 or 26 at the Majestic Theater.

Sam A. Scribner, treasurer of the Actors' Fund, is honorary chairman of the committee, and other committeemen include Harold Rodner, Edward S. Keller, Harry Rottm, A. L. Robinson, Herman Levine and Alan Correll.

Wayne King's 12 Weeks

NEW YORK, Nov. 30.—Wayne King and ork rounded up additional weeks for their vaude tour and in all have 12 weeks so far. Opening date is set for January 2 at the Palace, Cleveland, and the tour comprises eight weeks from RKO, two from Warner, one indie week and a week from Loew.

Aldrich's 2 Shows Moving

ATLANTIC CITY, Nov. 30.—William F. Aldrich has two shows out, both having kept moving since September after Aldrich closed at the Steel Pier here. One show is the *Imperial Hawaiian*, on its 10th annual tour, which is now playing thru Virginia. The other is *Oriental Fantasies*, on its second season, which is also touring Virginia.

Brewery Gives Vaude Show Broadcast on Beacon Stage

NEW YORK, Nov. 30.—First program of the *Broadway Bandwagon*, vaude show broadcast commercially from the Beacon Theater here by the Northampton Brewing Company over WOR, took place Wednesday. Program represents a tieup with the American Federation of Actors in an attempt to aid the Save Vaudeville Campaign. New acts will go on the show each week.

Pat Rooney, as emcee, and George Hall and his orchestra are to be permanent fixtures on the show, the different acts being supplied thru the AFA. On the first show were Anthony and Rogers, Margaret Young and Freddie Lightner with Rosella. From a radio standpoint it appeared that good showmanship was used, but from the vaude standpoint that element was missing. Some of the broadcast was inaudible with the theater's amplification system turned off, evidently to avoid feedback into the radio station's mike.

A somewhat uncomfortable stage wait after the picture was partly eased by Joseph Bolton, announcer of the show. It would have been further eased had Bolton ad libbed a little more. Rooney explained the purpose of the show, bringing on the first act, Anthony and Rogers, after Hall's outfit played a

B'way to Coney Island

NEW YORK, Nov. 30.—Tilys, Coney Island, RKO's only vaude-filmer in the metropolitan area, already considers itself a theater cabaret. The "Hollywood Restaurant Revue" opened there a week ago yesterday for four days, and Nils T. Granlund, the Paradise Restaurant's NYC, goes into the house Friday on a four-day booking with a revue built around him.

Burns and Allen on A Personal Tour

NEW YORK, Nov. 30.—Burns and Allen are contemplating making a personal-appearance tour, carrying their own show, with three weeks already offered them. The dates offered are the Minnesota, Minneapolis, December 27; Chicago, Chicago, January 3, and Metropolitan, Boston, January 17. Asking price for the show is \$10,000, plus a split figure. William Morris office is negotiating their dates.

Their show is expected to include Cardini, Stone and Vernon, Milton Watson and Jacques Renard (without his orchestra).

Chesterfield Postpones Newark Opening 3 Weeks

NEW YORK, Nov. 30.—Henry Chesterfield has postponed the opening of the Mosque Theater, Newark, attributing the delay to mechanical difficulties. He intended opening Thanksgiving Day, and now figures on opening right before Christmas. In all about a three-week postponement.

Chesterfield's policy for the Mosque calls for a combo program of a stage-band shows and films, in addition to ballroom dancing, all for one admission.

"Lone Ranger" Revamped

CHICAGO, Nov. 30.—Max Halperin's *Lone Ranger* unit, which has been completely recast and revamped by Louis Morgan and which reopened last week, is now on a tour of the Great States and time. Cast now comprises Al Trace and his band of seven, Frank Daniels and his horse, Silver, and four dramatic people, Andrew Leigh, Tommy Martin, Max Devol and Hope Parker. The show also has all new scenery and costumes.

Loew Opening Midwest Time

Offers dates to "names" for Ohio spots — finding combo opposish too tough

NEW YORK, Nov. 30.—Loew is finding the Midwestern competition from combo policy houses a little too tough for its straight picture houses, with the result that it has renewed its interest in picking up occasional attractions to play its theater in that territory. This would again throw open to flesh the doors of the Loew theaters in such towns as Columbus, Akron, Canton and Cleveland, all in Ohio, and also Indianapolis. Several other Loew spots in that territory are understood to be in the market for shows.

The booking office here made an offer this week to some attractions for those towns but did not close any deals because of the asking price from these attractions. It is expected that the circuit may assemble a couple of vaude shows and a couple of units to send out to these houses. Sidney Piermont, Loew booker, while admitting he made an offer or so to attractions for these dates, said there was nothing to it as an indication that the circuit would use shows there.

This territory has been opened up wide to stage shows, with Loew sitting back with straight picture policies. All the combo houses have been getting a good play at the box office, while Loew has been feeling the effects of this competition. With RKO and indie spots in that vicinity buying up shows far in advance, Loew will have difficulty in getting any kind of attractions if and when it wants them.

Loew now only has four vaude weeks, one of which, Fox, Detroit, is not a circuit house. The other three are the State here; the Fox, Washington, D. C., and the Century, Baltimore.

Reading "Okay Toots"

CHICAGO, Nov. 30.—Boyle Woolfolk is preparing a musical comedy unit to be known as *Okay Toots*, which will be headed by Ray Shannon and go on the road about the first of the year. Show is expected to open for a tour of the Class "B" Butterfield time houses in Michigan for four weeks of two and three-day stands.

Dayton Resumes Vaude

CHICAGO, Nov. 30.—After being without stage shows for several weeks, the Capitol Theater, Dayton, resumed Thanksgiving Day with a stage-band policy. With the show that started yesterday, house will present shows every Friday, Saturday and Sunday, using four acts booked by John Benson from here. It was formerly a full-week stand. The stage band of eight is under the baton of Billy Lenhardt and the line of 10 girls is under the direction of Fred Capman.

Showfolk Aid Performer

CHICAGO, Nov. 30.—Showfolk came to the aid of one of their members in distress last Saturday night when they staged a benefit in the Michalob Inn here for Zonia DeValdi, former member of the Chicago Theater chorus, who has been confined in the hospital for some time with a lung ailment. The stage crew, line girls and musicians of the State-Lake, Chicago and Oriental theaters, together with several members of the Showmen's League, co-operated in making the party a success, and close to \$1,500 was realized for Miss DeValdi. Fred Evans, dance director of the Chicago Theater, was in charge of arrangements.

Start Pittsburgh WPA Units; Unit of Seven Acts and Band

PITTSBURGH, Nov. 30.—Two local theatrical projects of the Works Progress Administration are already set to go, according to an announcement made by Clayton Page, local WPA representative appointed last week by Helen Schoenl, assistant regional director. Working with him in the offices established in the Thaw Building is Walter Derdeyn, formerly of the Carnegie Tech drama department, who will head one of the units as company manager when set to take the road.

The first project will be a vaude unit to consist of a stage band of 14 and seven acts. Sam Reed, local showman, is producing. According to current plans, unit will be ready to tour some time next week. It will take in all the communities in Allegheny County and later on travel further east. Second project is a stock show which will be housed in a local theater to be named next week. New and old plays will be presented, with complete change of bills weekly.

Both units will have a top admission price of 15 cents, to cover at least part of the traveling and maintaining expenses. Each unit, in addition to the performers, will have an advance man, company manager, between four and seven stagehands and a box-office man. The pay roll will open as soon as the units begin to function and will continue for a period of six months. While the time may be extended at the end

"Name" Battle in L. A.; F. & M. on Spending Spree

LOS ANGELES, Nov. 30.—Fandemon & Marco's Paramount and Cohen Bros. Orpheum continue their battle for supremacy in the vaude field by trying to outdo each other in booking "names." Paramount this week has Cab Calloway and his band as against Ted Lewis and his company down the street at the Orpheum. Following Calloway F. & M. have Jack Benny and Mary Livingston opening December 5 for a week, with another week to follow at the San Francisco Orpheum. Cohen Brothers have booked the three stooges, Howard, Pine and Howard, for Christmas week. Deal set by Leo Morrison.

Vermillion's Big Act

NEW YORK, Nov. 30.—Irene Vermillion is sponsoring a 28-piece act, all girls except for Kermit Dart. Features a girl band. The act opened yesterday at the Carman, Philadelphia, and will follow with dates for Steve Trilling, of the Warner office.

New Salt Lake Agency

SALT LAKE CITY, Utah, Nov. 30.—A new booking agency called Western Theatrical Agency, Inc., is opening here, with C. G. McDermond as manager. Booking vaude acts, bands, entertainers, floor and stage shows and talents of all kinds. McDermond was formerly manager of the Studio Theater here.

Booking 3 New Spots

DETROIT, Nov. 30.—Detroit Artists' Bureau, booking office affiliated with United Detroit Theaters Circuit, has added three new theaters to its books. George A. Ranshaw, booker, announced. The Hamona and the Beacon and Lincoln are now playing vaude two days a week, using a five act bill each.

MAURICE GOLDEN is giving up his suite of offices in the Bond Building, New York, and is expected to move in with Sam Baerwitz. Herman Citron and Larry Puck, Golden tenants, are out shopping for other quarters.

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of the first six months. Page stated that it is hoped that the units will manage to become self-sustaining at that time.

Page admitted that the office encountered extreme difficulties in rounding up material for the theatrical projects, as 90 per cent of all persons hired have to be on the local relief rolls. He added that if a stable number of theatrical men on relief apply for work after the units will have begun to function another unit will be organized.

Elizabeth Drops Shows; Utica Keeps on Playing

NEW YORK, Nov. 30.—The Ritz, Elizabeth, N. J., Warner house, dropped its four days of vaude (first half) and went into a full week of double features last week.

Warner office is putting a lot of flesh into the Stanley, Utica, the shows playing there for three days. Steve Trilling, booker, is only spot-booking shows there, but there is a possibility of making the house a permanent three-day vaude stand.

Cyclist Gets Heavy Judgment

LOS ANGELES, Nov. 30.—Harry Brostus, cyclist, was awarded a judgment of \$17,705 for injuries sustained last December at the Orpheum Theater here when he plunged 14 feet to the stage from his "giraffe bike." He broke his neck, and only recently discarded both plaster cast and leather collar.

Pre-Holiday Drop out

MANCHESTER, N. H., Nov. 30.—The Palace Theater will drop its stage shows after this week, but will resume with them the first of the new year. This is in keeping with the usual pre-holiday policy. Larry Golde, of New York, is booker of the house.

Tom and Betty Waters

Reviewed at the Bronx, Bronx. Style—Tight wire. Setting—Full stage. Time—Eight minutes.

A young boy and a girl doing a sweet wire act. Not spectacular stuff, but substantial entertainment that mounts up into a sock climax when the boy carries the girl on his shoulders and she leaps down to the wire without losing her balance.

Turn opens with both out on the wire. Then they switch to solo stunts, always with the aid of a parasol. The girl's knee steps on the wire and the boy's fast dancing and acrobatics are stand-outs.

Opened the bill and made a nice impression. P. D.

Radio Lights

Reviewed at the Grand Opera House. Style—Singing. Setting—Full stage. Time—Fifteen minutes.

Radio Lights consists of four singers, two men and two women, with another

BALABAN & KATE has taken up its option on Stan Meyers and His Cavaliers, extending their engagement at the Marbro Theater, Chicago, until December 5. Myers succeeded Ted Cook four weeks ago as stage-band leader. . . . Jayne Jarrell, Pittsburgh booker, moved her office from the Clark Building to the Wurlitzer Building in that city. . . . Freddy Zay, youthful juggler, now playing London vaude dates, sails from Bremen, Germany, January 2 to open January 10 at the Palmer House, Chicago.

LOUISE SQUIRE formerly teamed with Harry Lang, will team with Rube Demarest, whose former apprentice was Olive Sibley. . . . Lewis and Dody are

Material Protection Bureau

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

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

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

Detroit House Pays \$200 Annual Fee for Its Shows

DETROIT, Nov. 30.—The Artists' Booking Service has been formed by David M. Idzal to book the local Fox Theater, of which he is managing director. In accordance with a new Michigan law, the theaters in this State must be booked by a native booking office. However, the shows are still being booked by the Low Booking Office in New York, that office using the Artists' Booking Service contracts.

The RKO Downtown and Publick Michigan are apparently exempt from the law, since shows may be booked by the parent organization without the need of another booking agency.

Idzal's agency firm, altho paying the regular \$200 license fee, will not book any other theaters.

Girl Sues Theater

YOUNGSTOWN, O., Nov. 30.—A personal injury suit brought by Ruth Sechrist against the Public Square Theater Company, operator of the local Palace Theater, will be tried shortly here. Miss Sechrist, formerly a dancer with the A. B. Marcus show, Continental Review, alleged she was injured April 17 during a performance when she was shocked from a defective electric circuit. She is suing for \$50,000.

NEW ACTS

woman, Flora Starr, accompanist on the piano. It's a good act, the four singers have good voice and at the Grand Opera House got a really rousing hand.

Singers are Joseph Collins, tenor; Arthur Rogers, baritone; Margaret McKay, mezzo-soprano, and Gertrude McKinley, coloratura. Each sings a solo—and well, too—opening and closing ensemble.

Act tries to get the effect of a radio studio by announcement at the beginning of the act, using Rogers as a station announcer and by working behind a scrim. It's not necessary. J. F.

Cliff Crane and Co.

Reviewed at the Grand Opera House. Style—Comedy. Setting—In one. Time—Seventeen minutes.

Cliff Crane, last seen in the ill-fated *Copacabana of Music*, brought a new act into the Grand Opera House, featuring himself and his funny rubber-leg dancology. Working with him are a mixed team of foils. Girl only is on stage for (See NEW ACTS on page 74)

VAUDEVILLE NOTES

back at the Barrel of Fun in New York. . . . Danny Collins signed Robert Norton with Warner on a two-year contract for the Joe Palooka role in a series of two-reelers. . . . Eno Troupe were in an auto accident recently in Elizabeth, N. J., while traveling from Philly to New York. . . . Mrs. Eno was removed to Elizabeth's General Hospital. . . . Jack Partington and John Schults got back to New York this week from a visit to the Coast. . . . schults was furthering efforts for importing film "names" for personal appearances.

JOE JACOBSON, of Chicago's Chen Paroo, left New York Friday for (See VAUDEVILLE NOTES on page 74)

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Loew's State, New York*(Reviewed Friday Evening, Nov. 29)*

Current vaude bill isn't in keeping with the high standard of shows set by the house the last couple of months. It's very average, altho headliner is James Melton, now carrying a film rep. Surrounding acts are the usual in vaude turns, and on the whole you can't blame the customers for being negligible with their applause this week. They're always most enthusiastic. Well, Sidney Piermont, the booker, isn't a miracle man, an off week can be expected once in a while. Besides, the picture is *Crusades*, which accounts for the slicing of the show to 50 minutes. Business was good at this third show opening day.

Five Juggling Clarks open the turn and it's a flashy novelty for this spot. Comprises four females and a male, and they do nice juggling of tennis rackets, balls, hoops and other items. Finish is an exceptional flash, the quintet juggling flaming torches, which is quite a trick. Besides, two girls support a rope on which one girl does fast spins. Were received okeh.

Dick and Edith Barstow follow with their dancing act. First couple of numbers are routine, going over fairly, but it's the finisher that is the sock. It's the stair routine on which they do their expert toe tapping. Dick's bocking while on his toes up and down the steps is a sure applause getter. This got them off to a big hand.

Joe Morris, still doing his old act and

it's entirely too familiar, holds down the troy spot. Got laughs and all that, but it's age is beginning to tell. Still assisted by Dorothy Ryan, with a fellow and another fem rounding out the cast.

James Melton came on to an entrance mitting after a mike buildup, working with a male pianist. Went right into his singing and he certainly has beautiful tenor pipes. Announces his songs nicely also and makes a grand appearance in tails. Sang two numbers from six, one from his own film, *Stars Over Broadway*, an Irish number and a Negro tune.

Cass, Mack, Owen and Topsy were the applause hit of the show in the closing frame. Indeed a reckless quartet with their steady flow of knocking themselves out and doing unusual acrobatics via the dance route. Among the best in quartets, an act that's always certain to find audiences pushovers. The spirit with which they work and the sock tricks they do all contribute to this reaction.

SIDNEY HARRIS.

Shubert, Cincinnati*(Reviewed Friday Afternoon, Nov. 29)*

Weaver Brothers and Eivry and their farm-raised and hand-spanked clod kickers from out Arkansas way, the much-imitated hillbilly contingent, are on deck at the Shubert this week. It's strictly a laugh parade and one of the best stage combinations to show here this season. It's clean as a hound's tooth throat and the rustic and different brand of comedy was right up this audience's alley. Not once during

the running is the house mike and public-address system put into use, a refreshing departure and no little novelty in itself. A large holiday crowd enjoyed this first show.

The Four Clovers, teeterboard workers, set the show off to a swell start with a fine assortment of teeterboard stunts. Their efforts were well rewarded with applause thruout the running. They ward off any dullness by mixing their work with just the right amount of comedy. A good finish won them a stout hand.

The McNally Sisters, a quartet of lookers, made the deuce a refreshing spot with their sweet-voiced harmonizing and their pleasing dance work. The girls have youth, looks and talent and a knack for selling their stuff. They breezed thru on this occasion and a novelty finish brought them a warm mitting.

The Weaver Brothers, Eivry and the kinefolk make up the balance of the show. The Weaver turn boasts of novelty, variety and lots of sock comedy and it all makes for tasty entertainment. Bulk of the laugh material is handled by Eivry, Cicero Weaver and Margaret Lillie and they do a grand job of it.

The first half of the Weaver turn is little changed from its last showing here four years ago. Ab Weaver still does the emceeing, with Cicero Weaver still pulling bundles of guffaws as the bashful big shot from the sticks. His mugging is surefire. Ab and Cicero still derive good results, too, from the playing of the various novelty home-made musical instruments. Other features include a six-piece string quartet and a singing foursome, the latter garnering a particularly heavy hand at this look-in. George Marco scored handily with his mimicry of the denizens of the barnyard. An outstanding item on the bill is the specialty offered by Sam DeKemsal, who gets a sweet-toned trumpet effect from an ordinary army bugle. His playing of the instrument is uncanny and the results amazing. Pulled a powerful hand.

The session between Abner and Eivry is pecked with belly laughs from start to finish. Their comedy crossfire is loaded with laughs, and Eivry, depicting a stubborn "brar," panicked this first-show mob with her trades against the audience, the pit boys and Abner. The finish brought a wow hand. Wills Weaver was rewarded with much applause and displayed a fine voice in warbling a pair of ditties, with Eivry pulling more solid laughs on the side.

Latter part of the program is given over to a sketch depicting life in the Weaver neighborhood, with Eivry, Cicero and Margaret Lillie, another ace comedienne, as the chief participants. This spot also carries a goodly share of abdominal laughs. Entire Weaver clan is on for the finish. BILL SACHS.

Palace, Chicago*(Reviewed Friday Afternoon, Nov. 29)*

A triple threat line of stars grabs the bill this week in the persons of Grace Hayes, Everett Marshall and Benny Rubin, who are sharing the electric lights. Rubin is in and out between the acts all thru the show acting as emcee and kibbitzing, and is proving to be a favorite with the Palace audiences.

The Bebe Barri Girls (12) attired in blue-spangled short skirts, opened the bill with the singing of special lyrics to *Strike Up the Band* and a dance while sitting on stools. They were followed by Gardner and Kane with a neat tap routine that elicited nice applause.

Walter (Dare) Wahl was introduced by Benny and proceeded to keep the folks in laughter with the mixed up acrobatics in which he was assisted as usual by Emmet Oldfield. Oldfield's chinless pan is enough alone for laughs, but combined with the boys' clever tricks the entertainment is twofold. Their legitimate balancing work after the comedy stuff sent them off to a good band.

Grace Hayes, with Newell Chase at the piano, did a medley comprising *I'm in the Mood for Love*, *Accent on Youth*, *Check to Check*, and then sang Chase's newest song, *Weather Man*. Then introduced Old Debil Microphone, to which she talked thru the public-address system, from which emanated numerous impressions of a satiric nature done by Lynd Hayes in a clever manner. A novelty that was much appreciated and made a hit.

The Bebe Barri Girls were on again for a waltz routine to *Blue Danube* and featured a high-kick toe work combination dance by Muriel Gardner, with head

kicks and elbow stands that came in for a nice hand.

Everett Marshall held the next spot and his robust baritone was heard in the singing of *I'm in the Mood for Love*, in which was interpolated *A Little Love, a Little Kiss; I Wish on the Moon, Stomach-Hearted Men and My Old Horse*. Could have stayed on longer and left a hit to heavy applause.

Benny Rubin was on again with more stories and did a tap dance while sitting on a chair. The Barri Girls did another routine, Gardner and Kane did a dance and the entire company was brought on for the finale.

F. LANGDON MORGAN.

Roxy, New York*(Reviewed Friday Afternoon, Nov. 29)*

A short, snappy and fast-moving stage show at the Roxy, one well calculated to please the kids who are flocking to the house in droves because of the Thanksgiving holidays and the fact that the picture is *In Old Kentucky* (Fox), the beloved Will Rogers' last film.

Plenty of comedy, with Jerry Mann heading the list, his wisecracks and impersonations going over excellently. Takeoffs include Winchell, Bernie, Givot and Penner. Also on the comedy side are Moore and Revel, their burlesqued ballroom routines socking over heavily with the kid crowd. They were forced on for an encore bit, in which Miss Moore does some comedy stinging.

Probably the biggest hit of the show, at least with this audience, is the grand animal act, Gautier's Toy Shop. The ponies and dogs perform their routines beautifully, with fine handling from their trainer, and the whole thing shapes up as an ace animal turn. It received a show-stop, no less, at the performance caught—which is highly unusual for this type of novelty, but in this case entirely deserved.

The week's air amateur winner is Dick Vernon, of Chicago, whose really excellent baritone voice seems largely wasted in *I Wish I Were Aladdin*, the number he elects to sing.

The Gee Poster Girls work less than usual this week (and they rate an easy week, too), appearing in a brief routine to start off the Gautier turn as background for Moore and Revel and in the central flash, which also features the outstanding adagio work of the Eight Ambassadors, four boys and four girls.

Freddy Mack leads the pit band and emcees. Bill went in Thursday this week (Thanksgiving Day) and at the first show second day every seat in the huge house was taken and hundreds were waiting their turn.

EUGENE BURN.

Radio City Music Hall, N. Y.*(Reviewed Thursday Evening, Nov. 28)*

House's opening day fell on Thanksgiving this week and resulted in a bang-up business. Place was pecked at this last show opening day, despite the heavy rain. Current film is Lily Pons in *I Dream Too Much*, with Miss Pons making a personal appearance during the stage show. The Leonidoff show is another worthy item, containing elaborate trimmings, two very effective vaude acts and the always effective house staff. Show runs 42 minutes, including the appearance of Miss Pons.

Overture this week is a medley of Jerome Kern numbers and it is a delightful 10-minute session.

Acces Nish is the title of the stage show — there's no limit to the Music Hall's source of supply for ideas. Lead-off number is *Spades*, which draws on the ballet corps and a trio comprising Hilda Bekler, Nicholas Daks and Leon Fokine. Latter got a Hit Brothers bit. The competitive hoofing burlesque. A very nice number, colorful from all angles.

Diamonds is next, the glee club holding the cards here. They do an M. Baron-Al Silverman number, *Diamond Jim Brady Was a Diamond in the Rough*. A really clever number, dealing out a lot of old-time tunes, and as handled by this group of male singers it is a treat. Clubs follow, the spot for Cardini. He's presented beautifully, working his brilliant magic in his usual classy manner, the audience showing much appreciation. Long-distance sighting for so intimate an act, a strain on the eyes, but enjoyed nevertheless.

Miss Pons is introduced in this spot by W. G. Van Schmus, house's managing director. She came on to a heavy hand and wore one of the gown's from the

THE DANWILLS

World's Greatest Acrobats in the World's Greatest Theatre

RADIO CITY MUSIC HALL

NEW YORK, N. Y.

HELD OVER!!!

Direction—JACK MANDEL

NOTE: The Danwills have the distinction of being the only act of its kind to appear at this theatre.

Direct from Ringling Bros.-Barnum-Bailey Circus

THE UNIQUE CLARKES

Jugglers Extraordinary

LOEW'S STATE THEATER, New York, Week Nov. 29—Now!

Direction—LEDDY & SMITH

R K O THEATRES

1270 Sixth Ave.

Radio City, New York



THE WILBUR CUSHMAN CIRCUIT

MELBA THEATRE BLDG.

EXHIBITORS ORGANIZATIONS

Reports this week stated that Allied's plan to sponsor a new indie production company are far from materialization at present. Officials of Allied continued mum, but reports claim that no commitments on the part of allied bodies have been made, altho several of the units have been sounded out on the plan in recent weeks. The majority, it is said, reacted favorably. According to rumors, the schedule for the first year would include between 20 and 25 features, with various reports as to the method sought for the financing. Said that an organization interested in putting out high-class features has been sounded and also that outside sources have been contacted, but probably will remain as an Allied setup, with member units financing the exchange system contemplated for handling of the product.

The outstanding accomplishment of Allied Amusements of the Northwest, which met in Seattle for its 14th annual convention, was the decision to drop the former title and become the Motion Picture Theater Owners of the Northwest and affiliate with MPTO of America. Hugh Bruen, president, and, incidentally, the first president of the organization ever to be re-elected by acclamation, was elected as the national representative to MPTOA.

Attendance was 176, the largest in the history of the organization. The convention was held at the New Washington Hotel. Thirty-four women were present, a record for feminine attendance. The ladies were the luncheon guests of Mr. and Mrs. Ben F. Shearer, of B. F. Shearer, Inc., theater supplies. Honored guests were Ed Kuykendall, president of MPTOA; Rev. Warren G. Hastings, who pronounced the invocation; Mayor Charles Smith of Seattle and Councilmen Langley and Lockwood.

James M. Hone, founder and initial executive secretary-treasurer of the organization, was re-elected and a high tribute paid his faithful service. In giving the treasurer's report, Hone disclosed the fact that the organization is in the best financial condition of its history, with \$700 in the treasury and all bills paid without counting receipts from the movie ball.

The group went on record as opposed to the legalization of lottery games, such as Dart or Fascination games; against Northwestern schools giving free pictures to the public; against walkathons and the like.

Officers for the coming year are Hugh Bruen, Seattle, president; W. O. Ripley, Longview, Wash., first vice-president; Al Rosenberg, Seattle, second vice-president; M. Kemworthy, Moscow, Ida., third vice-president (re-elected). Trustees are John Hamrick, Seattle; L. O. Lukan, Seattle; LeRoy V. Johnson, Seattle; Fred Mercy Jr., Yakima; C. L. Gwinn, Centralia; Cecil D. Miller, Spokane; B. F. Shearer, Seattle; H. T. Moore, Tacoma; E. E. Barbour, chairman finance, Seattle.

The convention session ended at 8:30 and was followed by a highly successful movie ball in the evening.

Dr. C. E. Herman, Carnegie, Pa., exhibitor, was re-elected chairman of the board of directors of the Allied MPTO of Western Pennsylvania at the monthly meeting held in Pittsburgh last week.

Ed Kuykendall, MPTOA president, addressed Denver exhibitors at a luncheon last week attended by about 50 theater men. He told of problems facing the organization and asked the exhibitors to co-operate in fighting discriminatory taxation or unfavorable laws. He also indorsed giveaways.

"I DREAM TOO MUCH"

(RADIO)

TIME—97 minutes. RELEASE DATE—November 29. PRODUCER—Pandro S. Berman.

PLOT—A talented soprano, who likes her fun, sees from her stern uncle and bumps into a young American, a writer of opera, and they stage a quickie marriage brought on by his excess drinking. They struggle along and she seeks to sell his opera, but instead sells the Impresario on her voice. Her rise to fame is quick. She takes his opera and converts it into a musical comedy. It clicks and he's successful also. She retires to become a mother.

CAST—Lily Pons, Henry Fonda, Eric Blare, Cogwood Perkins, Lucien Littlefield, Esther Dale, Lucille Ball, Mischa Auer, Paul Porcasi and Scott Beckett. Pons is all things superlative, a lovely personality and the possessor of an outstanding voice. Grace Moore need look to her laurels. Fonda excellent.

DIRECTOR—John Cromwell, who did a nice job in getting this film lots of flash, but he overlooked speed. Latter essential made difficult by story.

AUTHORS—Screen play by James Gow and Edmund North from story by Elsie Fenn and David O. Wittels. Music by Jerome Kern, lyrics by Dorothy Fields. Very weak story. Pons is deserving of much better.

COMMENT—Picture is all Pons and from that score alone it's good entertainment. She's a grand actress and brilliant singer, best at the operatic numbers and mild in the pop tunes. Film holds little besides her, but singing films are the current cycle, and Pons makes this picture more than justifiable. Naturally a class item, but it's good all-round trade.

APPEAL—Wide. Leans to class trade, but singing is good.

EXPLOITATION—Naturally, play up the Pons opera fame and be sure to make her voice in the lobby. Opportunity for tying up with dailies to pick up a local singer. Tieup opportunity for local music writers also.

"IN OLD KENTUCKY"

(FOX)

TIME—84 minutes. RELEASE DATE—November 22. PRODUCER—Edward Butcher.

PLOT—The old play refurbished a bit. The successful horse-owner tries to buy the prize pony of the unsuccessful and crotchety horse-owner, who chases his successful rival with a gun. Plot is made to hinge around the nice trainer who fixes everything up, as the naughty, successful fellow does everything in his power to keep the horse from running. At the last minute, of course, the jockey is bought, and the old man's granddaughter rides him to victory. That used to be a big scene on the stage, with the treadmills working like Trojans.

CAST—Will Rogers, Dorothy Wilson, Russell Hardie, Charles Sellan, Louise Henry, Charles Richman, Alan Dinehart, Esther Dale, John Ince, Hill Robinson. Rogers was at the height of his powers when he went. Robinson is a grand foil. Others all okeh.

DIRECTOR—George Marshall. Does what he can to liven up the old warhorse.

AUTHOR—Charles T. Dacey. Screen play by Sam Hellman and Gladys Lehman.

COMMENT—The last of Rogers' films to be released. It's a natural. While giving him not nearly so fine a chance as some of the others, it still allows him to indulge in his grand work, and that's enough. Single-handed he makes it a complete delight.

APPEAL—Rogers fans, kids—particularly former.

EXPLOITATION—You don't have to be told how on this one.

FILM CONSENSUS

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

Name	Favor- able	Unfa- vorable	No Opinion	Comment
Remember Last Night..... (Universal)	8	3	4	"Should solo profitably."—Daily Variety. "Gay, diverting and baffling."—Mirror.
Splendor (UA).....	4	10	2	"Fails to arouse great sympathy or interest."—American. "Pedestrian."—Post.
Crime and Punishment..... (Columbia)	7	3	5	"Handsome and impressive."—Mirror. "Pace and sluggish."—World-Telegram.
His Night Out..... (Universal)	12	2	1	"Good laugh yarn."—Film Daily. "Sufficiently funny."—American.
The Case of the Missing Men..... (Columbia)	5	4	0	"Well worth the money."—News. "Fast action and suspense."—The Billboard.
Mask Is Magic (Fox).....	5	4	2	"Tough one to sell."—The Billboard.
To Eat the Sand..... (Radio)	4	7	4	"Laboring force."—American. "Entertaining."—Post.
The Land of Promise..... (Eclair)	7	0	2	"Splendid production."—M. P. Daily. "Impressive."—Post.
Good That Girl..... (Columbia)	2	3	2	"Satisfactory program."—N. Y. Exhibitor. "Trifle stuff."—American.
Four Masked Men..... (Olympia)	0	1	1	"Run-of-the-mill."—The Billboard.

NEWS OF THE WEEK

A meeting of the committee of the MPPDA to consider the adoption of 2,500-foot reels to displace the present 1,000-footers was held Tuesday (26) and it affirmed the fact that the majority of the distributing companies favor the use of the larger reel. It also announced that practically all distributors will definitely make the conversion April 1.

Suit was brought in Federal Court on Wednesday (27) to prevent approval at a stockholders' meeting of Warner Bros. Pictures of a compromise settlement for \$350,000, which the plaintiffs assert might bring the company \$12,500,000 instead. Bone of contention is the value of the services of Harry M. Warner, Albert Warner and Jack L. Warner, who were president, vice-president and treasurer, and vice-president, respectively, between September 1, 1928, and March 1, 1930. Norman Johnson, a stockholder, is the plaintiff and asks an injunction against approval of a proposed settlement involving a contract under which the plaintiff employed the Warners, then released them from employment and re-engaged them from Renfrow, Inc., for 80,500 shares of Warner stock and \$10,500 weekly for a period of six years.

Bank nights were upheld in New York on Wednesday (27) by Magistrate Anna M. Kross, who ruled that the idea was not a lottery when dismissing Matty Fox, manager of the Academy of Music. The assistant district attorney found that bank nights were legal in other States and that as long as patrons were not forced to register the idea could not be considered a lottery.

Para executive committee this week approved a deal whereby A. H. Blank will continue as operator of Para theaters of Iowa and Eastern Illinois for a minimum period of 18 months, with provisions for extension of the agreement to July 1, 1940. Latter is dependent upon earnings of the circuit at the end of specified periods.

All major distributors and the Lincoln Theater Corporation, headed by Joe Cooper, won a point in the anti-trust case brought against them in Nebraska by the State Theater Corporation and the Independent Theater Corporation. Federal Court substantially granted their motion to require the plaintiffs to make their complaint more definite.

George J. Schaefer resigned Tuesday (26) as vice-president of Paramount Pictures, Inc., his resignation taking effect immediately. Neil Agnew, previously Schaefer's right-hand man in the Para sales department, was moved up as Schaefer's successor, being elected a Para vice-president the same day. Deal whereby Schaefer would have taken a partnership interest in Para theaters in the Minnesota district is definitely off.

The annual Jesters' Jamboree, sponsored by the Jesters' Club, of Charlotte, S. C., to aid needy and unemployed members of the pix industry in the Southeast, will be held December 13 at the Myers Park Country Club. H. H. Everett, manager of Republic exchange in Charlotte, is chairman of the welfare committee.

It is expected that Harry M. Warner will be re-elected president of Warners at the annual election December 17, and in addition he is scheduled to continue as a director along with Albert and Jack Warner, Abel Carey Thomas, Waddill Catchings and Henry A. Hudkin. They will be retained at the stockholders' meeting in Wilmington December 9. No estimates could be given of the total number of proxies received for the annual stockholders' meeting, but they were said to be pouring in daily.

First week of Muffin on the Bounty, at the Capitol Theater, New York, established a new b-o. record in number of admissions for the house. More than 200,000 people went in, with over 50,000 reported turned away. Merchants within a radius of 10 blocks of the house reported sensational increases in retail sales. In some cases necessitating the hiring of extra help.

THEATRE EQUIPMENT NEW & USED

MOVIE SUPPLY COMPANY
144 S. WABASH AVE. CHICAGO, ILL.

"SO RED THE ROSE"

(PARAMOUNT)

TIME—84 minutes. **PRODUCER**—Douglas MacLean. **RELEASE DATE** not given.
PLOT—Picture is based on Stark Young's best-selling novel of similar nomenclature. The story, although, is basically that of the disintegration of the Bedford family, wealthy Southerners, as the Civil War has its effects on them. They are shown before the war, during the war and after; first wealthy and serene, then troubled and torn, as a son, the father and friends are killed; and, finally, living in a shack, after their home has been burnt by the Union soldiers, rebuilding. The reaction of the slaves as they revolt against their owners, once they realize freedom, is graphically pictured.

CAST—Margaret Sullivan, Walter Connolly, Janet Beecher, Harry Elkerbe, Robert Cummings, Randolph Scott, Johnny Downs, Daniel Haynes, Elizabeth Patterson, Dickie Moore, Clarence Muse, James Burke, Warner Richmond, Alfred Delacambre. Miss Sullivan has yet to prove, as an actress, her stellar worth. Connolly gives a typical performance, always effective. Beecher, as the mother, stands out. Scott does an excellent job, and receives the benefit of some masterful direction. Both Negroes, Muse and Haynes, are fine. Dickie Moore is a believable boy. Acting is uniformly good.

DIRECTOR—King Vidor. Both Vidor and MacLean did excellent job.
AUTHORS—Stark Young, novel. Screen play by Maxwell Anderson, Laurence Stallings and Edwin Justus Mayer. The trio have woven their fabric effectively and gave Vidor plenty to work with.

COMMENT—A beautifully produced picture, capturing the Southern atmosphere in its peaceful moments and in its time of turmoil excellently.

APPEAL—Adults.**EXPLOITATION**—Plenty of names and book to work.**"FRISCO KID"**

(WARNER)

TIME—77 minutes.**RELEASE DATE**—November 30.

PLOT—Bat Morgan, an ambitious sailor, pushes his way up on San Francisco's Barbary Coast until he gains leadership. In love with a wealthy society gal who has inherited the local paper, his romance busts when war flares between the vigilantes and the Coast as they kill a couple of reform leaders. He tries to stop the war, and gets shot by his own men for his pains, captured by the vigilantes and condemned to be hanged. But the lass rallies round and begs off for him, with indications of a new and legal career at the fadeout as he's paroled in her loving charge.

CAST—James Cagney, Margaret Lindsay, Ricardo Cortez, Lili Damita, Donald Woods, Barton MacLane, George E. Stone, Addison Richards, Joseph King and others. Good jobs throughout, with Cortez doing particularly fine work. Lindsay, however, is amazingly unappealing.

DIRECTOR—Lloyd Bacon. A showy fine job.**AUTHORS**—Story and screen play by Warren Duff and Seton I. Miller.

COMMENT—A footnote to Barbary Coast. In its own right, however, a slambang, rough-and-tumble, rip-sporting affair that carries on nicely, despite an obvious and often stilly story, pulled thru by its own momentum, the cast and the excellent direction.

APPEAL—Action fans anywhere. Top brackets.**EXPLOITATION**—Barbary Coast stuff. If not already taid up on previous film. Cagney, of course.**"SHIP CAFE"**

(PARAMOUNT)

TIME—65 minutes.**RELEASE DATE** not given.**PRODUCER**—Harold Hurley.

PLOT—Carl Brisson, brawny and well equipped vocally, is cast as a stoker on a ship, with a yen to sing. He gets a job on his ship and loses it because of his temper, with a lot of shovels flying thru the air. Then he gets a job in William Frawley's Ship Cafe, but quits after another fight and accepts a bid made by Mady Christians to open at a class night spot. When Frawley and his girl kid him about being a gigolo, he returns to Frawley's spot, but leaves when he gets his papers as second mate. His girl chases him aboard ship and they clinch, but not until she has flopped into the water.

CAST—Carl Brisson, Arline Judge, Mady Christians, William Frawley, Eddie Davis, Inez Curreney. Frawley takes most of the attention, with his comedy interpretation. Brisson will do something if and when he is cast properly. Rest of the cast performs satisfactorily.

DIRECTOR—Robert Flaherty.

AUTHORS—Herbert Fields and Harlan Thompson. Songs by Ray Noble and Lewis E. Gelsler. Story speaks for itself. Songs unimpressive.

COMMENT—A well produced Sop.**APPEAL**—Limited adult draw

EXPLOITATION—Another programer with nothing in it to sell. Best thing to do will be to exploit the top picture on your double bill and let the customers sleep thru this one.

"FORCED LANDING"

(REPUBLIC)

TIME—61 minutes. **PRODUCER**—M. H. Hoffman. **RELEASE DATE**—Jan. 6.

PLOT—Al Talcott, just released from jail after a 15-year stretch for kidnapping, tries to dodge members of his gang in order to enjoy the ransom money alone. He books passage on a transcontinental plane, only to have Tom Bernard, a gangster after the money, enter a few minutes later. By stretching the long arm of coincidence, 13 passengers are linked to Talcott either directly or indirectly. A storm necessitates a forced landing, made while the lights are extinguished. After grounding, Talcott is found dead. With suspicious pointing at everybody, Farraday, a O man, unravels the mystery in a deserted mansion, to the howling accompaniment of wind and weather.

CAST—Onslow Stevens and Sidney Blackmer are well cast as Farraday and Bernard. Entire cast does an adequate job. Others include Esther Ralston, Toby Wing, Eddie Nugent, Barbara Pepper, Willard Robertson, Bradley Page, Hal Harold, Kate Richmond, Barbara Bedford, George Cleveland, Dean Denton, Julia Griffith and Arthur Aylesworth.

DIRECTOR—Melville Brown. Has taken commonplace story and given it action and suspense.

AUTHOR—Scott Darling adaptation of story by William Boehnel and Morris Helprin. A pot boiler which sticks closely to the murder-mystery genre.

COMMENT—A mediocre plot, but a well-made picture, with nice photography. Good for upper spot on double bill.**APPEAL**—Not class, but practically universal appeal for the not too critical.**EXPLOITATION**—Dual murder-mystery stuff, plus airplane angle.**"ESCAPE FROM DEVIL'S ISLAND"**

(COLUMBIA)

TIME—64 minutes.**RELEASE DATE** not given.

PLOT—The story was written to serve as a framework for the details of the escape from the dreaded French prison colony. Victor Jory, spy partner of Stanley Andrews and in love with his daughter, Florence Rice, obtains an appointment as guard at the prison to help Andrews escape. Andrews insists on taking along Norman Foster, who defended him when Andrews was attacked by another prisoner. After they escape and Andrews is killed Jory gets Foster ashore again in the jungles because he thinks that Foster has stolen his gal. When he learns that Foster turned her down because he knew Jory loved her he gives himself up in order to insure freedom for Foster.

CAST—Victor Jory, Florence Rice, Norman Foster, Stanley Andrews, Daniel Haynes, Herbert Heywood, Arthur Aylesworth, Noble Jonnston. Jory, Rice and Andrews do satisfactory work, but Foster, miscast, is pretty hard to watch.

DIRECTOR—Albert Rogell. Both Rogell and the writers failed in the prime objective of the picture, detailing the horrors of the Guiana jungles. Trip thru the woods is almost casually done, except for the baying and chasing of the bloodhounds.

AUTHORS—Screen play by Earn Snell and Fred Nible Jr. Story by Fred De Gresac. Plot is routine, taken out of the book, with nothing fresh.

COMMENT—Picture should get a definite amount of business because of its title, but there is still a swell story to come from this subject. Mainly for the bargain spots.

APPEAL—Men.

EXPLOITATION—Plenty of sales opportunities afforded in the Devil's Island title, views of the prison, etc.

"TRAILS OF THE WILD"

(AMBASSADOR)

TIME—63 minutes.**RELEASE DATE** not given.**PRODUCERS**—Sig Newfeld and Maurice Conn.

PLOT—When Buck Hammond, one of a band of claim-jumping miners, kills mounted policeman Laird Doyle, Jim McKenna joins the force to avenge the death of his friend. Sent to a wild, lawless region of the Canadian Northwest territory to locate Jim Madison, a missing miner, McKenna finds the latter in the clutches of Hammond and Stacy, who are trying to inveigle from him the secret of his mine. Much shooting, fighting and horseback riding, with everything rosy at the end. McKenna marries Madison's daughter.

CAST—Kermit Maynard, Fuzzy Knight, Monte Blue, Billie Seward, Mathew Betz, Theodora Von Eltz and some swell horses.

DIRECTOR—Sam Newfeld.

AUTHORS—Story by James Oliver Curwood. Screen play by Joseph O'Donnell.

COMMENT—Curwood's naive story lacks all pretense and subtlety, it is therefore not ridiculous. Reminiscent of the early days of the moving picture industry.

APPEAL—Adolescents, and possibly adults of non-class audiences.**EXPLOITATION**—Gold, greed and the Canadian Northwest Mounted.**"MANHATTAN BUTTERFLY"**

(MARCY)

TIME—66 minutes.**RELEASE DATE** not given.

PLOT—Innocent night-club singer, employed in a dive which is the hang-out of murderers and snatch men, guards her virtue and, with the aid of a young man on the spot at the right moments, successfully keeps out of illegal entanglements. She becomes a star and marries the fellow, who, it develops, is a wealthy young son of a newspaper owner. A liberal sprinkling of murders throughout.

CAST—William Fawcett, Dorothy Burgess and others.**DIRECTOR**—Lewis B. Collins.**AUTHOR**—Lois Bull. Screen story by S. McOrew Willis.**COMMENT**—Strictly Camembert.**APPEAL**—None, except 66 minutes for holding hands.**EXPLOITATION**—Probably hopeless from any angle.**"BLIND JUSTICE"**

(OLYMPIA)

TIME—64 minutes.**RELEASE DATE** not given.**PRODUCER**—Julius Hagen.

PLOT—A rotter blackmails a nice young English farmer because the rotter knows that the farmer was forced to kill his brother during the war, because the brother tried to run away from duty. The old mother identifies the dead lad, so the true story would kill her. The rotter also gets the young farmer's sister as his fiancée, but her own true love comes back from Ceylon and she breaks with him. This brings matters to a head, with the farmer plotting to kill the rotter and make it look like an accident. When the corpse is examined, however, it is found that he's been killed by poison put in his lemonade by accident or otherwise by an old family servant.

CAST—Eva Moore, Frank Vosper, Lucy Beaumont, Geraldine Fitzgerald, John Stuart, John Mills and others. Fitzgerald, a very lovely and very charming lass, should be in better things than this. Stuart excellent. Others all adequate.

DIRECTOR—Bernard Vorhaus. A slow and formless job.

AUTHORS—Adapted by Vera Allinson from a play by Arnold Ridley, as dull and stodgy an example of screen writing as might be imagined.

COMMENT—Slow, uninteresting and cumbersome as melodrama. Ridiculous as anything else. Only real interest is watching the Fitzgerald lass, who is a honey. Photography terrible, looking as the film had been shot in the midst of a heavy fog.

APPEAL—Not on this side of the water.**EXPLOITATION**—Useless.

NEXT SEASON'S CIRCUIT

Managers, Led by Scribner, Mull Over Plan for a 30-Week Circuit

EBMA sponsoring idea, with Midwestern houses willing to co-operate—franchises to operators—propose using worth-while talent—an uplift movement for the field

NEW YORK, Nov. 30.—The possibility of a big burlesque circuit, embracing the East and Midwest, looms for next season, with the Eastern Burlesque Managers' Association mulling over the proposition on thoughts advanced by Sam A. Scribner, former Columbia Circuit head and now chairman of the EBMA. This fact was learned from an official of the organization, who revealed that the possibility of such a circuit seemed very likely. The members have spoken of it often and letters have come in from various Midwestern operators who expressed their willingness to co-operate on such a venture. Plan is to make this circuit advanced burlesque and to lift the field from its present precarious state brought on by attacks from authorities on the indecent performance angle.

It is felt that a circuit of this kind carries the possibility of rounding up in the neighborhood of 30 weeks. And it is very likely that Scribner would head the circuit, which would be expected to make an improvement in the quality of shows. He has always been an exponent of bringing worth-while talent into the field, and it is understood that the managers have had their hooks out on this score.

Present plans for this circuit call for issuing a franchise to each operator, protecting him in his town. However, nothing definite has been decided upon as to whether franchises will be issued to producers or whether the operators will combine for a general production staff and thus prostrate the cost of the shows.

At the recent conference attended by Tom Phillips, head of the Burlesque (See Next Season's on opposite page)

ANN VALENTINE
The Sophisticated — Personality

BARBARA BOW
PERSONALITY PLUS TALENT.

MURRAY LEWIS
Fast, Lew, Eccentric Comedian.

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

JUNE PAIGE
THE RED-HEADED BOMBSHELL.

BILLIE BERNARD
THE TOPS IN WARDROBE.

ESTELLE THOMAS
A NEW BLONDE THRILL
With a Singing Voice.

MOLLY GORMAN
Dancing—Striping—Talking Ingenium.

BETTY ROWLAND
Youth, Charm, Personality and Ability

"IZO"
(JUNE RHODES)
Back From the West With New Novelties.

HERB-LEPSIG & MORGAN-PAT
Singing Jax, Straight—Greatest Varieties.

PAUL NEFF
Singer, Dancer and Juvenile Straight.
Thanks to IZZY HIRSH and JACK BECK.

DOLLY DAWSON
Captivating Charm and Beauty.

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

New Indie Shows Open; Change in the Routing

PHILADELPHIA, Nov. 30.—Two new shows open on the Indie Circuit tomorrow. One opening at the Gayety, Baltimore, will include Sunya Slane, Haywood and Renee, Bobby Burns, Cynthia Michel, Don Trent, Ruth Donald, Sam Weston, Harry Myers, Lou Lewis and Ray Walman. Other show opens at the Trocadero here, and its cast includes Harry (Hello Jake) Fields, Al Hilliar, Nap Hyatt, Bert Grant, Ferber and Marvin, Carroll Sisters and Weinstein and Lolette.

Revised Indie show, opening on the one-nighters, includes Bates and Hunt, Tom Bundy, Lou Kessler, Mimi Lynn, Vilmar, Sally Martin, Mildred Adair, Edna Dee, Bob Rogers, Max Furman and Alma Malden.

The Indie shows no longer move from Newark to Brooklyn, and instead go to Brooklyn from Union City. Route now runs from Republic, N. Y., to Trocadero here, Pennsylvania one-nighters, Baltimore, Washington, Newark, Boston, Worcester, Union City and Minsky's Brooklyn.

State, Albany, Reopens

ALBANY, Nov. 30.—The State Theater here, renamed the Poodles, opened Wednesday. Cast includes Bert Carr, Lew Denny, Mill Bronson, Pinto and Della, Iona O'Donnell, Frankie (Red) Moore and Hilda Allison. Beverly Carr is producing the numbers.

Burlesque Reviews

Eltinge, New York

(Reviewed Tuesday Afternoon, Nov. 26)

A so-so show here this week. Grover Franke did the staging, sticking pretty close to conventional ideas. As for the comedy, it was listless and blue most of the time. Not much sparkle or attempt at originality.

The best spots in the hour and 45 minutes running time were the parade numbers, in which the girls wore attractive costumes, backed by flashy sets. Only a dozen girls in the line, with another six doing posing and parading. One of them, Carolyn Wells, stepped out for a strip solo and did nicely. She's a slender blonde with a neat figure. Girl line as a whole is not bad on looks. Dance routines were the simple kick and formation kind.

Wilma Horner stopped the show with her parade strip, while Lillian Harrison, buxom redhead, made the boys sit up with her wiggling tease. Miss Tangars, vivacious strip and hip swinger, made a solid impression, as did tall and pretty redhead Diane Logan, who had the closing spot. Juno, blond prima donna, did okay leading the ensemble numbers.

Comics consisted of Lou Costello, a favorite here; Bags Bagland, always a ca-

pable comic, and Peanuts Bohn. Straight were Al Golden, Joe Lyons and Harry Cornell. Latter jumped in when Mill Bronson and Lew Denny went on the sick list. Cornell did a good job at both straight and singing. As is usual nowadays in burlesque, the comedians were okay but their material imposable.

Only specialty in the show was a rather daring sister team dance. Franke could certainly have used a few more song or dance specialties to bolster up the dull spots and break up the boring pattern of girls, comedy blackout, strip. PAUL DENNIS.

Variety, Pittsburgh

(Reviewed Monday Evening, Nov. 25)

After a week's rest, following a combo policy that failed to click, George Jaffe reopened his Variety Theater last night with the old two-a-day stand, ushering in some new principals and great production ideas. Eddie (Nut) Kaplan, former favorite here, and Leon DeVoe are producing and they rate most of the credit for this week's show, for the scenes with their elaborate musical comedy trimmings and impressive lighting effects scored best with the customers. (See Burlesque Reviews opposite page)

Burly Briefs

DANNY JACOBS replaced Joe Devlin at the Star, Brooklyn, where Mildred Clark and Dottie Ahearn succeeded Bormaine and Dorothy Lawrence. . . . Markie Wood and Naomi Duak are new principals at the People's, New York. . . . Lillian Murray and Al Pharr replaced Margot Lopez and Harry (Hello Jake) Fields at the Gayety, New York, last week. . . . Marjorie France, prim, and Bob Alda, baritone, have linked talents to become a new singing team in the field. . . . Lorie LaMont and Betty King, booked by Nat Morton, open Friday at the Roxy, Cleveland. . . . Dorothy Lawrence went into the Eltinge, New York, Friday, replacing Wilma Horner, who joins a vaude unit. . . . Juno, prim, left the Eltinge and moved uptown to Minsky's Gotham. . . . Barbara Bow opened Saturday at the Garrick, St. Louis, for four weeks, booked by Phil Rosenberg.

CHARLES FRANKLIN, veteran burly exec, is now located in Philadelphia, doing press work for Icy Hirsh. . . . Frank Penny flew in from Buffalo when his mother died last week at the Mt. Sinai Hospital, New York. . . . His brother, Harry Reed, came in from Philadelphia. . . . Jess Mack and Billy Fields came into New York last weekend from Philly and mixed with the boys at the Terminal bar. . . . Jess also came in this Saturday to pick up the misus, Jean Lee, to bring her to the Bijou, Philadelphia. . . . Jerry Doan closed at Minsky's Gotham, New York, Saturday and will open at the Park, Boston, after a week's layoff. . . . Dot Weeks was another closer at the Gotham. . . . Harry Cornell and Ruth Coburn opened at the Eltinge, New York, Friday, booked by Tommy Levene, who also put Barbara Doane into the Variety, Pittsburgh.

JOE WEINSTEIN is understood to have bought himself a dairy farm on the Coast, putting his son, Eddie, in as manager of the place. . . . His youngest son, Chester, has been sent out there also. . . . Among the Nat Morton placements are Dawn DeLee and Bimbo (See BURLY BRIEFS on opposite page)

U-NOTES

By UNO

JANIS POOLE closed a 10 weeks' engagement for Jack Kane at the Empress, Cincinnati, last Friday (29) and departed the following day for California.

VIRGINIA GREENE, now Mrs. Jack Callahan, wife of a movie theater executive, threw a gala party at her home in Irvington Hall, New York, to celebrate the birth of Carol Ann, who made her debut on this earth via the stork October 24.

VIC FRANK, former manager of the Civic, Syracuse, when George Katz's burlesque stock prevailed, opened a new printing plant of his own in the same town November 23. Incidentally, represents Syracuse and Rochester's tabloid newspaper, The Eagle, shortly to also invade Buffalo.

MIMI, stripping principal, who shifted from Minsky stock to Indie shows, is working out a new scheme to prevent eyelashes and hairbraids from becoming detached and unruly during strenuous maneuvers on stage.

PAUL ANDERSON, electrician, and Sam Cohen, manager, together with the co-operative working attaches of the Hudson, Union City, N. J., have donated (See U-NOTES on opposite page)

CHARLES ROBINSON
Featured Comic with Buddy Abbott Unit

MARY "MARVA" BROWN
Talking, Striping, Singing Exceptional.

LORRIE LAMONT
Artistic Strip Specialties and Straight.

DOLORES WEEKS
DANCING—TALKING—STRIPS.

DUDLEY DOUGLAS
Straight With HERBIE FAYE, Indie Circuit.

MIKE ALICE SACHS and KENNEDY
Enjoying a Pleasant Season with Minsky Shows.

MARGIE WHITE
PERT, PERSONABLE AND PLEASING.

ERMA VOGEELEE
JUST 100% VERSATILE.

BETTY-MACK SISTERS—SHIRLEY
In Dance, Assorted, Including Acrobatic and Modernistic.

BEBE TOBIN
A BURLESQUE BEST
Show Stopping at the Eltinge, New York City.

BOB ALDA
Straight and Baritone With the Minskys.

SUGAR—KAYNE SISTERS —BEE
Singing and Dancing Specialties and Strips

KITTY (SEIFERT) CAMPBELL
THAT GORGEOUS RED-HEAD

BETTY KING
THE TITIAN TEASER
Direction NAT MORTAN

JOAN DEE LEE
The Blonde Temptation of Burlesque.
Direction NAT MORTAN.

JERRY BRANDOW & DAY SUNNY
Acrobatic Dancing, Tap, Tromp, Piano, Vocal, Juvenile Straight.

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

Tab Tattles

CHARLES (KID) KOSTER, well known in tabdom, closed in advance of Ray Perkins' National Amateur Hour unit when that show folded in Albany, N. Y., recently and has taken the road with The Great Walrus. Following a tour of Mexico, Linnie Stillwell's Hollywood Scandals opens an indefinite engagement at the Palace Theater, San Antonio, December 7. Boob Brassfield, formerly for many years with Jack Crawford in Gadsden, Ala., has opened a circle stock in the Alabama territory. In the cast at the Liberty Theater, Davenport, Ia., are Jack Wylie, Red Dullin, Tommy O'Neil, Charles Hill, Charles Newland, Betty Miller, Georgia Clarke, Grace Snyder and Lois Hamilton. There are eight girls in line. A letter of interest to tabloid performers, written by John Lawrence, veteran tab and rep manager, appears on the Forum page this issue. Bud Brownie, for many years manager and comic of various Fred Hurley tabs, is now located in Omaha, where he is directing for federal recreation projects. Joe and Mickie Sterling and the boys, Duke and Buddy, who have been out of the game for several years, are still located in Norfolk, Va. Joe jumped into Ocean City, Md., several months back to work a walkathon as comedian and relief emcee and the brief spell with the greasepaint has instilled in him the fever to hit the road again. Ralph Canton and Hazel Chamberlain motored into Youngstown, O., recently and visited the Princess Theater, where they bumped into their old friends—Frank and Lillian Haley, Whitey Frazier, Pauline Hunter and Helen Reed. Clyde Boyer, Princess manager, has repainted the house and business looks o.k. Ralph and Hazel report. Jimmie Hodges has invaded the Eastern Ohio territory with his Gay Paree Revue. Bobby Vail opened at the Princess, Youngstown, O., Thanksgiving Day.

HAL HOYT, who has been confined to his bed, seriously ill, ever since he sustained a broken leg in an accident in Batavia, N. Y., more than a year ago, has been removed from the Arcade Hotel, Springfield, O., to the City Hospital, that city. Hal's condition is still critical. Friends may drop him a cheery note care the above hospital. Hap Moore, tab and burly comic, who recently concluded a season's cruise on the T. J. Reynolds Majestic Showboat, has joined the burly at the Mutual Theater, Indianapolis. Ervil Hart, ingenue, is now on tour with the Ollie Hamilton tent show thru Georgia. Will and Avis Fern are with Hulton Powell's Broadway Profile, touring Illinois, Indiana and Kentucky. Joe Marlon, who launched a rotary tab in Nebraska several months back, has closed for re-organization. A line of girls will be added to his new layout. Bill (Rocking Chair) Martin, who for many years had his own attractions over the Sun Time, is now selling beer out of Springfield, O., for the firm headed by Homer Neer, former general manager of the Ous Sun Booking Exchange. And they tell us that Bill is doing a good job of it, which is more than this scribbler could do during the brief period that he was in the beer-peddling game two years ago. Headlining the Teppin' Tons of 1936, a tab now playing in Pennsylvania, are the Orloff Trio, adagio dancers; LeRoy and his Pala, dog act, and Healy, Miller and White, eccentric steppers.

JACK and Myrtle Murrel and Wayne Kirk have replaced Ed and Patsy Keller and Del Wortham at the Hippodrome, Louisville, Corinne Burns is in her fourth week at the house as added attraction. The Hipp line girls are Betty Louden, Ethel Shipley, Beale Gibbs, Pauline Saunders and Myrtle Murrel. Billy Lewis is still producing. The Family Theater, Rochester, N. Y., which played vaude and tabs until 1924 and films since, is taking another fling at flesh shows via a weekly midnight show. It it clicks the house will put back tabs. Jack Keating and Repee Mahar are current at the Club Wonder Bar, Zanesville, O. Ernie Croech, of the Sun office, set them there. Raymond Leroy closed his show at the Club Madrid, Pittsburg, Kan., but is still operating his No. 1 unit at the Cotton Club, Joplin, Mo., and doubling at theaters in that territory. With the troupe

are Arlie Rappes, Mary Lou Fidler, Marvel Holden, Jack Gifford, Leon and Helene and Raymond LeRoy. There also is a seven-piece ork and five girls in line. Keith Park has just finished a week's engagement at the Roxy, Salt Lake City, for his former manager, R. Rex Jewell, and has jumped to Seattle to join a Cushman unit.

U-NOTES

(Continued from opposite page) the theater to a worthy cause for a Saturday midnighter December 14. A benefit jamboree in behalf of the unemployed members of Local 59 of Theatrical Employees, of which Anderson is chairman of arrangements, when 15 vaude acts will reinforce the regular Indie sirk show for that week.

AL GOLDEN and Phil Silvers will renew their combination straight-comic team when Silvers, now on the Indie sirk, rejoins Golden at the Eltinge, New York, December 13.

JOSIE CARROLL, 300-pound torch singer, who moved from the Gayety, New York, to Garden of Girls, new Indie show, is leading, in short kid dress, a Frank Bryan-produced novelty number, with the chorus and Josie hoofing it heftily and diligently in a difficult skipping-rope ensemble.

MARJORIE HART has adopted a new pet, A monkey, an importation from Worcester, Christened Archibald. Pull of mischief. Latest crime, stealing Mike Sachs' new BM, OH, Genod.

HELEN NELSON, stripping principal, has been booked by Richards & Gelford into the Park Casino nightie, Newark, N. J., where she celebrated a birthday November 26. Another ex-burlesquer and an H. & O. placement in the Park Casino is Billie Russell, late wardrobe captain for the Minsky and other pros.

GEORGIA SOTHERN had no one to replace her recently when she took sick while at the Irving Place Theater, New York, despite a report to the contrary.

LARRY FRANCIS, former burlesque straight, writes to Ben Lyons in New York that he and Mrs. Francis (Bue Milford), also once burlesque renowned, are in pictures in Hollywood. Also that daughter, June Martin, just finished the lead in the film, Riddle Rascal. Also that Harry Bernard, ex-burlesque comic, is picturing, too, in Hollywood at the MGM studio.

JOHNNIE WEBER, former ace comic in burlesque, now stage doorman at the 42d Street Apollo, New York, extends thanks to the entire Apollo company, Happy Hyatt, Al Golden, Bags Bagland, Joe Quittner, Eddie Madden, Max Rudnick, Emmett Callahan, Mrs. Max Wilner and others who helped contribute toward an overcoat, suit and shoes presented to him on his 68th birthday November 21.

MARJORIE WHITE, with Garden of Girls, Indie sirk, is employing her smart acrobatics to good advantage in her strip specialties and numbers.

CEL VON DELL, invariably leaves a remainder of her presence in a dressing room at whatever theater she plays. It is a caption, reading "I Want You Only," cut from newspapers and pasted on the wall. All because of a serial story in which she is now absorbed.

ALICE KENNEDY and Mike Sachs opened December 2 at the Park, Boston, remain two weeks, and then to Miami, Fla., to rehearse for the Minsky show.

GINGER SHERRY left the Roxy, Cleveland, November 21 and opened the day following in St. Louis at the Garrick.

HARRY (HELLO JAKE) WIELDS claims that during his two lengthy engagements in New York, at the Gaiety and Minsky's Gotham, he did not repeat a single scene.

NEW CAST at Jack Kane's Empress Theater, Cincinnati, includes Pat McCarthy, Frankie Ralston, Bert Wrennick, Buddy Kane, Hal Rathburn, Joe Kitch, Kitty Swanson, Diana King and Kitty Axton. Line girls are Lettie Kirk, Betty Brown, Janice Poole, Babe Cox, Aileen Stanley, Pat Delaney, Frances Sills, Nancy Rathburn, Helen Dale, Ann

Reeves, Molly How, Edith and Pecky Cushman, Montrine Vincent, Mary Jo Armour, Bobby Bow, Helen Dury and Virginia Jones. Dave Pates and his orchestra hold forth in the pit.

NEXT SEASON'S

(Continued from opposite page) Artists' Association, and his attorney, Henry Silverman, and Scribner and his attorney, Jacob I. Goodstein, Phillips mentioned the fact that a circuit is one of the means of saving burlesque. For it means better shows, better pay for the performer, shorter hours and the like. The thought carried further weight with Scribner, who is understood to be extremely active in bringing about the formation of this new circuit.

One of the officials of the ESMA, when queried, said that such a plan is possible provided the managers and the actors quit haggling over little things, meaning petty complaints, and concentrate on more important things. He stressed that once the important matters are under control the lesser items take care of themselves.

BURLESQUE REVIEWS

(Continued from opposite page) It is really out of the ordinary in a burly house and the hard-working chorus of 18 girls in a variety of colorful costumes add to the big-time flavor of the production numbers.

The comedians, too, were better than usual, even tho they labor with familiar stuff. Some of it is funny, however, and Kaplin, Billy Arlington and Bert Marks know how to sell it. DeVoe and A. Hunter are the straights and furnish able support. DeVoe is also a great warbler, show-stopping with his That's Why Dorkies Are Born. Another singer is Ted Blair, who is spotted in several scenes and registers o.k.

The strippers are given a mike build-up while "warming up," a new idea here that is going over. Some of them are overstepping the censor line, but, judging from the responses, the customers didn't mind. Honey Bee Keller and Sally O'Day, well known among local burly fans, and Mabel Frances and Barbara Doane do the stripping. Keller is a teaser and goes over big, O'Day is spicly, Barbara graceful and Frances exotic. They all possess speed and ability. The girls are also spotted in bits with the comics.

Jack and Polly Golding, a pleasing and fast soft-shoe dance team, appear in several turns. Their prisoners number, during which they work in chained feet, goes over big.

House was just fair at this viewing but should build if a reduction in prices means anything. Current scale has a 75-cent top for nights and 50-cent matinees. Novel fun features follow the show several nights in the week, with Kaplin at the head of the merry-making parade. SAM HONIGSMAN.

BURLY BRIEFS

(Continued from opposite page) Davis and Estelle Montillo, Minsky's Gotham, New York; Sally Martin, Indie Circuit; Margie France and Bob Alda, Eltinge, New York, and Jerry Dean, Park, Boston. Dave Cohn placed Virginia Jones and Margie Carroll (Evelyn Myers' sisters) into the Irving Place, New York, and Ruth Donald with the Indie Circuit. Paul West is again producing the scenes at the Gayety, Minneapolis. Cast members include Mary Murray, Boots Burns, Jean Caton, Bob Ferguson, Four Tones and Keljo Sisters.



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THRU SUGAR'S DOMINO

THE night club industry is on a firmer footing financially than it has been in many years. Work is relatively plentiful. Salaries as a general proposition are low but far enough above the subsistence level to remove activity in this field from the suspicion of being false, such as applies to the indie vaude market. Yet with all of this—considering, too, the healthy influx of big "names" in clubs—the industry lacks a certain something that keeps it from commanding the place in amusements that it richly deserves. When vaudeville was enjoying its best years the activity was solidified, stabilized and controlled by the existence of powerful booking offices. The night club field is dotted with booking offices of varying importance. If we chose to mention names we could point out here, by example, at least six offices in the East and Midwest that are doing a prosperous business. But these organizations are doing well despite the handicaps that are being faced by any smart operator in the booking end of the night club business.

What is seriously lacking in the night club wing is a booking office that is in a position to keep acts working a full season. The offices dominating the field at present manage to keep certain acts working from early fall to the end of spring and even in summer spots, but in most cases this achievement is marked by forced feeding. Night club managers are cleverly sold on the idea of running shows for 6, 8 and 10-week periods. The old argument about popularity being built up locally still does yoman duty. It is a poor argument; one that is hurting acts, the clubs in which they work and, eventually, will hurt irreparably the bookers who foster this sort of thing.

Unless a night spot is operated under a policy of emphasis on drinks and food (a real operator wouldn't permit such a condition to exist) it cannot expect to attract steady patronage by running the same show night after night and week after week. Since night spots have replaced stage shows in many amusement centers it stands to reason that the basic appeal of successful theater policies must be heeded in order for similar success to be achieved in the spots using floor shows. Weekly changes of shows is a most desirable policy from every angle. At least, twice-monthly changes. But most night spots fail to supply this basic element of variety in their show policies for two important reasons: firstly, because bookers are unable, under present conditions, to supply enough attractions and, secondly, because the average night club manager is being hypnotized into faulty thinking by the bookers who are at least united in this effort by their common problem.

The obvious solution to the booking difficulties confronting the night club field is a Coast-to-Coast circuit or even several circuits—these organizations to represent the consolidation of effort by leading bookers throughout the country; each on his own but working hand in hand with bookers in other cities. The old United Booking Office was a combination for common welfare of leading theater chains whose owners saw the advantage to be gained by the establishment of a central booking office. It achieved lower salaries that performers were glad to accept because they were insured steady work and a standardization of talent due to the expertise acquired by mass booking.

The isolated character of night clubs—a field where chain management is confined almost exclusively to local situations—makes combinations of night club operators for booking purposes an impossibility at this time. But there is nothing save lack of enterprise and daring to prevent reliable night club bookers from amalgamating their booking interests and retaining their identity at the same time.

A Coast-to-Coast circuit of night clubs can be made into a blessing for the business. Clubs that pay off in the dark; clubs that don't pay off at all; clubs that impose intolerable conditions of employment on performers; clubs that fail to provide proper dressing-room facilities—these clubs would have no place in the circuit setup. Not because the men who organize such a circuit will be higher minded and more altruistic than the present crop. Not by a long shot. We don't expect them to be and they won't—even to spite us. But if they are successful in their efforts to build a circuit it will indicate at least that they are good business men. And a man whose business sense is acute will not permit his earnings and good will to be impaired by suffering conditions to exist in one of his links that would in any way interfere with the flow of desirable talent to his books.

A nation-wide circuit (better still, a couple of circuits in competition) will make it easily possible for clubs all over the country, now forced to unwillingly hold over shows because of the uncertainty of obtaining an equally good or better one to replace, to change shows often and to obtain these shows at less money. There will also be involved the element of greater certainty of the quality of shows because of reports of the reaction of managers that have already played them and also because the reputation of a powerful booking office is at stake.

It was only in the days when the old UBO was on its last legs that its bookers began to be careless of the shows they booked. Before vaudeville received its solar plexus punch from managers won over to the easy money of film a UBO show meant something; just as today a CBS or NBC air show means something because of the good-will angles involved. We have no doubt that CBS and NBC would like to stint or cheat once in a while, but the terrific competition and the importance of their names forces them to adhere to a certain standard at all times regardless of temptations. Small stations and chains can understandably and condonably stoop to certain practices that would be suicidal if attempted by the Big Ones. So will it be with a powerful night club booking combine. Good business practice will automatically wipe out many of the abuses that now exist. Gypping night club owners will be eliminated because of the risk involved in doing business with such folk.

Unless an act has been working in clubs for many seasons—and there are few of these today—it has to accept the word of a booker or agent for what it is going to contend with on a date. When the act finally arrives at a date it has never played before it has little recourse if conditions are contrary to promise or contract. Law courts are not well set up to serve the traveling artist. There exists no arbitration organization in the show business that is strong enough to handle all cases and impose its judgment on the parties found wanting in the wherewithal to balance the scales. It is at best a proposition of hit and miss under present conditions. It seems a shame for all of this potential activity and playing time to go to seed. The bookers currently engaged in the field are unable, on their own, to take advantage of it. It is too big a proposition for one office to handle. But one office or individual can start the ball rolling by calling the men together who might form the nucleus of a huge booking combine. We have already ventured a guess at the result.

The Broadway Beat

By GEORGE SPELVIN

WRITING letters to the editor used to be considered the exclusive pastime of choleric English colonels, but it's now spread in wildfire fashion to show biz, with the boys on the music end being particularly industrious. It used to crop up once in a while, chiefly as a press agent gag, but during the last few months it's grown to almost unbelievable proportions. It seems that almost every old leader in New York has had one or more letters over his name appearing in the *Vor Fog* columns, some even going to the extent of following up each other's squawks, or indulging vague lamentations on the passing or the stability of the waltz. At first one evening sheet began to run the missives, and then it spread until even the staid *Times* fell for it. The writers include everyone from radio performers to music publishers.

Probably the most amusing item in the letter-writing spree was a note from a certain old leader who is known around town as a gent who can hardly write his own name, and who would probably have trouble in passing a literacy test for 10-year-olds. Yet his press agent started the letter off with such a 'h'g-falutin' word that it raised howl; all over the street. Another letter actually goes so far as to praise the radio sponsors for their shows, and heaps no end of gratitude upon them, even claiming that the ad spots are often the most interesting parts of ace programs. But the epistle is from a song plugger—and how should *The Times* know that?

A cheerful piece of mail was distributed last week by Ed Lewis, publicizing the Macfadden Publications' radio program, *True Story-Court of Human Relations*. . . . He sent out black-bordered cards headed, "Ed Lewis Is Dead"—and in smaller type there followed, "would be the general opinion," etc., if he didn't say thanks around Thanksgiving Day. . . . *Satellite*, legit show, rang up the season's low last week. . . . It closed after one consecutive performance. . . . And the season's high for cockeyed titles goes to *How Beautiful With Shoes*, which opened Thursday (28) at the Booth. . . . Get the boys to spill some of the cracks going the rounds on that one. . . . The father of the pretty little Hoyt lass who cashiers at the Palace was superintendent of the old soldiers' home out in Noroton. . . . Speaking of *Satellite*, as we were a few sentences back, it drew what was probably the shortest review ever to appear in *The Times*, Brooks Atkinson giving it about five lines. . . . Harry Hershfield made a nice gesture to two embattled crafts when he specified that profits from the testimonial dinner which the Cheese Club is giving him be divided between actor charities and the Newspaper Guild. . . . Description of a radio-society party given for press purposes; a brawl attended by radio phonies expecting to meet society biggies and society phonies expecting to meet radio biggies. . . . Skolaky recently ran a Herman Shumlin crack that rates reprinting; Shumlin, looking for a new play, remarked that he could present the screen version of *The Children's Hour*. . . . A certain brewery going on the air had the station gather names for free beer samples. . . . The program was postponed a week and finally set—but no beer showed up. . . . It developed that the beer man wanted to wait until after the second program, to see if he stayed on the air, before handing out any of his canned suds—which is the height of safety—or something worse. . . . In the good old days BOW (Before Ghost Writers) a guy wrote a book and the publisher advertised it. . . . Now, as in the case of an alleged big-shot radio man, the ghost writes into the book an ad for the medium in which it would otherwise be advertised, and the book gets free space. . . .

Chicago Chat

By NAT GREEN

RAMELIN' round after sunset, 'til sunrise; Nothin' like making the rounds after a week of working on a Christmas Special, then plunging right into a week of convention! . . . If we're still conscious we'll ask the boys for a week at Hot Springs to recuperate. . . . Let's see what's been happening round the Loop! . . . Starting with Friday for convenience: Albert Boucher's arty revue opened at the Continental and at the bidding of Emmie Nelson (Janick) dropped in to give it the o. o. . . . Midred and Maurice featured in "Dance of Death," a weird interpretation to accompany the value *Twice*, beautifully done; Rosita Ortega, charming castanet dancer; Sig Napoli, Italian tenor; Three Bernard Brothers and Two Duvall Sisters in a goofy but pleasing dance number; the "new art" dancers in ultra modern routines, and Judith Ford in *Jazzocracy*—all vurry, vurry arty, but entertaining. . . . Room has been beautifully done over.

Saturday: A few lessons in magic from Gwynne at the Terrace Room and Dorny in the Walnut Room, then down to the Old Town Room at the Sherman, where a lot of showfolks have formed the habit of dropping in to see the Saturday night amateur show. . . . Sunday: Catching the early evening Palace show to see Jack Hylton's *Changing of the Guards* novelty number, then a quick jump to the Civic Theater to catch Hylton's broadcast show, which is well worth while. . . . Monday: Over to NBC for the debut of Ous Van on the Sinclair Minstrels. . . . Gus did a grand job of it. . . . Hubbed elbows with Mayor Kelly and Barney Ross and felt terribly important! . . . Then off to the Midnight Flyers at the Blackhawk, where all the stars go for a bit of fun and amusement. . . . Joe Sanders knows how to put on a swell show. . . . Tuesday: To the beautiful Empire Room, reviewed elsewhere. . . . Wonder how they'll get a show to follow Veloz and Yolanda! . . . Wednesday: Workin' like mad to make up for Thursday—Turkey day. . . . Friday: More of the same, and Saturday: The Patty Conklin Party at Showmen's League—the hilarity "high" of the season, of which more elsewhere!

Vern Buck, State-Lake maestro, tripped over a mike cable and is laid up at home from the injury. . . . Beverly Younger played the last week of her role in *Her Master's Voice* with her left arm in splints as the result of a fall while walkin' the dog. . . . Bev Kelley will be in town this week ahead of *The Old Maid*. . . . Charlie Riley postcards from Louisville that he's publicity director of the National Theater there and is becoming a Southern gentleman. . . . Greetings, Kunnell! . . . Strong rumors again prevalent that Nazimova in *Isen's Ghosts* will tenant the Blackstone soon after the holidays. . . . A postcard from Billy Powers postmarked "Halle Atha Citata" says: "We open here in Dublin November 18 for a return engagement at the new million-dollar Royal Theater, then Blackpool. E.g., then seven weeks at Glasgow Circus (Bostock's)." . . . Billy is manager of the Gold Dust Twins. . . . Harry A. Illinois, veteran ride man, in town for the big doings and looking the picture of health.

Harry probably will have an active part in the Dallas Centennial Expo. . . . Klara Knecht back in Chi for the winter after a season of radio exploitation for Cole Bros.-Clyde Beatty Circus. . . . Personal Appearance, with Orce George, coming to Chi December 21. . . . Fern Jordan, sec to Eddie Eligh, received first 1935 Christmas card. . . . It was from Hills and Flint, American ballroom team playing the Little Club, Shanghai, China.

Conducted by DON KING—Communications to 25 Opera Place, Cincinnati, O.

12 and 6 Still on Springfield Floor

SPRINGFIELD, Mo., Nov. 30.—The Jack Steinel walk-a-show, under the management of Paul Roscoe, which started in the Shrine Mosque on October 26 with 63 couples and 6 solos, was down to 12 teams and 6 lone walkers after 624 hours. Contest is featuring sprints afternoon and night, treadmills in the evening and a new feature, two Zombi treadmills later in the night and again in the early hours of the morning. Bernie Marr is topping the emcee staff, with valuable and able assistance by Hal Brown and Chick Franklin, all three of whom are selling endurance and heat to the radio over the local station three times daily. Forrest Bailey has the fans "at his throat" with his floor judging.

Many skits and bits are interspersed with the endurance and a large staff of snoopers, headed by Ray (Pistol Pete) Wilson, and including Red Olecki, Joe Solar, Charlie Loeb and Jimmie Kelly, give the fans plenty of laughs. Freddie Nevola and Mary Di Rosa have the fans gaga over their dancing, and Anita O'Day and Andy Lynch hold top spots for their singing.

Much of the success of the plays and skits is due to the excellent property work of Lane Jasper. Tiny Schilling moved in at 200 hours to take charge of the dope sheets and publicity and reports unusual response to his little scandal paper. Sponsors are coming in and the Mosque is hung with banners and all indications point to another good Steinel show. Contestants still on the floor after 624 hours are: Jerry Garafalo and Jean Everole, Jimmie Kelly and Mae Chareau, Freddie Nevola and Mary Di Rosa, Walt Gross and Vera Ogden, Red Olecki and Mabel Cooper, Joe and Dot Solar, Charlie Loeb and Bonnie De Ponte, Chet Naylor and Dimples Hower, Dick Le Nac and Anita O'Day, Buddy Ryan and Ann Bowser, Mac McNabb and Flora Glass, and solos Andy Lynch, Jimmie Farrell, Don Naylor, Clarence Schaeffer, Dale Thorpe and Gene Heck.

Boyd-Chissell Win Wenatchee Walkie

WENATCHEE, Wash., Nov. 30.—The George C. Cobb show closed here after 1,492 hours with Kid Chissell and Billie Boyd winning first money; Clavin Dorr and Eleanor Gault, second, and Al Gallipou and Millie Rose, third. Frank McDonald, solo, was left on the floor at the finish.

The final derby went three hours and 20 minutes. Lewis Brock finished the show as emcee, due to the nervous breakdown suffered by Kenny Price, assisted by Johnny Russo.

Following the victory ball and the presentation of prize ceremonies, George Cobb announced that due to popular demand he was starting a super at the same spot, Triangle Gardens, the next day.

Three Couples Going In South River Walk

SOUTH RIVER, N. J., Nov. 30.—The B. A. Ramagosa contest here is past 1,500 hour mark with three couples on the floor. They are Whitey Maddox and Winnie Baker, Harold Perrine and Bea Reilly, Bill Porte and Julia Santez.

Eddie Leonard, assisted by Charles Curran, is on the platform entertaining the folks. Mickey Rosenberg provides the heat and has eliminated six contestants in the past week. Gardner Moore is day floor judge. Head trainer is Joe Guilla, assisted by Frank Zac and "Mac" MacDonald. Nurses are Margaret Smith and Flo Peterson. Slim Marshall provides the music.

Crowds are fair with capacity week-ends. H. K. Clark is doing the interesting dope sheets.

JOHNNIE AND FRANCES DILLON and Kenny Videto, formerly with the Ocean City and other Eastern shows, are all working on a Washington, D. C., newspaper and would appreciate letters from friends.

WANTED

Two Masters of Ceremonies, one Straight and Entertaining, the other for Heat.

Box D-993, THE BILLBOARD
CINCINNATI, O.

TIDBITS

By RICHARD S. KAPLAN
NEAA General Counsel

For the information of operators who have discovered a new amusement idea and wish to copyright that idea, let me point out the fact that a general idea CANNOT be copyrighted. Ideas are, after all, abstract things and cannot be protected by copyright. If presented in play form, the concrete play may be copyrighted, but not the idea. This information is given so that operators may not waste time and money in attempting to do what cannot be done.

Indiana passed an anti-endurance law which went into effect July 1, 1935, because it wanted to protect the health of the participants. Basketball tournaments wherein three games were played each day were condemned as deleterious to the health of school boys. Now comes the report of the Indiana Medical Association, in convention in Gary, holding that there is no health hazard in three games a day if the contestants are fit.

The I. M. A. further says: "Insofar as we know, life insurance companies have not felt that competitive athletics are hazardous enough to warrant an increase in rates or to influence rejection of an applicant."

The same holds true in the case of those participating in walkathons and similar endurance shows. So why all the discriminatory efforts against such shows? You try to answer that one.

During the month of October the C. Y. O. boxing tournament took place in Chicago. Young men, immature, between the ages of 17 and 19, participated. The doctors examined them, pronounced them fit and then sent them into the ring to be smashed and broken by the fists of their opponents.

Knockouts, broken noses, smashed ear drums, bruised hands and smashed teeth came out of their efforts, and the reward—a medal.

And yet, while this form of athletic entertainment is permitted thruout the country, Derbyshows, Walkathons and similar contests are barred. Oh, logic, where art thou flown?

Have the operators of endurance contests given the suggestion, made in the first of this series of articles, any further consideration? I refer to the radical change in the form of the endurance contest. Think it over and get ready to reap the harvest of a fine show permitted everywhere with profit to you.

To girls and boys under legal age let me make this suggestion: If you contemplate joining a show be sure to first obtain the consent (in writing) of your parents. Failing to carry such a consent on your person may find you disqualified before you even enter a show—and the hike back to your home under such conditions is not a pleasant one.

Emsees are cordially invited to comment on this column and forward such suggestions as they may have to me. Ditto with floor judges, nurses, etc. And, in passing, nurses, judges and emsees are requested to send their photos to me with a short biographical sketch attached thereto together with their permanent address. We'll be using such material soon for your benefit.

Proof of how widely *The Billboard* is read came to me the other day when I found a current copy of it in the home of a minister.

Contestant Notes

GINGER BROWN and IRMA SAUER, Quincy, Ill., would like to hear from Jackie Parr and Jimmie Warren, care *The Billboard*. Girls will watch the Letter List.

JACK ALEXANDER, St. Louis, wants one from Margie Myers, Joe Rock, Jack Lewis, Margie Van Baam and Bill McDonalds, also Charles M. Hayden.

BILLY CAVANAUGH writes from Baltimore that he is confined in the University

Hospital, Ward 4-B, with an injury to the base of his spinal column. Bill was with Zeke Youngblood and George L. Ruty and stayed with the latter from 1931 till March of this year. He would like to hear from old friends among the workers and walkers.

MARY McPHEIBSON and Eddie, Louisville, Ky., would like to hear from Dick Jones and Bobby Bauer, care *The Billboard* Letter List.

MRS. JOHNNIE CROWDER writes from St. Louis that she is worried about her sister, Mary Walker, and would like to read of her whereabouts or get a letter thru the Letter List.

MR. JAMES DAY and Mr. Behr, of Secaucus, N. J., earned a vote of thanks from all Endurance people for their many kindnesses extended to the kids who went to Secaucus to contest in the proposed show there recently. They opened their homes to the kids and treated everyone in a splendid manner.

Staff Briefs

CHARLIE KAY has been working the past 10 weeks as emcee at the Pine Grove Inn, Middletown, N. Y., and would like to see notes from Duke Hall, Jackie Fields, Jerry Davis and Gypsy Shannon.

BILLY BALDWIN drops a line from Grand Island, Neb., to let us know he is still with the Harry Collins Orchestra. He has started a new band stung by teaching three of the boys some walkathon comedy bits, which they put on between dance numbers. Billy reports the stuff is going over great and the band is booked solid for the next two months.

FRANK GRANDALL and Danny Billeho, formerly with the Worcester, Mass., show, are greeting old friends at Hollow Inn, Avon, Mass. The boys would like to hear from Bobo Lewis, Stan West, Joe Lowery and Jerry Bresnahan.

JACK KIRBY, trainer and heat man, Secaucus, N. J., wants word from Pop Dunlap, Charles Hayden and George L. Ruty.

SAM SLUNKY, Camden, S. C., wants one from Charlie Kay.

R. P. NOBLE tells us he is in Des Moines, on the stage, for the winter season, but hopes to get back in walkathons within a few months. He wants 'em from some on the bunch in the Beltzer Birmingham show, including Tex Swan, Chick Brown and John M. Brewton.

CHUCK PAYNE writes that he was out to Glen Lake Sanatorium, Minneapolis, recently to see Jack Farrell, former walkathon plant. He says that Jack has been confined there indefinitely and is very lonesome and would really appreciate getting a few letters from friends.

Chuck is in his eighth week at the Rex Arms Club, St. Paul, being booked thru February, with the 630 Club, Minneapolis, to follow.

FRANK ZAK has been working the past eight weeks as night trainer for the B. M. Ramagosa show at Wagon Wheel Inn, South River, N. J., and would like to hear from Charlie Kay, care *The Billboard*, New York.

STEVE STEVENS writes from Boise, Ida., that he recently left the emcee stand of the Yakima, Wash., show and has just closed the Johnson-Block show at Boise, working the midnight shift. He would like to hear from Ted Mullen, Harry Cowi and John Winston, of the Memphis show last year.

AL LYMAN writes from San Diego, Calif., that he still has Jimmie Joy's baggage and is worried as to his whereabouts and would like to establish contact with him thru the Letter List of these columns.

CLUB CHATTER

(Continued from page 12)

raises prize-winning English setters as a hobby, opens at the Hotel Jefferson, St. Louis, this week for High & Balkin.

DETROIT BRIEFS: Consuelo Flower-ton is being held over for a fourth week at the Manhattan Club before going to a New London supper club. . . . Isabel Kaye is emcee at the Palm Beach Cafe, leading northwestern night spot. . . . Carroll and Gorman, singers of sophisticated songs, are headlining at the Club Powatan. . . . Eddie Malwea, formerly of the Cow Shed, unique downtown spot, opened this week at the new Subway, in the former Edelweiss Cafe location on Broadway, with the Miramar Hotel Band, direct from Hollywood. . . . Earl Walton is continuing a record-breaking run at the Plantation, prominent Detroit black and tan. . . . Paul Hensberger, Emmett McCoo and Victor Hoffmeyer are giving the Two Hit Bar in Detroit an unusual bill with three featured violinists.

JAY MASON'S Blonde Rhythmettes, club revue, opens Saturday at the Delaware Club in Muncie, Ind., after completing a lengthy tour of the South and Southwest. . . . Mary Jane Parker, Southern beauty contest winner, is a recent addition to the revue which otherwise remains the same. . . . Red Ace, fast-stepping Detroit tap dancer, is currently displaying his talents at the Club Joy in Lexington, Ky. . . . Irene Deane replaces Lucille Hines as dance partner to Joseph Grove in Vancouver, B. C. . . . New team, to be known as Joe and Benes, will continue at the Grove for five more weeks. . . . Neal Lang and Frances Roberts open November 30 at the Gaiety Theatre in Louisville following their engagement at the 83 Club in Kansas City.

SHOW OPENING AT TORRINGTON, CONN.

in STATE THEATRE

300,000 PEOPLE TO DRAW FROM

Contestants who can entertain and take a show that will be different, come on. No trunks lifted till 500 hours. No collect telegrams or phone calls. Contestants who have been connected with Freddie Hall, come on. CONTACT AT ONCE AT STATE THEATRE, NORTH MAIN STREET, TORRINGTON, CONN., CLOSE TO WATERBURY.

Good floor money and sponsors under management of Frank Cooke.

THE FORUM



This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters.

I must take issue with Albert Richardson's statements in his Forum letter of November 16. By his own admission he is a film salesman...

Won't Sit Thru Bad Picture To See Good Show

San Francisco. relief. The agent will use as many as 300 of these laborers in order to get the percentage of actors, musicians and stagehands...

However, there is hope for the motion picture producers as daily getting more perplexed as to what they are going to do next.

The showmen who used to run theaters are out and now we have young fellows who are so concerned with seeing that the tuxedo is on straight and arranging for proper stations for the sweet young ubers, male and female...

I have been a showman for years and have read your paper for years. This is my first letter to you in 20 years.

GEORGE CARWELL.

Worthington, Ind. The federal representative in charge of the Indiana district for the promotion of stock companies has called on me regarding Indianapolis.

Federal Agent Seeking Actors To Work Stock

The law calls for any person connected with the theater, scrub women, janitors, ushers, etc. It also states that every 10th employee need not be on

relief. The agent will use as many as 300 of these laborers in order to get the percentage of actors, musicians and stagehands.

It sounds rather strange, but the agent assured me they would use as many as 300 laborers connected with theater in order to get the acting cast—1 in 10 ratio allowed by the government.

JOHN LAWRENCE.

In a group of persons interested in the theatrical industry, recently discussing who was responsible for the federal government's interest and activities in the industry, various persons and organizations were cited and dubbed thunder chisellers.

Pioneer Cites Origin of Fed Actor Interest

with various Representatives and Presidents, endeavoring to get the actor classified in law as to whether his activities were a trade or a commodity, and letters from Washington executives are still in my possession.

ROBERT NOME.

In reply to The Forum letter of John V. Scholesfeld Jr. on November 16 regarding Arthur Sidman's pastoral play York State Folks, the original Simon Peter was James Lackaye and the original Myron Cooper was Mr. Sidman.

Pastoral Play Not Success in Western States

New York and Ray L. Boyce succeeded him in the part. Harry and Kate Jackson and Harry Crosby were in the original company, with Mrs. Sidman playing Jennie.

In 1905 a second company was put out by a man named Cunningham to play west of Chicago. Adelbert Knott played Myron and Luke Loring played Simon Peter.

The company closed in Duluth, Minn.,

the first week in December. The play was not a success in the Western States, but the Eastern company played it several seasons. I was a member of the No. 2 company that went to California, playing Tucker.

JOE THAYER.

One day in December in the season of 1909 I was in Daytona, Fla., with Sun Bros. Circus. The J. A. Coburn Greater Minstrels were there at the opera house on the same day.

When Coburn And Sun Bros. Day and Dated

concert, led by J. A. Coburn himself, cornet soloist. One of the numbers played was a ballad, quite popular at the time, Any Old Perf in a Storm.

C. E. DUBLE.

Altho the subject has been touched upon occasionally in the columns of The Billboard, can you imagine a bigger drawing card for the larger circuses than a band with a stage and radio reputation back of it?

Name Bands Suggested as Circus Draw

one has heard over the radio will bring back the country trade that shows have largely lost during recent years due to pictures and radio.

CLAUDE ELDER, State Chairman, CFA.

I have had many inquiries regarding that wonderful old-time show, Whitmore & Clark's Minstrels, probably the best remembered show to tour New England and the Central States.

Replies About Whitmore-Clark Minstrel Tour

from the company at close of the first season and joined F. E. Gilmore's Band in Boston. Clark was born in 1833 and died in Felchville, Vt., on June 6, 1905.

The program which I have recently acquired after persistent research of several years is dated Montpelier, Vt., February 3, 1883, showhouse being Capital Hall, and includes: First part, George M. Clark, Edward Favor, interlocutors; Hank White, Archie DeLmann, Frank Hennessey, tambor; Johnny Adams, Den DeLmann, James Hennessey, bones; Professor Lindsey, leader of orchestra; songs, Down in the Canebrake, A DeLmanning; Some Day I'll Wander Back Again, George Lambson; Baby's Got a Tooth, J. Adams; The Old-Fashioned

41st YEAR The Billboard Founded by W. H. DONALDSON The Largest Circulation of Any Amusement Weekly in the World

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Couple, O. Clark; Ching Chang, J. Hennessey; Leaving the Old Fala, E. Favor; What Shall We Name the Baby?, H. White; grand finale by company.

In the olio were The Deilmannings, black-face sketch, Josephine, written by these boys, in which they introduced singing and brilliant clog dancing; D. F. Mulligan, "Double-Voiced Vocalist"; Hennessey Brothers, "Knock-A-About-Kick-a-Poo" specialty; Harry E. Whittier, vander euphonium soloist; the Favors, Ed and Alf, "The Irish Emperors"; Acme Four, Hennessey and Deilmanning Brothers, and George Lambson, baritone and banjoist; Johnny Adams, eccentric comedian, closing with Muldoon's Tribulations, written by Favor Brothers and introducing principals of the company.

Saranac Lake By BETTY HUNTINGTON

The Minnie-Lyeth Post No. 3357, Veterans of Foreign Wars, of Saranac Lake, will sponsor a dance at the Town Hall December 10. The proceeds from this affair will be donated to the new-founded Will Rogers Memorial Fund.

Turns to the Night was the title of the show given here by the Relief Bureau last week. It included a good cast which gave a fine performance to a large and enthusiastic audience from in and around Saranac Lake.

SUBSCRIPTION, PAYABLE IN ADVANCE Table with columns: Price, No. Copies, At 15c, \$2.50, \$5.00, \$10.00, \$20.00, \$50.00, \$100.00. Includes notes on advertising rates and foreign postage.

ACTS, UNITS AND ATTRACTIONS

(Dates are for current week when no dates are given.)

- Abrams, Clara (German Village) Columbus, O.
Act, Red: (Club Joy) Lexington, Ky.
Aoki, Olga: (Maxim's) New York, N. Y.

ROUTE DEPARTMENT

Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those compiling the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS

a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; nc—night club; p—amusement park; r—road house; re—restaurant; t—theater.

- Berna, Bob (Earle) Philadelphia 3-5, t.
Burke, M. (Edna) New York, N. Y.
Burr, Donald: (Kil Kat) New York, N. Y.

- Plano, Joe: (Jim Healy's Rendezvous) New York, N. Y.
Pry, Bob & Virginia (Man About Town) New York, N. Y.
G
Gabby Bros. (Rex) Seattle 8-14, t.

Night Club, Vaude and Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

White, Jack (Jim Healy's Rendezvous) New York, N. Y.
 White, Olive (Hollyhock Garden) Warren, O., Pa.
 Whiting, Jack (Pal.) London 1-21, 1.
 Wilson, Thore (Fox) Detroit, 1.
 Williams, Dorothy (Jack Dempsey's) New York, Pa.
 Williams, Jerry (Man About Town) New York, Pa.
 Williams, Janis (Ben Marden's Riviera) Englewood, N. J., Pa.
 Williams, Tommy & Chick (Royal Hawaiian Club) San Francisco, Pa.
 Winston & Diane (Arabian Royal Club) Columbus, O., Pa.
 Witt, Bob (Liberty) Oklahoma City, Okla., 1-10, 1.
 Woodpecker, Two (Mal.) La Salle, Ill., 4-5, 1.
 Wood & Bray (Northwood Inn) Detroit, Pa.
 Woodward, Earl, Jack & Betty (Piana Cafe) Pittsburgh, Pa.
 Worth, Billie (Hi Kat) New York, Pa.
 Worth, Esters (College Inn) Philadelphia, Pa.
 Worth, Hubbin (Club Alabama) Chicago, Pa.
 Wright, Oshina (Mons Paris) New York, Pa.
 Wright, Charles (Wynia) New York, Pa.

Y
 York & Lewis (Jimmy Kelly's) New York, Pa.
 York, Ben, & California Variety Eight (Hollywood) New York, Pa.
 Yveta, Mha. (Club Trowville) San Francisco, Pa.

Z
 Zolys, Don (Tower) Kansas City, 1.

BANDS AND ORCHESTRAS
 (Routes are for current week when no dates are given.)

A
 Adams, Johnny (Greyhound Lines) Dayton, O., Pa.
 Adcock, Jack (Yorktown Tav.) Elkins Park, Pa., Pa.
 Aherl, Al (Silver Cave) Chicago, Pa.
 Alvin, Danny (Gold Coast Embassy Club) Chicago, Pa.
 Amos, Albert (Club de Lux) Chicago, Pa.
 Arnold, Johnny (Woodrow Wilson) New Brunswick, N. J., Pa.
 Armstrong, Louis (Connie's Inn) New York, Pa.
 Ast, Al (Greyhound) New York, Pa.

B
 Bailey, Hal (Falls City Casino) Indianapolis, Pa.
 Barron, Duke (O'Henry) Greensboro, N. C., Pa.
 Barron, Bob (Paradise Showboat) Troy, N. Y., Pa.
 Barst, Jess (Ambassador) New York, Pa.
 Baskin, Alex (St. Morris) New York, Pa.
 Belano, Leon (Club Parva) Chicago, Pa.
 Bennett-Cole (The Stables) Detroit, Pa.
 Berger, Jack (Astor) New York, Pa.
 Berlin, Ed (Hollywood Park) Detroit, Pa.
 Berk, Bob (Pete Magritte) Florida, Ill., Pa.
 Black, Stan & Lee (Ambassador Club) Spokane, Wash., Pa.
 Black, Ted (Showboat) Troy, N. Y., Pa.
 Blaine, Jerry (Continental) Newark, N. J., Pa.
 Boulanger, Charles (Oriental Gardens) Chicago, Pa.

C
 Boyd, Zeke (Marigold) Denver, Colo., Pa.
 Bradford, Forest (Gleason Newport, Ky., Pa.
 Brown, Louis (Wynon) New York, Pa.
 Brigid, Ace (Music Hall) Cincinnati, Pa.
 Brink, Lou (House of Morgan) New York, Pa.
 Brito, Alfredo (Verasitas) New York, Pa.
 Bromberg, Sammy (Von Thunen's) Chicago, Pa.
 Buchanan (George Vanderbilt) Asheville, N. C., Pa.
 Buisseret, Armand (Sievana) Chicago, Pa.
 Burkhardt, Johnny (Jefferson) St. Louis, Pa.
 Busch, Henry (Tropical Gardens) Woodstock, Ky., Pa.

D
 Campbell, Jimmie (Marquette Club) Chicago, Pa.
 Carper, Don (Old Country Club) Phoenix, Ariz., Pa.
 Chester, Bob (Washington-Youree) Shreveport, La., Pa.
 Cheney, Louis (Dempsey) Macon, Ga., Pa.
 Cokley, Tom (Netherlands Plaza) Cincinnati, Pa.
 Colahan, Carlotta (St. Regis) New York, Pa.
 Coleman, Ed (St. Regis) New York, Pa.
 Cook, Irving (Arrowhead Inn) New York, Pa.
 Continental Cyprian (El Algon) Chicago, Pa.
 Copeland, Eddie (Casino) Sea Cliff, L. I., N. Y., Pa.
 Cornwell, Paul (Rialto) Cincinnati, Pa.
 Cost, Xavier (Waldorf-Astoria) New York, Pa.
 Cosmina, Bernie (Roosevelt) New York, Pa.
 Curtis, Jack (Club Astor) Milwaukee, Pa.

E
 Dalley, Frank (Meadowbrook) Cedar Grove, N. J., Pa.
 Damar (Madeline) New York, Pa.
 Dantzig, Ed (St. George) Brooklyn, Pa.
 Daw, Freddie (Gramercy) Chicago, Pa.
 De Barbary, Yoshka (Dakota) New York, Pa.
 Decker, Chas (Veteran's Hall) Far Rockaway, N. Y., Pa.
 Demery, Danny (Vanly Ballroom) Detroit, Pa.
 Denny, Jack (French Casino) New York, Pa.
 Dickerson, Carroll (Grand Terrace) Chicago, Pa.
 Dickman, Harry (Silver Slipper) Memphis, Tenn., Pa.
 Dubrow, Art (Chop House) Hartford, Conn., Pa.
 Dufon, Denny (Red Gables) Indianapolis, Pa.

F
 Ernest, Steve (Blue Lantern Club) Detroit, Pa.
 Ernie, Val (Mastin) New York, Pa.
 Everett, Jack (Hi Kat Club) Des Moines, Ia., Pa.
 Farley-Riley (Onyx Club) New York, Pa.
 Ferrara, Bill (5 Mile House) Cincinnati, Pa.
 Fields, Al (Bly Gallagher's) New York, Pa.
 Fitch, Shag (Palmer House) Chicago, Pa.
 Fitch, Freddie (Vanity Fair) Kansas City, Pa.
 Flo-Ribo, Ted (New Yorker) New York, Pa.
 Fisher, Art (Twin Club) Chicago, Pa.
 Fomen, Sam (Harvey Plaza) New York, Pa.
 Fomen, Willie (Leon & Eddie's) New York, Pa.

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Francisco, Fran (Club Moderne) Battle Creek, Mich., Pa.
 Frederick, Bill (Red's New Casino) Niles, Mich., Pa.
 Erbach, Lee (Arrowhead Inn) Cincinnati, Pa.
 Frisco, Al (College Inn) Philadelphia, Pa.

G
 Garber, Jan (Tristan) Chicago, Pa.
 Gardner, Dick (Lord Baltimore) Baltimore, Pa.
 Garrison, Don (Sunset Lake Tav.) Geneva, N. Y., Pa.
 Gasper, Dick (Harvy Plaza) New York, Pa.
 Gaudin, Benny (Royale Proles) Chicago, Pa.
 Gera, Tom (The Grove) Houston, Tex., Pa.
 Gharis, Don (Tender) New York, Pa.
 Gill, Emerson (Antlers) Colorado Springs, Colo., Pa.
 Gith, Irving (Pierre) New York, Pa.
 Golden, Neil (Queens-Terrace) Woodside, L. I., N. Y., Pa.
 Goodman, Benny (Congress) Chicago, Pa.
 Gordon, Frank (Nimble) Minneapolis, Pa.
 Gotthelf, Manfred (Monte Cristo) Chicago, Pa.
 Grant, Bob (Harvy Plaza) New York, Pa.
 Graham, Chauncy (Frank C. White's) Danbury, N. Y., Pa.
 Greene, Murray (Empire) New York, Pa.
 Grier, Jimmy (Billmore) Los Angeles, Pa.

H
 Hagston, Charles (Post Lodge) Larchmont, N. Y., Pa.
 Hall, George (Tall) New York, Pa.
 Halsted, Henry (Park Central) New York, Pa.
 Hardie, Dick (Marion Casino) Pittsburgh, Pa.
 Harris, Buddy (Jay Young's Chinese Restaurant) Birmingham, Ala., Pa.
 Harris, Little Jackie (White House) Newark, N. J., Pa.
 Harris, Phil (Adelphi) Dallas, Tex., Pa.
 Hart, June (Rendezvous) Aurora, Ill., Pa.
 Hart, Ruth (Wonder Bar) Lansing, Mich., Pa.
 Hawkins, Jess (Merry Gardens) Chicago, Pa.
 Haynes, Frank (Congress) New York, Pa.
 Hald, Howard (Oran) Chicago, Pa.
 Henderson, Fletcher (Roosevelt) New York, Pa.
 Herpin, Dave (Jack Dempsey's) New York, Pa.
 Heisterger, George (Old Heidelberg) Chicago, Pa.
 Hill, Teddy (Ubangi) New York, Pa.

Hines, Earl (Grand Terrace) Chicago, Pa.
 Hoff, Carl (French Casino) New York, Pa.
 Hollander, Will (Shelburne) Atlantic City, Pa.
 Holt, Frank (El Morocco) New York, Pa.
 Hope, Hal (Normandie) New York, Pa.
 Hopkins, Claude (Garden Club) New York, Pa.
 Hopkins, Josh (Broad St. Tavern) Pawtucket, R. I., Pa.
 Hulberg, Henry (Frost) Rockford, Ill., Pa.
 Huntley, Lloyd (Stallier) Buffalo, Pa.

J
 Janis, Freddie (Parody Club) Chicago, Pa.
 Jarnal, Leg (Bluebird) St. Louis, Pa.
 Janssen, Bob (Granada) Chicago, Pa.
 Johnson, Charles (Hollywood) New York, Pa.
 Johnson, Johnny (Commodore) New York, Pa.
 Jones, John (Lincoln) New York, Pa.
 Joy, Violet (Lincoln Highway Inn) Milwaukee, Ind., Pa.

K
 Kahn, Art (Case de Alex) Chicago, Pa.
 Kane, Alan (Harvey) Chicago, Pa.
 Kavin, Al (Blackstone) Chicago, Pa.
 Kay, Herbie (Highway Beach) Chicago, Pa.
 Kay, Sammy (Cabin Club) Cleveland, Pa.
 Keller, Jack (Parkway Casino) Bridgeport, Conn., Pa.
 Keller, Leonard (Blamark) Chicago, Pa.
 Kemp, Hal (Pennsylvania) New York, Pa.
 Kerwin, Grant (After the Show Club) Chicago, Pa.
 King, Henry (Central Park Casino) New York, Pa.
 Klein, Jules (Stallier) Detroit, Pa.
 Knapp, Orville (Commodore) Denver, Pa.
 Korkin, Van (Madison Casino) Chicago, Pa.
 Krass, Ed (Ole Tunnel) Chicago, Pa.
 Kroll, Nathan (Vanderbilt) New York, Pa.
 Krumin, Coriya (Russian Bear) New York, Pa.
 Kuba, Lee (Cedar Shore) Sayville, L. I., N. Y., Pa.

L
 La Marr, Frank (Club) New York, Pa.
 Lamb, Dress (Club Lida) Jackson, Mich., Pa.
 Landis, Mike (Ranch) New York, Pa.
 Lane, Eddie (Governor Clinton) New York, Pa.
 Lang, Sid (Hi-Hat Club) Chicago, Pa.
 LaPorte, Joe (Old Field Club) Stony Brook, L. I., N. Y., Pa.

LaPorte, Manny (Manna-Bar) Arcmore, Pa.
 LaSalle, Frank (Wine) New York, Pa.
 Lave, Bill (New Lookout House) Covington, Ky., Pa.
 Leahy, Alan (The Firm) White Plains, N. Y., Pa.
 LeBaron, Jack (La Salle) South Bend, Ind., Pa.
 Lee, Alan (Edison) New York, Pa.
 Leher, Dan (1883 Club) Chicago, Pa.
 LeRoy, Howard (McCarty) Evansville, Ind., Pa.

Lee, Paul (New Windmill) Pittsburgh, Pa.
 Levan, Phil (Schroeder) Milwaukee, Pa.
 Light, Emory (McAlpin) New York, Pa.
 Lindeman, Udo (Gloria Palati) New York, Pa.
 Lincoln, Heart (Gaynor's Paradise) Chicago, Pa.

Lindholm, Frankie (Club Del Mar) Galveston, Tex., Pa.
 Lombardo, Guy (Arcadia) Philadelphia, Pa.
 Long, Johnny (Two Spks) Albany, N. Y., Pa.
 Lopez, Vincent (Ambassador) New York, Pa.
 Lounis, Abe (Hollywood) New York, Pa.
 Lyles, Bob (Commodore) Vancouver, B. C., Can., Pa.
 Lyons, Al (Ambassador) Los Angeles, Pa.

M
 McNamee, Bill (Pyralis Inn) Hollywood, Calif., Pa.
 Mack, Austin (Harry's N. Y. Cabaret) Chicago, Pa.
 Madriguera, Marie (Marriott) Chicago, Pa.
 Mann, Milton (Village Bar) New York, Pa.
 Mammone, Winky (Pamona Door) New York, Pa.
 Maple, Nelson (Ye Old Tavern) Fort Wayne, Ind., Pa.
 Marriot, Al (Club Mirador) Homestead, Pa.
 Martell, Paul (Arcadia) New York, Pa.
 Martin, Artie (Belmont Grill) Bridgeport, Conn., Pa.
 Meeky, Bobby (De Witt Clinico) Albany, N. Y., Pa.
 Mel, Jimmy (Royale Proles) Chicago, Pa.
 Merrif, Benny (Olmos Club) San Antonio, Tex., Pa.
 Messner, Dick (Donohue's) Mountain View, N. J., Pa.
 Meyers, Jack (Club New Yorker) New York, Pa.
 Miller, Dave (Woodstock Roof) Milwaukee, Pa.
 Miller, Gene (Albany) Kansas City, Pa.
 Mohr, Bob (Desaville Club) Santa Monica, Calif., Pa.
 Moore, Jerry (Circle) New York City, Pa.
 Morgan, Jack (Hollywood) Tonawanda, N. Y., Pa.
 Most, Joe (Vanderbilt) New York, Pa.

N
 Nabor, Ray (Paradise Club) Chicago, Pa.
 Navera, Leon (St. Morris) New York, Pa.
 Navarra, Ted (Roosevelt) Brooklyn, N. Y., Pa.
 Nelson, Oate (Lexington) New York, Pa.
 Newberg, Carl (Vine Gardens) Chicago, Pa.
 Newman, Ruby (Rainbow Room) New York, Pa.
 Nebaur, Eddie (Casino Moderne) Chicago, Pa.
 Nelson, Paul (Park Avenue) Detroit, Pa.
 Nett, Joe (Club Havana) Chicago, Pa.
 Nolan, Buddy (Meadow) Appleton, Wis., Pa.
 Noble, Ray (Rainbow Room) New York, Pa.
 Norris, Joe (Eastern Star) Detroit, Pa.

O
 Olson, Walter (New Julian) Gardenville, N. Y., Pa.
 Oliver, Freddie (Anna Hill's) New York, Pa.
 Olson, Val (Rainbow Grill, Radio City) New York, Pa.
 Olsen, George (College Inn) Chicago, Pa.

P
 Pable, Don (Merry-Go-Round) Ft. Wayne, Ind., Pa.
 Pacific, Bob (Granada) Chicago, Pa.
 Pacheco (Pierre) New York, Pa.
 Parker, Lee (Log Cabin) Arden, N. Y., Pa.
 Parker, Log Cabin Arden, N. Y., Pa.
 Parker, Johnny (Knickerbocker Club) Chicago, Pa.
 Paris, Don (Bass Lake) Yreka, Mich., Pa.
 Peary, Bob (Oranmore) Chicago, Pa.
 Pendarvis, Paul (Pal.) San Francisco, Pa.
 Perry, Ron (St. Morris) New York, Pa.
 Peterson, Ed (Seven Gables) Middlet, Conn., Pa.
 Pfeil, Earl (Broad Street Grill) Harrisburg, Pa., Pa.
 Poldack, Don (Roosevelt) New Orleans, Pa.
 Prague, Jess (Desaville) New York, Pa.

Rainbow Rammers (Plaza) Haverhill, Mass., Pa.
 (See ROUTES on page 52)

AGENTS and OFFICES HANDLING BANDS and ORCHESTRAS

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PARADE FOR S.-F.-BARNES

New Equipment Will Be Added

Street spectacles may later be restored on other Ringling shows

CINCINNATI, Nov. 30.—The Sella-Floto and Al O. Barnes Combined Circus (correct title) will be a greatly enlarged show physically, in addition to a very strong performance. Management is getting out a complete new edition of lithograph paper for the title. The show will be augmented with a great deal of parade equipment, celebrating the consolidation with a spectacular street parade, the first to be given by a railroad circus on the Pacific Coast and in the Northwest since 1923.

The following AP story, in part, regarding Ringling parades coming back appeared this week: "We're spending over \$50,000 to equip the wagons with rubber tires and the horses with rubber shoes so parades can be revived." General Manager Sam W. Gumpertz said.

"Next year we'll be ready. The parades were discontinued because the city officials complained of their asphalt streets being cut up by iron shoes and steel-rimmed wheels."

It's the newly combined Sella-Floto and Al O. Barnes Circus, one of the units of the Ringling circus interests. That is to have parades next season. Floyd King is en route to this show's winter quarters in California with parade plans. The other Ringling shows may restore the parades later.

"The parades had to be revived," Gumpertz said. "Fifty million kids have demanded it."

Activity at Quarters Of Ringling-Barnum

SARASOTA, Fla., Nov. 30.—The winter quarters of the Ringling-Barnum Circus here were in full blast last Saturday with the work to be speeded up as fast as the various bosses return to their work from the annual post-season vacations.

General Manager Sam W. Gumpertz said, when asked when the work would get under way, "It's already started and in full blast." An inspection of the quarters showed that it was a veritable beehive of activity with paint shops, electrical crews, wagonmen, blacksmiths, carpenters and others lining up the work to be done under the winter program.

It's too early to obtain a definite line-up of the new acts for the 1936 season, but announcements will be coming along from time to time as they are lined up and ready for publication.

The Ringling official family will undergo no changes prior to the opening of the coming season, it was indicated in the weekly conference with the general manager.

The opening of the quarters to the public occurred today.

Peasleys Sustain Burns

CINCINNATI, Nov. 30.—King Balle writes from Mason, Mo., that the Peasley Trio (Bob, Francis and Velma), with Sella-Sterling Circus the past season, were recently trapped in a furnished apartment when stove exploded. Bob and wife, Frances, were seriously burned and Velma had her hair singed. Bob and Velma jumped from second-story window. The Peasleys lost practically everything. They had recently purchased new clothes and wardrobe.

DeBarrie Half Owner of Unit

HATTIESBURG, Miss., Nov. 30.—W. E. DeBarrie, well known in the circus field, is now half owner of a 25-people vaude unit touring the Wilbur Cushman Circuit. He is manager and his wife's Birds in Toyland cockatoo act is featured.

Anyway, It Was a Net

PARIS, Nov. 25.—Paris police ordered Kafka, Stanley and Gray Four to use a net while presenting their aerial act on the stage of the Rex last week. Act borrowed a net slightly larger than a gent's handkerchief and held it about a foot above the stage while the "dangerous" part of the act took place. Anyway, the police appeared satisfied.

Seils-Sterling Side Show Had Best Season in Years

CINCINNATI, Nov. 30.—King Balle reports that the Side Show of Sella-Sterling Circus had the best season in years. The folks scattered as follows: Jake Friedman, Chicago; Stanley Belinski, Mill Spring, Mo.; Bob Cowie, Detroit; Tom Ryan, Mt. Vernon, Mo.; Mario and Mario, Jackson, Miss.; Jolly Tiny, Toledo, O.; Joe Sweet, to play department stores; Leo, Alligator Boy, Rhineland, Wis.; Don LaSalle, Peru; Bobby Stange, Sheboygan, Wis.; Frankie Bell, Joplin, Mo.; Ali Ben Deb, Chicago; Mack Davis, Nashville, Tenn.; Jelly Role Rogers, Columbia, Tenn.; Lionel and Una Moore, Lafayette, La.; Burt Nelson and Eddie James, Brinkley, Ark.; Albert Games, Lexington, Ky.; Harry Leonard, St. Louis; Ralph Ward, Steubenville, O. Balle, after resting at Mason, Mo., will go to his home in Muskegon Heights, Mich. Kid show will be enlarged next year.

Jessop Still President of U. S. Tent and Awning Co.

CHICAGO, Nov. 30.—There was a bit of a mixup in the ad of the U. S. Tent and Awning Company in the Christmas Special issue. The names under two of the photos adorning the top of the ad were inadvertently switched, with E. T. Jessop's name under the smiling picture of Jimmy Morrissey and Morrissey's name under Jessop's picture.

Just to set matters straight it may be mentioned that Mr. Jessop is still president of the company.

J. Ramsey Recovers

BRADENTON, Fla., Nov. 30.—Having recovered from an injury he received while billing Roanoke, Va., on Clyde Malloy's No. 1 car of Ringling-Barnum Circus, J. (Cap) Ramsey and wife are located for a time in this city. Later Ramsey will go to Texas and Fort Silla, Okla. He left the car at Lynchburg after suffering a fractured knee and returned to his home in Minster, O.

Cole Elephant Herd Now Totals 29; Workers Busy at Quarters

ROCHESTER, Ind., Nov. 30.—The last three of the Hall Estate elephants have arrived at quarters from Lancaster, Mo., in charge of Eddie Allen. The addition brings the Cole-Beatty herd to 29, including one African.

Completion of the first 10-car unit of the new Cole car-storage yards has been announced. All rolling stock is now being stored on circus-owned tracks.

Word from Clyde Beatty, now in Hollywood, announces the arrival of personnel and animals and rapid preparation for the new serial which will be completed in December for Mascot Pictures.

Ted Fremont, superintendent of lighting system for the circus, has accepted a position for the winter in the Engineering Department of Ford Motors, Detroit.

Mr. and Mrs. Zack Terrell were Thanksgiving guests of Mr. Terrell's mother in Owensboro, Ky. Paul Nelson and Herald Smith, downtown ticket seller, departed last week for a winter in Florida.

Circus International On Road Thru Winter

DETROIT, Nov. 30.—The Circus International, which recently played in Flint, Mich., opens at the Auditorium, Saginaw, for four days, starting December 12, without Clyde Beatty. Show will continue thru the winter, having tentative bookings in large Southern and Western cities. The staff: Forrest Freeland, general manager; Jean Freeland, treasurer; El Semon, general agent; John Loveland, manager advertising car; Louis Halpert, manager concessions; Joe Brooks, advertising banners; Lew Deimore's Side Show and concert.

IABP&B, Local No. 46

CLEVELAND, Nov. 30.—At a recent meeting of the International Alliance of Billposters and Billers, Local No. 46, the following were elected for the coming year: President, Carl Shadr; vice-president, Tom Rockey; treasurer, Charles Silbers; financial secretary, Guy L. Howard; business agent, Robert O. Williams; recording secretary, Fred Chotz; trustees, Harry Levy, Dan Lamson, James Blankensop; sergeant at arms, Mike Solomon. Refreshments were served following the meeting.

Silver Encounters Snow

CINCINNATI, Nov. 30.—H. R. Brisson, of Silver Bros.' Circus, states that at Virginia, Va., November 23, snow fell on the tent while the performance was being given. Tent could not be lowered until the following day and the Saturday stand could not be made. Brisson and family and several performers and musicians spent the week-end in Durham, N. C., shopping and taking in the theaters. Brisson met George Norman, magician, with whom he trouped several years ago. He is now living in Durham.

Second Annual at Store

PITTSBURGH, Nov. 30.—The second annual Christmas circus got under way at Kaufmann's Department Store here yesterday and will continue until Christmas. Show, featuring seven acts, is free to all customers. Talent was supplied by C. A. Klein and whipped into shape by Grace Katz. Auditorium at Kaufmann's has been turned into a typical big top.

Show features Silvers Johnson, producing clown; Barney Arneson and Billy, clowns, who double with a European novelty act; Betty Pallardy, girl clown; J. J. Evans and his dog act; Nancy Darnell, single trape; Jack Malloy with Miss Darnell in a teeter board and Roman ring offering, and a minstrel band.

Mr. and Mrs. George Cutshall, Mr. and Mrs. Ernie Tucker and Frank Orman are sojourning at Hot Springs, Ark. Earl Lindsey, treasurer, and wife are on a month's vacation in Dallas and Ft. Worth, Tex.

A crew of workmen started Monday converting the several antiquated Robbins Bros. sleepers, purchased last year at Lancaster, Mo., into storage rooms for Cole-Beatty equipment. A crew of 50 men is engaged in the program, which includes several changes in arrangement of shops and barns. It is expected to have the program far enough along by January 1 to permit work on repair and decoration of equipment. Charles Luckey, boss carpenter, is in charge of the construction.

Removal of cooking and dining rooms from the office building to space formerly used by the commissary, adjacent to the cat barn, will be started soon. The shift is being made in order to provide necessary office space, which had hitherto been inadequate for winter needs.

Rebuilding Rice Bros.

Number of people in quarters at Jackson, Tenn.—special paper for features

JACKSON, Tenn., Nov. 30.—The second week in quarters finds the Rice Bros.' Trained Wild Animal Circus comfortably packed away. The first few days were cold and rainy, so all canvas was unrolled and hung from the steel girders under the grand stand to allow air to hit it. Within a few days the sun was out bright and the hands spread the canvas on the infield of the race track. After a thorough drying it was again stored. Only a small part of the canvas will be used next season, new canvas orders having been placed. The work of rebuilding will go along by easy stages during the winter.

The stock, in charge of Vee Powers, is in good condition and has spacious quarters in the stalls used for race horses during fair week. A separate building is used for the goats, monkeys and bears. The dogs are also quartered separately. The cat animals remain in cage wagons in a heated building.

Jim Williams, winter quarters steward, has taken over a building, used at fair time as a checkroom, and converted it into a dining room and clubhouse.

Bill Erickson, quarters foreman, and William D. Storey, auditor, are occupying a hospital building, owned by Kevin Griffin, a local business man and circus fan. It was thru Mr. Griffin that the quarters were obtained from the fair board and Chamber of Commerce. The Griffin Building, used as an emergency hospital and rest room by the fair, is now general offices for the Rice show.

W. D. Storey and Don Bain, chief mechanic, just returned from Sullivan, Ind., with a big Eli semi-trailer loaded with poles, canvas, seats, small parade wagons, formerly used by Gentry Bros., two light plants and odds and ends. Equipment has been stored since reorganization of the former Bays Bros. Circus.

Bill O'Day, big top superintendent, and Dan White, Side Show boss canvasser, have already made a trip to the woods and returned with a truckload of timbers to be worked over for stakes.

Jim Lord has every truck under roof in Floral Hall, a building 90x220 feet. All trucks were jacked up on blocks and the wheels and tires removed. The batteries have been removed and stored in town at a battery station.

Many people of the past season have been re-engaged. Daring Mary Miller, the feminine feature, and her troupe of eight girls, the Olympians, are in rehearsal daily and promise a fine aerial ballet. Special paper will be used for this presentation along with other features. Ray Marsh Bryden will devote his time between trips to quarters and part time with the International Congress of Oddities now en tour.

Big Week for Morton-Hamid

WICHITA, Kan., Nov. 30.—The Morton-Hamid Circus, under the Shains, had a big week here. There were capacity crowds, including three turnaways. Show played to 40,000 people, with three extra shows. The circus has 10 contracts for next year.

Dean Resigns Post As City Manager

ATLANTIC CITY, Nov. 30.—Raymond B. Dean, former circus press agent, resigned as city manager of the Jersey resort, Cape May, on Tuesday. His resignation was unanimously accepted by city council, which for some time past had been handicapping him, it is said. In his activities to run the city on a business basis.



With the
Circus Fans

By THE RINGMASTER

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1919 West Lake Street, Chicago, Ill.
Secretary, **THOMAS BEAK,**
Newrich, Conn.
(Conducted by **JOHN SHEPARD**, Editor "The White Topa," 603 Fulton St., Chicago, Ill.)

Joe Minchin will be the next chairman of the New Jersey Top.
Guy Tombes, Salt Lake City CFA and manager of the Hotel Utah, and Harper Joy look in the premiere performance of Billy Rose's Jumbo in the New York Hippodrome and both praised the show highly.

On his return trip to Spokane from New York Past President Joy stopped off in Chicago several hours on November 22. Sat in with Harry Atwell Luncheon Club; visited the Ringling offices with Harry Bert and John Shepard, and then called on Harry Cencie. In the evening had dinner with Dr. and Mrs. Tom Torney, of Madison, Wis.; Mrs. Lois Simm and Bob Shepard. Left same night for Minneapolis, where he witnessed a football game, and next morning departed for home. The Torneys attended the football game at South Bend, Ind., November 23, returning home on Sunday.

Over Braathen is in hopes that some indoor circus will visit Madison this winter so that he can entertain at his home, "The White Topa."

Bob Shepard paid a visit to Minneapolis over Thanksgiving, making the round trip on the Burlington Zephyr.

Frank Cook Convalescing

SARASOTA, Fla., Nov. 30.—Frank Cook, legal adjuster of the Ringling-Barnum Circus, who was seriously ill of pneumonia at Miami, Fla., has returned to Sarasota, where he is convalescing.

JACK FRASER, of Cole Bros.' Circus, is spending some time in Chicago.

Dallas Jottings

DALLAS, Nov. 30.—Paddy Lovell, past season with Hagenbeck-Wallace, passed thru Dallas last week, en route to Fort Worth and South Texas.

Myles Bennett returned to his home here after closing with Ringling-Barnum. He will resume work at Station WRR, Dallas.

Slats Benson joined a vaudeville unit in Oklahoma after end of outdoor season. His last outdoor engagement was at Houston, with Duffield's Last Days of Pompeii.

Bobbie Peck, past season with Hagenbeck-Wallace, is at home here. Anticipates joining a unit in Chicago.

Margaret Wallenda, of Wallenda Troupe, is making her home here this winter.

Helen Leslie Myatt, of the Ringling circus, is back home for the winter.

Speck Warren, early this year with Tom Mix Circus and later with the Ringling circus, is a stagehand at Majestic Theater here.

Mildred Millette and her mother, both with Ringling show the past season, are spending the winter in Sarasota, Fla. Ira Millette, who was with Hagenbeck show, is in the East on indoor circuses.

St. Louis Notes

ST. LOUIS, Nov. 30.—Eddie Vaughan, legal adjuster of Ringling-Barnum Circus, visited The Billboard office on Monday, when he was in the city for a day visiting with his family. He left the same evening for New York City in the interest of the Big Show.

James Littler, last season with Hagenbeck-Wallace Circus, operated the concessions at the Coliseum November 20-26, on the occasion of the Six-Day Bike Races.

George Davis, concession manager with Hagenbeck-Wallace Circus, returned from New York City this week and will reside at his home here as usual for the winter months.

Tom Atkinson and John Vaust, of the Barney Bros.' Circus, wintering in East St. Louis, Ill., left for Detroit on Monday to look over some motorized equipment which they plan adding for the 1936 season.

Jerry Kern, last season legal adjuster of Barney Bros.' Circus, has taken out a small three-ring circus which is being hauled on eight trucks. Will play thru the South.

Billy Dick and Tommy Arenz, of Barney Bros.' Circus, returned last week from a trip thru the South. Visited Cole Bros.' Circus at closing stand in Macon, Ga.

Ed Oats, boss canvasser, is in charge of the Barney Bros.' Circus quarters.

Benson's "Jumbo" Staff

NEW YORK, Nov. 30.—John T. Benson, owner of the Immense Nashua (N. H.) Wild Animal Farm which bears his name, maintains a huge staff of trainers and attendants in the menagerie section (basement) of the remodeled Hippodrome, where the circus musical Jumbo is playing. There are about 25 modern cages, each with a paneled caricature of a theatrical celebrity whose head is superimposed on the sketched body of the animal in that particular cage. It is one of the finest zoos, from the standpoint of entertainment, extant, and, the free, could probably run at 25 cents easily.

The personnel follows: Managerie — R. L. Gorman, superintendent; Franz Woska, Jules Jacot, Jules Jacob, H. Howe and Captain Rudy, trainers; P. Reynolds, H. Hayden, A. Gagnon, H. Sonnenburg, J. de Coets, G. Romer, L. Dean, H. Bartels, D. Ryan, W. Zalankas, A. Acarilla, wild-animal attendants; Siabie — W. H. McManus, superintendent; E. Parrish, William McGarry, Leo Bondreau, George Dillon, ring attendants; George Ives, Jack Dowling, T. Hanahan, D. Harnett, J. Doran, E. Ebbs, J. McFeldy, C. O'Neil, S. Benson, G. Smith, B. Demco, attendants.

An added attraction, in lobby, is "The World's Smallest," revealing curios collected by Jules Charbonneau over a period of 25 years during three trips around the world. This is presented by Benjamin Harrison.

ZOO NOTES

Benson comes in once a week to look things over. . . Superintendent Gorman operated a circuit of summer park theaters in New England. . . The wild animals are kept under unusually



G. W. JOHNSON

S. T. JESSOP, Pres.

J. A. MORRISSEY

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Billboard, Dallas, Tex.

sanitary conditions, highlighted by the fact that odors do not invade the rest of the building. No disinfectant is used. . . It's a unique sight to see social registerites dressed in crinine and minks visiting the menagerie—a gathering of upper-crust people wandering in and out of the zoo and chatting gaily. Menagerie is not being heavily exploited for a brace of reasons, namely, because space is limited and because management does not want to hold the people too long, thus causing annoyance and bustle when they go to their seats in the arena while the curtain is up.

Briefs From Macon, Ga.

MACON, Ga., Nov. 30.—Allen Estner, equestrian director of Downie Bros.' Circus, staged the Shrine show last week at the Macon Auditorium and incidentally worked the Downie Bros.' dogs and ponies.

Eddie Allen, past season general agent Orange Bros.' Circus and at present agenting the Carl Clark Circus unit, was at Hotel Central for a few days.

James Beach, general agent of Bond Bros.' Circus, will winter here.

Harry Lock, of the Ringling-Barnum Advance, spent several days here with friends en route from Sarasota to New York City.

Merlin (Shorby) Henkle, clown, was recently married to a North Carolina woman and they are domiciled in Macon for the winter.

Joe and Isobel Gilligan departed for Florida in the "Gilligan Flats" for a winter's sojourn, during which time Joe expects to become a real "Isak Walton."

Bond Bros.' Circus closed the season in Hawkinsville, Ga., November 20 and is wintering at the Fairgrounds at Mulledville. Many of the performers are wintering in Macon.

Eddie Jackson, checker-up with Ringling-Barnum the past season, spent Thanksgiving at his home in Akron, O.

Mirky and Georgia Lund (Larkina) did their sides at the Shrine circus last week. Carl Larkins also presented his "furniture balancing" act.

Mrs. Edith Mack is expected any day to spend the winter with her husband, Harry Mack, press agent of Downie Bros.' Circus.

TRADE-IN TIME

CLOSES DEC. 31, 1935
At which time our new list will be completed for the season's opening. What second-hand tents have you to trade on replacements or entirely different equipment? Here's YOUR chance to get new for old.
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Now is the time to buy Tents that will last more in the Spring. Have some slacks used here and get a great stock of slacks. Write us what YOU want.
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Standard Chevrolet Co., East St. Louis, Ill.



Under the Marquee

By CIRCUS SOLLY

CIRCO PRICE at Madrid has closed its circus season and is now presenting musical comedies.

WILLIAM STEANBURG, circus drummer, is now playing with the Braden Castle Orchestra at Bradenton, Fla.

J. MARTIN and wife, with Cole Bros. the past season, are spending the winter at their home in Lexington, Ky.

J. J. McKENZIE pens that Harper Joy was in New York for two weeks and was seen taking in the sights and shows along Broadway.

BEN HOLMES, agent for Silver Bros' Circus, postcards that weather has been great and business good. He caught Ted Merchant's show at Albemarle, Va.

THE NOTES headed, Strolling the Streets of Peru, in these columns last week, should have been credited to Emmett Kelly.

J. ALLEN E. OAKHAM (Bex Allen), with Hagenbeck-Wallace the past season, is wintering in Peru, Ind. Will again be with the show next year.

HARRY SERVICE of Ringling - Barnum Advertising Car No. 2, has purchased the Maples, a night club on the A & P Highway, near Coney Island, Cincinnati.

BILL HUMPHREY and wife, after a successful season with the Cole show, returned to their home at Pittsburgh and will take out a small musical comedy. Will be back with Cole next year.

JOSEPH ALBERT'S Trained Animal Circus, which played schools in Montana, Washington and Oregon to good business, is headed for California. Albert has a new advance man, Henry J. Karpinski.

JACK C. CRIPPEN, after closing with Russell Bros' Circus, went directly to the Santa Claus Parade company, northern unit, as assistant manager to Mrs. H. E. Foster.

FLOYD KING, general agent, was in Sarasota, Fla., for three days conferring with S. W. Oumpertz and Roland Butler regarding his department with the Sells-Floto-Barnes Circus.

THE HOME TOWNS of Jack Turner, Hamilton and Gateville, Tex., turned out for the Harley Badler Circus. Two of the biggest days of the season. Turner is manager of the show.

HARRY VILLEPONTAUX (Ketchup), serialist with Purcell's Stage Circus, playing as a free act in Iowa this season, fell 32 feet from trapeze to asphalt pavement and was only bruised.

WALTER PARNELL, former circus musician, who has been with Jimmie Hull's Comedians in Dallas since the first of the year, has returned to his home in Gainesville, Tex., to spend the winter.

EDWIN CHRISTENSEN, who had been with the Hagenbeck show, has a new vent act, twoummies, "playing the parts of pa and ma getting a divorce." Is playing in and around Chicago in theaters under the American Legion.

JOE BIX, cello player, past season on the Cole show, is playing piano; Bill Dewey, of side-show fame, is doing magic, and Joe Mix is putting on his Western act at Van der Vorst's Toyland at Lansing, Mich., until the holidays.

HERB TAYLOR, clown, and Joe Thayer, "Santa," are again in Toyland at Jordan Marsh store in Boston. It was Taylor's eighth year in charge of the clown section of the Santa-Sun parade on Thanksgiving Day.

E. J. BRANDAN, concessioner, who was held up and shot in the chin and spine in his place of business, is in a paralyzed and critical condition at the Hinsdale (Ill.) Sanitarium and Hospital. Letters from acquaintances will be appreciated.

RUBE CURTIS and son, Robert Ringling, who have been in clown alley of

several circuses and who were at the San Diego exposition, have located in Dallas for the winter and will be with an attraction at the Texas Centennial Exposition next year. Curtis worked a theater date in Gainesville, Tex., recently.

P. M. FARRELL, magician and ventriloquist, visited following shows the past summer: Downie Bros. at Elmira, Cortland and Ithaca, N. Y.; Cole Bros. at Ithaca; Hagenbeck-Wallace, Corning and Elmira; Barnett Bros. Penn Yan; Milliken Bros., Oswego; also made the following fairs: Ithaca, Trumansburg, Oswego, Elmira and Watkins in New York State.

KEITH WILBORN, who was ticket seller on Milliken Bros' Circus, is slowly improving from the effects of a black-widow spider bite. He saw Sam B. Dock's Silver Bros' Circus and reports a good show. Wilborn will be in South Boston, Va., with his freak show all winter. Expects to join the John Marks Shows in the spring.

FRANK P. MEISTER, band leader, and John Landes, bass player, following close of Walter L. Main Circus, motored to Apopka, Fla. En route, they stopped at Cordele, Ga., saw Bond Bros' Circus and renewed acquaintances. Saw a nice performance for which Benny Waters and his band played very appropriate and pleasing music.

GEORGE H. WILLIAMSON, who was superintendent of properties for the Hagenbeck-Wallace Circus during its Chicago engagement last spring, advises that he drew plans for the Stadium layout of plates and rings for the circus, and during the summer the Stadium management installed same, which will eliminate difficulties in setting them up in the future.

FRANK GILLEY and **J. B. Mann**, after closing with Rice Bros' Circus, headed north. At Paris, Tenn., they met Larry Purdue, formerly with Gollmar Bros' Circus, and now manager of a Piggy Wiggy store. Going thru Murray and Benton, Ky., crossed two ferries, both run by Sol Cavanagh, who was with the Forepaugh-Sells Circus. At Henderson they met Gilley's old friend, Willie Freeman, and then on to Evansville, Ind., for Shrine Circus engagement.

EDDIE WOCKENER, who was at the circus in the Auditorium in Flint, Mich., has returned to Peru, Ind. He had a nice band picked from the local union at Flint. Eddie is building a few additions to his home, following which he expects to make a few visits to relatives of his wife in Iowa and Southern Illinois. At the recent wedding of Dan Paet, head electrician of the Hagenbeck show, and Virginia Marquise, the Wockeners were best man and woman. Witnesses were Ruth Burkendahl, Alice Sheddell, Betty Stewart, Johnnie West, Frank Saunders and Earl Faust.

CHARLES FISHER has been teamed up with Glen Purdy, clown cop of Wiswell's Funny Ford act, playing vaude and night spots, also the date in Flint, Mich., for the IMA. Clowns also playing there were Shorty Flemm, Kinko, Smully and Jimmy DeCobb. Fisher says that he now has a new partner, Bill Northard, billed

as Fisher Brothers, doing a double juggling act. His brother, Lee, took out the Celmar Bros' Circus in 1934, but owing to being laid up by a heart attack, was not on the road the past season. He expects to take out his show in the spring.

IN LAST WEEK'S issue it was stated that Jess and Grace Morris closed the fair season October 26 at Columbia, S. C., filling contracts of Vere Spriggs, high act, and have several indoor dates for the winter. Billy Senior, wiring from Decatur, Ill., says: "Spriggs' act was presented by Jammie Graves and Grace Morris as Spriggs Sisters. Grace Morris closing with the act at Columbia. Act was under direction of Jammie Graves and continued on to Wilmington, N. C., and remainder of route and will be next season. Jess Morris was one of the riggin' men."

F. EUGENE SYKES is vacationing with his family at San Diego, Calif., visiting his mother. He saw the exposition at San Diego and met a number of troupers. He also visited S. L. Cronin and others at the Barnes quarters and was shown around the various departments by Howard Boyd. He called at the Mix quarters at Compton. The new horse stables are fine, there being about 40 head of stock there. The Hobsons have their stock there and two rings are used for daily workouts. Sykes saw Craft's Shows at Compton. He caught Polack Bros' Circus at San Bernardino and visited with a number of the folks.

Los Angeles Briefs

LOS ANGELES, Nov. 30.—Bert Nelson, animal trainer of the films and last season on Hagenbeck-Wallace Circus, is a visitor. Will return to Peru, Ind., and stated he would break seven new lions. Mabel Stark is around and rapidly gaining strength at her home in El Monte.

Austin King, of Clyde Ingalls' staff on Ringling-Barnum, is home for the winter. Will go to San Francisco, and with Mike Golden will open a museum.

Max Gruber and his animals are at Compton, quarters of the Tom Mix Circus. Act will be featured in the show's program.

Homer Hobson Jr. downtown for short stop. Re-engaged with the Mix Circus. Rhoda Royal putting in hard work on the big horse acts that will be prominently featured.

Joe de Roselli returned for the winter. Was with the West Bros. and Barney Bros' shows.

Arthur Greenough, prominent showman of the antipodes, will arrive January 3 to look up acts.

A rather peculiar incident, Anna May, elephant of the California Zoo, being used as bally in street in front of Pasadena film theater. Policeman ordered elephant removed. On this not being done, the "law" put a traffic citation on the headpiece trapping. Immense crowds present and news cameramen all made the scene. It made front page. Anna Veldt was in charge of elephant.

Jack McAfee is working downtown department store. Charley Farmer is back at the studios working on film being shot at United Artists.



Circus Saints and Sinners Club

For the Old Troupers and a Home

Election of officers for the W. W. Workman Tent, Richmond, Va., was held at Saint Sommo's office on November 21. We had the largest attendance at this meeting we have had any meeting this year, about 80 per cent of the total members being present. Officers elected were: President, A. D. Watson; vice-president, Fritz Sitterding; secretary, W. T. Homburg; treasurer, Ches Goldston.

Sinner Watson, in accepting the presidency, lauded very highly the local club the last two years under the leadership of Sinner Joe Kass. He also stated he had one ambition during the coming year and that was that the Richmond club sponsor another club within the State of Virginia. While we are on this subject we believe it would be a fine idea if all the other clubs would make their slogan for 1936 to sponsor another club. After the election there was an

elaborate banquet served by Sinner Zorn.

National President John C. Goode recently made a trip to New York and while there he intended to see some of the New York boys. We have not seen him since he returned.

Frank Baldwin, a Richmond boy now living in New York, sends in a little dope once in a while which is very much appreciated. Also would like to hear from Fred Pitzer, Chal Hancock and some of the other boys.

The Richmond tent is making preparations for a Christmas party. Last year we had one of the finest the club has ever had, and this year it is going to be better and an invitation is herein extended to all Saints and Sinners throughout the country to attend this party, which will be held early in January. Exact date will be given later on.

CHES GOLDSTON,
National Secretary.

Letter From Stanley Dawson

LOS ANGELES, Nov. 30.—Forgot to tell about the fine visit Joe Trosky and I had with Tex Clarke, superintendent Kansas City Zoo, while en route to West Coast.

Leaving Wichita, went to Taos, N. M., and found Capt. I. P. O'Hay and wife waiting. While at Taos met Eddie Nelson and Roy Cummings. They had come from Los Angeles to visit Captain O'Hay.

On arriving at Los Angeles were guests of Ed Nagle at the Stock Show and Bill Roger's Rodeo. While at Taos Trosky was made an honorary member of the Taos Tribe of Indians. Captain O'Hay is an honorary White Chief. We had a visit with Mayor Harbour of Taos, who is a lifelong friend of Pavee Hill.

Evening of November 18 we attended one of the largest meetings of the Pacific Coast Showmen's Association it ever had. Right now all interest is being centered on the annual ball, which will take place at the Biltmore.

Ada Mae Moore, altho sending in her advance billing to arrive on the 15th, has not shown up yet. Everyone is anxious to know on just what date Mark Kirkendall will arrive. Time is short and he has many ball tickets to sell.

A representative group of showmen were in attendance at Eastgate Lodge of Masons, presided over by Dr. Smith, when Jimmy Hicks, Mel Smith, side-show manager of Al G. Barnes, and the two Thompson brothers and another executive were initiated into the mysteries of Freemasonry. Noticed in the group were Theo Forstall, Mr. Peterson, Eddie Tree and several others.

On November 19 a testimonial party was given by the Showmen's Association in honor of Hugh Fowler, and the attendance was so large that to quote the expression of Jack Orimes, they had to "put them on the straw." Bob Hickey is here, and the dailies are full of stories about Clyde Beatty. Billy Cronin and Stella are expected soon.

Hamburger Jack, Chester Peike and Homer Cantor are once more living on the beach at Santa Monica. Mabel Stark made her appearance at the winter quarters. Steve Henry was given a vote of thanks for his persistent work as publicity agent of the PCBA.

Eddie Brown came in airplane from San Diego to attend the Showmen's meeting on November 18 and returned the same way. He and Sylvester Cronin were appointed representatives of the Pacific Coast at the Chicago ball of showmen.

Noticed around Los Angeles at the usual haunts of showmen Ed Nagle, Big Hat Al Fisher, Paul Delaney, Gilbe, Red Larkin, Harry Levy, Jack Beesley (Hamburger Jack), Rhoda Royal, James J. Jeffries, John Miller, Theo Forstall, Mel Smith, Benny Levine, Denver Kline, Able Nathan Albert, Jimmy Hicks, Thompson brothers, Hart brothers and Moltay, McAfee, Dodson, Ted Metz, Jack Youden, Yellow Burnett, Archie Clark, Doc Ziegler, Will Wright, Mrs. Fowler, Doc Cummings, Captain Ament, Spike Foley, Mike Silvers, Roy Bowen, Chuck Bedell and bride, Joe Montague, Captain Jacobs (you see his picture on every highway), Eddie Tree, John Bachman, Ross Davis, Downey, Paul Eagles, Bill Colp, Mr. Hildebrand, George and Vera Janick, John Agee, Spud Redrick and Scotty Thomas, Paul McCarthy and Lady McCarthy, Eddie O'Day and Naah, Jack Orimes, Cliff McDougall, Gilbe has hung up the record of making more long-distance trips across the continent than any showmen of the period.

Britto Makes Rare Find

BRIDGEPORT, Conn., Nov. 30.—Chief of Police Morris Britto of Bethel, Conn., made a rare find at a public dump in that small city, to which place he had gone to shoot a dog. Among the debris he unearthed the marble plaque which marked the P. T. Barnum fountain, which stood in Fountain Place until about 12 years ago. Bethel is the birthplace of the famous showman. The plaque bears the following: "Presented to the borough of Bethel by P. T. Barnum, 1852." While the fountain was presented a little more than 80 years ago, the find was of special significance in that the fountain has been entirely removed. Only the name "Fountain Place" now remains to mark the spot where it once stood.



The Corral

By Roudy Waddy

WATCH the Letter List and provide mail-forwarding addresses promptly.

SAM STUART returned to Fort Worth from the Boston Rodeo a few days prior to the death of his father, whose passing was announced in last issue.

EDDIE GAIN postcards of being located at Fluvanna, Tex. Eddie wonders what has become of Lillard Sanders, Odell Betsell and Dusty Doyle.

TEX O'BROUKE, formerly with Wild West contingents of various railroad shows, and his wife, known as Princess Nevada, have taken over the "Chuck Wagon" department of a grill at Pittsfield, Mass., Tex. infoed recently.

LET'S HAVE more of the "Rosemin" Around the "Water Hole" and other newsnotes of folks in and around Hollywood. Since the passing of the late Edna M. Shaw those paragraphs have been regrettably missing.

THIS SCRIBE is still of the impression that Col. W. T. Johnson could produce a big and successful wintertime Rodeo at Miami. Colonel has a world of stock and can get scores of topnotch contestants. Miami probably wouldn't go strong for a Wild West show or small-gauge contests. What it needs is a real big-time event.

WORD FROM J. W. Sims, who worked on the program booklet in connection with Jack Knight's Rodeo, auspices Police, at Savannah, Ga., was that the show was going over fine. Tex Sherman was a visitor while en route to Florida, and E. H. (Halph) Doubleday was on hand with his rodeo pictures. Sims stated that Pug Horn Clancy did a wonderful job on publicity for the event.

REMEMBER the "old days," when in Oklahoma, New Mexico and Arizona there were many annually looked forward to winter roundups and rodeos? The prospects are still there. Creditably, there are a number of annual cowboy sports contests in that sector, but with the great number of available contestants and exhibition workers the Southwestern States should have many such events during the cold-weather months in the North—granting that chilly atmosphere hits the Southwest in intervals.

THIS YEAR'S WINNERS of Rodeo Association of America championships, the list provided by the RAA secretary, Fred S. McCargar, Ballinas, Calif.:

All-Round Champion — Everett Bowman, Fort Thomas, Ariz., awarded the \$500 donated by Levi Strauss & Company, and a gold and silver belt buckle given by F. Allen Ray, Los Angeles. Second in this awarding, Pete Knight, Denver; \$100 donated by O. A. Blanchard, San Francisco. Third in same, Hugh Bennett, Fort Thomas, Ariz.

Bronk Hiding—Pete Knight, Denver, prize of \$100, donated by Stetson Hat Manufacturing, owner of Tanforan Race Track.

Steer Wrestling — Everett Bowman, prize of \$100, donated by Stetson Hat Company.

Calf Hoping—Everett Bowman, prize of \$100, given by Maxwell McNutt, Redwood City, Calif., president of the Rodeo Association of America.

Team Hoping — Lawrence Conley, Phoenix, Ariz., prize of \$100, given by H. J. Justin Company, Fort Worth, Tex. Bull or Steer Hiding—Smoky Snyder, Kimberly, B. C.

Bareback Horse Riding — Frank Schneider, Hanford, Calif.

Steer Decorating — Leonard Ward, Wotton, Ariz., prize of \$100, given by Charles E. Howard, San Francisco and Los Angeles.

Steer Hoping — Richard Merchant, Kirkland, Ariz., prize of \$100, given by Lichtenberger-Ferguson Company, Los Angeles.

A RECENT BULLETIN issued from the secretary's office included a paragraph stating that forms were being sent to all contestants showing the RAA points won by contestants, but some of the shows sending in names of partici-

pants in their events forgot to give many of the addresses. Secretary Fred S. McCargar (Ballinas, Calif.) requested the addresses of the following: Earl Blevins, Al Conley, Will Glenn, Joe Glenn, Duds Colbert, Junior Colwell, Ned Ferraro, John Drayer, Dogtown Slim, Herb Belden, Alvin Jason, Earl West, William Parks, F. H. McKee, Bert Dillard, Bob Lockie, Dave Hart, Leonard Block, Truck Smith, Bob Walker, Ray Roberts, Al Skelton, Charley Robinson, Jess Byrd, Joe Willoughby, George Willoughby, Bob Griffin, Gerald Davis, Al Carey, Louis Coelho, Slim Flagg, Cico Johnson, Buck Ryan, Cliff Kilfoyl, Manuel Silva, Jeff Claunch, Cal Drennan, Felix Cooper, Hugh French, Melvin Tivia, Curley Podasky, Don Perrin, Frank Sharp, Warner Linder, Jack Streeter, C. M. Lund, Pat Burton, Heavy Henson, Jim Newbitt, Bluta Jacobs, Howard Westfall, Clyde Burke, Tom Stanifer, Bill Taylor, Red Thompson, Vic Reese, John McFarland, Bill Wald, Hans Starr, Lloyd Cox, Bob Brady, Bob Fulkerson, C. O. Leschner, Joe Wade, Slim Mackey, Charles Stuckney, Jess Hill, Albert Odds, Jim Briggs, H. Huddy, L. Kimball, Carl Helm, Jack Crouse, Buck McFarland, Dutch Wilson, Bob Bradley, Lee Barkdoll, Ed Jordan, Glenn Tiller, Lawrence Melton, Joe De Mello, Dick Anderson, E. M. Bell, Joe Orr, Duward Ryan, Bill Till, Dick Bystron, Bob Walde, Roy Copp, G. W. Kirby, John Rhodes, Sully Wells, Howard Wyman, Doc Blackstone, Tex Smith, Leonard Murray, Larry Cullen, Clyde Rogers, Tommy King, John Erick, Jack Jackson, Lou Young, Clair Wagner, Bud Gilliland, Fay Olsen, Cole Ortel, Everett Shaw, Eddie Curtis, Len Smith, Smoky Moran, Billy Kingham, P. Bugenig, Hugh Pooey, C. Bugenig, Lee Moore, Pete Persico, John McIntyre, Gus Conrad, Roland Hunter, Mabry McDowell, Jack Costen, Chick Hannon, Vance Homan, Hoyt Hefner, Johnnie Williams and Whity Stewart.

The Wirths in Albany

ALBANY, N. Y., Nov. 30. — Frank Wirth's Circus had a rousing welcome at the 10th Regiment Armory here Monday night and the vast building was jammed to capacity with children of all ages— from seven to 70, thereby proving the magical allure of the arena at any and all seasons of the year.

Before the performance Wirth led me away from the crush and jam around the main entrance for a confidential chat. "I contracted a severe cold on our journey here from Paterson and as soon as I can get away I am off for Miami for a bit of rest and recuperation. I can safely leave my affairs in the care of my able lieutenant, Jean Belasco, who is largely responsible for the successful season I have had in all the cities we have made. Jean is the sort of showman one can always rely on and protects my interests with a vigilant eye. His press work speaks for itself. He believes in local interest stories and can take the most trivial happening and weave it into an amusing and interesting tale that usually lands on the front page. Jean has been invaluable to me in the most arduous crises and I want to pay him this tribute. Now go in and watch the show and give me your candid opinion of it. The longer I stay in this game, I am convinced that the horse is now and always will be the monarch of the circus ring. So I take especial pride in my ring stock; it is the best."

A more enthusiastic audience has seldom responded here to the feat of thrills and fun provided by Frank Wirth. The long program never let the spectators grow "cold" or bored. Brisk bits of clever clowning enlivened the brief stops between acts, and I may say I never saw a "joey" clan work harder. Hip Raymond led the bunch. Then there was Will Morris with his ludicrous cycling. His catastrophe on the wheel made the children scream with joy. A wise and cynical mule was another laughgetter. Dennis Curtis, who trained this mule, must have had the patience of Job in developing the quadruped's sense of humor. The beast seemed to do everything except speak comedy lines.

Notable among the expert performers were: Ray Goody, the wire walker, who has many friends in Albany; the Four American Eagles, one of whom is an ace of a clown; Laddie Lamont, Moran and Wisner, Taki and Sakl, Edna Dee, and Curtis, with his jet black liberty horses.

But, of course, the dominant appealing personality of the show was Max Wirth, whose entrance evoked such cheers as seldom greet even a great artist like Miss Wirth. When she bounded

smiling into the center ring—there were three, by the way—she looked the symbol of youth, health and beauty. And she rode with the same lithic grace, nerve and daring as of old. When it came to her famous "whirlwind finish" with horse galloping at full speed, she was the same Max Wirth that first electrified an American audience. From the Minoan age of the circus in Crete I doubt if there has ever been so superb a horsewoman as Max Wirth.

TOWNSEND WALSH.

Houston Pickups

HOUSTON, Nov. 30.—Rose Porter and Clayton Beebe, of the Codona Dying act, were here recently en route to San Antonio, where they have established training quarters.

"Brownie" Silverlake writes that he is now an Indiana farmer. He and his wife, Josephine, recently completed their home near Medora.

Word comes from Dave Beebe that he is doing a head-carrying act with the Robinsons.

A. S. Oppenheimer, with his trained dog "Curley," has contracted with Purina Chows for an indefinite engagement.

Harry and Loretta La Pearl, with their troupe of clowns on Morton Circus, are in hopes of a few weeks' rest in their Indianapolis home this winter.

Major Homer Lee has contracted for early delivery of a bus which will have a carrying capacity of 16 people with their baggage.

Mae Miller, former trouper and daughter of Charley Brady, of H-W, is making this her winter home. Will again be with show next season.

Meyer Schlom, former contracting agent with Belle-Floto, Barnes, Christy and Lee Bros., is in the city. Renewed acquaintances with the Bob Morton personnel recently.

Davenport To Direct

CLEVELAND, Nov. 30.—William C. Schmidt, managing director of the annual Grotto Circus, and Grotto execs are busy in preparation for the 1936 circus. The show will again be under the direction of Orrin Davenport, but this year most of the stock and acts are to come from the Ringling-Barnum show.

Show officials informed *The Billboard* representative that Clyde Beatty and cats will not be featured this year as in past years.

Gainesville Officers, Directors Re-Elected

GAINESVILLE, Tex., Nov. 30.—All officers and directors of the Gainesville Community Circus were re-elected at the annual membership meeting held November 21. They are: George J. Carroll, president; Dr. J. C. Price, vice-president; David E. O'Brien, secretary-treasurer; A. Morton Smith, Leon O'Connor, J. B. Skayors, Yancy L. Culp, Alex Murrell, J. L. Webb, Roy P. Wilson, Shearon A. Bryan and Luther D. Turner, directors.

A Santa Claus parade unit, carrying 85 costumes, 10 portable floats and Punny Ford, leaves Sunday for a week's tour of West Texas. The itinerary includes: December 2, Olney; 3, Colorado; 4, San Angelo; 5, Brownwood; 6,

Dexter Fellows
(CSCCA)
Tent Tattles

By FRED PITZER

The initiation of Jimmy (Schnowitz) Durante at the tent's luncheon last week at the Hotel Gotham, New York, will long be remembered. The waiters were Schnowitz Durante noses and Prexy Tony Bary's introduction of the comedian created much fun and laughter. The crowd (138) gathered in the side-show tent outside of the main tent and Cille Olyphant explained the new scheme of making reservations. At 12:30 the tent's bugler or courier gave the mess call (too-ra-la-hoo-hoo) and then the band played the parade march and all entered the cook tent. Bill Steinks brought everyone to attention and did it so well that we sincerely hope his shadow will never grow less. Everybody smiled at the march tune (it was Long John's). Henry Havemeyer is out now hunting the fill.

When all were seated Orson Kilborn passed the word that Schnowitz be led to the slaughter, which Bary promptly did. The celebrities were introduced during the several courses and the one who seemed to enjoy it was Mayor LaGuardia. At 1:15 the meeting was turned over to Bary, who presented Schnowitz with his medal of membership (he was designated as Jumbo's keeper) and then ordered the plastic surgery to be done on the visage of the frightened actor. Tony asked the crowd whether they were satisfied with Tony's physiognomy and all answered in the negative. Who wouldn't? Two doctors, dressed in full surgeon's regalia, entered, carrying carpenter's tools, a can marked "ether" from which Bim Pond, one of the surgeon's, swigged occasionally, and a few other things. The big gag, however, that of putting a gigantic false nose on Durante and inflating it with helium gas was a flop because someone in a fit of absentmindedness took the long, lean rubber tube which was on the inside of the nose, probably taking it to his local butcher and having it filled with sausage meat. The comedian seemed to enjoy it all and the management tried to keep plane out of Schnowitz's reach. He has damaged more pianos than a child will break Christmas toys. He sang all of his hits and then hurried over to the Hippodrome, where he is starting in Jumbo.

A dear friend of ours has sent us a letterhead of Downie's Grand Double Mammoth Spectacular Uncle Tom's Cabin, 50 People, 50. A Magnificent Scenic Production. It is 14 inches long and (See DEXTER FELLOWS on page 49)

Ablens; 7, Haskell. Several East Texas dates will be played later in the month. E. C. Haynes is manager of the unit, with Mrs. Haynes and Yancy Culp in charge of wardrobe; George Tyler, producing clown, and Bill Basinger in the Santa Claus role.

Rehearsals for the seventh season of the circus will open soon after December 1.

CIRCUS OWNERS

GREET THE ENTIRE SHOW WORLD

IN THE

41st Annual Amusement Review

and

Holiday Greetings Number

Copy must be in Cincinnati on or before Dec. 18

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CHI ROLL CALL HEAVY

Overflow of Convention Exhibits With Program Proving Big Pull

Eastern delegation leaves over week-end to catch early sessions—reservations most numerous in years—bulky device shown in storeroom—Illinois has swim display

CHICAGO, Nov. 30.—Headquarters of the National Association of Amusement Parks, Pools and Beaches here are the scene of great activity, as Secretary A. R. Hodge and his aids put finishing touches on plans for the annual convention in the Hotel Sherman on December 2-6, which leaders in the industry believe will be the biggest conclave in years. The amusement device exhibit, under direction of the American Recreational Equipment Association, it was declared, will be a revelation to visiting delegates. Secretary Hodge said there would be 75 booths occupying the huge Sherman exhibit hall and mezzanine floor.

One of the most interesting exhibits promises to be the beach and pool display of the State of Illinois. Many new devices will be shown this year, among them one so large that no place of sufficient size could be found for it in the hotel and it is being shown in a storeroom near by.

Reservations are the most numerous in years and, with a great program and a great trade exposition, park, beach and pool operators and those in allied lines should find the week most profitable. Most of the park convention delegates will arrive by Tuesday.

Easterners in Vanguard

NEW YORK, Nov. 30.—Prospects for a record Eastern delegation to the Chicago convention next week are the brightest in years. Among park men scheduled to leave over the week-end are Herbert F. O'Malley, Paul C. Morris and Fred Church, Playland, Rye, N. Y.; Arch E. Clair, Norumbega Park, Auburn-dale, Mass.; Dave Stone and son and Sam Cohen, Paragon Park, Boston; Daniel E. Bauer and Mrs. Bauer, Arush-net Park, New Bedford, Mass.; Norman S. Alexander, Woodside Park, Philadelphia; Leonard B. Schloss, Glen Echo Park, Washington; Bert Nevins and Jack Rosenthal, Palisades Park, Palisade, N. Y.; John J. Carlin, Million-Dollar Park, Baltimore; Rex D. Billings, Belmont Park, Montreal; George Hamid, White City Park, Worcester, Mass. In addition to Ralph Hankinson and Joe Hughes, of George A. Hamid, Inc.; Louis Meseel, Rockaway's Playland, Rockaway Beach, N. Y.; George Tilyou, Steeplechase, Coney Island, declared he may attend.

Members of the American Recreational Equipment Association who are set to leave for the Windy City conclave are H. S. Umell, R. S. Umell, Inc., New York; Fred Fansher, New York; Maurice Piesen, Skee-Ball Company, Coney Island, with Julian Bergoffen, of same firm, a possibility; W. F. Mangels, Coney Island; Harry C. Baker, H. C. Baker, Inc., New York; Fred L. Markey and C. C. Witham, Dodson Corporation, Lawrence, Mass.; C. V. Starkweather and George H. Cramer, Spillman Engineering Company, North Tonawanda, N. Y.; J. P. Wendler, Allan-Herschel Company, North Tonawanda; (J. N. Mackenzie, of same firm, is not (See CHI ROLL CALL on page 42)

A. C. Would Make Lodgings Survey Aided by Men of WPA

ATLANTIC CITY, Nov. 30.—Every class of business catering to visitors here will receive direct benefits of city advertising, it is held, if the WPA approves the project prepared by Mayor C. D. White.

The mayor has asked for 25 men to make survey of city, listing hotels, rooming houses, etc., list to be used in conjunction with future advertising and sent to those answering city advertisements in various publications. Also will help in convention work, it is believed.

Louis Cunningham, former newspaper man and mayor's secretary, is slated as supervisor of survey.

MONTROSE, Ia.—Walter Phillips has again taken over Bluff Park and is readying it for next season. He sold the spot about eight years ago and it has been reported a loser since that time. He plans a number of improvements.

Favors A. C. Out Of Summer Class

ATLANTIC CITY, Nov. 30.—This city's efforts toward keeping the majority of amusements here all the year round to help take it out of the mere summer resort class were aided this week by Mayor C. D. White's declaration to the Atlantic City Licensed Beverage Association that he favored special concessions to the year-round man, at the same time bearing down on the one who comes here for only a couple of weeks.

It was revealed that a number of persons had been securing licenses here in the spring, reaping benefit of the summer and reselling their licenses for few dollars when they left in the fall. The mayor declared regulations against this practice would be sought.

WEST PALM BEACH, Fla.—Ralph Cohen, Inc. has been organized here to conduct amusements. Authorized capital is 100 shares at par of \$10, and incorporators are given as Ralph Cohen, Harry Halpern and J. Herman.



A VIEW OF THE SWIMMING POOL at Crystal Lake, Reynolds road, Winston-Salem, N. C., where Proprietor R. T. Davis reports an increase in business the past two years. Dance hall is conducted with a free policy to patrons of the pool.

Pay Gate and Free-Acts Policy To Come Back at Summit Beach

AKRON, O., Nov. 30.—Rehabilitation of greater portion of Summit Beach Park, once the largest and most complete amusement center in Eastern Ohio, will be started shortly after the first of the year. Leo Mayntner, owner of the major section of the park area, announced this week. For several seasons he has operated his part independently of the lower section of the park.

Mr. Mayntner said all present buildings on his area will be renovated and repainted and several obsolete rides and buildings, including some concession structures, will be razed. New rides and other features will be constructed along the midway, it is said.

Wisconsin Resort Is Razed By \$100,000 Pavilion Blaze

WAUSAU, Wis., Nov. 30.—Vogel's Pavilion at the Eau Claire Dells, many years chief pleasure resort in this section, burned to the ground on November 21. Loss was estimated at about \$100,000. Furnishings, musicians' instruments and money in cash registers were consumed, so sudden was the blaze.

According to Charles Vogel, owner, only about a quarter of the sum is covered by insurance. An explosion occurred in the oil room. In 45 minutes the building was in ruins. Flames evidently followed the gas line. The resort is about 20 miles east of Wausau. Vogel's Park, also known as The Dells, has long been an entertainment spot. Mr. Vogel remodeled the pavilion this spring at a cost of \$30,000. He said he would rebuild.

Doubles as Customs Officer

BAYNES BEACH, N. B., Nov. 30.—E. C. (Bud) Tippett, proprietor of Dominion Park here and recently a candidate for county council, is one of few amusement park men who reside in their parks the year round. His wife assists him in management. The first Canadian soldier to return to the St. John zone after being wounded in World War early battles, he has been a member of the Canadian customs service as an examiner 18 years and perhaps is the only customs officer in America or the world who doubles as amusement park owner.

N. C. Beach Is To Expand

MOORHEAD CITY, N. C., Nov. 30.—A. E. Shackell, who was recently elected director and vice-president of Atlantic Beach and Bridge Company, Atlantic Beach here, is planning an expansion of the resort's amusement area for next season. He was put in charge after resignation of the former management.

Juicy Assets

NEW ORLEANS, Nov. 30.—Tenshun, Florida and California! When Harry Batt, operator of Pontchartrain Beach, balanced books after Labor Day, he left out assets which were revealed this week in form of a half dozen large watermelons. He forgot about Mother Nature taking a hand after thousands had eaten watermelons on the beach. A party braving wintry winds of the lake front found the melons, fully matured, on some of the many vines which sprang up after the beach's closing. There are still hundreds of smaller melons growing there.

'Jones Beach' Idea Tabooed

Storm cost talk brings A. C. opposish to Federal or State control of strand

ATLANTIC CITY, Nov. 30.—Hundreds of thousands of dollars' damage to beaches and resorts of the South Jersey Coast caused by the Northeast of November 16-18 has revived a controversy on advisability of taking this burden off the resorts, with the novel idea being presented by Asbury Park to deed all beach-front property either to the State or Federal Government, relinquishing all control thereof. This would save resorts thousands of dollars annually in repairs, bulk-heading and maintaining a guard patrol. It is contended.

Favored in Asbury

J. Lyle Kinmonth, owner of The Asbury Park Press and considerable beach-front property, including a hotel, is sponsor of the idea, which has met with great favor in Asbury Park. He terms beaches "liabilities" to resorts and holds that hotel and amusement operators must share principal burden of upkeep and advocates the setting up of a national commission to operate beaches as national parks are operated, maintaining many for excursions, while restricting others for those who can pay more.

However, the Asbury idea hit vigorous opposition from Atlantic City and Mayor C. D. White, despite the fact that Atlantic City bore most of the damage costs of the last storm and has one of the largest beach expenditures on the coast, due to patrol and upkeep of eight miles of strand.

Finance Plan Sought

"To make a 'Jones Beach' out of Atlantic City we would have to give away that out of which we make our living," said Mayor White. "Atlantic City has 70,000 people to support and it can't be done by running our beach front as a national park. The best Jones Beach does is to support 300 employees of the State Department of Parks."

Mayor White has in the past suggested a municipally created beach-front park (See 'JONES BEACH' on page 43)

Casino Is Given More Time

FORT WORTH, Tex., Nov. 30.—Casino Park management, Lake Worth, faced with foreclosure unless about \$18,000 in back rent was paid in two weeks, won a two weeks' respite from foreclosure proceedings by city council. Council granted the delay after George T. Smith, park manager, sought permission to work out a reorganization plan or a new operating setup looking to a reduction in indebtedness.

Sale in Paris Is Retarded

PARIS, Nov. 28.—Due to lack of a quorum of directors of Luna Park's operating company to discuss details of the proposed sale of Luna Park, no action was taken. Another meeting has been called. A big ski slide and other attractions have been installed in the Parc des Expositions, Paris fairgrounds.

BONNER SPRINGS, Kan. — Business has been on the increase in Lakewood Park here since 1933, when the concrete swimming pool was built and first opened latter part of that season and since, reports Owner Lewis D. Ward.



The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard.)

Convention Comments

CHICAGO—Well, here I am, back in the Windy City again for the park and pool convention, which will probably be well under way when you read these lines.

No preaching for me this issue on a swimming-pool subject of any kind. For those of you who have journeyed to this Midwestern metropolis for this confab are probably up to your necks by now with sermons on what to do and what not to do with that tank of yours. And those who didn't decide to come to the meetings or couldn't for some reason or other will get your share of the things that were said in future issues.

This column in particular will have much to say about the pool subjects discussed at the convention, starting next week. Moreover, I'm going to put the well-known nose to the not so well-known gnatstone and see if I can't come up with a batch of newsy personal items about the pool men who attend the sessions. If you couldn't come to Chicago be sure to read the reports of the meetings here, and if you are attending the convention I dare you to read this department for the next few weeks, for I'm going to have plenty of intimate news about you, you, and even you—but don't worry, it won't be too intimate.

Those of you who are attending the convention are urged to look up the writer at The Billboard booth any day during the exhibition. I should have told you to "look down" the writer, for I must admit that I'm pretty much of a shrimp. So if you have any trouble, just pick out the smallest guy at The Billboard booth and it will probably be the writer. I should like very much to meet a number of out-of-town pool men, especially those of you who have been kind enough to write in from time to time. It's always good for a columnist to meet his readers face to face, even if it is only two or three. Seriously, tho, I will greatly appreciate if you will call upon me while in Chicago.

Pool men are urged also to listen attentively to discussions scheduled at the convention on the proposed Learn-To-Swim Campaign to be held next summer throughout the country. Martin Stern is in charge of the campaign and I understand he has a booth in the exhibition hall. There's been many meetings in New York City on this during the past six weeks which were attended by outstanding Eastern pool owners, as well as New York City representatives of large bathing-suit concerns, and they tell me things are pretty well set for a slambang campaign. Idea was outlined in this column some issues ago and it looks like a swell stunt to boost bathing business. Don't forget to visit the Learn-To-Swim Campaign booth and listen to plans for the drive at the Friday pool meeting.

Performer Paragraphs

Clarabelle Barret, who attempted the English Channel swim some years ago when everyone, it seemed, was attempting the same swim, is now running a camp and swim school in Maine. Under management of the aforementioned Martin Stern Clarabelle made more money, even tho she failed in her English Channel swim, than many successful long-distance swimmers.

In answer to a query here a few columns back as to what happened to Bill Badlo Jr., marathon swimmer, I've been informed that Bill is instructing swimming in New York City public schools as ever.

H. (Buddy) Siegel, pro diver, writes in to tell that he thinks Coffeyville Pool, operated by his friend J. B. Spencer, is one of the finest in the Midwest, but "Buddy" forgot to tell me where Coffeyville is, or should I know?

Congratulations are in order to Beatrice Metzger, recently elected prez of the Women's Swimming Association, with Mrs. Tillie Aubelroted as treat-

urer for the 15th consecutive year. Ray Woods writes from St. Louis that he is still waiting to hear about the high-diving contests, and, in answer to Ray and all the other pro divers who have been writing in of late, may I say that just as soon as these pool confabs are over definite announcement of the high-diving competition will be released?

Dots and Dashes

Fred French, of Manhattan and allied beaches, New York City, is said to be working on \$3,500,000 housing project for Joe Day, his father-in-law.—Joe Laurie, manager of Park Central Indoor tank, New York, glorified by a Stookie Allen "Above the Crowd" cartoon in The New York Daily Mirror the other day. . . . Great shots of the beautiful mammoth Navy Inclosed natatorium in Annapolis in the motion picture Shipmates Forever.

Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, Nov. 30.—This report, in its drive for Christmas trade, will take activities to sea and in connection with the Festival of Lights, which has been copied by some of the larger resorts of Europe, it will present a striking Christmas display at sea off the beach under supervision of the Coast Guard. There will be illuminated trees, fireworks displays, flares and Santa coming to the resort on a huge boat, outlined in lights. . . . There will be parades and other attractions, with pier going in for several special stunts.

Repairs to the Boardwalk began this week. . . . over 200 WPA workers digging inlet from under load of sand. . . . Redecking of entire Ocean City Boardwalk also begun. . . . Cape May will construct a new Boardwalk for the coming season and building has started on the job, to cost \$12,500. . . . Boardwalk band concerts in front of the Auditorium will be continued next season. . . . efforts are being made for seating arrangements, as these concerts proved popular from attendance and advertising standpoint.

West and McInty headed big holiday bill at Steel Pier, which put on a full show for Thanksgiving. . . . Charles Hart postcarding friends from Paris. . . . his act, in outdoor arena of Steel Pier for two summers, now touring South America. . . . Police-firesmen's football game in the Auditorium drew 25,000 cash customers—biggest sports attendance at hall this year. . . . Manager Phil Thompson of the Auditorium said ice hockey is finally set with 31 home games, 21 of which will be league teams. . . . Ten remaining games await Canadian ruling.

With the Zoos

PARIS—Four lion cubs were born in the menagerie of Boudlone Brothers at the Cirque d'River in Paris.

PITTSBURGH—New residents in Highland Park Zoo here are a full-grown Kamerun, West Africa leopard sent by its captor, Warren Buck, and a young Barbary ram, which arrived from St. Louis.

CINCINNATI—Dr. Lutz Heck, director of Berlin (Germany) Zoologischer Garten, was in Cincinnati on November 24 inspecting improvements at the zoo. The international authority on zoological affairs said he believed the new African Velet the most dramatic and informative display of animals in the world. He intimated that upon his return to Berlin a similar exhibition plot would be constructed in the German capital. Learning of plans to build a reptile house at the zoo here, Dr. Heck stated that this addition would not only be of high educational value, but would greatly increase attendance, as European experience proved that a major display of snakes and other reptiles was one of the greatest drawing cards in modern zoos. Dr. Heck came to Cincinnati from Washington after viewing zoological collections there and in Philadelphia and New York. The visitor went by airplane to St. Louis, accompanied by Louis Huhe, New York animal importer, who is acting as guide and interpreter for the Berlin director. Dr. Heck planned to visit zoos in Chicago and Detroit before sailing homeward on the Europa from New York.

American Recreational Equipment Association

By R. S. UZZELL

The organization of your manufacturers, now to be known as the American Recreational Equipment Association, has had its first experience in soliciting exhibitors for our annual exhibit before the park men of the country. It has been an interesting and profitable experience, from which we have learned much that will help us when we put on the big show where the actual device will be operated.

Most business men and concerns are affiliated with some form of organization which has the interest of the industry as its only objective and, like most of the special industry organizations, their support of it has been woefully neglected. Now that the tide is turning they tell us they must get behind their own organization before taking any part in or exhibiting with another association. They also said: "We cannot see Chicago now. We have not exhibited here for years; wait until we get our association going again, then we will entertain your proposal." This was repeated so much as to become a stock phrase.

Find New Exhibitors

Our own members have returned in larger numbers this year than for several years and some have increased their space. We wish to acknowledge the continuous support of the faithful who exhibited thru the lean years, not because it paid them, but because of loyalty to the National Association of Amusement Parks. Purchasers should remember this when going is good again and when the fly-by-night, with his office in his hat, comes around again and apparently offers something for nothing.

While soliciting we learned of new sources of exhibitors which can be used when we exhibit in the East again. The old list of prospects is about 75 per cent useless. They have died, gone bankrupt or folded up for good. We shall not have to waste time again on the defunct part of the old list. Our new list will have made some changes by next year, in addresses at least, but will contain mostly live ones who have had the ice broken for them and will know and remember us.

The 1935 annual meeting is the first one for AREA and marks the turning point for us manufacturers. Our charter has been slow in arriving, but we have not used that as an excuse for not furnishing you with an interesting and live program. Let us here in Chicago assembled resolve to put our new organization on a higher and more useful plane than the old one ever reached. The Dayton Fun House and Riding

Device Manufacturing Company becomes the National Amusement Company. This means that Aurel Vaasin remains with us. Here is a good mechanic whom we did not want to lose. Success to him.

Speak Up, Harry!

We heard at Rockaway Beach that Harry Tudor was returning to America. Now we hear from England that he is not to return. Let us hear from Tudor himself. Speak up, Harry!

They tell us Harry O. Traver is to rehabilitate South End, near London, Eng., with devices and attractions from the Brussels Exposition and will reside in England for a while. Traver should know. Speak up, Harry!

We are informed that HARRY A. ACKLEY has been making progress with swimming pools despite depression. We hope this is true. Speak up, Harry!

If anyone thinks there is no work entailed in holding the presidency of the NAAAPP, it might be well to keep in close touch with Harry C. Baker's office. "Unsay lies the head that wears a crown." What say you, Harry!

The promptness in responding when asked for dues under the new name, American Recreational Equipment Association, is encouraging to your officers. It can't be the new letterheads, bill-boards, etc., but is the improved outlook for better business. The tone of letters carries a new note of optimism.

The meeting of AREA in Chicago on December 2 at 7:30 p.m. was changed from the Gray Room to the Crystal Room in the Hotel Sherman so as to accommodate all of our visitors who will be there to see the Ford film of the San Diego exposition and hear the innovations of our program.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND—Interest in 1936 World's Fair being stimulated. Several million dollars' worth of fed money being poured into bridges, highways and (See LONG ISLAND on page 43)

WINDOW CARDS
IN FLAMBY COLORS
We specialize in them; in fact nothing but Quick Service, Low Prices. Write for Big Free Catalog, showing several hundred stock designs in color.
BOWER SHOW PRINT IN ART FOWLER, INC.

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Latest Model, Single Type, 3 months old. New 5 HP. Motor. The greatest ride in the world!
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Auto-SKOOTER-Water SHOWMEN
GET THE RIDES THAT PAY YOU BIG DIVIDENDS EVERY YEAR.
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PARK OWNERS AND MANAGERS
Advertise in the
41st Annual Amusement Review
and
Holiday Greetings Number
Copy must be in Cincinnati on or before Dec. 18
OVER 500,000 READERS
ANNOUNCE YOUR 1936 REQUIREMENTS FOR CONCESSIONS RIDES BOOKING OFFICES ACTS FIREWORKS
Manufacturers of Nationally Advertised Products
IT WILL PAY YOU TO ADVERTISE IN THE BILLBOARD

I A F E ' S V A N G U A R D B I G

Officials of Fairs and Showmen In Chicago Early for Sessions

Saturday's arrivals indicate largest attendance in a number of years—will attend banquet and Conklin party—exodus is reported from Dallas by plane and train

CHICAGO, Nov. 30.—The vanguard of secretaries, managers, directors and other officials of fairs and many outdoor showmen began arriving at the Hotel Sherman here on Wednesday for the 49th annual meeting of the International Association of Fairs and Expositions on December 3 and 4, running concurrently with meetings of the National Association of Parks, Pools and Beaches, American Recreational Equipment Association, American Carnivals Association and allied bodies and taking these out Tuesday night for the Banquet and Ball of the Showmen's League of America in the Grand Ballroom of the Sherman.

By the day after Thanksgiving several scores had checked in. More came every day and the largest attendance in years appeared assured. Many came earlier than usual to attend the testimonial party tonight in honor of President J. W. (Patty) Conklin, of the Showmen's League. Reservations were heavy, indicating a general influx of fair men and women on Sunday and Monday.

Dallas Officials Come

Word came from Dallas of an exodus of showfolk there as Chicago-bound planes and trains carried them to the meetings. Lew Dufour and partner, Joe Rogers, left Dallas on Saturday by plane, accompanied by John Strigo, official photographer of California Pacific International Exposition, San Diego, and Mrs. Clara Brandt, Mr. Strigo's aunt.

Among officials of Texas Centennial Exposition, Dallas, who are in Chicago are Paul Massman, director of exhibits and concessions, with Mrs. Massman and Gardiner Cobb, exhibits chief of General Motors, and Walter Herzog, assistant director of finance, who will contact members of the show world who are considering Dallas for 1936 operations.

Rupard Off Program

Ray Rupard, assistant director of exhibits and concessions of Texas Centennial Exposition and secretary of the State Fair of Texas, Dallas, would not be able to attend the convention. It was said at his office. He was programmed for an address at the IAFE session Tuesday afternoon, but will be replaced by a substitute.

Fairs, Carnivals Included In Publicity Ban in Atlanta

ATLANTA, Nov. 30.—Three Atlanta Galettes have united to enforce a publicity ban which in scope and application, it is said, sets perhaps a new high in American journalistic efforts to control giving of free space.

The Constitution, Georgian-American and Journal have notified advertisers of a militant stand to end a practice which "threatens the future interest of the public in news columns" and tends to "weaken the value of advertising columns."

Among items on which no publicity will be carried in future are "all commercial promotions, such as State fairs, carnivals, auto races, flower shows, etc. This does not apply to civic enterprises or those operated strictly for charity."

Illinois Will Run 9 Days

CHICAGO, Nov. 30.—It was announced this week by E. E. Irwin, manager of Illinois State Fair, that the 1936 annual will be on nine days in August. In former years it has been eight days. Additional day will be for purpose of staging a State-wide beauty contest. It is planned to have a contestant from each municipality, winner to be Miss Illinois.

FLYING VALENTINOS, following a successful season of fairs for Barnes-Carruthers and later with Greater United Shows, will winter in Texas, framing a new act for next season. At closing in Corpus Christi, Tex., Lorraine Valentino sustained neck injuries during the act.

Showmen Enter Picture in Dallas

Dufour & Rogers, Stanley Graham on ground—equipment being transferred

DALLAS, Nov. 30.—Lew Dufour and partner, Joe Rogers, arrived here last Saturday after concluding their affairs at California Pacific International Exposition in San Diego. They were accompanied by John Strigo, official photographer of the San Diego expo. Mr. Strigo came to negotiate for photographic privileges similar to those he now holds on the Coast, where the management is readying for a second edition. He will continue operations there, but expects to handle picture stuff in Dallas.

Dufour & Rogers have definitely entered the Dallas picture. Their San Diego equipment has been struck and one carload of it is already in Dallas, with another due next week. They will not participate in the second phase of the West Coast show.

Mr. Dufour said he felt the Dallas exposition will be the big outdoor attraction for 1936. Conditions in the Southwest are good and the 6,000,000 people of Texas are all anxious to see a world's fair in the Lone Star State. It is pointed out.

Stanley Graham, of midget show fame. (See SHOWMEN ENTER on page 42)

Two Former CNE Heads Die

CINCINNATI, Nov. 30.—Deaths of two former presidents of the Canadian National Exhibition, Toronto, William Ingis and Robert Miller, are reported in the Final Curtain in this issue of The Billboard.



GEORGE McANENY, prominent civic and industrial leader, who is president of New York's 1935 World's Fair and chairman of the corporation's executive committee. He is shown above in his most recent photo.

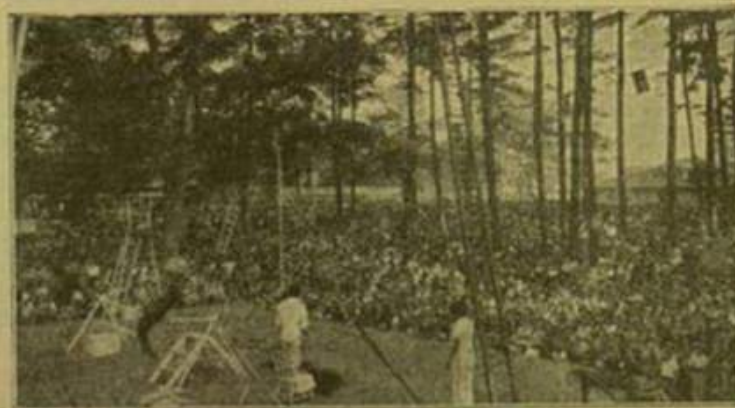
Second Consecutive Profit Reported in St. John, N. B.

ST. JOHN, N. B., Nov. 30.—Surplus of \$1,779 is reported from the 1935 fair of St. John Exhibition Association by G. W. Frost, secretary-treasurer-manager. This is the second consecutive surplus, the 1934 fair having show profit of \$1,479. City of St. John provides a guarantee of \$5,000 against deficit up to that sum, but this has not been taken advantage of for several years. Unfavorable weather reduced attendance at the 1935 fair under 1934.

George D. Ellis, re-elected president, has been head for six years and previously was vice-president for a decade. H. O. Harrison and W. J. Wetmore were elected vice-presidents and Mr. Frost was re-elected secretary-treasurer. R. N. M. Robertson was elected chairman of concessions and J. B. Dever chairman of amusements. H. H. Scovil was re-elected chairman of advertising.

Fun Zone to Big Paris Firm

PARIS, Nov. 25.—Amusement-park concession for the 1937 World's Fair here has been granted to the powerful Messageries Rechetts firm, of Paris, which controls distribution of practically all newspapers and periodicals published in France and also interested in publication of several magazines. So the fair and amusement section should receive abundant publicity. Entire Esplanade des Invalides has been set aside for the fair's amusement park, practically in the center of the city and an ideal spot for big rides and attractions.



HOW FREE ACTS DRAW 'EM is well shown in this view of the crowd before the free-act stage at Franklinton (La.) Fair on November 18. On this day 45,000 attended the fair. The following day, Negro Day, attendance was 25,000.

First Up; Last Down!

CHICAGO, Nov. 30.—The great Travel and Transport Building of a Century of Progress, first to be erected, was last to fall. The huge dome was dropped from its moorings on Monday and the building is now a heap of ruins. Ground for the structure was broken on July 22, 1930, nearly three years before the fair opened, and it was completed more than a year before opening of the fair. Dome, suspended by cables, was 200 feet in diameter and 125 feet in the air. Cost of the building was nearly \$1,000,000.

Utah's Record Best in Years

Big balance is reported in funds set aside by State—gate cut and no passes

SALT LAKE CITY, Nov. 30.—A report showing the best financial record in many years was submitted by Manager Ernest S. Holmes to Utah State Fair board. Altho admission prices in 1935 were reduced from 50 to 25 cents for adults and from 25 to 15 cents for children, the State Fair board was obliged to spend only \$5,000 of the \$15,000 set aside from State funds to finance the State Fair last month.

The Legislature appropriated \$30,000 for the fair during the current biennium. Half of this was set aside for use this year. However, reduction in admission charges so stimulated attendance that all records of recent years were shattered. No passes were issued, a rule which greatly increased returns from admissions.

Close to 100,000 attended Utah State Fair this year. All county fairs report increases in attendance. Plans for next year are under way.

140,316 at Milwaukee Show

MILWAUKEE, Wis., Nov. 30.—The nine-day Milwaukee and Wisconsin Exposition which closed here on November 24 in the Auditorium attracted 140,316 admissions at 25 and 35 cents. More than 150 State industrial concerns exhibited. Entertainment included Mills Brothers, Pat Kennedy, Morn Sisters, Gale Page, Pickens Sisters, Ted Weems, Bob Tamme, Billy Naer, Joe Smith, Miron Stuart, Heinie and his Grenadiers, Joe Caravella and Al Buehner, the latter eight appearing with their bands. Association of Commerce plans to make it an annual.

Ohio Opinion on Tax Levy

WOOSTER, O., Nov. 30.—Only a majority vote is required to carry a special tax levy for aid of a county agricultural society in building or repairing fair buildings. Attorney General John W. Bricker ruled in an opinion to Wayne County. The ruling clears the way for the society to construct a grand stand on fairgrounds here. Voters on November 3 approved by majority vote a special levy which would produce about \$65,000 for the improvement. Believing the 65 per cent majority required for most special levies was not necessary for approval of an issue of this nature, county officials appealed to Bricker.

Flaxton, N. D., Record Good

FLAXTON, N. D., Nov. 30.—In the face of crop failures for six years and gate reduction to 25 cents in 1932, Burke County Fair here has not missed an annual showing nor gone into debt, declares Secretary-Manager H. C. Wood. All obligations have been paid, title to grounds is clear and there is a cash balance of \$800. All buildings will be repainted in 1936.

ARMOUR, S. D.—Governor and senators of this and neighboring States will be invited to the Golden Jubilee Fourth of July Celebration here next year, marking 50th anniversary of settlement of this section. Plans are to entertain 50,000 visitors.



By CLAUDE R. ELLIS

Fair Breaks and Shakes

THIS year during sessions of the International Association of Fairs and Expositions, meeting this week in the Hotel Sherman, Chicago, there will be much buzzing about coming events of greater magnitude than the run-of-the-mill shows usually talked about on these occasions. Results of the expo in Brussels and first period in San Diego will be cut up, albeit with headscarf references to some departments and methods. Texas Centennial Exposition, Dallas, and second edition in San Diego are on the tapis for 1936. Chi's projected permanent fair continues to create much conjecture. And what promises to be the garb of all, New York's 1939 World's Fair, will soon take fairdom's spotlight. Several European expositions are in the offing despite reported monkey and parrot conditions overseas and in the meantime North America's fairs, large and small, stand out as leading institutions of civilization. All this must sometimes be discouraging to the knockers.

"ALL revenue from earnings and concessions is spent for entertainment," info Secretary W. D. Winter, Parkville (Kan.) Fair. "No officer receives any salary and there are no dividends to any member. Whatever money we make is spent for entertainment for the good of the community."

WHILE there has been a noticeable revival of street fairs the past couple of seasons, comes word that one such odd-time event hopes to go behind a gate in 1936. Secretary Cliff Gates, Decatur (Tex.) Chamber of Commerce, advises that after a decade of street fairs, a regulation event probably will be held in a county plant built for the purpose, "with a gate charge and all accessories."

ONE free-gate annual that usually handles a take of about \$8,000 is Valley Mid-Winter Fair, Harlingen, Tex. Where does it come from? This has been asked by managers who do not take in that much at pay-gate fairs in comparable communities. Harlingen has a 25-cent charge for auto parking inside grounds. Revenue from carnivals usually nets from \$2,500 to \$3,000. Trade concessions run about \$2,000 and inside commercial exhibits about \$1,500. Grand stand, wrecked by a storm in 1933 and only partially rebuilt, generally nets from \$1,000 to \$2,000. Fair does not operate for a profit, but as a Rio Grande Valley community show. "It always pays expenses, with usually very little left on hand," remarks Manager A. L. Brooks.

FARI-MUTUEL betting and fairs don't jell in the State of Washington, is the deduction of Secretary E. T. Moore, North Pacific Fair Association, Everett, which has had no fair since 1930. "We have watched pari-mutuel betting kill off nine active agricultural fairs in this State," he declares. "We have one fair going in the State. Gambling on horse races—crooked or straight—certainly shot the fair split right out of the picture in Washington."

TO ANYBODY who may feel pessimistic about the future of any Mid-West States in the drought area, especially Kansas, again comes cheering news. "Our 1935 fair was a record breaker in nearly all departments and, I believe, showed largest increase in net returns of any State fair in the central part of the U. S.," writes Secretary H. W. Avery, Kansas State Fair, Hutchinson. "Last year

we showed a 40 per cent increase over 1933 and this year we have a much larger increase over 1934. We believe 1936 offers something still better for fairs. As compared with a year ago, our outlook is much better."

HERE'S HOW Manager Harry L. Fittes, Midland Empire Fair, Billings, Mont., feels about it: "Please feel at liberty to call upon me at any time for any information concerning Midland Empire Fair, as it is the least we can do to reciprocate for the fine publicity and service which The Billboard renders to fairs."

PILLUPS: H Sandwich (Ill.) Fair makes a dollar, it is put back into the fine 50-acre plant. C. L. Stinson has been secretary 24 years. . . Pupils and teachers are admitted free for the five school days of Western Washington Fair, Puyallup. . . Drought lapsed Mills County Fair, Malvern, Ia., in 1934-35. Secretary J. P. Wearn says one will be held in '36. . . Marie C. Stokes, assistant secretary of Mississippi Valley Fair and Exposition, Davenport, Ia., will return home from the Chicago doings this week and will attend the Iowa fair meeting in Des Moines on December 9. . . Joseph J. Prisch is acting secretary of Interstate Fair, La Crosse, Wis. . . Independence County Fair, Batesville, Ark., out for a number of seasons, probably will resume next year, says Secretary J. Rich. . . Secretary Harry Kahn, Wapokoneta, O., had Ohio Fox and Par Breeders' Association in Auglaize County Fair pavilion last week and they liked it

(See FAIR BREAKS on page 43)

Speakers Selected For Meet in Iowa

DES MOINES, Nov. 30.—Opening session of the 28th annual meeting of the Fair Managers' Association of Iowa here on December 9 and 10 will be on the afternoon of the first day in the Clubroom of the Savory Hotel, where all gatherings will be held. D. D. O'Brings, Waverly, will lead community singing at all sessions. Subjects for general discussion will be Problems Confronting a Fair Manager, C. Jay Bains, Alta, and Practical Publicity for Fairs and Other Events, J. C. Howe, Sidney. Monday night will be left open for committee.

President C. S. Miller, Tipton, will give his annual address on forenoon of December 10. Commercial and Industrial Exhibits is the subject of Marie C. Stokes, Davenport; A Visit to Foreign Fairs With Iowa's National Dairy Judging Team via Pikes Route, E. M. Wright, Waterloo. In the afternoon C. D. Moore, Urbana, will speak on Value of Horse Racing at Our Fairs, and Harley Walker, Boone, on 4-H Club Work in Iowa Fairs, followed by committee reports, question box, election and adjournment.

Banquet at 6:30 in the Savory's Venetian Ballroom will have President Miller as toastmaster, with an address by Lieut. Governor Nelson G. Krachel, followed by a program of vaudeville acts. State agricultural convention will be held on December 11.

N. Y. 1939 Expo Chat

NEW YORK, Nov. 30.—Stanley J. Quinn, assistant to President George McAneny of New York's 1939 World's Fair, made the following statement to The Billboard this week:

"As you point out, one of our great problems in this fair will be to protect ourselves and the public from the racketeer and exploiter, but with the sort of backing that has been provided for the management and co-operation of the reputable press I think we can keep these parasites in order." He also stated that The Billboard's "co-operative attitude in this civic effort is much appreciated."

Drive is on for a huge stadium in Flushing, site of the proposed exposition, with the 1939 World's Fair Municipal Stadium committee in the process of formation. When and if built it will have a capacity of 100,000. Another proposal is for a zoo adjoining the grounds, with Park Commissioner Robert Moses pushing the project.

Most ambitious development so far in connection with the expo is a \$38,000,000 tunnel linking Manhattan and Queens. The FWA and NYC will be asked to grant loans. It would be a toll idea spread over 30 to 40 years, thus making it self-liquidating, and it would run from East 38th street, Manhattan, to a point on or near the fairgrounds.

Fair Meetings

Iowa Fair Managers' Association, December 9-11, Savory Hotel, Des Moines. E. W. Williams, secretary, Manchester.

Iowa State Fair Board, December 11 and 12, Savory Hotel, Des Moines. A. R. Corey, secretary, Des Moines.

Indiana Board of Agriculture (Indiana State Fair), January 8, Claypool Hotel, Indianapolis. Dick Heller, fair manager, Indianapolis.

Wisconsin Association of Fairs, January 6-8, Hotel Schroeder, Milwaukee. J. F. Malons, secretary, Beaver Dam.

State Association of Kansas Fairs, January 7 and 8, Jayhawk Hotel, Topeka. George Harman, secretary, Valley Falls.

Illinois Association of Agricultural Fairs, January 9 and 10, St. Nicholas Hotel, Springfield. J. H. Metten, secretary, Duquoin.

Ohio Fair Managers' Association, January 14-16, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, secretary, Bellefontaine.

Minnesota Federation of County Fairs, January 15-17, Lowry Hotel, St. Paul. H. F. Hall, secretary, Minneapolis.

Nebraska Association of County Fair Managers, January 20-22, Cornhusker Hotel, Lincoln. Chet O. Marshall, secretary, Arlington.

Western Canadian Association of Exhibitions, January 20-22, Royal Alexandra Hotel, Winnipeg, Man. S. W. Johns, secretary, Saskatoon, Sask.

Western Canada Fairs Association, January 20-22, Royal Alexandra Hotel, Winnipeg, Man. Keith Stewart, secretary, Portage La Prairie, Man.

Maine Association of Agricultural Fairs, January 21 (meeting place to be selected), Portland. J. S. Butler, secretary, Lewiston.

Michigan Association of Fairs, January 22 and 23, Fort Shelby Hotel, Detroit. Chester M. Howell, secretary, Chesaning.

Western Fairs Association, January 24 and 25, Hotel Whitcomb, San Francisco. Charles W. Paine, secretary, Sacramento.

Texas Association of Fairs, January 24 and 25, Baker Hotel, Dallas. Frank M. Thompson, secretary, Sherman.

Massachusetts Agricultural Fairs Association, January 23 and 24, Hotel Weldon, Greenfield. A. W. Lombard, secretary, 126 State House, Boston.

Virginia Association of Fairs, January 27 and 28, John Marshall Hotel, Richmond. Charles B. Halston, secretary, Staunton.

Pennsylvania State Association of County Fairs, January 29 and 30, Abraham Lincoln Hotel, Reading. Charles W. Swoyer, secretary, Reading.

New York State Association of Agricultural Societies, February 18, Ten Eyck Hotel, Albany. O. 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.

SECRETARIES of associations should send in their dates, as inquiries are being made.

AFTER a good season with her Miniature Trails, Mrs. Charles Drollinger, the "Train Lady," finished dates in Sigourney, Ia., on October 13 and returned home to Kalona, Ia., where the outfit will be reconditioned.

Awards, Sales Big in Toronto

Royal Winter Fair has new mark in exhibits—closed concessions not reopened

TORONTO, Nov. 30.—At close of the 14th annual Royal Winter Fair here on November 29-30 more than 2,500 exhibitors took \$90,000 in prize money and an estimated \$30,000 from stock sales, which brought record figures in some instances.

Exhibitors came from Coast to Coast in Canada and from more than half of the States. In the 23 acres of buildings were the largest number of entries in history of the show. Many Canadian shipments left Tuesday night for the International Live Stock Show in Chicago.

Game concessions of Bill Beasley, widely known Canadian concessioner at the Canadian National Exhibition here, which were closed by provincial police on November 22, did not reopen. Mr. Beasley declared that he felt an injustice had been done him, as he had been advised last Thursday by the attorney-general's department that it considered all except one of his games to be legal and that it was because of this particular concession that provincial police had ordered the entire midway closed.

It was said that Winter Fair officials had intimated that privilege money would be refunded to Mr. Beasley. He expressed the opinion that the shut-down during the Winter Fair would not affect concessions at future fairs in Ontario, saying that police had admitted that only the one game should have been closed.

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Boulter Heads Canadian Body

Succeeds Hughes as prez of exhibitions' org—ban is on "unethically fitted cattle"

TORONTO, Nov. 30.—W. J. Boulter, Charlottetown, P. E. I., was elected president of the Canadian Association of Exhibitions at the annual meeting here in the Royal York Hotel on November 21 and 22. He succeeds Elwood A. Hughes, general manager of the Canadian National Exhibition, Toronto. Sid W. Johns, Saskatoon, was elected vice-president; W. D. Jackson, London, Ont., re-elected secretary-treasurer. Mr. Hughes and H. H. McElroy, Ottawa, were named on the executive committee.

Following a warning by George B. Bethwell, Dominion live-stock commissioner, the association decided that in future "unethically fitted" cattle will be barred from entering Canadian show rings. Resolution stipulated that all cattle must be presented in natural conformation and with no preparation other than natural feeding and fitting. Only exception to be made is in treatment of hair, horns and hoofs.

Among outdoor attractions representatives present were George A. Hamid, New York; Max Linderman, World of Mirth Shows; Frank Conklin, Conklin's All-Canadian Shows; Ben Williams, Ben Williams Shows; J. C. McCaffery, Rubin & Cherry Interests; Edgar L. Schooley, Schooley revues; Phil Wirth, New York; W. T. Hand, Hand Fireworks Company.

Operation in Dallas Put on a Cash Basis

DALLAS, Nov. 30.—Near perfect condition of payments on monthly installment maturities of bonds of Texas Centennial Exposition with sales of exhibits and concessions has enabled the fair to operate on a cash basis during construction period and maintain a cash reserve well above immediate requirements. Monthly collections of installment payments now average 97 per cent of maturities. Receipts from bond installments during October amounted to \$126,293, according to a report from the comptroller to the directors, city council and Dallas park board.

Meanwhile, sale of bonds continues at a rate of \$25,000 to \$30,000 monthly. With an issue of \$2,000,000 authorized for sale, \$1,760,800 of bonds have been subscribed and pledged, leaving \$240,000 of the authorized issue unused. Number of subscribers to exposition bonds to date is 840 corporations and individuals, with firms in all parts of the country participating. Purchases of these bonds range from \$100 to several blocks of \$100,000 and one block of \$150,000, in denominations of \$100, \$500 and \$1,000.

Among subscribers to Exposition bonds are nationally known concerns in many fields of industry. When the bonds are sold on installments, payments are adjusted in equal units over a period intervening until opening of the exposition.

Profit in Toronto

TORONTO, Nov. 30.—Canadian National Exhibition shows a profit for 1935 of \$100,000 after meeting all preliminary outlays. Of this \$18,353 will be used to write off a deficit in 1934. A new bandshell and music area will be constructed on site of the old stand opposite the Horticultural Building at a cost of \$50,000. It was announced that the exhibition will again have an organized carnival next year, following which preparations probably will begin for creation of an independent midway.

The bonds bear interest at 4 per cent per annum and come due six months after close of the exposition.

Chambliss To Give Full Time to Fairs

ROCKY MOUNT, N. C., Nov. 30.—Norman Y. Chambliss, co-lessee of the last three State fairs in Raleigh, has resigned his position with the Planters National Bank and Trust Company here and will devote full time to the operation of fairs.

He has established a permanent office in Rocky Mount to handle business of fairs in which he is interested with George A. Hamid, New York, his partner in the State fair and other expositions.

Mr. Chambliss and Mr. Hamid operated fairs in Rocky Mount, Williamston, Greensboro and Clinton, all North Carolina, in addition to the State fair, and probably will take on more local expositions next fall, it is said. Mr. Chambliss has been operating the fairs while on leave of absence as public relations officer of the bank.



Fair Grounds

WOOSTER, O.—Ralph W. Swinshart has been appointed a director of Wayne County Agricultural Society to fill an unexpired term ending in 1937.

SPARTANBURGO, S. C.—Attendance at Spartanburg County Fair on October 18-19 was about 175,000, "the best in six

Legionnaires Prepare To Battle Alabama Tax Called Prohibitive

OPELIKA, Ala., Nov. 30.—A movement to enlist support of American Legion posts in Alabama in a demand to the January session of the Legislature for amendment of the tax law applying to fairs sponsored by the Legion is under way here, headed by the local post, of which W. M. Cannon is commander; E. I. Messer, adjutant, and C. B. Downey, finance chairman.

Copies of the following resolution have been forwarded to all Alabama posts:

"Whereas, agricultural fairs greatly stimulate prosperity in rural areas when

years," according to D. C. Todd, treasurer of the fair association.

AMHERST, N. S. — Maritime Winter Fair here was successful beyond expectations, said President C. F. Halley, Fredericton, N. B. It was first held in the past three years, suspension having been because of withdrawal of financial grants by provincial governments. President Halley said it is now the intention to operate every year without lapse. Balabanowa, equilibrista, were featured.

SHERMAN, Tex. — Red River Valley Fair Association elected Will Leslie president, succeeding George Shields, Denton, who served two years; F. M. Echols, vice-president; Frank M. Thompson, secretary; new board members, A. C. Casey, Lee Simmons and Charles Roland, two year terms; Lee Radford elected to fill unexpired term of O. D. Worthley.

VIVIAN, La.—Caddo Parish Fair here was a financial success and directors said a permanent site will be selected at a January meeting. A committee appointed by President E. O. Williamson will make recommendations. The annual fair has been transferred from one point to another in the parish. There is a surplus of \$300. A motion to pay expenses of chairmen of fair departments was defeated.

PORTLAND, Me.—Gorham Fair officials will be hosts to the delegates here at the annual convention of Maine Association of Agricultural Fairs on January 21. Meeting quarters are yet to be chosen.

COLBY, Kan.—President J. B. Kuska is preparing the program for the annual meeting of State Association of Kansas Fairs to be held in the Hotel Jayhawk, Topeka, on January 7 and 8. Secretary George Harman, Valley Falls, has urged local associations to comply with the law providing for elections on December 10 this year and to send delegates to the Topeka convention.

GREEN BAY, Wis.—Frank J. Zimonick, Edward Schuster and Frank H. Bogda were elected directors of Brown County Fair Association. Secretary John Greenwood reported profit of \$72.67 in 1935.

FOND DU LAC, Wis.—Clarence Sheridan, president; William Seffers, vice-

president; L. N. Richter, treasurer, and R. H. Cameron, secretary, re-elected by Fond du Lac County Agricultural Society, are to determine whether a free fair shall be held next fall or an admission charged. The 1935 fair showed profit of \$171.71. Compared with 1934 it showed a gain of \$546.80 in concession revenue, while grand-stand receipts dropped \$1,451 over last year.

Cleveland Auto Show Big

CLEVELAND, Nov. 30.—There was a new all-time high attendance at Cleveland's 33d annual Automobile Show, which closed in Municipal Auditorium tonight, according to officials. Herbert Buckman, general manager, said advancing by almost two months of the date materially increased interest. George Duffy and his orchestra played for the big floor show, which featured Burns and Allen; Buck Rogers and Wilma, radio skit, and a style show. In the night club operated by A. J. Nunn, Jacques Renard and his bandmen held the spotlight, while Doris Hurlig, specialty dancer, and Gerodinsky's Opsy Ensemble completed a colorful floor show.

SHOWMEN ENTER

(Continued from page 40) is winding up in San Diego and will be in Dallas next week to complete plans for his Centennial activities. Tom Wolfe, formerly of the San Diego expo and well known in the show world, is driving to Dallas and will make it his winter headquarters.

Dufour & Rogers plan to combine their San Diego and Brussels shows for the Texas Centennial and are contemplating several other features. They plan to have a restaurant on the grounds, which they will open in January to accommodate exposition workers during the pre-centennial period.

CHI ROLL CALL

(Continued from page 38) attending owing to recent death of his father; Herbert Schneck and John Davies, Philadelphia Toboggan Company; Robert, Richard and Ray Lusse, Lusse Bros., Philadelphia; possibility, General Register Company; one or two reps of Percy Turnstiles; A. Vassin, of National Amusements, formerly Dayton Funhouse and Riding Device Manufacturing Company; Bill Rabkin and wife, International Microscope Reel Company, and Leon Cassidy, Pretzel Amusement Company, Bridgeton, N. J.

Interest in Museum

W. St. Clair Jones, of William B. Berry Company, Boston, wired that "conditions over which we have no control prevent my going." He will have to be replaced on important committees and his paper will probably be read by a member of AREA. Another conspicuous absentee will be Arthur French, of Joseph P. Day, Inc., operators of pools and beaches in Brooklyn. Several pool operators, managers and attaches have signified their intention of attending the sessions.

Monday night session has been shifted from the Gray Room to the Crystal Room of the Sherman Hotel to afford more space accommodation for the showing of the Ford film from San Diego's exposition. R. S. Ornell left yesterday and will make several stops en route. His son, William C. will leave tomorrow with his maternal grandmother, Laura A. Haine, 84, who will visit the conab for the first time.

Many Chicago delegates will be interested to know that the Coney Island Chamber of Commerce is taking an active interest in the American Museum of Public Recreation and staged a special luncheon meeting on Thanksgiving Day in the resort, then adjourning for an inspection of the museum under the direction of W. F. Mangels.

Above account does not represent the full list of conventiongoers from this sector but only those who have been heard from or have been reported on the move for Chicago.

Schott Heading Party

CINCINNATI, Nov. 30.—Heading a party of six from Coney Island here, Edward L. Schott, president and general manager of the amusement resort, will leave Monday night for the NAAPB convention in Chicago, where for a number of years his late father and predecessor as pilot of Coney was an active figure at the annual gatherings.

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properly conducted, and many posts of the American Legion have been conducting such fairs for several years, thus performing a community service and realizing a profit for rehabilitation and welfare work in their respective communities, and Whereas, recent taxes imposed on such fairs have made them prohibitive, Therefore Be It Resolved, that the department executive committee of the American Legion, Department of Alabama, be requested thru the legislative committee to sponsor such legislation in the coming special session of the General Assembly of Alabama as will permit organizations chartered by act of Congress to sponsor agricultural fairs without being subject to taxation, and Be It Further Resolved, that a copy of this resolution be forwarded to each member of the department executive committee and to the department of legislative chairman and to various posts of the American Legion."

"About 95 per cent of money we have made to carry on our Americanization, rehabilitation and community service has been made at our county fair," said Chairman Downey, who added that most of the agricultural fairs in the State are sponsored by the Legion. "The Legion will go backward in the work it is doing unless we get relief from this tax, which compels fairs having carnivals to pay taxes of from \$225 to \$1,100 each."

"A precedent in Alabama has been established by the boxing and wrestling law, which provides that such events may be promoted, tax exempt, by local units of organizations chartered by act of Congress. The same provision in the fair tax law would correct this mistake and at the same time turn profits from fairs into channels of community service and betterment."



By CLAUDE R. ELLIS
(Cincinnati Office)

SINCE in the new location Eyer's Roller Rink, Anderson, Ind., is going stronger and skating an excellent class of people, reports Manager Ernest H. Eyer. El Rey Sisters appeared in the rink all last week and on Sunday, December 1. Regulation nights are on Wednesday, Friday, Saturday and Sunday, with other nights set aside for parties. Many are being booked for January.

CATHOLIC churches around Philadelphia and some other Eastern cities are inaugurating roller skating and it is reported that revenue received has been very gratifying. This invasion does not, however, appear to hurt regular attendance at the various rinks, it is said.

BEN MOREY, Bridgeport, Conn., reports that his first night at Brooklyn (N. Y.) YMCA, which has more than 10,000 members, was a decided success. This is a new spot on Morey's YMCA and Trades School route thru New York and New England territory.

FIRST of a series of races was run in Carman Rink, Philadelphia, on November 20 with a free-for-all half-mile dash and a half-mile amateur event, latter being won by Charles Bresler. Roller hockey games were resumed on November 27. A good field of speed skaters is being rounded in by Malcolm Carey. He and Bill Holland are getting into condition for any big speed events that may develop. Work on a new floor in the latest Carey Philly rink, Circus Gardens, has been started and it appears certain the rink will be ready early in December.

W. E. BOUGHTON, Montreal, was re-elected president, while Champlain Provencher was re-elected honorary secretary and treasurer for the fifth consecutive time at the 48th annual convention of the Amateur Skating Association of Canada in the Queen's Hotel, Montreal. His Excellency, Right Honorable Lord Tweedmuir, governor-general of Canada, has agreed to be patron of the association. In the event that Canada decides to send skaters to the Olympic Winter Games in Germany, Frank Stack, Alex Hurd, Fred Plath and T. White will be recommended by President Boughton to the Canadian Olympic committee. W. M. Ryan, M.P., Saint John, N. B., has been added to the executive committee of the Canadian governing body on skating in the Dominion.

GALA night brought a large crowd to Chez Vous Rink, Philadelphia, on November 20, reports E. M. Moorar, it being the fifth anniversary of its opening. On entering patrons saw what appeared to be a huge cake in the center of the floor. But it was an imitation and proved later to be a resting place for a real 50-pound cake. Souvenirs were given all patrons. Feature came when lights were extinguished for a short period, and when they came on again six young men in beautiful Spanish costumes skated onto the floor, advanced to the pedestal of the big "cake," opened

the doors at the bottom and there emerged six young ladies in evening dress. The six couples performed various evolutions on the little wheels which would have been a credit to any professional ensemble. Those taking part were all amateurs and members of Chez Vous Club: Richard McCulloch, Ruth Baker, Paul Hulston, Ruth Boynton, Charles Baker, Gene McDough, Lydia Uhl, Peggy Cosner, Harry Halston, Walter Powers, Ray Roberts and Skippy Duval. Act was directed and rehearsed under personal supervision of Mrs. Feigle, owner of the rink, and Floor Manager William Stuart. The real cake was cut by the young ladies of the ensemble and each patron received a slice. A beautiful floral bouquet was presented to Mrs. Feigle by her employees.

EVERETT WISHART is organist for Van Horn and Inez in their Fairgrounds Auditorium Rink, Minneola, L. I., and is said to be the first organist to play a Hammond electric organ for skating. The music has pepped big considerably, advises Van Horn. Partial roster, as given by the rink publication *Bumps and Falls*, comprises Barney Fluke, checkroom; Pat McMahon, skateroom; Betty Lytle, Clifford Wilkins, John Scott, Dot Henkel, floor staff; Bill Neen, doorman; Peggy Minnebaugh, lunchroom; Johnny Stern, Eddie Ifford, W. Smith, Roy Burness, skate boys. Rink skating club now claims 3,000 members.

AFTER closing the rink in Chillbuck, O., and storing equipment for a time, Owner Joseph Meseney and Manager George Nelson located in a large building in Moberly, Mo. Skating seasons four days a week are interspersed with dancing, wrestling and boxing under Arthur Morris, Moberly. Special attractions will be presented in the rink. Floor manager is Benny Long, Hannibal, Mo. Moberly American Legion Post has a concession in the building.

THIEVES stole 20 pairs of roller skates valued at \$87 from Hainbow Gardens Rink, McKeesport, Pa. Police reported entrance effected thru a side window. Arthur Bostrom is operator of the rink, which is having a profitable season, he reports.

EIGHT ROLLING LADIES, skating flash, are at Oatman Palace in Paris. Sonja Henle, Norwegian fancy skater, is appearing in exhibitions in Pole Nord Rink in Brussels. Marc and Mary, acrobatic roller skaters, are at Eden Music Hall in Saint Etienne.

THE OLD Culp Roller Rink, Mahoning road, Canton, O., has been reopened under new management, with skating Tuesday, Thursday and Saturday nights. Spot has been renovated, new equipment installed and interior redecorated. Sponsors plan revival of the Old Olympic Two-Step Club, of which there were 62 members. Canton now has three roller rinks in operation, largest number in history of the sport there. Competition is keen and all three are using newspapers daily.

BEACHLAND Roller Rink, Racine, Wis., reopened on November 22 under management of Arthur A. Jurena. In addition to skating on Tuesdays, Fridays and Saturdays, floor shows are featured at 10 p.m.

LAND O' DANCE, Canton, O., roller-skating team, paced by Johnny Uebel and his brother, Maxie, Dover, O., defeated Windland Auditorium team, East Liverpool, O., in a five-mile relay race in Canton on November 29. A free-for-all race was won by Floyd Uebel.

EAST LIVERPOOL, O., relay skate team, under Capt. "Red" Rhodes, defeated Land o' Dance outfit, of Canton, O., on November 24 in a three-mile race in Windland Auditorium Rink, East Liverpool, O., to capture the third of their five-race series. Land o' Dance previously defeated the pottery city combine in two races in Canton. Preliminary race results: Pauline Reibenstein, Canton, defeated Dorothy McGrew, East Liverpool, and Ruth Hall, East Liverpool, ran a lap ahead of Eleanor Miller, Canton, in two five-lap races. In a 10-lap handicap Chuck Jackson, East Liverpool, skating backwards, was nosed out by Merrill Gulst, Canton, but finished ahead of Dale Rose. Gulst and Rose skated forward.

More About Speed

By CYRIL BEASTALL

Since referring to roller speed records and a certain claimant to the fastest one-mile time ever, I have had numerous commensurate letters from across the big pond in relation to these matters. Majority of the correspondents hold the opinion that 2:19 1/2 on a nine-lap flat track is unbelievably fast for the mile distance; some suggest that either the timekeepers were at fault or the track was incorrectly measured. The claimant to this superhuman feat was very definite in his statement that it was a full mile and that several notable people in the roller-skating world were present.

I have gone to considerable effort to get reliable confirmation of various outstanding times over the distance in question and shall have more to say on this fascinating subject just now, when certain information I am awaiting is to hand.

At time of writing I know of nothing (which has been confirmed) faster than Malcolm Carey's 2:31 2/5 in Chicago Stadium in 1928 under ordinary conditions, while Roland Cloni's time of 2:24 at Madison Square Garden, New York, in 1916, behind motorcycle pace, is reputed to be an official record. I mentioned previously that Cloni won the 1928 world championship meet on points, but since my "writeup" appeared the statement has been disputed by several interested people who were present.

In every case my correspondents point out that the one-mile event covered the championship and that final was not won by Roland Cloni. There appears to be something vaguely unsatisfactory about the whole business, and I am sure such a state of affairs would never be tolerated in England—there are never any two thoughts about any results in our championship races; everything is organized to perfection by the NSA.

I have had several inquiries from American speed boys regarding possibilities of match races against Benny Lee, European speed champion and reputed half-mile champion of the world. One writer says he can beat any skater over here at any distance, a boast which has to be taken with the proverbial grain of salt, especially after I found, on referring to his record, that he backed out from a match race against Mac Carey. A well-known American newspaper mentions that this challenger desired to put up a side stake on the issue and that it was accepted as stakeholder, "but altho Carey immediately came forward and deposited his money, the challenger faded into the background." Nuf Sed! Anyhow, to cut a long story short, I think Carey deserves first preference if it can be arranged for Lee to clash with some topnotch American speedsters over here.

ACTIVITIES IN ENGLAND

Just back from a visit to Majestic Rink, Manchester, where things are humming; over 600 skated the afternoon (Saturday) session and nearly 800 on the floor at night and numerous spectators present. Billy Wood, owner, has no complaints regarding business. Floor space measures 165x78 feet.

Just received handbook of Embassy Rink, Birmingham, published annually and very interesting, too. Francis M. Sheppard, owner, says over 100,000 skated on his floor last season and gives dimension of skating surface as 32,000 square feet. I am going over to the Embassy and expect to measure the floor, as suggested by Mr. Sheppard, to close a controversy regarding size of the actual skating area.

I am still awaiting a reply from Ernie Bartlett, floor manager Shrine Auditorium, Los Angeles, regarding inquiry, per letter, concerning dimensions of that rink.

'JONES BEACH'

(Continued from page 38)

commission, kept aloof from politics, which would work out a plan for a few restricted beaches, but also maintain special open ones. Even this hint at restriction did not set favorably locally and the mayor and commission are looking for some way to finance the large yearly cost of upkeep which mounts after every storm.

FAIR BREAKS

(Continued from page 41)

so well they'll show there again next year. . . . Clinton County Fair, Frankfort, Ind., is out of debt for first time in a quarter century. Paid off this year last of \$5,000 owed in 1931, we hear from Secretary Will G. Ross. . . . Annual banquet of Pennay fair men will be on the night of January 20 in the Abraham Lincoln Hotel, Reading. . . . Bad weather took a bad fall out of Madisonville (Tex.) Fair this year, advises Secretary J. N. Haney. . . . At Sheridan County Fair and Rodeo, Oordon, Neb., all residents of the county for more than 80 years are admitted free on one day, Secretary F. B. Fitch tells us. . . . Secretary Julius Cahn, Luxembourg, Wis., of "the biggest fair in Kewaunee County," thinks 80 per cent of that fair's concessioners have been with it for years.

LONG ISLAND

(Continued from page 39)

other improvements, with speed the watchword for fair's sake. . . . Park Commish Bob Moses spending less time at his Island home, preferring Manhattan hideout. . . . About 73 roadhouses will be in full swing thru winter. . . . Coast Guards keeping strictest vigil ever against any attempt to run in holiday liquor on Island's shores.

A Queens magistrate is owner of a pool that operated for three years without a license, but won't next spring. . . . Oil Jones pushing plenty of beer over bar to clients at his Broad Channel. . . . Over in same town Al Johnson has put up the storm doors until next fall. . . . Amber Lantern, Flushing, doing nice trade. . . . Broadway's going to Lido Beach in great numbers. . . . Doc Seidenstein back in Manhattan for winter. . . . Royal H. Riley is a dude around Jamaica, what with the glad rags he sports. . . . Morty Gold, Long Beach, putting on special charity show. . . . Island craving for return of flesh to Loew's Valencia. . . . Frank Busch, amusement p. a., readying copy for N. Y. Ev'g Journal.

ROCKAWAY BEACH—George Wolpert, Chamber of Commerce sec., celebrates birthday on Friday the 13th. . . . Boggianno's drinkery closed. . . . Plenty from here will join Florida parade. Rockaway Peninsula contributes plenty of winter dwellers to that State. . . . Jewell (Mrs. Leon Belasco) Brunner around quite a bit. It's her former home. . . . Irv Guttermann dusting off top hat to become groom. . . . Arverne Theater closed. . . . Dick Smythe's drinkery filled so tightly these nights that he's had to apply for permit to increase space. . . . Par Rock's Cornaga Grill doing well, with Jack Welman open to congratulate for keeping entire summer entertainment layout intact during off season.

LONG BEACH—Annual Xmas show the big thing here now. . . . New Boardwalk hasn't really been started, yet a lot of far-sighted execs are laying out plans for its dedication, with Governor Lehman expected to take part. . . . Art Prescott doesn't want to rid self of elegant tan, so he's heading south. . . . No more "Walk concession robberies, but maybe that's due to fact that everything's been hammered up tightly. . . . More bridge players than postmen on home-coming trains from New York if that makes any sense.



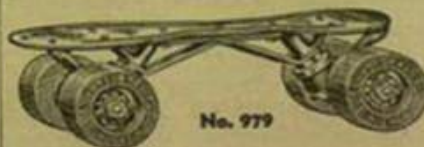
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4427 W. Lake St., Chicago, Ill.

PCSA BANQUET-BALL LOOMS

Big Attendance Is Now Assured

14th annual to be outstanding—President Clark making good his promises

LOS ANGELES, Nov. 30.—Heavy attendance, an excellent feast and an outstanding entertainment program are now assured for the Pacific Coast Showmen's Club's annual Charity Banquet and Ball, to be staged in the Salon De Ora of the Biltmore Hotel here December 12.

There is every indication that the Banquet and Ball will be an attendance sellout. At this time efforts are under way to secure additional room for the function. There will be a superb orchestra, a supper, floor show and a banquet that Baron Long of the Biltmore promises will be the best ever provided for this noted event. The progress is such that President Clark, Will Wright, who is chairman of the banquet and ball, and their appointed assistants can justly be proud.

The assurance is particularly gratifying to President Archie C. Clark, who when accepting his election to the presidency of the PCSA for this year remarked: "I know I am in a tough spot. The wonderful growth this organization has had, and its growing financial condition and the outstanding achievements of my predecessor, and also assuming the responsibility of this year's banquet and ball, all combine in giving me a real mark to shoot at. However, I pledge that I will leave the presidency with funds added to the present holdings." There is now every indication that Archie Clark has made good and is still making good his promises.

Rogers & Powell Close Successful Season

YAZOO CITY, Miss., Nov. 30.—Rogers & Powell Amusement Company has completed placing its paraphernalia in its new and commodious winter quarters here. The management advised that the show had a successful season, which closed recently at Columbia, La. Henry (Pat) Melhouse is in charge of quarters and work of preparing equipment under his direction will start immediately after New Year's.

Among announced departures when the season closed: Mr. and Mrs. Roy Goldstone to Hot Springs, Ark.; Jay and Jess Warner, Georgetown, La.; Mr. and Mrs. Pop Wilson, also to Georgetown; Mr. and Mrs. Pete Cole and Dorothy and Claude, New Orleans; Dad and Millie Cole, Yazoo City, also Mr. and Mrs. Walton Day; Pollock Moore to Chicago to visit relatives; Mr. and Mrs. Larry Lawrence to join a store show in Tennessee, and Smiddy, electrician, to Texas. Mr. and Mrs. Charlie Lane came in from Des Moines, Ia., and booked two shows and a ride with Rogers & Powell for next season. Manager J. H. Rogers and Secretary N. V. Powell are on a visiting trip to other shows and to the West Coast.

Mrs. Pearson in Hot Springs

HOT SPRINGS, Ark., Nov. 30.—Among showfolks here for a while is Mrs. C. E. Pearson, owner Pearson Shows, who is accompanied by her mother. Mrs. Pearson closed the 18th annual tour of Pearson Shows on October 5, after a season of 23 weeks, and stored the paraphernalia in her winter quarters at Hanceville, Ill.

PARIS, Nov. 30.—Big street fair under way along the Boulevard Richard Lenot, with three large carnivals, two girl shows, motorcycle globe, eight major rides, plenty of kiddie rides and concessions. Toulouse has a 30-day street fair with nearly 100 rides and concessions. Important street fairs under way at Pau, Solomons, Boulogne sur Mer, Clermont Ferrand and Besunne.



WILL WRIGHT, chairman of the 14th annual Banquet and Ball of the Pacific Coast Showmen's Association to be held at Los Angeles on December 12.

Blake Leases Show

CINCINNATI, Nov. 30.—Roy Blake advised from Chattanooga, Tenn., early this week that he had leased the Superior Shows from O. J. Beatty for next year. Mr. Beatty was in Chattanooga and has been playing week stands with a nicely framed minstrel show. Mr. Blake also stated that he planned to play territory in Kentucky, Tennessee, West Virginia, Alabama and Mississippi with his new acquisition.

Cooper-Lawhead Indoors

NEW ALBANY, Miss., Nov. 30.—Jack Cooper, formerly of Reading United Shows, and Olin Lawhead, of Royal Amusement Company, have organized the J. O. Amusement Company to play indoors during the winter, exhibiting here this week, auspices American Legion. The attractions include a pit show and a list of concessions, with Texas Billy doing free acts on a stage and Jack Cooper doing his blindfold drive, on streets, on Saturdays.

BALLYHOO BROS.'

Circulating Exposition

A Century of Profit Show

By STARR DeBELLE

GRATITUDE, Ala.

Week ended November 30, 1935.

Dear Charlie:

Good old Thanksgiving week at last. Looked forward to by all. On account of switching our route in the last minute, the spot was played cold turkey. The reason for making the switch, it was rumored that the woods here were full of wild turkeys.

The weather for the week, chilly, but sunshiny. Midway laid out in a beautiful horseshoe. The lot grassy but right in the heart of the city. Playing in the city's recreation park. Set up the shows and rides on the lawns and flower beds, but had to cut down 10 or 15 shade trees to enlarge the midway space. The grounds covered with autumn leaves. These were raked up daily and huge bonfires built nightly. This made the grounds look more inviting on the cold nights. Also advertised a well-heated midway.

The most convenient grounds ever shown on. Everybody bathed their dogs in the fountain. The bird baths were moved into the bird wheel booth and used for additional flash. Our diving girls spent their spare time in the swim-

Mrs. McDaniel on Trip

CINCINNATI, Nov. 30.—Mrs. Bertha McDaniel, widow of the late D. C. McDaniel, of Rocky Road to Dublin note, spent a few days here this week while en route from the Augusta (Ga.) winter quarters of Johnny J. Jones Exposition, with which her "Rocky Road" operated the past season, to spend Thanksgiving with relatives at Anderson, Ind. While here was guest at the home of Mr. and Mrs. Claude R. Ellis. Mrs. McDaniel ("Oyp," as she is intimately known to acquaintances) on her trip north visited some days with Mrs. James C. Simpson, who has two photo machine studios in Birmingham, Ala., for the winter months. Mrs. McDaniel stated that the 10 burros of her ride attraction are having a wonderful time on pasture, "mowing" the grass near the Jones quarters.

Big State in Quarters

HOUSTON, Nov. 30.—Big State Shows recently closed their season and went into winter quarters here. In the large building occupied by the Francis Shows last winter.

Mr. and Mrs. Roy Gray left for a stay at Hot Springs, Ark. Manager Jess Wrigley to Menard, Tex., to spend the holidays with Mrs. Wrigley's people. Mrs. Robert Young (formerly Ruth Gray) to Navasota, Tex., with her picture gallery. Tom Morris to his home at Dallas. Mr. and Mrs. William Dearman to Florida. Louis Bright, secretary-treasurer, to his home in North Carolina for the Christmas holidays, then to Florida before returning in time to attend Texas fair men's meetings.

Jessup Stays With Krekos

LOS ANGELES, Nov. 30.—W. T. Jessup advised that he has again been contracted by Manager Mike Krekos for the seventh year as general agent for West Coast Amusement Company for next season.

Corey Shows to Quarters

CONWAY, S. C., Nov. 30.—Corey Greater Shows brought their season of 22 weeks to a close here last Saturday. Paraphernalia moved by motor trucks to winter quarters at Johnston, Pa., where Manager E. S. Corey plans operating a museum during the winter.

Kaus' United Has Profitable Season

NEW BERN, N. C., Nov. 30.—After concluding their 22 weeks' season recently Kaus United Shows returned to winter quarters here in the Banner Warehouse. The show had a good season despite a great deal of inclement weather. The banquet of the Midnight Show was held here in the Armory, and a turkey dinner was served to about 175 persons, and there was dancing into the wee hours of morning. The first public wedding at the Midnight Show was staged a couple of weeks before the season closed. William Haynes and Edna Smith being united in marriage. Smith's Band of North Carolina furnishing the music.

Those of the rides folk who went north: J. Kokel, A. Franke, T. Covello, G. Caldwell, J. Cimminski, S. Melaki, B. Higgs, J. McDonald, J. E. Evans, J. Mayes, J. H. Evans, H. Kelly, W. Evans, H. Dice, B. Cohen, B. Myers, A. Denty and G. Woodruff. Those remaining in the city, H. Gamble, C. Grossman, N. Kerr, L. Cahoon, J. Hardy, H. Tibert, E. Bell and Bill Haynes. Mr. and Mrs. Leonard Dunlop and family, to Georgia, also B. Koval. Shows: Russell Smith and troupes of the Review and Night in Paris, Pittsburgh. L. Harrell (Ten-in-One), Florida. P. Kelly and Jack Morrow (Athletic), New York. S. Lewis and troupe (Minstrel), Baltimore. J. Morris (Baby Show), south. Dick and Bessie Taylor (Leona), Texas. Happy Sam (See KAUS' UNITED on page 47)

Marks Again in Richmond Quarters

RICHMOND, Va., Nov. 30.—After concluding their season recently at Rome, Ga., Marks Shows returned to their winter quarters at this city. The 800-mile home movement was made by motor trucks and railroad without mishap. During the first half of the season the show encountered a great deal of inclement weather, but had mostly fair weather and accompanying better business thru the last half during its fair engagements.

Al Palmer, the show's trainmaster, left in his new Pontiac for his home in Ohio. Jack Chosholm, after resting in Richmond for a few weeks, took the madam for an extensive tour thru Canada. Newt Kelly left for Uniontown, Pa. Mr. and Mrs. McQueen went to Vineland, N. J., to visit relatives, later to enroute for Miami, where they will spend the winter. Mr. and Mrs. E. Y. Wrenn returned to Pittsburgh. Mike Gifford filling an engagement at a Buffalo night club. Slim Brett, still nursing the injured hand received at Athens, is in winter quarters and is superintending the work being done at present. Jimmy Raftery combined pleasure with business on his trip to Wilmington. Now Jimmy and family are in Richmond at their new apartment and are taking life easy. John Marks left to complete a deal by which he will become owner of four new rides for his midway next season. Edmund Forbes has contracted his new spectacle, "Piccadilly Circus," to appear on the Marks midway next year. It has been 17 years since Mr. Forbes was on the midway of an American show. His last appearance was when he brought the African pyrites, Zombie and Grasso, to America in 1918 to appear with the World Pleasure Service. Al Hubbard is still running his service station.

CLEBURNE, Tex., Nov. 30.—One of the two units of Eureka Whaling Company was here last week and this type of amusement seemed to get plenty of business. Unit, owned by Al Andinger and M. C. Hutton, is in charge of M. A. Gowdy, with Buddy Willis, general agent; Ben Jones, publicity, and Capt. Jack Lampe, lecturer. Show has covered approximately 15,000 miles on the season and will close in Corpus Christi December 5, spending the winter in that city.



Showmen's League of America

CHICAGO, Nov. 30.—On account of Thanksgiving the meeting for Thursday was transferred to Tuesday. President J. W. Conklin presided, and seated with him at the table were Vice-President Jack Nelson, Treasurer Lew Keller, Secretary Joe Streibich and Past Presidents Edward A. Hock, Sam J. Levy, C. H. Fisher and Ernie A. Young.

Membership committee reported a total of 183 for the year so far and hopes of reaching the 200 mark ere December 1.

Brother Patty Ernst has left the American Hospital and is resting nicely at his home. . . . Brother Ben Feinstein is in the hospital for a minor operation.

Brothers Dave Picaid, Paul Olsen and J. Milstead were given the obligation of the order. Memorial service committee making extensive plans for a very impressive service.

Banquet and ball committee well pleased with results of its efforts and predicts one of the best affairs ever held by the organization.

Recent arrivals in town are L. S. Hogan, Fred Beckmann, Dave Tompney, Harry Ross, Felix Charneski, Noble C. Fairly, Julius Wagner, Nate Eagle, Max Goodman, Neil Webb, Dave Mulvise, Frank R. Conklin, C. Jack Shafer, Louis (Peasey) Hoffman and Harry A. Illions.

Now have a sign in the front window, so take a peek when in the city. Donations by B. Mendleson.

Cemetery Fund Drive closing with a bang and results to date are indeed encouraging. List of those who cooperated will be published in the near future.

Brother Harry Russell was host to the boys at a Thanksgiving dinner served in the League rooms. Brother Frank Ehlers was chef de affair.

Brothers Joe Rogers and Lew Dufour back from the West Coast. . . . Brother Harry Ross returned from the East. . . . Chairman Edw. A. Hock busy on reservations for the banquet and ball. . . . Al Boesman hustling to put over the program.

Brother H. J. Schulz, in for a few minutes, reported sale of his Cemetery Fund book.

Busy week ahead, with memorial service on Sunday, annual meeting on Monday, banquet and ball on Tuesday and installation on Wednesday.

President Patty Conklin thanked all committees for their wonderful cooperation during the year and expressed the hope that 1936 would see the same quality of activity.

Mail awaiting, informs that Brother J. Ed (Eddie) Brown will be here.

Brother C. Jack Shafer was a welcome visitor at the rooms, this being his first call.

LADIES' AUXILIARY

CHICAGO, Nov. 30.—The final meeting of the fiscal year for the Ladies' Auxiliary, Showmen's League of America, was held yesterday. There was a large attendance and lots of activity.

Final plans were formulated for open house to be held in Hotel Sherman during the convention. Both out-of-town members and out-of-town visitors are being entertained.

At the first gathering of the new fiscal year on December 5 the newly elected officers will be installed and winners in the 1935 membership drive will be announced and prizes awarded.

This issue of The Billboard being timely, invitation is extended to visit the Ladies' Auxiliary quarters while in the city for the various conventions.

Dallas

DALLAS, Nov. 30.—Mrs. Ketta Lindsey was hostess at a show women's bridge party, not a showmen's party as erroneously reported in this column last issue.

Herb Usher and Mrs. Billie Champ returned from the San Diego Exposition on Wednesday. Visited friends here several days and left for Houston, where they will spend the winter.

Denny Fugh underwent a tonsillectomy Monday. Doing nicely and convinced that tonsillectomy was not half as bad as it sounded.

Fred Beckmann was one-day visitor here Tuesday. Went to Pawhuska, Okla.,

to visit for several days with a sister, then on to Chicago for the big meetings. Orville and Harry Hennies were brief visitors here this week. En route to Chicago, but will stop off at various places along the route to exploit their show.

Mr. and Mrs. Barney Gerety (Beckmann & Gerety's Shows) and Mrs. C. A. Wortham have been on a motoring tour thru Mexico, taking in Monterey and other prominent places. Upon their return to San Antonio, Mr. Gerety left for the Chicago meetings.

Tiger and Kitty Martin went "carnivaling" last week. Visited Western States Shows at Stephenville, the closing stand.

Jack Ruback, manager Western States Shows, spent several days here last week, following the closing of his show at Stephenville.

Rube Curtis and son arrived from San Diego, where they worked at the exposition. They are now working department stores, in toy departments, doing their clown numbers and other holiday specialties.

Harry Clark, the past season with Stebrand Bros.' Shows, is in town. Came from El Paso, where the show closed its season.

Mr. and Mrs. J. L. Landes (J. L. Landes Shows) were in the city for a day, after a two weeks' vacation in San Antonio. They were returning to Kansas City, where Mr. Landes, as president of the Heart of America Showman's Club, will start the ball rolling for the big annual Banquet and Ball, New Year's Eve. During his trip thru Texas he took advantage of every opportunity to exploit the Kansas City event.

Lew Dufour and Joe Rogers were in the city early part of the week. Left Tuesday by plane for Chicago to be with the homefolks for Thanksgiving, also to be on hand for the Showmen's League Banquet and Ball.

Catherine Oliver arrived Monday after the closing of her show in Arkansas. Will remain here until next spring, when she will return to winter quarters to prepare her show for the new season.

Leona Carter writes from Portland, Ore., that she is in that city until after the holidays on a vacation and will then return to Polack Bros.' Circus.

Doc Palmer is a frequent visitor to the local office of The Billboard during his stay in the Dallas territory, where he is showing his chimp exhibition at schools and auditoriums.

Orville Evans, clown on Hennies Bros.' Shows the past season, is working department stores in this city during the pre-Christmas season.

Mrs. David Smith, who suffered severe injuries in an auto accident November 7, is convalescing at the Methodist Hospital, Fort Worth.

Roy B. Jones, publicity director United Shows of America, spent Tuesday here. Jones is clipping off the winter months on the advance of Carl Lauber's Side Show, now playing the larger cities of the Southwest.

Ladies' Auxiliary, HASC

KANSAS CITY, Mo., Nov. 30.—At a recent meeting of Ladies' Auxiliary of Heart of America Showman's Club, at the Coates House, it was decided that the annual Banquet be held December 19 and 20. All members were asked to contribute at least two articles.

The election of officers will be held December 19 and installation on December 27. The annual Luncheon is set for December 30.

Vivian Wilcox was taken in as a new member at last week's meeting. Mrs. John Francis, Mrs. Elizabeth Yearout and Mrs. Juanita Strassburg attended the meeting for the first time this fall. Following the meeting a social time was had by playing bridge. Mrs. Riley and Mrs. Brainerd winning the prizes. Refreshments were served by Mrs. Hattie Hawk, entertainment chairman, and her committee.

Mrs. H. S. Smith entertained Wednesday in honor of Mrs. Abner K. Klise, who has been visiting her father, R. H. Brainerd, in Kansas City prior to going to Chicago. A luncheon was served, after which bridge was played, prizes being won by Mrs. John Francis and Mrs. Abner K. Klise. Among those in attendance were Mesdames Bird Brainerd, Margaret Hansy, Irene Lachman, Toots Riley, Mary Francis, Elizabeth Yearout, Abner K. Klise, Hattie Hawk, Ella Smith, Beatrice Fogel, Juanita Strassburg and Helen Brainerd Smith.

At last week's regular meeting five new members were enrolled, they being Mrs. Maud Basinger, Lucille Parker Hemingway, Ruby Francis, Harriet Calhoun and B. Fuller. Club members are trying for the prize which Mrs. Mary Francis has offered for the member securing the most new members this year.

ALLAN HERSHEY CO. 1936 DE LUXE KIDDIE AUTO RIDES. Model A De Luxe 10-Car, seating 14 large children. Model B De Luxe 8-Car, seating 12 children. Model C De Luxe 5-Car, seating 8 children.

MIKE GOLDEN and ANNA JOHN BUDD WANT Freaks to feature, Novelty Working Acts. Season's work guaranteed. Acts new on Pacific Coast given preference.

Pacific Coast Showmen's Assn. LOS ANGELES, Nov. 30.—There were 87 members present when President Archie Clark called Monday night's meeting to order.

NOT STOCK POSTERS NO TWO ALIKE Circuses, Coliseums, Carnivals, Fairs, Rodeos, Fraternal Orders, Beaches, Pools, Parks

H.W.M. POLLACK POSTER PRINT DIVISION BUFFALO, N.Y. PHONE GRANT 8205

Ross B. Davis; cemetery board, Archie S. Clark. Applause was accorded each name as announced.

For diversion Dr. Ralph E. Smith announced "Small matters that never were forgotten." Will Wright, Archie Clark, S. L. Cronin, George Tipton, Claude Barie, Ed Maxwell, Phil Williams, Harry Pink, Theo Forstall, Ed Smithson, Ed Walsh, Col. Ed Nagel, Had Hildebrand, Dr. George W. T. Boyd, Bert Nelson and others contributed short stories.

These assignments of subjects at the meetings surely bring out of the fellows most unexpected and interesting things.

The weekly award went to George Wiler. A nice sum netted for the entertainment fund.

There was the usual after-meeting serving of buffet lunch and refreshments.

Those members now in arrears should take care of this delinquency. They are very few. It is hoped to not have any. It is also of note that the time for the reinstatement of the initiation fee, meaning an extra \$5, is near at hand.

LOS ANGELES, Nov. 30.—There were 87 members present when President Archie Clark called Monday night's meeting to order. As a courtesy, President Clark turned the gavel over to Theo Forstall. All members of the official family were present. Before the meeting got to handling matters of detail, several guests were introduced.

Communications: Letter from M. S. Valencia, from Corpus Christi, Tex. He is of the Fearless Valentias. Letter from Frank Conklin, of Conklin's All-Canadian Shows, of much interest. Also note from J. W. (Patty) Conklin. His letters are always of interest, and, incidentally, gratification was expressed by members at Patty being selected to head the Showmen's League for another year.

There were three new members accepted—Bert Nelson, of Hagenbeck, of credit of Doc Cunningham; George Haley and Frank Henlon.

There was announced an innovation, the acceptance by Elinor Grace, noted danseuse, recently featured in Warner Bros. and MGM studios, as Mascotte of the PCBA for 1936.

This night designated for the nomination of officers for 1936, President A. S. Clark appointed the following as members of nominating committee: Harry Pink, Steve Henry, Will Wright, Doc Cunningham, Leo Haggerty, Frank Foley, Phil Williams, Joe Diehl and George Tipton.

The following ticket was placed in nomination and posted on the board for action the last Monday in December: For president, Theo Forstall; first vice-president, Dr. Ralph E. Smith; second vice-president, Roy E. Ludington; third vice-president, O. H. (Red) Hildebrand; secretary, John Backman; treasurer,

ACTS AND ROUTES

Acts playing indoor shows, such as circuses, celebrations, bazaars, festivals and expositions, and not with organized units, are invited to send their route to The Billboard for listing. This is one of our many free services to the profession and acts availing themselves of it will find it advantageous by letting their friends and others interested in their work know their whereabouts. Route information should reach our Cincinnati office not later than Friday to insure publication in the following week's issue. Address Route Department, The Billboard, Cincinnati, O.

The "Old Reliable"

As necessary in every MIDWAY as food and water. The **ELI** is the "angel" behind every fair and carnival. Man and machine moved, never stalling from any other device. The No. 3 is our exclusive money-maker. Write for information.



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MIDWAY CONFAB

By THE MIXER

THIS is again the "big doings week" at Chicago.

JOE TESKA (Working World) is now at quarters in Poplar Bluff, Mo.

HAMDA BEN and the misars are wintering at Norfolk, Va., and have been working in a store show.

MRS. HELEN WARNER advises that she has been ill for some time and is still at 109 Lee Avenue, Lafayette, La.

The "habit" of carnivals booking fairs on percentage has been expanding fast few years.

ROSINA RAYMOND, late of B. & B. Shows and F. H. Bee Shows, is with Sallor and Pearl Harris, now playing spots in Louisiana.

ROBERTA ROBERTS (Homer Sharar), since the season closing of Corey Greater Shows, joined Dr. Garfield's Museum, at Norfolk, Va.



BENNY WOLF, most extensive concessioner with Miller Bros.' Shows the past season and now with the winter unit, Great American Shows.

PAUL PARKER (121 Norfolk street, New York, N. Y.) informed that he had been bedfast several months and would appreciate letters from acquaintances.

FROM ST. ANDREWS, Pa., Aileen Allen informed of having had a bad car wreck. Would appreciate letters from showfolk acquaintances.

GEORGE HIRSHBERG is again at the Grand Hotel at Princeton, W. Va., as clerk for the winter months. Will be back in the office of Cettin & Wilson Shows next season.

AFTER CLOSING the season with J. Harry Six Shows and Stroud Shows Mr. and Mrs. Bill Starkey and daughter, Annabel, returned to Cleveland for the winter months.

LAST HEARD OF, Irish Jack Lynch was headed from Jacksonville, Fla., toward Louisiana and Texas. "The Irishman" said that the Southeast didn't look good to him this fall.

Progressively, the Pacific Coast Showmen's Association is preparing for a "better than ever" Banquet and Ball. Progress is the proper application.

TWO MIDWAYITES, H. J. (Red) Sims and Dale (Shorty) Shelli info that they are in U. S. Veterans Hospital No. 48, Atlanta, Ga., and would appreciate cherry letters from acquaintances.

BINGO RANDOLPH and wife, after closing what they pronounce a successful season with Great Olympics Shows, returned home to Struthers, O., for the winter.

SUGAR CANE MINSTRELS have been plying South Georgia to reported good

business. Roster includes Pat Brady, owner; Billie Brady, tickets; Stella Waters, stage manager, with 12 entertainers; Jerry Martin, band leader.

MANAGER J. A. ROWAN, of the recent fair sponsored by Post No. 9, American Legion, at Brunswick, Ga., wrote in praise of Krause Greater Shows, which furnished the midway attractions.

In the story last issue on the benefit performance for Mrs. Hugh Fawcett at Los Angeles the names of Ed Walsh, of Hotel Bristol, and W. D. Corbett, of Al C. Barnes Circus, were not included. Mr. Walsh furnished the tickets and Mr. Corbett handled the lights.

WILLIAM C. MURRAY, lately booking some special dates for Big 4 Shows in the South (highly praises Mad Cody Fleming and his personnel), is now working some indoor promotions in Georgia.

H. C. KILBURN tells of having a very satisfactory season with his pop corn, peanuts and floss candy concessions and as salesman The Billboard with L. J. Heth Shows, with which he will again troupe next year.

M. JACKE MILLER instead of leaving U. S. Veterans' Hospital at Excelsior Springs, Mo., for a rest from treatments and to spend a month in St. Louis. May also visit other cities. Now able to get about with the aid of two walking canes.

FOLLOWING THE CLOSING of Eddy Bros.' Shows, Joseph T. and Mrs. Pearl Brett stored their rides at the Eddy quarters and accompanied by Frank Boch and George Preston, as chauffeur, went to their winter home at Mascotte, Fla.

Bill Miller says that in all of his experience he has never known an owner-manager to put in such an hectic day as did L. S. (Barney) Lamb on Tuesday during the engagement of the Hollywood Oddities at Ironton, O.

Awakened early by one of his watchmen he was informed that his chef had left for parts unknown during the night, and he actually lived thru the following itinerary for the day: At 7:10 a.m. was purchasing agent for the cookhouse. At 8:30, with apron and hat, was cooking bacon and eggs for 25 people. Ninety-thirty found him in a barber chair. At 10 o'clock he was lecturing in the show and at 11 was doing a mental act with his wife. At noon was guest speaker at a Lions' Club luncheon and at 2 o'clock was back lecturing in the show. At 4:30 the dignified lecturer had been once more transferred into a motor d'hotel and was serving sixzling steaks to his personnel. At the stroke of 7 Lamb talked for 15 minutes over Radio Station WMIK. At 9 he delivered a lecture on an amateur radio contest program at a high school auditorium and after the show closed at 10:30 was sitting in his office in front of a pile of money saying: "All right, folks, who's first?"

FOUR OF THE PERSONNEL of South Street Museum, Philadelphia, were guests on a recent Sunday at the home of Dora Dina Doshon, of Mighty Sheesley Midway, at Orange, N. J. They were June Palmer, Jack Rivers, Rita Texta and Billy Hanson.

DEL CROUCH, of Motocrome note, past season with Dodson's World's Fair Shows, will hibernate this winter at Moline, Ill. Mickey McKay, rider in Del's drome, and her sister, Evelyn McKay, who was with Page's "Sensations of 1935" with Dodson Shows, are in Detroit.

BUD VALIER recently closed his third season with West Bros.' Amusement Company with his girl show, Sahara Rose. He spent some time in St. Louis and then returned home (Wisconsin) and has been playing club dates, featuring Rubye Valier.

MR. AND MRS. E. P. MILBURN, Little Rock, Ark., recently had as Sunday dinner guests a number of showfolks with whom Mrs. Milburn (midget, formerly Mrs. Lena Campbell) trouped in 1925 with Dodson's World's Fair shows. They included Mr. and Mrs. Billy Hyde, Bertha Smith and Cliff — of the Cole Bros.-Clyde Bestly Circus. Mr. and Mrs.

Dee Lang and Mr. and Mrs. Leo Lang, of Dee Lang Shows, also visited the Milburns some weeks ago.

BILL LEWIS, who in past years operated athletic shows with various large carnivals, continues his occupation of the last few years, promoting boxing and wrestling matches at cities in North Carolina and Virginia, principally at Charlotte, Norfolk and Richmond.

COL. TED DEDRICK postcarded that he was moving 6 flat cars and 20 wagons from Du Quoin, Ill., to winter quarters of Happy Days Shows in Tennessee. His next stop Chicago, to look over rides of the late W. O. Brown, and then proceed to Racine, Wis.

TOM C. ROGERS tells of having worked (with Lamo's Hollywood Oddities) with De Lenz, magician, three weeks before they both realized that they were on the same vaudeville bill more than 20 years ago—at that time De Lenz one of The Devoes, a trio of trick and comedy bicycle riders.

R. C. CLEMENS AND WIFE following the season closing for Bloom's Gold Medal Shows started their annual trip to California for the Christmas holidays, after which they return to winter quarters at St. Louis to prepare (Clemens, the Knife King) for another season with the Slide Show, Clemens as manager.

WHILE SPENDING a few days in Detroit Mr. and Mrs. William Bahnen booked with W. O. Wade Shows for next season. William is changing from his former Circus Slide Show to a trained and untrained wild animal attraction, with new equipment, and Mrs. Bahnen will have the cookhouse on the midway.

FOLLOWING THE CLOSING of his Blue Ribbon Shows' season L. E. Roth made a combined pleasure and business trip to Florida. Eddie pronounced his first venture in the Southeast successful and decided to winter the show in North Carolina, figuring that he could open next season several weeks earlier than has been his custom in Indiana.

BACK HOME at Hemlock, N. Y., are Mr. and Mrs. M. N. Colgrove and baby, Lester, after a 29 weeks' season with their concessions on two outfits, A. B. Rogers Attractions and Bright Light Shows. Earl Putney, who was with the Colgroves all season, went home, Batavia, N. Y. Danny Oster also returned to his home.

MR. AND MRS. HARRY COFFIN drove north a few days ago from Atlanta, Ga., where their shows' equipment was placed in winter quarters of Rubin & Cherry Exposition. Were accompanied by Ormon Whitefoot, who was associated with one of the attractions and who returned to his home in Ludlow, Ky. (across the Ohio River from Cincinnati), at which city the Coffins are visiting Mrs. Coffin's "mom and daddy," Mr. and Mrs. Charles C. Foltz.

AT THE RECENT WEDDING at Paola, Kan., of Millie Lou Patterson and James Alexander the groom was attended by the bride's brother, James R. Patterson, and the matron of honor was Mrs. Dot and Greer. Master Motron Stevenson, two years old, was train bearer. The bride was given in marriage by her father, the veteran showman, James Patterson. The guests included: Mrs. E. Alexander, Ruth Alexander, Mrs. Myrtle Gibbs, Mr. and Mrs. Donald Greer, Mr. and Mrs. A. T. Brainerd, R. H. Brainerd, Mrs. Helen Brainerd Smith, Mr. and Mrs. C. C. Covelty, Mrs. H. J. Lay, Mrs. George Wothan, Mr. and Mrs. Abner Kline, Mr. and Mrs. James Patterson, Mr. and Mrs. P. W. Sponable, Sarasmé Dorsey, Maurice Rose, Mr. and Mrs. L. Perry Bishop, Mr. and Mrs. M. D. Stevenson and Robert Patterson.

E. M. Biles, Box 576, Chewchills, Calif., is anxious about a former show agent, David (Scotty) Richards, who was taken ill at Great Falls, Mont., in 1931 while with some carnival at the North Montana Fair; was confined in a hospital there several years with infectious rheumatism, and left there late last year for Los Angeles. Biles states that he has heard Richards was still ill and in a crippled condition when he left Great Falls. He would appreciate getting into touch with Richards' sister, Nellie, who has been with some show on the West Coast, relative to her brother's condition.

MR. AND MRS. CHARLES JAMIESON'S Lamar Hotel at San Antonio, Tex., is quite a rendezvous for showfolks, many of whom formerly trouped with Charlie

and Maudie. Listed on the register and around the lobby recently were Mr. and Mrs. J. L. Landes, Mr. and Mrs. Fred Beckmann and Mrs. Moyer, Mr. and Mrs. Barney Gerety, Mr. and Mrs. Jake Brissonne (Elsie Calvert), Mr. and Mrs. J. George Loos, Mr. and Mrs. O. B. Thomas, Mrs. Belle Wortham, Mr. and Mrs. Henry Knight, Mr. and Mrs. Abe Opzal, Mr. and Mrs. Red James, Mr. and Mrs. A. Abadol, Mr. and Mrs. Ben Block, Mr. and Mrs. Ned Davis, Mr. and Mrs. Jack Ruback, Myrtle Ruback, Mrs. Jule Connor and mother, Mrs. Ruth Martone, Mrs. Marie Broughton, Mrs. Davis, Dorothy Holand, Dot Robinson, R. (Kilowatt) Kerrington, Louis (Judge) Euseman, Sammy Feinberg, Elmer Day, Kent Hoemer, Felix Charneski, Danny Odum, Walter Stanley, Walter (Jockey) Lehman, Slim Collins, Slim Davis, Paul Hunter, Jim Schneck, Harry Illions, Ed Neville, Carl Walker, "Plain" Dave Morris, Mr. and Mrs. Bill Rice and Lovey, Mrs. Mora (Martyne) Bagby and Mrs. Billie (Sug) Richards.

Los Angeles

LOS ANGELES, Nov. 30.—F. Addington, well-known showman of Honolulu, who has been making an extensive auto tour in the States, sailed Tuesday on the S. S. Malalo for Honolulu. He and his partner, Jimmy Thomas, will open their show at Hilo, Hawaii.

There are more showfolk noted around Los Angeles than for many years and practically all express the thought that outdoor show business has notably improved, with prospects for a bigger next season.

F. H. (Scotty) Cox in from the North. Had a good season with his concessions in Seattle, Portland and other spots in the Northwest. . . . Charley Follow, one of the pioneer carnival owners in the Pacific Northwest, is now located in this city with a large manufacturing concern. Was former partner of J. T. McClellan, of the McClellan Shows, and Sam Solomon, of the Sols Liberty Shows. . . . John Alexander Pollitt, having returned from an extended trip, will locate here for the winter. . . . John Severson, manager Santa Clara County Fair, a visitor in town. With Sam Albright he left for San Jose. . . . Archie Thoms has rides, tents and other equipment on movie locations. . . . George McCarthy up from San Diego. Operator of dance halls and night clubs and former concessioner. There is a large colony of troupers at Venice, Calif., for the winter.

Sam Dolman, who was on Wade's Greater Shows, came in from Detroit and joins the "Coast defenders." . . . Madlyn Arthur back from Mel Vaught Shows for the winter and will open a museum in this city. . . . Frank Mitchell Donald and Eugene Nabonne, who have operated the Johnny Branson rides on Johnny J. Jones, Strates and Conklin's shows, with Mr. and Mrs. John Branson, made up an auto party that just returned for the winter. . . . Fred Sims, operator of the Diving Show and kiddie rides for Branson on the Conklin Shows, has also returned. . . . T. Dwight Pepple, former agent Polack Bros.' Shows, now promoting for himself in Los Angeles and Southern California. . . . Bob Godwin is still in a critical condition in a local hospital. The "Buried Alive" show has not reopened at the Vermont avenue location. . . . E. W. (Doc) Hall is still seriously ill at Kingsburg, Calif. Local show friends are arranging to have him sent to Los Angeles. . . . Charlie Dodson planning a Main street promotion. . . . C. F. Steffen Shows on a choice spot in the selective Melrose avenue section.

Joe Gross, prominent concessioner at Ocean Park, noted downtown. Says business at the Pier holding up well. . . . Carl Young, Harold Irwin and L. Irwin have opened Christmas stores in downtown Los Angeles. . . . Bill Allman, brother of Doc Allman, was noted among the trouper downtown. . . . Jimmie Dunn left for Maricopa for a visit with Lee Barnes. . . . John Beckmann going show nicely with Parent-Teacher special events. . . . Jimmy Hurd back for the winter. . . . Nap Young, recovered from his accident, is back. Closed the cookhouse in Arizona. . . . Rosemary Loomis, niece of Doc Zieper, in a local hospital for throat operation. Doc is going to hospital for nose and throat operation. Mrs. Joe Olacey victim of an auto accident, rear wheels locked, throwing the car down an embankment. She received bruised limbs and injury to back. Is at Hotel Bristol. . . . Charley Soderberg, since closing with Clark's Greater Shows, has booked for free act at special events. . . . Members of the newly organized Safari Club, all showfolks, made Mel Smith's Cir-

Chop Suey

By W. H. (BILL) RICE

TUCSON, Ariz., Nov. 30.—Well, here's my best to the International Association of Fairs and Expositions and the Showmen's League! Sorry I can't be with you.

Who can name the man pictured here? This is a well-known showman, still in harness, and taken 32 years ago when he was with Lemon Bros.' Circus. The first person who gives the correct name



to Nat Green, of The Billboard, will be given a ticket to the Showmen's League Banquet and Ball.

Read an interesting letter in the Forum about 3 weeks ago regarding the Sweeney, Alvido and Oets Ministred. The writer of the letter mentioned the song and dance team of Evans and Dornin. This was Evans and Dorman. George Dorman now treasurer of Krause Greater Shows.

Paul (the Texas Bob Cat) Hunter looks the same as he did 30 years ago. Bill (Red Onion) Hewitt gave him the title at the Great Guero Turkey Trot.

Kent Hosmer, now clerk at Maude and Char's Jamieson's Lamar Hotel at San Antonio, Tex. . . . West Coast Smith and the misus still hunting and fishing 200 miles north of Vancouver, B. C. Mailing out plenty of pictures of their activities. . . . Jim Schneck, Harry Burke, Frank Downs and Steve Connors operating a merchandise campaign for the Elks at San Antonio.

Had a nice visit with Louis and Peggy Landis, Elsie (Calvert) and Jake Brissonne. Jake Eruber, who had the Crystal Maze with the old Wortham & Rice Shows; Abe Opzal, whom I had not seen since the Opzal & Conley Kiu Kiu Show; Red James, Sammy Feinberg, "Plain" Dave Morris, Herbert (Kilwatt) Carlington and Harry Illions.

Bill Barie, send me Mae Harrington's address as soon as possible. Deafy Wilson building a bicycle high dive rigging which he has booked with Western States Shows for 1936 season.

Warren H. Rice, my son, who has been doing excellent work on my various promotions, now in New York City for the holidays.

Gee Whiz, George Hamid, I was surprised about Houston. Must write Max Goodman about it.

Bud (Hip-to-Diddy) Lynn has a big apartment house in Dallas. Sorry I did not know he was there when I visited that city last month.

Ran into Charles Mariott, better known as English Wayne, trap drummer with the old Rice & Dore Water Circus. Told me where all my old band boys were located. He is now with Paramount.

Corey Greater Shows

JOHNSTOWN, Pa., Nov. 30.—All paraphernalia reached here Tuesday from the closing stand, Conway, S. C., and was placed in winter quarters. At present Manager Corey is negotiating for a store-room on Main street for a museum. He has contracted several indoor circus dates. ED RHOADS.

cus spot for Thanksgiving. Mr. and Mrs. Ed Walsh are the guides elected to serve one month. . . . Sis Dyer back and reports having had a big season on United Shows of America. . . . Ross Ogilvie working come-in at a downtown department store for the holiday season. . . . Mr. and Mrs. Charley Walpert arranging for annual trip to the Midwest. . . . Harry (Smitty) Simpson another "joiner" in the Venice colony. . . . Mrs. Hugh Fowler plans to return to Brooklyn December 5. Will make the trip by boat. Dutch Steinhardt returned from a short trip and located here for the winter. . . . Ben Dobbert recovered from recent illness. Leaving for a trip north.

Philadelphia Pickups

PHILADELPHIA, Nov. 30.—C. R. Hanna, who was with World of Mirth Shows the past season, returned to his home in this city for the winter. Reports a very nice and profitable season.

Irving Sherman, concessioner with Johnny J. Jones Exposition this year, has arrived in the city. Will visit here for a short time and then return to the South to spend the winter. Says very well satisfied with the season.

Johnny Baldwin is again back at Gimbel's, where he has been for the last 10 years taking care of the children at one of the gift stands.

Jackie Mack is back at his old place at Gimbel's. Has been there the last five years.

Starrett's Circus is again the feature for the Christmas Show at the Shellenberg department store. Some new features have been added this year, making the 30th for Starrett.

Prof. Peak's Punch and Judy is again featured at Litt Bros.' department store. Other attractions are clown and Indian numbers.

Gimbel's store has something different this year from the usual Christmas shows given in the past. It is a big mechanical reproduction of Barnum's Museum. All of the "freaks" are life-size and each one operates in a lifelike way. Lecturers pass among the various exhibits. Regular side-show banners are used in the store windows to call attention to the attraction and are also used in front of the big auditorium where the exhibition is taking place. Admission is charged and up to the present the attendance has been very satisfactory.

Baltimore Briefs

BALTIMORE, Nov. 30.—Lee Shaffer has been in the city three weeks looking over possibilities for indoor circuses.

William Olick recently returned here after storing his show at Hagerstown, Md. Cho-Cho, the clown (Harry Bowen), of McCaslin's office, is again featured at Kutler Bros.' Department Store's toy department, his ninth season. Is assisted by Joe Deming as Santa Claus. Also broadcasts two nights a week over a local station.

Great LaPollette (George Reuschling) is conducting midnight ghost shows around Baltimore.

Stack Hubbard has sublet the Baltimore Museum to Danny Gorman, of Philadelphia, who is conducting a "Crime Show" with Jack Leeper and Hank Sytow, featuring Calabam in the annex.

Art Kavanaugh and his wife arrived home for the holidays after a successful season in the Middle West.

John T. McCaslin, owner of the Baltimore Theatrical Exchange, established 1893, has moved his offices to the second floor of his location on East Baltimore street, where he is occupying the entire floor of eight offices and a lobby. Mr. McCaslin has subleased the entire third floor of his building to Lee Spangler, who has a private health school and gymnasium.

BALLYHOO BROS.

(Continued from page 44)

entertained the Gaff Brothers and the Drawhead Sisters. After the third quart the stagers loosened up and the bosses got their show's route.

Lots to be thankful for this season. Especially that the show stays out all winter. MAJOR PRIVILEGE.

F. S. Will the visiting showmen who were guests of the midway cafe kindly return the silverware and salt and pepper shakers?—M. P.

KAUS' UNITED

(Continued from page 44)

and P. Chase and wife (Pat Show), Salisbury, Md. Speedy Hayes and family (Motordrome), left before closing. F. R. Matter (Monkey Speedway), Georgia. Charles Ports and wife (Serpentina), Florida. O. Edwards and family (Racing Greyhounds), Virginia. F. Mason (Buried Alive), south. Concessioners: Mr. and Mrs. Ray McWethy, Mr. and Mrs. P. Baker, Mr. and Mrs. B. Proctor and son, Mr. and Mrs. Roy Van Syck, B. Bowen, E. Stuart, J. Thompson, O. Haverstick, Bob Walker, L. Rosenberg, Simon Krause, George Evans, Mr. and Mrs. Chas. Mr. and Mrs. F. Neuman, Mr. and Mrs. Otis Decker, Doc and Mrs. Travis, Mr. and Mrs. Gigantino and family, Paul and Miller Jace with families, Vivian Sisters, Madame Harrison, PAUL HARRISON

EVANS

Counter HORSE RACE WHEEL

WEIGHT, 40 POUNDS. HEIGHT, 36 INCHES.

Put your concession in the lead with this money-making winner. EVANS' COUNTER HORSE RACE WHEEL is small, compact and beautifully painted in colors. Front of wheel glass covered. The PATENTED Device with changing odds makes it the favorite on any spot. Write for details today.

FREE
Bulletin of Latest Game Odds and Big Catalog of Park and Carnival Equipment. FREE. Write Today!

H. C. EVANS & CO.
1123-28 W. Adams St., Chicago, Ill.

1000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices:
25 cards, \$8.25; 50 cards, \$8.75; 75 cards, \$8.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$16; 250 cards, \$17.50; 300 cards, \$20. Remaining 700 cards sold 100 cards each, \$7.

Set of 20 Lightweight Bingo Cards, \$1.50.

1500 KENO (LOTTO)

Made in 15 sets of 100 cards each. Played by 2 rows across the card—out up and down. Lightweight cards. Put set of 100 cards with markers, \$6.00.
All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 1/2 x 7.

THIN BINGO CARDS

Bingo cards, black on white, size 5 1/2 x 7. Thin cards such as used in drawing sets. They are marked or punched in playing and then discarded. 500 different cards, per 100, \$1.25. without markers. Set of markers, \$2.00.
Automatic Bingo Shaker, real class, \$12.50
Bingo Blackboard, thin, size 24x36 (with cup), \$2.00
Bingo Number Sheets, 24x36, 25 per \$1.25
Send for free sample cards and give list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

J. M. SIMMONS & CO.
19 W. Jackson Blvd., Chicago

and family, H. Tolley, Mr. and Mrs. Anthony, Mr. and Mrs. F. J. Hoffman, J. Cole, Mr. and Mrs. Ed Cooper, Mr. and Mrs. H. M. Kirby, Red Hart, Mr. and Mrs. Al Snyder, R. Smith, L. Herr, H. Faulstich and Roy Dennis, south. Mr. and Mrs. I. K. Wallace, J. Burns, S. Thomas, J. Callahan, William McPhillips, P. Rose, J. Ryan, O. Smith, J. Berteloch, Mr. and Mrs. J. Vasky, H. Vartina, Mr. and Mrs. Al Campbell, Mr. and Mrs. Hopkins, Mr. and Mrs. Demco, Roy Bowser and J. Wagner, north. Henry MacCully, who had the Pony Ride, went to his quarters in Norfolk, Mr. Dealing, who had the Kiddie Airplane, to his home in New York. Among those who visited the show before the closing were Capt. John Sheesley, M. J. Riley and James Strates. Within a few days the crew in quarters start repairing the rides under the instruction of J. E. Kaus Jr.

American Carnivals Association, Inc.

By MAX COHEN

CHICAGO, Nov. 30.—This is being written just two days prior to the opening of the second annual meeting of the association. Already the advance guard of carnival owners is beginning to make its appearance and activities are commencing to become noticeable. Naturally, it is too early to estimate the outcome of this year's meeting, but it would not be amiss to restate the scope of the program which is planned. Preliminary conferences between the officers of the association, consisting of John M. Sheesley, chairman, and Max Linderman, secretary, and the board of directors, composed of J. W. Conklin, Fred Beckmann, James P. Gussy and Messrs. Sheesley and Linderman, will be held, commencing this evening, to pass upon all of the arrangements made for the annual meeting.

As previously stated, because of the annual memorial services to be held by the Showman's League the association will hold no meeting on Sunday.

The first, or opening, session of the annual meeting is scheduled for Monday at 1:30 p.m. It is planned at this session, after the formal opening by Chairman Sheesley and roll call of Secretary Linderman, to present the minutes of the 1934 meeting at Toronto, and reports for the past year of the writer as counsel to the association, upon the many and varied activities which have taken place. This will be followed by various matters of routine business, including the election of directors for the coming year.

Immediately after the session on Monday, the directors will confer and elect the officers pursuant to the corporation laws which must be followed by the association. The final session will be held Tuesday afternoon.

In addition to routine business matters, the two sessions will be devoted to a discussion of matters for the benefit of the carnival industry and the adoption of legislative and other policies for the association for the coming year. A draft of the proposed by-laws of the association will be presented for approval. Advance enthusiasm displayed by those already here indicates that our sessions this year will be well attended and considerable good is apt to be accomplished as the result of these meetings.

Altho at this time it is impossible to state the exact scope of the many matters to be passed upon by the association, it is apparent that the subjects of transportation, both motorized and rail, the adoption of a definite policy relating to concessions and dealings with fair associations, and the adoption of policies relating to an improvement in business conditions are apt to be included in the highlights of the meetings.

St. Louis

ST. LOUIS, Nov. 30.—Gold Medal Shows arrived in the city Tuesday and immediately went into winter quarters. Oscar Bloom, owner and manager, visited the local office of The Billboard on the day of arrival and advised that he would be on hand for the meetings in Chicago next week.

Hazel Shaw, of the W. H. J. Shaw Wax

Figure Company, has just returned from a three months' trip thru the South, demonstrating her wax figures.

According to word received from Tom Scully, of side-show note, he plans on being back with the D. D. Murphy Shows next season. Scully was for many years with that organization.

Ray Van Wert postcarded from Tampa, Fla., that he is in the winter quarters of Royal American Shows there and that Mrs. Van Wert is still at her sister's home in Hornell, N. Y.

Mr. and Mrs. Jack Ross arrived in the city this week and plan on remaining here for the winter months.

John Francis, whose Greater Exposition Shows are wintering in East St. Louis, arrived in the city Tuesday and left the next day for Chicago.

V. (Blackie) McLemore, agent for C. A. Vernon Shows last season, spent Wednesday in this city. During his visit in this vicinity he purchased a new automobile from Charles Ooss, of Standard Chevrolet Company.

Dickerson Greater En Tour Next Season

ROCKY MOUNT, N. C., Nov. 30.—A new amusement company, Greater Dickerson Shows, is being arranged for next season and work at winter quarters is already under way. Frank Rose is head of the blacksmith department, T. B. Wagner the painting and Bob L. Hooks the carpenter work. The Carolina Awning and Tent Company is making tents for shows. Whitey Fisher was a visitor a few days ago while en route southward and arranged to take charge of the Circus Side Show. The lineup will include six rides and about nine shows, the majority of them owned by the management. Manager E. Dickerson returned from a successful booking trip and advised that the show will start its tour early next May. At this writing Secretary Thomas S. Dickerson is away on a business trip.

Mighty Sheesley Midway

SALISBURY, N. C., Nov. 30.—Capt. John M. Sheesley and wife returned recently from their Southern trip and prepared to go to Harrisburg, Pa., to partake of bear, deer and squirrel on Thanksgiving. Charles Sheesley and wife having returned from a hunting trip. They are now en route to the meetings in Chicago. Harry Wilson is at Valdosta, Ga., where he has a promotion for the coming holidays. Doc Anderson and Evelyn Redding are still in Georgia with the Georgia Minstrels under banners and reported as doing fine. Nick DeBose, of the Kay Weiss Girl Show, is taking life easy at Charlotte, N. C., for the winter. Lew and Kay Weiss have an apartment at Tampa. George Birdsey and wife and son are at Cedar Keys, Fla., hunting and fishing and the son attending school. C. O. Johnson who had charge of the Walter, and wife are sojourning at their home at El Dorado, Ark., until near time for the show to open in the spring. Andy Ball, of the Illusion Show, is at his home city, Walkersville, Md. Jack and Kate Murray and Mae Barrett are with Royal Palm Shows in Florida, with a number of concessions. E. H. (Tex) Smith, superintendent of concessions, is enjoying a much-needed rest at Jacksonville, Fla., until the "call for the road" again.

Clarence Hicks and wife are hopecrotching in the "Sunny South" with their frozen custard machine. Howard Ingram, trainmaster, is working storerooms in the South with his double-bodied baby attraction. The writer is looking forward to good results with his mail and selling The Billboard next season and will handle his duties with all his "might and main." Frank Loughney, handler of snakes for Hilton Hodge, is out of hospital.

WARD (DAD) DUNBAR.

Houston Pickups

HOUSTON, Nov. 30.—At the Auditorium Hotel women folk at Houston's "showfolk colony" last week had their first real get-together meeting since the various shows came in for the winter, with Mrs. Roland Smith presiding as hostess. There were card games and other entertainment, also lunch and liquid refreshments. Guests included Mesdames C. M. Pace, Eddie Phillon, O. W. Hennies, "Whitey" Miller, H. W. Hennies, Marion Newberry, Ann Reifschneider, Fay Dobbins, Lena Jones, Louis Margolies, C. C. Langley and L. R. Garper; Marie Bomarth, Mary Murphy, Sue Mosheart and Mamie Currie, and Mrs. Carl Thornton, wife of Captain A. C. Thornton, of local police department. At bridge, Mrs. Phillon and Mamie Currie won high prize.

Big State Shows came in and played a couple of lots here. . . . Orville and Harry Hennies left for a trip to Northern States and to the meetings at Chicago. . . . Col. Dan MacOugan left for a few days' stay in Kansas City before proceeding to his Iowa home. Mrs. Eddie Clark, who some time ago suffered a stroke, was reported as on the up grade. . . . Some of the boys played the Negro Fair here. R. W. (Tommy) Stevens handling the date, and of the Hennies personnel he had Roland Smith, Louis Margolies and A. (Mulligan) Caplan. . . . Tom Morris, of Big State Shows, a frequent visitor around the Auditorium. . . . Harry Corry, who had the auction on Hennies Shows, is an authorized and licensed referee for local wrestling bouts. . . . Among the boys sporting new cars are Eddie Clark, Harry Corry and Tommy Martin. . . . Louis Esmann is again home after handling some business matters for Beckmann & Gerety.

Happy Days Shows

MEMPHISVILLE, Tenn., Nov. 30.—Plans for the Happy Days Shows are for a 18-car train and an attractive list of shows, rides and concessions. Col. and Mrs. T. L. Dedrick are now in Wisconsin relative to settling an estate. While in the Northern Central States Col. Dedrick will look after engagement bookings. Mrs. Albert Heth's Arcade and wagons, now stored at the fairgrounds at Du Quoin, Ill., will be shipped to the fairgrounds here to be overhauled and painted. Hon. Hiloat Brown, secretary Warren County Fair here and editor of The Warren County Times, also State Representative from this district, has arranged with Col. Dedrick to put the riding devices left by the late W. O. Brown on the Happy Days Shows next season. General Agent Joe J. Fontana is visiting in Georgia prior to his booking trip north. A new Motordrome and Fun House will be built in quarters and all show fronts will be rebuilt. **FLOYD R. HETH.**

L. J. Heth Shows

Tuka, Miss. Two weeks ended November 23. Closing stand. Weather, first week very bad. Business, poor.

Show was billed to open in Tuka on November 11. Heavy rainfall practically inundated the lot. Many truckloads of sawdust aided erection of attractions, but proved unavailing in bringing cash customers. A succession of seven sunless days followed, which, with low temperature, caused the natives to hug the fire. Manager Heth kept dark midway until Saturday and decided on remaining another week. With an approaching \$60,000 local pay day this seemed the logical thing to do. Opened November 18 to not more than 50 people and no nightly increase in attendance throughout the remainder of the week. The outstanding incident in these hectic two weeks was the wonderful dinner given by Mr. and Mrs. Heth on the last day. All were invited and acceptance was 100 per cent. "It seemed to everyone like

Hilderbrand's United Shows

LOS ANGELES, Nov. 30.—Two new housecars, of luxurious type, are being built by Red Grove for O. H. Hilderbrand and E. W. Coe. General Agent E. Fickard has been reconstructing his housecar. The housecar of Hazel Fisher and Verna Seeberg is being refurbished. Robert Brockman left for his home in Portland. Mr. and Mrs. Jack Morris to Westmoreland, where they have some concessions and Athletic Arena for the winter. Mrs. Robert Schoonover gave birth to a nine-pound boy at General Hospital. Among visitors at winter quarters have been Thomas (Fuzzy) Hughes, Clyde Gooding, Frank and Ernest Downie, Mr. and Mrs. Ben H. Martin, Mr. and Mrs. H. Severn, Mr. and Mrs. Leon Whitney, Mr. and Mrs. William Groff, Mr. and Mrs. Jack Echart, Lucille King, Fred Pillsbury, Cleo Qualls, Mrs. 3214 Rockwell, Cora Shuman, Lonny Grives, Billie Farmer, Pappy Miller, Ruth Ored, Mils Johnstone, Mr. and Mrs. Robert Driver, Lyman Gresham, Ivan Mays, Roy Benson, Mr. and Mrs. Dutch Van Dee, Mr. and Mrs. Floyd Basel, Jack Sullivan, Ralph Deering, Jerry Brown, Gordon Pickard and Robert Schoonover to Palm Springs, where they have their photo gallery for the winter. The greater portion of the show attended the performance given for the benefit of Mrs. Fowler. A dinner party was given by Lucille King at her apartment and attended by a dozen guests. The reconstruction of several new trucks is being undertaken by Master Mechanic Fred Stewart. June Pickard is repainting her photo gallery. The writer leaves for a two weeks' visit at San Diego, as house guest of Mr. and Mrs. Glenn H. Perry. Pat Hill is the dancing star in a local cafe. Mr. and Mrs. H. Severn had several showfolks at a dinner and theater party. The W. O. and J. Pooes have their rides in operation at Long Beach. Billie Farmer entertained several showfolks at a dinner and dance in honor of the birthday of Inez Butlers. When the show is in readiness for the road in the spring it will be augmented to twice its present size and attractiveness.

WALTON DE PELLATON.

Great American Shows

Bazley, Ga. Week ended November 23. Fairgrounds. Weather, days hot, nights cool. Business, fair.

In spite of cool nights business has been very good in Georgia. Ralph Decker arrived with "Streets of Paris," the roster including Mildred Clayton, Jean Garipe, Carroll Sisters, Millie Clemmons, Nads, Dixie Lee, Janet Aldrick, Pat Burton, Doris La Belle and Cora Hofffeld. Billy La Belle's Flying Sensations joined with their free act. Visits were exchanged with the Dixie Exposition Shows, playing Mrs. and the writer was royally entertained at the nifty house trailer of Lou-Lewette (Buddy Davis). Manager Johnny Tinsley and E. W. Weaver, general agent, busy these days making trips to surrounding towns trying to keep the show out all winter. Nick Branda and Frenchy shows and reporting business successful. Wednesday (Children's Day) Mollie Decker staged, costumed and presented a Juvenile Revue, composed of talented children on the show. The revue presented by Francis Cowan, Lewella Harden, Lilly Belle Rose and Jean and Billy Stewart. Admission was five cents, with an additional nickel for the annex. Proved a success, with all donations going to the kiddies. No passes for this special show, altho Johnny Tinsley created a sensation when he tried to crash the gate with a lithograph pass. Kiddies made a beautiful flash on the bally with spanish shawls, Bobby Kork making openings. Pluto Brown's Midnight Ramblers furnished music, while Mollie Decker acted as mistress of ceremonies.

BOBBY KORK.

Thanksgiving had arrived a few days to advance. At every plate appreciation was evidenced for the kindly sentiment that had been shown by the host and hostess. Mrs. Heth-stationed herself behind one of the griddles and her beaming countenance silently betrayed what she confided to the writer later. "Wish I could go on spreading joy like this." Bloom that usually attends closing was dispelled to many by Mr. and Mrs. Heth offering transportation to North Birmingham and use of winter quarters until opening next year.

DOC HOWELL.

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MUSEUMS



Pete Kortez' Traveling

TULSA, Okla., Nov. 30.—Pete Kortez' World's Fair Museum opened its winter season in Little Rock, Ark., for a 10 days' stay on the corner of Fifth and Capitol, main corner of the city, and enjoyed a big business. Pete Kortez has the largest show in his history, and it is the most beautifully framed the writer has ever viewed. All attractions are on elevated stages and are presented in a high-class manner. Among the attractions are Athella, the Monkey Girl, in charge of Mona La Preveau; Eko and Iko, sheep-headed men from Ecuador; Arteria Gibbons, tattooed girl; Prof. C. Nelson, comedy whistler and imitator of birds; Barney Nelson, armless wonder; Harry Lewis, human skeleton; Millie Leatrice, with big snakes; Capt. Albert Champion, sword swallower; Great Lorenzo; Prof. Meyers, man who grows; Paul Herold, European giant; Nabor Felix, Indian clay sculptor; Billie Casey, trained chimp, presented by Capt. William Salisbury; Tony Harris, alligator-skin man; Jeff and Lola Griffin, mystery box; Hal Williams, armless man; Sammy and Becky Waldren, glass blowers. The staff includes Peter Kortez, owner; Louis Ringold, manager; Mrs. Marie Kortez, secretary-treasurer; T. Jay O'Brien, general agent; Blain Young and Billy Hill, emcees; Joe Preveau and Paul Eastus, ticket sellers; Thure Peterson and Louis Ingleheim, ticket takers; Clarence Remington, electrician; Ed Duffy, carpenter; Mr. and Mrs. Rusk, in charge of dining room; Mrs. Louis Ringold, in charge of personnel; Roxy Kortez, the mascot. The show is in Tulsa for two weeks and has been packing 'em in. Three connected store rooms are being used.

Among the many visitors since opening in Little Rock were J. W. (Patty) Conklin and wife, John R. Castle and wife, William R. Hirsch, Larry Hogan, Tony Bernardi, Mr. and Mrs. Noble Fairly, Doc Ford and wife, Major Gordon W. Little, Jack Gilman, Scout Younner, Thomas (Pussy) Hughes and P. Addington. CLARENCE REMINGTON.

Philadelphia Houses

PHILADELPHIA, Nov. 30. — Eighth Street Museum is enjoying excellent business with the following attractions this week: L. E. (Pat) Reading, well-known fat man, is back and acting as emcee, besides doing his own usual stunts; Tam Tam, spotted man; George Vekal, man with two mouths; Flexible Freddie; Marie O'Dell, in poses plastique. In the annex are Patricia Perry, Dixie Dixon, Smiles Van Day and Doree.

South Street Museum has very good business for the week with the bill showing Smith and White Revue; Olaf Hanson and dog, Queen; Original Congo, South African Bushman; Ebau, hairy man; Mobu, iron-tongue exhibition; Mme. Zetta, mentalist; Capt. Sig. tattooed man. In the annex dancing girls are still featured.

Schork & Schaffer Set For Opening in New York

NEW YORK, Nov. 30.—Schork & Schaffer, owners of the huge Sportland in the Hollywood Theater Building street-level property, 1663 Broadway, are scheduled to open a museum in the basement of the pin-game shop today. There will be five platforms, two of which will be worked by Al Flossio with magic and sword box. Flossio is in charge of the show for Bill Schork and Max Schaffer.

FORT WORTH, Tex., Nov. 30.—Carl J. Lauther's Oddities made a 10-day stand here at 911 Houston street. This company also played here a few weeks ago at the Bob Morton Shrine Circus and accompanied that organization to Houston, and then returned to Fort Worth for another engagement.

"Poppy" Wall Bacon joined the show here. T. C. Conroy is in charge of publicity, also announcer. Show had good spot here, as building had entrances on two of the main streets. Business was good, according to Conroy. Not much advertising was done, except three daily announcements over Radio Station KPZZ.

Brydon's International Congress of Oddities

CHATTANOOGA, Tenn., Nov. 30.—International Congress of Oddities made the 279-mile move here from its opening stand, Jackson, Tenn., in good time, and the storeroom at 904 Market street was soon transformed into flashy auditorium. Transportation is on three baggage trucks, a 32-passenger bus and nine private cars. The personnel has 57 persons.

The roster includes: Ray Cramer, in active charge; Ross Heath and Eddie Dodson, lecturers; Slim Jim Curtis, orator in the annex, with Jean Jeanette as the attraction, attended by Nose Fuller, Eimer (Hungry) Meyers and Bill Heath, alternate cashiers; Mrs. Bill Heath (Madam Mabelle), Temple of Knowledge; E. Deacon Albright, advance press agent; George Copeland, lithographer; Milton Edwards, banners and cards, and George Franklin, assistant billposter; Tommie Comestock, air callioppet—Pete Jones the driver; Mrs. Tommie Comestock, pop-corn machine in lobby; Harry Mack, charge of cook-house, assisted by Hymie Hall, Mrs. Baker and Ink Anderson; Johnny and Willie Carpenter, window bally (Willie with reptiles and Johnny with the chimpanzee, Snookie); Owen (Slim) Webb, charge of trucks; Pat Harris, Wallace Benson, Al Walters and Sammie Gibson, drivers; Willis Henderson, electrician. Platform attractions are Kiko and Hiko, glass dancing and fire worshipping; Ross Heath, clay modeler; Prince Dennis and wife, Lady Ethel, and Little Lord Leo, midgeta; Larrie Johnson, sword swallower; Ruth Duncan, gantess; Big Bertha Curtis and Slim Jim Curtis; Elizabeth Webb, Mysteries of Baghdad; Hillbilly Baker, yodler and novelty musician; Schuler, pick-up artist; Wilbur, human pincushion; La Belle Eve, large snake; Snookie, the trained chimpanzee; Great Del Mar, the human bellows; Dodson, "living dead man"; Mike Butch, giving his Popeye and funny-face impressions. The advance has two bill trucks. Bill Moore is now in Pennsylvania in interest of the advance.

Business at Chattanooga, under the American Legion, opened great. Town heavily billed, with plenty of space in the dailies.

Morris Miller's, Traveling

ROANOKE, Va., Nov. 30.—After making a 275-mile move from Spartanburg, S. C., the show opened here on scheduled time. The location is on the main street and in the theater district. Morris Miller does his own booking and has been doing it right. There have been quite a number of showfolk visitors. Jack Halligan and wife have been doing nicely with their mental act. They work over radio 15 minutes each day. The show has all new paraphernalia, and all attractions are presented on platforms. There are 26 people. A special dinner was served on Thanksgiving. It made all connected with the show feel at home. The show is headed for large cities in the North. FRANK ZORDA.

L. B. Lamb's, Traveling

IRONTON, O., Nov. 30.—The personnel of the Baby Monkey Circus, an outstanding ballyhoo attraction with L. B. Lamb's Hollywood Oddities, was reduced here, as upon arrival of the show from Mayville, Ky. Monday it was discovered that five of the little animals had passed into the "land of their forefathers." Occupying a building at what might be described as a corner of the Ironton "Times Square," the exhibition, in spite of cold weather, attracted good crowds. Billy Tirko, juggler with a smiling personality, is scoring heavily on the program, as also is Princess Yucamia (Mrs. Tom Rogers), known as the "Human Corkscrew." Noppie, the Frog Boy, is one of the most talked-about features with the show, while Mondu is packing 'em in the annex. Madam Imo (Mrs. Lamb) is offering a very entertaining mental act, and daughter, Bernice, presents the Chinese torture box, assisted by Miss Irene. On Tuesday L. B. Lamb was guest talker at the Lions' Club

weekly luncheon and for 30 minutes gave an interesting lecture on reptilian life. General Representative William J. Hillier is in Charleston, W. Va., arranging for the appearance of the show there.

Miller & Webb's, Traveling

MARIANNA, Ark., Nov. 30.—The Miller & Webb Traveling Museum is playing the third stand of the season here to good business. The first time any traveling museum has ever showed in the city, thanks to V. O. Miller, Clarkdale and Helena, Ark., first two stands, were fair. The equipment and personnel travel on cars and trailers. A specially equipped dining trailer gives service under the direction of Jake Webber and wife. Manager Johnnie Webb pleased with the lineup of the attractions and concessions. Harold Livingston operated one of Mississippi Red's three concessions. Harry Wagner's photo gallery is a flash in the lobby, with Madam Dolena's Temple of Science. George Tripp directs the attractions, which are Jolly Johnnie, fat man; Baby Mary, fat girl; Carolin Ross, mystery cabinet and dances; Opal Gregg, electric chair; Handy Kelly, torturer; Hart Moran, human ostrich; Oklahoma Jack, Indian Village; Jack Buskner, magician and tattoo artist; Ethel Webber, illusion; Mabel Rodgers, illusion; Arthur Miller, sword swallower and escapes; dogs and monkeys, owned and worked by Leona Lee, who is doing good business in annex, assisted by Paul Stewart and Ruby Martin, handling big snakes, also owned by Leona Lee. Dad Oniel is handling front door, assisted by William Clark and Al Davis. The writer is building a new enclosed ticket office, equipped with electric heater. V. O. Miller left on a booking trip to look over spots in Tennessee and Kentucky. W. A. PAYTON.

Universal Has Good Start-Season Stand

MT. AIRY, N. C., Nov. 30.—The opening stand of Universal Congress of Oddities, management of Starr DeBelle, last week at 114 Craghead street, Danville, Va., was reported as being a winner by Mr. DeBelle.

Not only good for the front door, but also the annex and the inside sales getting a good play.

The traveling museum is modern in every respect. All walls are covered with gold cloth and borders to match. Each stage has a backdrop. The ceiling is covered with new pennants. The proscenium is blue velvet. Attractions are presented on individual stages.

The acts presented: Jack Steeton, paper tearer and crayon artist; Major Arthur, midget musician; Madame Ekkie and Joe Kury, mentalists; Excola, flexible lady; Diamond Ray, tattooed man; Robert (Pino) Davis, Lobster Boy; Arthur Woods, magician; Rex Omar, sword swallower; Howard O'Rourke, armless wonder; Mystery of the Orient, by Emma (Toots) Cameron; Ray Harter and Helen Stevenson, Impalement act; the Cameron, Scotch entertainers; "Unborn" exhibit, and in the annex, the original Jo-Ann (Billy Burks). Ticket sellers are Walter Hopper and Franklin Thomas; ticket taker, Robert Hill; master mechanic, Harry Forrest; chef, Paul Jackson; Tom O'Brien at the loudspeaker mike.

The show is transported on one Chevrolet truck and a Reo tractor with a 20-foot semi-trailer. All people transported in cars. The Danville Daily Register and The Daily See were both liberal with space.

DEXTER FELLOWS

(Continued from page 37)
8 1/2 inches wide. It is the most ornate thing we have seen in a long time, highly colored, with a picture of Andrew Downie McPhoe, sole owner, in the upper left-hand corner, with a string of railroad coaches running along the top of the paper and from these cars a Grand and Glittering Street Parade walks all the way down the letterhead on the left-hand side. On the upper right-hand side above the space for writing are the words Per Address Box 12, Medina, N. Y., and then before the date line are the words En Route. One can see the hand of the great showman all over it; it is Downiesque from the

top to the bottom and we are glad to possess it.

Bill Steinks added another pleasant year to his life on November 26. No wonder he's telling everyone he was born just on this side of Turkey, the prankful imp. . . . Tony Barg's holiday balloon treks are taking place in New Haven, Pittsburgh, Philadelphia and many of the larger cities backed by groups of merchants. It looks now as if the Barg Specs will become national affairs. It beats helium how he finds time to do all of his balloon work.

Whenever the Big Show leaves Madison Square Garden that is the end of circuses for the Big Burg. If one has the enthusiasm, however, and a car, he can gasoline over to the suburban towns in other States and meet plenty of tented aggregations. The metropolitan circus lover is partially compensated each year by pre-holiday activity with circusy things, and this year seems to run heavy along these lines. There is Jumbo playing to capacity at the Hippodrome; Hearn's outdoor circus at two of our largest public parks, and lastly the Barnum Museum set up on the sixth floor of Gimbel's. This is made up of about 25 exhibits showing all of the tricks of the trade that the big showman ever carried out, from the Petrified Giant to the Horse With His Head Where His Tail Ought To Be. Barnum himself introduces Jenny Lind and she vocalizes her favorite song as much as a wax disc located just above the kidneys and below the liver within her can vocalize. Barnum looks a bit worried (depression, no doubt!) and Zip's head has taken a trend from the elliptical and gone ice-cream-conical. However, Meemore and Damon have done a swell job and we heartily and sincerely congratulate them.

Pickups From France

PARIS, Nov. 25.—If you are a "Christian" keep away from the Cirque d'Hiver this month as according to flamboyant ads in the newspapers this circus has been transformed into a Roman arena where Neron rules over the savage lions and the Christians are thrown into the lion pit. Neron turns out to be William Bouglione and the Roman arena is simply the submersible ring of the Cirque d'Hiver, which is lowered to form a big animal pit where Bouglione presents his groups of lions and tigers in a Roman setting.

In the circus part of the program Joseph Bouglione presents his herd of elephants and Capt. Anker puts the Bouglione cavalry thru their paces. Other acts on the bill are the Six Sarantos, contortionists and equilibrista; Le Pomme, slack and tight wire; Rasmouki troupe of Arab tumblers; Six Bruyere, Raley; Three Erwings, aerial cord; Three Normans, Three Catrolis, and Despard-Piege and Zawata, clowns.

Anderson and Allen, American acrobats, and the Cierana, trapeze, are at the Rex. The Chinese comedy acrobats, Yung-Kee Trio, and the Cirque Medrano clowns, Bouillot and Recorder, are at the Money Music Hall, while the Seven Racoes, acrobats, are at the Bobino.

The Cirque Municipal, at Rouen, is presenting a new bill with the Cubanos, aerial; the Three Bredwina, comedy acrobats; the Alcardi Troupe, jugglers; Jackie Balant, novelty bicycle act; and the Two Helianos, equilibrista.

The Fredynas, perch act; Epsion Trio, acrobats, and the Hartola, gymnasts, are at the Eden in Saint Etienne. The Darcy Trio, jugglers, are at the Casino Municipal in Aix en Provence. The Atlantic Troupe, aerial, is at the Moulin Rouge in Strasbourg.

Roth and Shay, American comedy acrobats; Mario Medini and Company, unsupported ladders, and Peters and Doran, barrel jumpers, are at the Eldorado Casino in Nice. Ely Ardeity, trapezist, and the Six Christianis, Riskey troupe, are at the Casino de la Jete in Nice.

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 ple games, \$1.00. Descriptive literature and
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 Outfit furnished. Write **GUNMETAL CO.,**
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 1,000% profit. **NALPAK, 3225 Crystal,**
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ANIMALS, BIRDS AND PETS

ALL KINDS SNAKES, ANIMALS AND BIRDS
 —SHAKE KING. **Brownsville, Tex.** de28

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HOLIDAY MOUSE CIRCUSES—COMPLETE
 shows sacrificed. **WONDERS, 849 Corhelia,**
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IMMEDIATE OR CHRISTMAS DELIVERY—
 Bull Pups cheap. **BULLDOGS, Dallas, Tex.**
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TRICK PONY, ODD COLOR—COOPER PONY
FARM, Bourbonnais, Ill.
3 PONIES, 2 MULES, 2 HIGH-SCHOOL HORSES,
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BOOKS

PERSONAL MAGAZINE—CATALOG, PHOTOS,
 Cartoons, 15c. **BOX 290-6, New Haven,**
Conn.

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BARBECUES—INTERIOR AND EXTERIOR
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 gain! Big Profits! Particulars Free! **F.**
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 —**MARTINEZ-S, San Bernardino, Calif.**
 de21

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 and Gag Pictures. Catalog free. **BALDA-**
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YOUR CARICATURE OR PORTRAIT EXPERTLY
 drawn from snapshot, photo, \$1.50; unique
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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.

A-1 CONDITION, GUARANTEED—CHICAGO
 Express, \$15; Rebound, \$10; Signal Jr.,
 \$7.50; Signal Sr., \$10; Action Sr., \$12; Quick
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A-1 RECONDITIONED USED COIN MACHINES
 of every description, Slots, Pin Games, Ci-
 garette Machines, etc., priced right. What are
 your needs? If it operates with a coin we have
 it. **X. L. COIN MACHINE CO., 484 Elmwood Ave.,**
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ALL TEXAS OPERATORS, ATTENTION—WE
 buy Used Automatic Pin Games for cash.
BOYLE AMUSEMENT CO., Oklahoma City,
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BARGAINS IN SLIGHTLY USED PUT-'N'-TAKE
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 respectively. **F. O. B. Chicago.** Quantity lim-
 ited. Rush order and deposit, satisfaction
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BARGAINS—MERCHANDISE VENDERS,
 Amusement Games, Diggers, Supplies.
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FOR SALE—EXHIBITS MERCHANTMAN,
 factory reconditioned, one year guaran-
 teed. Flap Chute, model 34, \$125; Roll Chute,
 model 34, \$145; Roll Chute, model 35, \$175;
 Streamline, model 35, \$220 (slightly used). **F. O. B.**
Chicago or New York. All in perfect working
 order. **BOX 434, Billboard, 1564 Broadway,**
New York City. tfn

CASH FOR SLOTS—ANY MAKE. NATIONAL
PREMIUM, 1322 Dodge, Omaha, Neb. de21

CLOSING OUT—SPIT FIRE, MANHATTAN,
 each \$29.50; Frisky, Criss Cross, A-Lite,
 Score-A-Life, Roto Lite, Jockey Club, Star Lite,
 "21", each \$19.50; Action Jr., Shooting Star,
 World Series, each \$9.50; Electric, Golden Gate,
 Fleet, Impact, Subway, Drop Kick, Action, Live
 Power, Flying Trapeze, Merry-Go-Round, Pen-
 tant, Blue Ribbon, each \$5.00; World Series,
 \$3.00; Model A Traffic (truck and carryout),
 A-1 shape, \$27.50. **B. D. LAZAR CO., 136**
Franklin Ave., Scranton, Pa.
COIN-OPERATED MACHINES BOUGHT, SOLD
 —**JARR, 1704 Leavenworth, Omaha, Neb.**
DIGGERS FOR RENT—LARGE DIGGER, MIR-
 chandise concern will rent all types of
 Diggers to reliable operators and concerns
 throughout the country on straight or profit-
 sharing basis. No investment needed, but ap-
 plicant must furnish best references and have
 good territory. Airmail applications. **BOX 457,**
Billboard, 1564 Broadway, New York City.
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GAMES—LOW PRICES ON USED, ALL
 Types. Send for prices. **GENERAL NOVELTY**
CO., 146 E. Highland Ave., Milwaukee,
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IF IT'S SQUARE DEALING AND SAFE BAR-
 gains in Coin Operating Machines of all
 descriptions see **YENDES' SERVICE CO., 1813**
W. 3d, Dayton, O. 20 years in business.

LARGE DIGGER CONCERN WANTS ADDI-
 tional operators or concerns with territory
 for expansion of Digger operation on profit-
 sharing basis. No investment required. Apply
 to box below for further information. State
 experience, also references. **BOX 462, Bill-**
board, 1564 Broadway, New York City. tfn

LIQUIDATING—PACE EVERLUFT BANTAM,
 Nickel, Dime, \$24.50; Single, \$14.50; Comet,
 Dime, \$29.50; Three Silent Jennings Venders,
 \$20.00. Wanted: Mills Silents. **COLEMAN**
NOVELTY, Rockford, Ill.
LOT 1934 ELECTRO HOISTS, \$60.00 EACH—
STAR, Box 12, Devon, Conn.
MACHINES AND SUPPLIES—VIKING AUTO-
MATIC CO., 632 Polk, San Francisco. de14

OUTSTANDING BARGAINS IN SLIGHTLY
 Used Coin Machines. Electric Diggers,
 \$25.00 up; Baby Shoes Dice Games, \$8.00;
 Buckley Puritan Balls and Venders, like new,
 \$10.00. Let us know what you want, we can
 save you money. **CHICAGO AUTOMATIC**
VENDING COMPANY, 111 N. LaVett,
Chicago. de7

REAL BARGAINS 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.
 de21x

SEND STAMP FOR LIST OF USED MACHINES
 —Get on our mailing list. You save money
 on machines and supplies. **GOODBODY, 1824**
East Main, Rochester, N. Y. de7

SINK OR SWIM, REBOUND, \$6.50; BEAM LITE,
 \$7.50. **J. JAMES, 1616 So. 5th, Terre Haute,**
Ind.
USED AND FLOOR SAMPLE PIN GAMES FOR
 sale cheap. Write for list. **FLOYD HOLDING,**
Effingham, Ill.
WANTED—ALL TYPES DIGGER MACHINES;
 any quantity. State type, serial number,
 price. **EXHIBIT NOVELTY CO., 1123 Broad-**
way, New York. de14

WANTED—BAILY JUMBOS, PACES RACES.
Rock-Ola 46s for cash. BORDER SALES CO.,
Pharr, Tex.
WANTED—NEED 50 MERCHANTMEN, ALL
 models, at once. Will pay highest market
 price for equipment in good condition. Quick
 action necessary. Airmail quantity, model,
 serial number and prices to **BOX 669, Bill-**
board, 1564 Broadway, New York City. tfn

8 MILLS TROUBADOUR PHONOGRAPHS,
 guaranteed perfect operating condition, look
 like new; combination nickel-dime-quarter
 slides; all latest features. A bargain at \$93.00
 each. One-third with order will ship subject
 to inspection. **BORDER SALES CO., Pharr, Tex.**
9 PHOTOSCOPES PICTURE MACHINES, 5 SET
 Views; 8 Vistascope Picture Machines, each
 with Signs; or trade for Multoscopes. Machines
 in first-class shape. **FRANK WITTLINGER, 330**
Sheldon Ave., Columbus, O.
35 COLUMBUS, 5 MASTER, 5 APPLETON 16
 Peanut Machines, \$3.00 each; 100 Metal-L-
 Kraft 5c Candy Bar Vendors, \$3.00 each. Want
 Phonographs. **E. T. DAVIS, 900 Oakhill, At-**
lanta, Ga.
\$50.00 CASH PAID FOR MILLS BLUE FRONT
 Venders, late serials. Will buy Paces Races
 State serials. **ROCKFORD NOVELTY CO., Rock-**
ford, Tex. de14

COSTUMES—WARDROBES

BARGAINS—MUSICIANS' MESS JACKETS,
 Blue, Black, Maroon, \$2.00; Orchestra Coats,
 \$2.00; Tuxedos, complete, \$10.00; Seaway,
 Gowns. **WALLACE, 2416 North Halsted, Chi-**
cago.

EXCHANGE OR SWAP

FENNY ARCADE, 40 MACHINES, TRADE FOR
Merry-Go-Round or Ride. ARCADE, 2219
No. 56th, Milwaukee, Wis.

FORMULAS

FORMULAS, PLANS, IDEAS—LITERATURE
 free. **H. BELFORT, 4042 N. Keeler, Chicago.**
 de14

FORMULAS—ALL KINDS, GUARANTEED;
 catalog free. **KEMICO, 8-66, Park Ridge,**
Ill. de14

HAMBURGER RECIPE FOR LIMITED TIME—
 lly Famous Hamburger Formula for \$1.00.
BOX 297, Pennington Gap, Va.
SUCCEEDED WITH YOUR PRODUCTS—LEARN
 how. Formulas, Processes, Analytical ser-
 vices. Catalog free. **V. THAXLY CO., Wash-**
ington, D. C. de21x

5,000 FAMOUS FORMULAS, \$3.00; 3,000,
 \$1.00; 999, 50c; 30 Automobile, 25c. **VOX**
CO., 8-933-A, Denver.

FOR RENT, LEASE OR SALE

FOR RENT OR LEASE—MANGAR BALLROOM,
 Just outside of city limits, on Route 15,
 Marion, Ill. Finest ballroom in Southern Illinois.
 Present lease and license expires January 1,
 1936. Write **G. J. FRICK, Marion, Ill.**
PARK BARGAIN—HAS PAVILION, POOL,
 Billiards, Arcade, Stands, Gallery, etc. Has
 paid big profits 14 years. Costs over \$30,000.
 Sell for \$9,800. Half down, balance terms.
FRANK ORNDORFF, Mattoon, Ill. de7

FOR SALE—NEW GOODS

BALL GUM FACTORY FRESH, 12x BOX—
AMERICAN CHEWING, Mt. Pleasant,
Newark, N. J. de25

BARGAINS—GENERATORS, MOTOR GEN-
 erators, Exhaust Fans, etc. Ask for quota-
 tion on your needs. **ELECTRICAL SURPLUS**
COMPANY, Dept. 50, 1885 Milwaukee Ave.,
Chicago.
BUILD YOUR OWN 4 FOR DIME PHOTO MA-
 chine. Camera (without lens) together with
 plans for building cabinet, now only \$10.00.
 Enlarger for making 3x4 and 5x7 size enlarge-
 ments only \$10.00. **OLSON SALES CO., 909**
E. Walnut, Des Moines, Ia.
PHOTO OUTFITS, 4 FOR DIME STRIPS—WE
 are the pioneer builders of dependable out-
 fits. Photostrip Jr. model complete, \$140.00.
 All Supplies, Enlargers, Visualizers at cut
 prices. **WABASH PHOTO SUPPLY, Terre Haute,**
Ind. de14x

SAVE ON DIRECT POSITIVE SUPPLIES BY
 buying from one source. Rolls, 11 1/2x250,
 \$4.75; 5x7 Enlarging Paper, \$5.40 gross. Stock
 absolutely fresh. **Mounts, Enlargers, Cameras,**
Stands, Visualizers, etc. Catalog on request.
MARKS & TULLER, INC., Dept. I, 44 East Ave.,
Rochester, N. Y.
TRAILERS BUILT TO ORDER 1 1/2 TO 10 TON,
 all steel. Let us know your needs. **VALEN-**
TINE MACHINE CO., Ozark, Ala. de14

FOR SALE—SECOND-HAND GOODS

BALLROOM AND STAGE LIGHTING EFFECTS—Crystal Showers, Spotlights, etc. NEWTON, 253 W. 14th St., New York. de21x
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. de14x
CORN POPPERS—ALL KINDS, LONG-EAKINS Crispette, Potato Chips, Caramel Corn, Bureau, etc. FATH, Supplies, NORTHSIDE CO., 2117 20th, Des Moines, Ia. de21m
POP CORN MACHINES, CRISPETTE CARMEL-trap, Potato Chic, LONG EAKINS, 1976 High, Springfield, O. de4
SLIGHTLY USED FIXED POSITIVE CAMERA, #4 for 10c photos, F3-5 lens, complete, ready to install, \$37.50. JACK RANCHES, 220 So. New, Bethlehem, Pa. de21m
SOUND CAR, SEDAN, WITH SPECIAL GENERATOR, Amplifier, Mike, Speakers on roof, etc. Complete, \$190. JAMESTOWN SPECIALTY CO., Titusville, Pa. de21m

FOR SALE—SECOND-HAND SHOW PROPERTY

A-1 HUMAN FLY ACT—THOUSAND OTHER bargains. WONDERS, 849 Cornelia, Chicago. de21m
FERISS WHEEL, \$400.00; CARBOUSEL, JUMPING, \$400.00. 804 Jamaica Ave., Brooklyn, N. Y. de21
KIDDO WHIP, MANGELS MAKE, 5 CARS, first-class shape, can now be seen in operation in Brown Thompson Dept. Store, Dept. Hartford, Conn. Address ART LEWIS, 2047 Highland Ave., Bronx, New York. de21m
LOOP-O-PLANE—DELINQUENT CONTRACTS—also one late type. Single warranted good condition. MARION FINANCE CO., Salem, Ore. de28
SEE ADVERTISEMENT CARNIVAL PAGES—WEIL'S CURIOSITY SHOP, 20 South Second, Philadelphia, Pa. 11th

HELP WANTED

WANTED AT ONCE—HALF AND HALF, ALSO Magician, Wise WORLD CONGRESS OF FREAKS, Dothan, Ala. de21m

HELP WANTED—MUSICIANS

PEE-WEE BENT, COMMUNICATE WITH BULLER, 162 W. 56th, New York. de21m

VIOLIN—CELLO, HARP, HOTEL SOUTH Carolina, BOX C-381, Billboard, Cincinnati. de21m

INSTRUCTIONS AND PLANS

LEARN VENTRILQUISM BY MAIL—SMALL cost, 3c stamp brings particulars. GEO. W. SMITH, 125 North Jefferson, Room 5-642, Peoria, Ill. de21m

AT LIBERTY ACROBATS

YOUNG MAN, experienced cradle bouncer, understander, double trap, etc. Terms on application. Edible, reliable. Further details, F. RICKEL, 611 Carter St., Rochester, N. Y. de21m

AT LIBERTY AGENTS AND MANAGERS

ADVANCE AGENT desires connection with live wire, small district territory. Compensation basis. Can secure immediate results if priced right. Write for particulars. Edible, reliable. Further details, ALBERT, 127 N. 113 St., Oshkosh, O. de21m

AT LIBERTY BANDS AND ORCHESTRAS

AT LIBERTY December 1—Ezraford 11-Piece Orchestra with amplifying system, minimum. Insurance, Open for booking. Cincinnati, Georgia, Florida, Alabama. Address BOX C-488, Billboard, Cincinnati. de21m
AT LIBERTY—Fwd Six-Piece, Organized, Red-Bellied Ensemble Band. Name personal three years. Will accept. Hotel, cafe, ballroom or night club. Prefer Southern location, but anything reasonable considered. Have transportation. Can play and work four shows. Compensation four-to-five C. Entrance Dancer, Girl Singer, Featured Violations, Arrangements, solo, saxophone, euphonium, flabby equipment, uniforms, modern library. Read new working, but desire change. Salary \$200. An outstanding band at a reasonable price. References. Available musicians, write details in full. ADOLPHE MCFARLAND, 115 South Lane, Nevada, Mo. de21m
EIGHT-PIECE NOVELTY BAND at liberty after Dec. 1 with complete satisfaction, modern wardrobe and can work four shows. Have five more and would like to have complete orchestra manager. HARRY COLLINS, Grand Island, Neb. de21m
LESSE LAYNE and His Orchestra—Best popular music in the East. Open for single engagements exclusively. Xmas Eve, New Year. We still open for fraternities, societies and retailing agents. Men, ten or eleven tons, with director, complete wardrobe, amplifying system, and special arrangements. LESSE LAYNE 27 Franklin Ave., Union Island, N. Y. Call GUYFALTE 7-4555. de21m

AT LIBERTY FAST FIVE-PIECE BAND

Fast five-piece band—12-year record, hotel restaurant. Well trained, professional. Can work four shows. Library, special arrangements. Also library shows. You change uniforms. Can entertain. \$115 per week. Bands, location only. Must wear wires. Write BOX C-482, Billboard, Cincinnati. de21m

MAGICAL APPARATUS

NEW 124-PAGE ILLUSTRATED CATALOGUE Mental Magic, Mindreading, Spirit Effects, Horoscopes and 33-page 1936 forecasts. Graphology sheets, books, crystals and lucky pieces. Most complete line in world. New Catalogue, 30c. None free. NELSON ENTERPRISES, 198 S. Third, Columbus, O. de21
VENTRILQUIST, PUNCH FIGURES, ACTS—KENNETH SPENCER, care Eagle Magic, 604 3d Ave., S., Minneapolis. de21
VENTRILQUIST—MARIONETTE, PUNCH FIGURES, FRANK MARSHALL, 5516 So. Loomis, Chicago. de21

MAIL ORDER OFFERINGS

10c BRINGS COPY NATIONAL MAIL ORDER News. Big opportunity mail. NATIONAL SALES SERVICE, Box 1773-B9, Roanoke, Va. de21m

MISCELLANEOUS

CORRESPONDENCE COURSES—BARGAIN Catalogue 10c. HANFLING, M-799 Broadway, New York. de14x
ROLLS DEVELOPED—TWO BEAUTIFUL DOUBLE weight professional enlargements and 8 Enlarged never fade, perfect tone prints, 4c. coin. RAY'S PHOTO SERVICE, La Crosse, Wis. de21m

M. P. ACCESSORIES FOR SALE

ACME PORTABLE SUITCASE PROJECTOR, with sound on film attachments, everything complete, ready to operate, \$190.00. Special Road-Show Films of all kinds. We handle everything for the amusement field. WESTERN FEATURE & SUPPLY CO., 1016 S. Wabash Ave., Chicago, Ill. de21m
BARGAINS—MOVIE PICTURE MACHINES, Films, Supplies, NATIONAL EQUIPMENT CO., Duluth, Minn. de21
COMPLETE POWER'S 88 TALKING OUTFIT, \$125.00. MORACE KELLY, Tidewells, Va. de21
IT'S HERE! IT'S HERE! THE GREATEST and best of all Portable Sound Projectors, Acme SVE with wide range sound on film attachments. It's a honey. Price only \$235.00. E. ABRAMSON, 7204 Sheridan Road, Chicago. de21m

NEW AND USED SOUND HEADS, AMPLIFIERS, Speakers, Standard Portable Projectors and Screens at bargains. WABASH FILM EXCHANGE, Gunther Bldg., 10th and Wabash, Chicago. de21m

NOW AVAILABLE—THE FINEST SEMI-Portable Sound Projector on the market. Only \$295.00. Dealers write for proposition. ZENITH THEATRE SUPPLY CO., 308 West 44th Street, New York. de21m

UNUSUAL BARGAINS IN USED OPERA Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereoscopes, etc. Projection Machines repaired. Catalogue 5 free. MOVIE SUPPLY CO., LTD., 844 S. Wabash, Chicago. de21

M. P. FILMS FOR SALE

COMEDIES, CARTOONS AND WESTERN SUBJECTS in sound. All guaranteed perfect condition. Send for large list. ZENITH THEATRE SUPPLY CO., 308 West 44th St., New York. de21
RELIGIOUS SPECIALS—NEW SOUND ON FILM Passion Play, "Christus" \$175 each; "Dante's Inferno," \$125; Jesus Nazareth, \$150; Rome, Oberammergau, Bethlehem and Jerusalem Religious Scenes, Talkie, \$20 each. Other Talkie Features, Shorts, \$5.00 up. 10MM Silent Film, sacrificed, \$5.00 reel. 35MM Silent, dollar reel. Complete Talkie Program Rented Anywhere, \$25 weekly. New Holmes-DeVry Talkie Portables, 20% off! terms. WALDO FILMS, No. 6 Waldo Bldg., Cincinnati. de21

SOUND ROAD-SHOW SPECIALS—ALSO Western Action Features. Write APOLLO EXCHANGE, 117 So. 9th St., Newark, N. J. de21

SUPER SPEED PANCHROMATIC 16 MM. FILM, 100 ft., \$3.75. Other films from \$2.19. Bargains never used equipment. Send for circular. FOTOSHOP, 136½-D West 32d, New York. de21

THE ORIGINAL JESUS OF NAZARETH Passion Play, Life of Christ, 7 reels, sound on film. Many other valuable Features, Cartoons, Westerns, Comedies. E. ABRAMSON, 7204 Sheridan Rd., Chicago. de21

16 MM. FILMS BOUGHT, SOLD, EXCHANGED—Catalogue, 10c. FOTOSHOP, 136½-D West 32d, New York. de21

M. P. (TALKIES) FILMS

HIGHEST PRICES PAID FOR USED STILL Movie Equipment. Send description. FOTOSHOP, 136½-D West 32d, New York. de21
SUBWAY SALLY (UNDERWORLD) \$18.00. Sound Projector cheap. AVON, 3223 Broadway, Chicago. de21

PERSONALS

INTERNATIONAL DIRECTORY LISTS ANK-leurs Relatives, Friends, 309 Hazelwood Terrace, Rochester, N. Y. de21

SALESMEN WANTED

BRAND-NEW ITEM—EXCLUSIVE REPEATS—Sells Homes, Groceries, Handbars. Best Deal for Distributors, Specialty Men. CAN-OCAP, Pasadena, Calif. de21

SCENERY AND BANNERS

A-1 BANNERS FOR SIDE SHOWS—MANUEL'S STUDIO, 3544 North Halsted, Chicago. de21
HEADQUARTERS FOR BANNERS—POSITIVE ground stoppers. WONDERS, 849 Cornelia, Chicago. de21
SCENERY, BANNERS, TAVERN PAINTINGS—Artistic, inexpensive. ENKESBOLL STUDIOS, Omaha, Neb. de21

At Liberty Advertisements

Be WORD, CASE (First Line Later Black Type). Be WORD, CASE (Small Type). Be WORD, CASE (Small Type) (No Ad Less Than 15c). Figure Total of Words at One Rate Only.

PIT. STAGE BAND, 5 to 8 Pieces, Daboline and complete equipment. Experience all lines, in any show, reliable steady location. STAN WILLARD, Granada Theatre, Hamilton, Ont., Can. de21

THEATRE ORCHESTRA—Nonunion. Plans, Viola, Trompe, first-class tone, twenty years steady show experience. Read, sober, reliable. LOUING DRUMMER, 767 Mass Ave., Flint, Mich. de21

AT LIBERTY CIRCUS AND CARNIVAL

COMPLETELY TATTOOED—Young Lady, CHARLIE WAGNER, 11 Chatham Sq., New York. de21

AT LIBERTY—HALF AND HALF, FLASHY wardrobe, good appearance. Can work expos, desires work in museum. ESTHER LESTER, 342 S. Court Ave., York, Pa. de21

JOE HARRIS—WORLD'S CHAMPION BAG Puncher, 1653 N. 4th St., Milwaukee, Wis. de21

SOUND CAR, WITH FLASH, TONE, VOLUME, brand new, \$250 Amplifier, Four Speakers, new Records; 5x3 Banners on top. Join on wise, sound terms, or sell equipment cheap. BLETT, 720 Cornelia, Chicago. de21

WISH TO LOCATE FORTUNE TELLER—JAMES GODCHILD, General Delivery, Mason City, Ia. de21

YOUNG MAN WISHES TO MAKE CONNECTION with a Circus or privately owned Wild Animal Acts to act as understudy in training wild animals. If necessary a working stock could be obtained. Any reasonable offer accepted. HERBERT P. BUTLER, Box 471, Radville, N. C. de21

PANAMASHIKA'S BIRD CIRCUS, the Original! Immovable and Greatest Act that makes every body talk. Don't miss the famous Panamashika's Bird Act! GLENN ROBERTS, Mr. Panamashika's Brown, 315 W. Erie Ave., Philadelphia, Pa. Telephone, SA 6098 5328. de21

AT LIBERTY TENOR SAX, CLARINET, ALTO.

Young, sober, reliable, union. Go anywhere. JACK BAKER, Fort Arthur, Tex., 1048 5th St. de21

AT LIBERTY—SAX, JAM PLENTY, READ. Have car. AMBERSON, Kans Hotel, Denver Colo. de21

AT LIBERTY—TEACHER, ALL BAND AND ORCHESTRA instruments, 25 years' general music experience, 4 years public schools; single, 30, trumpet and other instruments, beginners, organize, lead Band or Ork; wants location good town, teach private, etc. in co-operation with Public Schools, Instructor. Go anywhere. ELMER J. PETERSON, 947 Albion Ave., Fairmont, Minn. de21

AT LIBERTY DRUMMER — EXPERIENCED SHOW, LACE

Young, read, go anywhere. BOX C-595, Billboard, Cincinnati. de21

EXCEPTIONAL FEATURED VOCALIST-GUITARIST. High Baritone, range, semi-classical, popular, big voice, read anything, rhythm, full in, impervious. Cut with the best go anywhere. Young, appearance, dependable, eight years' experience. Reference. Desire connection of some permanency with fast organized band. WALT LAESER, 1218 State St., Eau Claire, Wis. de21

GUITARIST—SIX-STRING RHYTHMIST, SOLOIST, Read, fake and sing. Would like to hear from jam bands, singing and novelty groups. Open for booking Saturdays, Sundays in New York City and vicinity. CHARLES WIETH, 13702 Whitelaw St., Woodhaven, N. Y. de21

PROFESSIONAL DRUMMER—13 YEARS' experience, Non-union. Musical comedy, rep shows, or what have you? Young, single, sober and reliable. Can cut it with anything. Join immediately. Only steady, reliable job considered. Wine or write, stating all, immediately. BEN FAVISH, 3792 Talman Ave., Balaire, O. de21

SOULPANSOR—CUT OR NO NOTICE, AGE 28, would accept playing as side line in orchestra or band. Must have ticket for security. JIM STONE, Nevada, Ia. de21

TENOR SAX-CLARINET—TAKE OFF, UNION. Read, tone, phrasic. DICK HAWKINS, Ransom Ave., Lexington, Ky. de21

THEATRE DRUMMER—OUTSTANDING (heavy) show, builder; twelve years with the best. Age 35, appearance, sober, reliable. DRUMMER, 767 Mass Ave., Flint, Mich. de21

TROMBONE—GOOD TONE, NICE RANGE, read, union, can ride. Experienced in stage and dance bands. Age 22, good appearance. HERR PALMER, Broadway, Shelby, O. de21

SIDE-SHOW BANNERS—COMPARE OURS with others. NIEMAN STUDIOS, INC., 1235 S. Halsted St., Chicago. de14

TATTOOING SUPPLIES

ILLUSTRATED TATTOOING CATALOG, 10c. Remover, \$5.00. Shrunken Meads, Relics, Curios, Oddities bought and sold. MILLER, 433 Main, Norfolk, Va. de21

TENTS FOR SALE

HEADQUARTERS FOR TENTS, SIDEWALL Bally Cloth, WONDERS, 849 Cornelia, Chicago. de21

THEATRICAL PRINTING

CHRISTMAS CARDS, YOUR NAME, 100, \$1 Professional Letterheads, Envelopes, 250, \$1. DALTON, Printer, La Crosse, Wis. de21

DODGERS—ATTRACTIVE, 2,000 Evs, \$1.95; 4x9, \$2.45; 6x9, \$3.95, delivered. SOLLIDAYS, Knox, Ind. de21

WINDOW CARDS, 11x14, 100, \$2.10; 14x22, 100, \$2.50. 50% deposit, balance C. O. D. BELL PRESS, Winton, Pa. de21

WINDOW CARDS FOR DANCES, RADIO artists, road shows, carnivals, theatres, etc. Beautiful colored designs, 14x22, 8-ply, your copy complete, finished, \$3.00. Send an order today, we'll satisfy you or your money back. TRIBUNE PRESS, Fowler, Ind. de21

100 ENVELOPES, 100 LETTERHEADS, \$1.00, postpaid. Dodgers, your copy, priced right. One-day service. PROGRESS SHOPPERS, Bedford, Ind. de21

100 WINDOW CARDS, 14x22, 3 COLORES, \$3.75; 1,000 4x9 Dodgers, \$1.55; no C. O. D. BERLIN PRINT, Berin, Md. de21

100 6-PLY 14x22 WINDOW CARDS, \$2.95, F. O. B. Also Drawings and Cuts made to order. CRESSMAN, Washington, N. J. de21

200 WINDOW CARDS, \$4; TICKETS, \$3 PER 1,000. DOC ANGEL, Ex-Trouper, Leavittsburg, O. de21

3,000 COLORED DODGERS, 3x8, \$2.75; 6x9, \$4.50; 10,000 Merchants Tickets, \$5.00 postpaid. STUMPPRINT, South Whitley, Ind. de21

WANTED—ELECTRIC FLOSS MACHINE, EV-outfit. Young, read, go anywhere. DR. PAUL J. MYERS, Crawfordsville, Ind. de21

WANTED—COTTON CANDY, POP CORN, Fryers, Custard, other machines. RUOTOLO, 655 Second Ave., New York. de21

AT LIBERTY—TENOR SAX, CLARINET, ALTO. Young, sober, reliable, union. Go anywhere. JACK BAKER, Fort Arthur, Tex., 1048 5th St. de21

AT LIBERTY—SAX, JAM PLENTY, READ. Have car. AMBERSON, Kans Hotel, Denver Colo. de21

AT LIBERTY—TEACHER, ALL BAND AND ORCHESTRA instruments, 25 years' general music experience, 4 years public schools; single, 30, trumpet and other instruments, beginners, organize, lead Band or Ork; wants location good town, teach private, etc. in co-operation with Public Schools, Instructor. Go anywhere. ELMER J. PETERSON, 947 Albion Ave., Fairmont, Minn. de21

AT LIBERTY—DRUMMER — EXPERIENCED SHOW, LACE Young, read, go anywhere. BOX C-595, Billboard, Cincinnati. de21

EXCEPTIONAL FEATURED VOCALIST-GUITARIST. High Baritone, range, semi-classical, popular, big voice, read anything, rhythm, full in, impervious. Cut with the best go anywhere. Young, appearance, dependable, eight years' experience. Reference. Desire connection of some permanency with fast organized band. WALT LAESER, 1218 State St., Eau Claire, Wis. de21

GUITARIST—SIX-STRING RHYTHMIST, SOLOIST, Read, fake and sing. Would like to hear from jam bands, singing and novelty groups. Open for booking Saturdays, Sundays in New York City and vicinity. CHARLES WIETH, 13702 Whitelaw St., Woodhaven, N. Y. de21

PROFESSIONAL DRUMMER—13 YEARS' experience, Non-union. Musical comedy, rep shows, or what have you? Young, single, sober and reliable. Can cut it with anything. Join immediately. Only steady, reliable job considered. Wine or write, stating all, immediately. BEN FAVISH, 3792 Talman Ave., Balaire, O. de21

TENOR SAX-CLARINET—TAKE OFF, UNION. Read, tone, phrasic. DICK HAWKINS, Ransom Ave., Lexington, Ky. de21

THEATRE DRUMMER—OUTSTANDING (heavy) show, builder; twelve years with the best. Age 35, appearance, sober, reliable. DRUMMER, 767 Mass Ave., Flint, Mich. de21

TROMBONE—GOOD TONE, NICE RANGE, read, union, can ride. Experienced in stage and dance bands. Age 22, good appearance. HERR PALMER, Broadway, Shelby, O. de21

TRUMPET FOR CIRCUS OR INDUSTRIAL band; age 29. EVERETT SHORT, Dixley, Okla.

A-1 SOPRANOIST, experienced B. & O. Some... AT LIBERTY—A-1 Musical Raw Player—play with piano, guitar or mandolin.

AT LIBERTY—Also Sax Soloing Clarinet... CAPABLE TRUMPETIST—Good tone and range.

DRUMMER—Modern, experienced all styles... HEADER AT LIBERTY—Wide experience.

STRING BASS, Trumpet, Drums, All read, extra... TENOR SAX, Clarinet and Flute.

TENOR SAX-CLARINET—Good, solo... TROMBONE, double Bassophone, available for... TRUMPET—Average, young, tone, dependable...

AT LIBERTY PARKS AND FAIRS

AMERICA'S BEST HIGH WIRE—THE CALVERT... ARMSTRONG'S FAMOUS COMEDY FORD ACT

PANAMAHIKA'S DOGS, Pony, Monkey and Bird... PROFESSIONAL PIANO PLAYERS

AT LIBERTY PIANO PLAYERS

PROFESSIONAL PIANO PLAYERS

AT LIBERTY PIANO PLAYERS

PIANIST—READ, FAKE, TRANSPOSE, SINGLE... PIANIST—Hazel, radio, theatre, etc.

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY—SPECIALTY TEAM... FEMALE IMPERSONATORS—SING, DANCING

MAGICIAN FOR MED UNIT, VAUDE, OR... VENTRILOQUIST FOR DEPARTMENT STORES

LAWSON'S BIRD ACT—Cockatoo and Macaw... FIRST LADY

FIRST LADY

AT LIBERTY—A-1 versatile Comedian... AT LIBERTY—Tosha, Lady small Flute

LADY VENTRILOQUIST for clubs, hotels, shows... MOSE AND GUNDO

NOVELTY DRUMMER—Band or orchestra... PANAMAHIKA'S DOGS, Pony, Monkey and Bird

PIANIST doubling Oboe, Piano, Accordion... PUNCH AND JUDY

PUNCH AND JUDY

PUNCH AND JUDY

ROUTES

(Continued from page 33) Ray, Frankie (Cozy Grill) Chicago, 16...

Washington, D.C.; (Idora Park) Youngstown, O. D. Wylie, Austin; (Kenners) Albany, N. Y., 1.

DRAMATIC AND MUSICAL

Anything Goes; (National) Washington 2-7; (Nixon) Pittsburgh 9-14...

INDEPENDENT BURLESK

Big Revue; (Empire) Newark, N. J., 2-7; (Howard) Boston 9-14...

MISCELLANEOUS

Benny's, Connie, Variety Show; Detroit 3-8; (Bobby) N. Y., 9-12...

FIRST LADY

(Continued from page 19) cracks. That tea might have lasted for the entire evening...

BOY MEETS GIRL

(Continued from page 19) from a dramatically new angle; it satirizes (or burlesques, rather) the baby stars...

Wagner, Sol; (Via Lago) Chicago, 16... Van Duser, Roger; (Larchmont Casino) Larchmont, N. Y., 16...

That, as may be gathered, supplies a very nice plot. Add to it humors which are both constant and side-splitting...

The rest of the play is concerned with idiosyncrasies that are fast, funny, exciting, but not particularly important...

MAIL ON HAND AT CINCINNATI OFFICE

18-27 Opera Place.

Parcel Post

- Adams, R. F. 106
Adams, R. F. 106
Adams, R. F. 106
Adams, R. F. 106
Adams, R. F. 106

Ladies' List

- Abbott, Mildred
Abbott, Mrs. Ben
Abbott, Kate
Abbott, Madam
Abbott, Mrs. Edna
Abbott, Mrs. Pearl
Abbott, Mrs. R. H.
Abbott, Mrs. R. H.
Abbott, Mrs. R. H.
Abbott, Mrs. R. H.
Abbott, Mrs. R. H.

- Holt, Mrs. Jack
Holt, Mrs.
Holt, Mrs.
Holt, Mrs.
Holt, Mrs.
Holt, Mrs.
Holt, Mrs.
Holt, Mrs.
Holt, Mrs.
Holt, Mrs.

Letter List

NOTE-The mail held at the various offices of The Billboard is classified under their respective heads. I. e., mail at the Cincinnati Office will be found under the heading of the CINCINNATI OFFICE and mail at the New York Office will be found under the heading of NEW YORK OFFICE, etc.

- Mitchell, Lottie
Mittell, Lottie
Mittell, Lottie
Mittell, Lottie
Mittell, Lottie
Mittell, Lottie
Mittell, Lottie
Mittell, Lottie
Mittell, Lottie
Mittell, Lottie

- Arnold, J. C.
Arnold, J. C.
Arnold, J. C.
Arnold, J. C.
Arnold, J. C.
Arnold, J. C.
Arnold, J. C.
Arnold, J. C.
Arnold, J. C.
Arnold, J. C.

NOTICE! TO HOLIDAY GREETING CARD SENDERS

When mailing holiday greeting cards to relatives, friends or acquaintances in care of The Billboard, be sure to use first-class postage (3 cents per ounce) if the cards are in envelopes. This applies whether the envelopes are sealed or unsealed, but it is better to seal them. Cards in unsealed envelopes and mailed under third-class postage (1 1/2 cents per ounce) cannot be forwarded and therefore will have to be sent to the dead-letter office. This ruling for forwarding of mail does not apply to open greeting cards, those not requiring envelopes and sent under 1-cent postage.

- Obbens, Mrs.
Obbens, Mrs.
Obbens, Mrs.
Obbens, Mrs.
Obbens, Mrs.
Obbens, Mrs.
Obbens, Mrs.
Obbens, Mrs.
Obbens, Mrs.
Obbens, Mrs.

- Adams, R. F.
Adams, R. F.
Adams, R. F.
Adams, R. F.
Adams, R. F.
Adams, R. F.
Adams, R. F.
Adams, R. F.
Adams, R. F.
Adams, R. F.

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

Main body of the letter list containing numerous names and initials organized in columns.

Wright, Hilda
Wright, J. D.
Wright, Jack
Wright, R. I.

Young, Lloyd
Young, Ray
Young, Frank
Young, W. T.

De Lane, Dixie
De Vost, J.
De Vost, Hill
Douglas, Jack

Turner, Joe C.
Turner, Jack
Turner, "Happy"
Turner, Wm. Ben

MAIL ON HAND AT
DALLAS OFFICE
401 Southside Life Bldg.
1416 Commerce St.

MAIL ON HAND AT
NEW YORK OFFICE
1564 Broadway.

Ladies' List
Adams, Mary
Aldrich, Mrs. S.
Alexander, Mrs. E. C.

Glenn, Amy K.
Glover, Walter
Golden, H. M.

Walters, Wm.
Walters, Wm. H.
Walters, Wm. H.

MAIL ON HAND AT
ST. LOUIS OFFICE
230 Arcade Bldg.

Ladies' List
Aldrich, Mrs. S.
Allen, Mrs.

Ladies' List
Abbott, Mrs. Fay
Allen, Mrs. Kate

Genlemen's List
Adams, Frank
Alden, Edwin

Adams, Walter
Adams, George
Adams, Joseph

Adams, Walter
Adams, George
Adams, Joseph

Genlemen's List
Adams, Ray
Allen, Marion Jack

Genlemen's List
Adams, Ray
Allen, Marion Jack

WHATEVER GOES UP—

(Continued from page 19)
seemed to relish in the days before films
satisfied their simple needs. It trickles
away innocently in its present resur-

to a play which is as vital and modern
as Aunt Susie's antimacassar. The
others in the large cast do their jobs

Woolford, Joseph Vitale, Doro Merande,
Hans Robert, Richard S. Bishop and
Genevieve Belasco, all true types and
performing excellently.

ABIDE WITH ME—

(Continued from page 19)
went off with him and, since Henry
refused to grant her a divorce, lived
with him.

in certain passages; portions of the
dialog are affectingly excellent; the cen-
tral idea is a good one. But more im-

ONE GOOD YEAR—

(Continued from page 19)
career. Unsuccessful at selling her house,
she's successful at selling herself—for
the purpose of providing a child to a

Three prospective fathers are brought
to her home, a swishy interior decorator,
a life guard and a salesman (the farmer's
daughter type). Latter almost wins, but

There is meat enough there for a
tense and dreadfully effective psychol-
ogical shocker. Some tenseness and ef-

HAWAIIAN THEATER SURVEY

LOS ANGELES, Nov. 30.—Adolph
Ramish, veteran Coast showman and
former operator of the old Hippodrome

LOS ANGELES, Nov. 30.—Adolph
Ramish, veteran Coast showman and
former operator of the old Hippodrome

That Uncle Wilbur and The Voice are
retarders is, of course, a foregone con-
clusion. That they walk off with Ter-
rance's prize money is equally expected.

There's the story—so you can imagine.
Nothing weighty or substantial, strictly a
play on situations and dialog. Success—
unlikely.

Cast is really a revelation, led by the
stellar performance of Hilda Spong, play-
ing the role of an outspoken doctor,
which affords her much comedy.

WHATEVER GOES UP—

(Continued from page 19)
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away innocently in its present resur-

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THIS was the second year that the York Fair at York, Pa., exercised strict censorship of its midway shows and concession games, and Sam Lewis, president; J. H. Rutter, secretary, and Herbert D. Smyser, manager of amusements, are now thoroughly convinced that when they adopted this policy in 1934 it was one of the best moves they ever made.

Not one cent of revenue was lost thru that step this year; in fact, more concession space was sold than last year, and still more could have been disposed of had it been available.

Even if the concession space had not sold at all this year these men, and especially President Lewis, would have been perfectly satisfied, so sincere were they in their determination to have a clean fair.

The man who actually handled the work of censoring or supervising the shows and concessions this year was that dyed-in-the-wool showman, J. P. Murphy, whose reputation for fair dealing was fully recognized by Messrs. Lewis, Rutter and Smyser when he was first called in to perform these duties in 1934.

Mr. Murphy's methods this year were the same as he followed last year, except that one of the first things he did was to have every concession operator post a sign, reading "No Money Prices, Merchandise Only." This move immediately had its effect, but it took very close watching by Mr. Murphy to keep the games operated legitimately and the shows conducted cleanly. What made the job a real success, of course, was the co-operation he received not only from the fair officials, but the State police, and especially Sergeant A. F. Dahlstrom, for whom Mr. Murphy sings much praise.

Nobody likes showmen and concession operators better than Mr. Murphy, but orders are orders with him and he is to be congratulated on the diplomacy he uses when executing his duties and facing situations that are anything but comfortable.

Hurrah for the York Fair and its officials! And hurrah, too, for J. P. Murphy! For two years now they have demonstrated that gimmicks and fluff can be not only controlled, but abolished, but it requires real sincerity and full co-operation on the part of all officials concerned to do it, not forgetting the police.

THE mention of "Count" Jarvia and the Jarvia-Seeman Shows in this column recently brought back pleasant memories to Frank J. Lee, who acted as general agent of the show part of a season. "W. C. (Bill) Fleming and Col. Dan McOugan were on the staff, as well as Miss Vernon handling press with the shows," says Frank, "and who could forget Doc Broadwell, one of the best minstrel showmen in those days. Then there was Harry and Edie Calvert's Show with an array of girls and boys, Frank McCleod's Athletic Show, Joe Caille's Girl Show, and the many other fine attractions and concessions that went to make a show that could book anywhere those days—very few beefs and plenty advertising banners sold every week because there was never a falser and better liked fellow than Adolph Seeman, who was always helping somebody."

During the last 20 weeks or so Frank has had his share of troubles. "I have been in the hospital," he continues, "with broken arm, very badly sprained leg, hip and ankle; in fact, 14 places

along my left side were bruised when I came down with a small gallery to the concert walk some 20 feet. However, am happy to say that with the fine care of my wife, the former Leon Jacque, a concessioner on Dodson's World's Fair Shows for a number of years, I have nearly fully recovered and will be handling publicity on one of the white tops next season. This happened while breaking in some men to handle some electric metal signs for one of the big breweries of the South, and their doctor, together with Mrs. Lee's excellent help, put me on my feet again."

Frank visited with General Manager Carl Sedlmayr and others of the Royal American Shows at Mobile and arranged to put his whale exhibit on their midway at Pensacola. Frank and his wife have a school promotion which they handle with one assistant, William Root, and will stay out until the holidays, then to Cuba until spring when he plans to go back to circus press work.

IF J. George Loos failed to do business with his Greater United Shows at Corpus Christi, Tex., it was no fault of the person who showered him and his show with praise in a personal column in *The Corpus Christi Times* of November 14. The article, which consumed 18 inches of space, wound up with: "All told, George has a good show this year and he is a great guy. Go out and give him a look-see and a howdy-do."

AND now for another message from J. Brass—and a very timely one indeed. Unfortunately it was crowded out of our Christmas Number. Here it is:

"Dear Al—In your special Christmas Number please tell all the friends and enemies of Combustion Bros.' Super-consolidated Midway Combination that we are sending, this year, holiday greeting cards dated 1937, including our personal calling card. We do this for several reasons. In the first place, we got a price and had two years' supply printed. In the second place, using 1937 shows we are farseeing. Third, by having 'Holiday Greetings' and '1937' only on card we can use them for Fourth of July or Easter just as well. We tried to add 'sympathy' but the printer said folks wouldn't like it. Fourth, since we do not deface the card with our name or anything the recipient can use the card again just like a chain letter; in fact, we may get some back this way ourselves, but if you do send them back, folks, don't write on them. Yours for fiery brilliance always, J. BRASS."

J. Paul Bolt Shows

Manning, S. C. Week ended November 16. Location, one block from business center. Audiences, American Legion. Weather, cold. Business, poor. Sumter, S. C. Week ended November 23. Audiences, County Fair Association. Weather, cold. Business, bad. Season closed.

At Manning: A sudden change, following nine weeks of ideal weather and excellent business. Sand lot, easy of access. Active committee. Plenty of light. Still it was a bloomer. Mr. and Mrs. Frank Walker joined with two concessions; also Arthur Politt, with *Arlene*, "Most Beautiful Tattooed Girl." Lee MacDaniels in charge of Doc Green's Minstrel and band for the rest of the season. Lee Erdman's Big Snake exhibit was there the last three days. Manager Bolt purchased from a local Dodge dealer a 1936 sedan. A return engagement to Sumter, influenced by the fact that business the previous week was satisfactory, but proved disastrous in bad weather. Mr. and Mrs. Morris Davis, parents of Jake Davis, of the Drive-Yourself auto, left on Tuesday en route home, Erie, Pa. Bud and Babe Foreman, Oscar Poirier and Walter and Dolly Williams returned from a three weeks' engagement with Bunte Greater Shows. Jack and Jewell Miller were hurriedly summoned to the bedside of Jack's mother. Saturday morning Mr. Bolt turned the Bowman gate over to the Palmetto State Shows, managed by Joe Lee, and brought the season of the Bolt Shows to a close. The Ferris Wheel, Chairplane and most of the paraphernalia was hauled into winter quarters of the B. & B. Shows. Bolt has leased to the Lee outfit the Merry-Go-Round and Minstrel Show equipment for an indefinite period. A number of the folks of the Bolt Shows will join the Palmetto State. Splinter Royal is placing two concessions; Dixie Kopley, one; *Arlene*, the tattooed girl; Gus Brown and practically all of concession row.

CHRIS M. SMITH.

Peeping In On the Performers' Club of America

By BERT CLINTON

CHICAGO, Nov. 30.—Well, Thanksgiving has passed and the performers have had a better outdoor season than they have experienced for some years past, so that is something to be thankful for.

Many acts are leaving Chicago with vaudeville units booked in the South and en route to the Coast.

Jules Desvall's revue titled *Fepiso* left Chicago this week to play break-in dates.

Treasurer Harry Sykes is playing in Vancouver, B. C. this week, then down into California on the Cushman Circuit.

The Blendin-Bellum Troupe, high-wire act, wrote from Quincy, Ill., that they are preparing act to open on indoor circus dates after a successful outdoor season.

Mark Germaine is on the West Coast playing vaudeville engagements.

The Avalon Troupe arrived in Chicago this week and will play vaude dates in and around here this winter.

Much activity around the club the last two weeks. The large auditorium has been redecorated and a new bar installed in the Cabaret Room, in preparation for the many pleasant evenings that the entertainment committee has in mind for members and their friends this winter.

The TMA Chicago Lodge No. 4 is holding its 51st vaudeville show and dance at the club's auditorium tonight. Frenchy Bishop and Thomas Radigan, stagehands, who have been members of the lodge 21 years, will be presented with gold cards and life memberships in the lodge.

Preparations are under way for the club's annual Christmas dinner.

Brother Gil C. Gray announced that the indoor circus dates at Thief River Falls and Bemidji, Minn., were a big success, and that his regular winter dates will open shortly after the new year.

The following performers were inside members of the club at last meeting: Leon Marx Svendsen, Violet Cornalia, Otto Werdermann, Bruno Kryz, Helen Keeler, Walter Nees, Patrick B. Kelly, Ole Olson, Ira Milette, James Milette, Witty Arles, Rose Mae Graetech, Carolynne La Ruez, Dave Winnie, Richard Barnsdale, Henry Cattier and Ruth Kling.

It was voted at last meeting that on and after January 10, 1936, the non-active dues of 25 cents per month be discontinued and the dues will be \$1 per month for all members whether they are in town active or out on the road working.

The Siegrist Family

ALBANY, N. Y., Nov. 30.—Joseph Siegrist, the aerialist, son of Charles Siegrist, is now devoting all his leisure time to the compilation of an authentic history of the Siegrist family of international renown. When his father suffered an almost fatal fall with the Ringling-Barnum show at Madison Square Garden, New York, Joseph, then a youth in his teens, followed Charles Siegrist in the flying act and successfully executed all of his most dangerous and difficult feats.

"I am ambitious now to perpetuate the history of the Siegrist family in print," Joseph told Townsend Walsh in Albany, "because as you know the name of Siegrist is one of the oldest, if not the very oldest, in the circus profession. There were Siegrists with Adolphe Franconi in Paris in the Napoleonic era, and I have a bill of the Cirque National de Paris when no less than six Siegrists appeared with the troupe that went to London for an engagement at Drury Lane Theater in December, 1848. Shortly afterward two of the family, Auguste and Benoit, came to America, and Auguste remained here. I believe that everyone that ever used the name of Siegrist, or is now using it, is justified in so doing, because they are all pupils or descendants of pupils of the original family. So the name has lived long in circus annals. Next spring I hope to go abroad to obtain in Paris copies of portraits of the first Siegrists with Franconi. Of course, I do not make the slightest pretensions to literary ability, but I have accumulated enough authentic material to compile an interesting record. Why should not a performer

essay such a work? The best circus history nowadays is usually written by someone who was born and bred in our profession.

Joseph Siegrist is now filling an executive position on the business staff of Frank Wirth's indoor circus, which played Albany, N. Y., Thanksgiving week.

Eastern Gossip

NEW YORK, Nov. 30.—Frank Moore, manager of the Garden Rodco, left for Chicago recently to attend the Auto and Stock shows.

Buster Castle, side-show talker-lecturer, is back here marking time after a couple of theater dates. He's in town to make a solid connection.

George Hamid went to Toronto to attend the Canadian fairs meeting.

Reproduction in models of Barnum's Museum had its preview recently at Gimbel's Department Store, where the papier-mache layout occupies a block of space on the sixth floor. Harry W. Reiner, formerly of RKO, is handling the exploitation. Simultaneous openings were slated for last Saturday in two other Gimbel spots, Philly and Pittsburgh.

Harper Joy, of Spokane, past president of the Circus Fans' Association, left for Chicago recently after a week here, in which he took in all the Broadway hit plays.

W. L. Mellor, president of Baker-Lockwood Manufacturing Company, Kansas City, Mo., was in on business and made the rounds with firm's Eastern representative, Arthur Campfield.

Word came that mother of Fred L. Markey, of Dodgem Corporation, died recently and was buried last week.

Not Sorrow, Work

(Santa Fe Magazine)

A traveling circus had arrived at a small village and the local gossip carrier hastened out to look things over. He found three circus hands sitting in dejected silence.

"What's wrong?" asked the villager.

"The elephant is dead," was the reply.

"I'm sorry. But I'm glad to see you men thought so much of a dumb animal," the villager continued.

"It ain't that," retorted one of the three. "You see, we chaps has got to dig the hole to bury him."

JAP, elephant owned by Gorman Bros.' Circus, recently was dumped from a truck trailer at East Orange, N. J., and balked at resuming the journey aboard the truck to quarters of show at Pompton Lake. Animal was used in an advertising stunt in Irvington, N. J. All went well on the trip until the truck reached East Orange. On Glenwood avenue Joseph Zweark, who was behind the wheel of the truck, made a sharp turn into Fernwood road. As truck trailer swerved Jap was caught off balance and over went the trailer. The connection between the front of the truck and the trailer was broken in the crash and Zweark was not hurt. Jap lay on her side, and because of chains anchoring her feet to the flooring was unable to get up. Chains were taken from Jap and she stood up, but would not return to the truck. From last accounts Zweark was going to Paterson to get a large derrick to lift Jap onto the truck.

TRANSPORTATION

(Continued from page 36)

trucks and trailers whose owners are interested in working them on a long-term contract which will not only pay out your equipment, but also provide a good income. It is not necessary that you accompany your truck in this work. The fact is, you will be given a bond covering any loss or damage. Then again you may also find employment for yourself or for your employees in this operation. All trucks and trailers must be late models and equipped according to State requirements, such as license plates, extinguishers, torches, flags, tarps, etc. All equipment will be fully protected by insurance, bonds and safety securities. These trucks will be assigned to a large corporation and used in transportation work on government CCC operations.

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Sidney, O.

WANTED!

YOU TO MEET ME AT THE
PRINCESS TAVERN

452 S. State St.
CHICAGO, ILL.
HI-KI ADAMS



Chapter From Conklinville

AS MR. BILLBOARD typesetter takes off his coat and goes to work on this December dedication, Chicago will have opened wide its doors to the open-air amusement barons (and others of the royal court) of the United States and Canada. It is important to mention Canada, because one of showdom's most popular men who is even now rushing around the corridors of the Windy City's Sherman Hotel operates his carnival in the fair Dominion north of our own fair domain. He is, of course, J. W. Conklin, head man of Conklin's All-Canadian Shows. James Wesley, otherwise known as Patty (thanks to our Mr. Charlie Blue, who has thrown the "Paddy" nickname into the discard), aside from being a swell showman and a swell president of the Showmen's League of America, is a swell guy when it comes to deeds. These deeds are described by John Fisher, who writes as follows from Chicago:

"One Sunday several weeks ago Conklin's All-Canadian Shows' train pulled into Peterboro, Ont., to furnish the midway attractions at the Peterboro Fair. After the train had settled, several employees of the show went swimming and, unfortunately, one of the members, an obscure young man whose name escapes me at the moment, was drowned.

"J. W. Conklin, who is affectionately called Patty by everyone on the show, selected the many duties that a man in his position has, such as laying out the midway, conferring with fair officials, etc., and hurried to the scene of the tragedy. After efforts of resuscitation had failed, Mr. Conklin took personal charge of the body and had it removed to a local mortuary.

"Learning the deceased was alone save for a mother in Scotland and thus faced a potters' grave, Mr. Conklin bought a beautiful casket and had services conducted by a local minister in a chapel banked with flowers. The services were attended by every man and woman on the show. Then they were all driven to the cemetery in cars furnished by Mr. Conklin.

"This unknown, friendless boy, because he happened to be working on the Conklin Shows was buried with honor, and as the casket was being lowered into the sewer-strewn grave and the clergyman mumbled 'earth to earth, dust to dust,' I saw a tear drop from the eyes of Patty Conklin.

"Two days later, when most of us had nearly forgotten it all and were happy on the midway, I saw a beautiful tombstone Mr. Conklin had bought to erect on this homeless boy's grave. Tell me, Mr. Traube, is it not deeds like this that distinguish a man from men?"

If Mr. Fisher's tale seems grim and unavoidably sentimental, it is well to remember that a Scottish mother's grief—great as it is—will be minimized by the thought that her son's Final Shelter is what she herself might have ordered. This corner is grateful to the correspondent for revealing the quality of a showman's heart.

All-Time Favorites
of CARL (WHITIE) GIBSON
Rice Bros.-Allen King Circus

Ray Marsh BRYDON, Rice Bros.; Howard KING, Ex-Circus Owner; Floyd KING, General Agent Sells-Flato-Al G. Barnes Circus; George W. CHRISTY, Christy Bros. Circus; Charles SPARKS, Dornie Bros. Circus; H. S. BENTLEY, Ex-Owner Geetry Bros. Circus; Al G. BARNES, Al G. Barnes Circus; Jess ADKINS, Cole-Seaty Circus; J. H. (Doc) OYLER, Sida-Show Manager Russell Bros. Circus; Joseph C. MILLER, 101 Ranch Wild West.
*Deceased.

ART LEWIS, owner of Art Lewis Shows, has a p-a system (with music) on his four Loop-the-Loop units with the Benny Krause Shows. Warren H. Wood, Ringling show usher, bustled for Harry Rauch as major-domo of Cumberland Hotel's Circus Room when general Harry took a short vacation in Mount Vernon, Ill., to visit his folks.

Matthew J. (Squire) Riley, general agent of the Strates Shows, knocked around town for a few days, then was joined by Don Jimmy Strates for the trip to the Chi convention. Dick Glusdorf, of Massachusetts midways, another local visitor. Benjamin Mills, of Mills Olympia Circus in the Isles that are British, sailed for home the past Friday night after three weeks on these shores. Jessie DeMotte Robinson, famed principal equestrienne of yore, is all adfuster, tho she's past 70, because of the rave notices by the critics on the riding skill she displays in Jusbo. Cutting up jackpots: Joe Hughes Jen Williams, M. B. Howard and Billy Hamilton in the George Hamid office. Hughes talking about the time General (Sharpshooter) Pisano was a candy butcher on the Frank A. Robbins show. The general now runs a liquor store on Eighth avenue. Williams expounding on the virtues of Canada. Howard spreading the Norfolk (Va.) propaganda. Hamilton talking old times in general. Frank Braden, Ringling p. a., in town. So's Agnes Colzman, former performer on the show.

All-Time Favorites
of JOSEPH E. MINCHIN
(Paterson, N. J.)

Merle EVANS, Al BUTLER, Fred BRADNA, Pat VALDO and Jim WHALEN, of Ringling-Barnum; Charles SPARKS, Dornie Bros.; William KETROW, Key Bros.; R. J. CLAWSON, Hagenbeck-Wallace; Zack TERRELL, Cole-Seaty; Alfredo CODONA, Hagenbeck-Wallace.

BUSTER CASTLE, side-show lecturer and talker, who is marking time in New York after a couple of theater dates with a mentalist show, writes: "He the controversy in your column about Oeffmar Bros. Circus, the show did go out in 1925. It was the same show that the late Jerry Mugivan sold to some syndicate in Burlington, N. C., and it was sent out from there as the Heritage Bros. Circus, with Arthur Hoffman at the helm. I should know, as I was on the advance car."

Ten leading All-Time Favorites—Charles Sparks, John Ringling, J. W. (Patty) Conklin, Jess Adkins, Fred Beckmann, Herman Blumenfeld, I. J. Pelack, S. W. Cumperts, Johnny Jones (deceased) and John M. Sheesley. (Compiled from weekly votes up to and including this issue.)

DRESSED in the trim uniform and traditional colors of the U. S. Marine Corps' Recruiting Division, Sergeant Dean C. Barnum popped in from Philadelphia, where he is stationed, to visit the papier-mache version of Barnum's Museum freaks in Gimbels Department Store, a show which has New York town by its ears. Sergeant Barnum's grandfather, A. C. Barnum, a merchant who was born near Bridgeport but lived mostly in Iowa and Illinois, was a cousin of the redoubtable Phineas Taylor Barnum, who was quite a merchant-commercial and amusement—himself. The officer's father is Frank D. Barnum, who follows commercial art pursuits in Toronto. That makes Dean C. a third cousin of America's master showman by direct lineage. The marine is a personable, well-spoken gentleman, with a twinkle in his eye and a joke on his lips. He's been in the service since 1916, was born in Chicago 23 years before he joined up—and that, of course, makes him 41 years of age. Has no children. Does publicity for the corps and loves it. Thinks Barnum was a pretty good publicity man himself, saying which he moves out of the office with the same twinkle and another good joke.

The Gay '90s
Chel Farncoast

Remember when you went over the "ten, twenty and thirty" melodrama... Blood and thunder shows with Indian scalps and train wrecks... When you enjoyed the forbidden dime novel... Were thrilled with the Dime Museum Wax Works of the James boys, train robbers... Applauded Cora Payton's acting... Laughed your darned head off at the monkeyshines of the clowns in the circus... Followed the political kerosene torchlight procession... Jeered at the political bel-lower pushing the winner in a wheelbarrow down Main street... Crowded in at the medicine show where leaking torchlights filled the air with strange smell of kerosene... Were taken in by streetmen's jewelry... Were glad to know the jovial, white-aproned bartender with walrus moustache, double chin and busy bar?

Old-Time Showmen
By CHARLES BERNARD

Circus owners of the "gay nineties" and earlier, still in active business or retired, are limited in number and their ages reach the "three score and 10" and up. One of the active, energetic hustlers who owned and operated a popular medium-sized circus during the nineties is now enjoying the comforts of his own home in Kokomo, Ind. He has passed his 74th birthday, and is justly proud of having a 52-year-old son who is recognized as one of America's best known clowns. This retired owner is J. H. LaPearl, and the clown referred to is Harry LaPearl, who was on Russell Bros.' Circus during the 1935 season.

J. H. LaPearl was born in Philadelphia September 23, 1861. At the age of 15 he began a three years' apprenticeship with Henry Muir, a Philadelphia watchmaker and jeweler, and while learning that trade was also a member of the Turners, an athletic organization, where at night he learned the difficult feats in acrobatics and trapeze specialties. In 1876 he had a summer engagement with Stokes Circus at Smith's Island. At Gilmore's Varieties and other Philadelphia amusement resorts he gained popular favor and was then booked over a Western circuit of cities. Spring of 1893 he joined Burr Robbins Circus as an aerialist. Summer of 1894 with Porter & Wright's Circus in St. Louis. That fall put out a small show playing fairs in Illinois. 1895 to 1896 inclusive he conducted a watch repair and jewelry business in Chenoa and Vandalla, Ill.

Stung by the "circus bee" early in 1891, he decided there should be a J. H. LaPearl Circus. The show began its career in a modest way. Two gilly farm wagons, a band wagon for the musicians, a four-seated hack for performers and a pony carriage for the LaPearl family constituted the transportation equipment, which carried the new show out of Vandalla, Ill., after a two-day opening on May 22 and 23, 1891, to excellent business. An outstanding feature of J. H. LaPearl's show from its date of organization was a band of real musicians under direction of a leader who took great pains to court public favor; H. A. Vandercook was that kind, and he, with 14 picked musicians, gave Manager LaPearl a musical organization for his little wagon show that would be a valuable asset to some of our modern-day circuses.

The 1891 season was entirely in Illinois and Indiana. The closing date was September 26 in the home town of Vandalla. The 1892 opening date was May 5 in Vandalla. A car had been obtained and the show began the season tour transported by rail. Again in the two States of Illinois and Indiana, Vandercook's Band increasing its popularity. B. R. Craycroft as agent and W. H. Quinnett equestrian director. The season closed at Marshall, Ill., on October 1 and wintered at Crawfordville, Ind. Year 1893 was "World's Fair" year in Chicago; the LaPearl show began its season at Crawfordville on April 24 with two inches of snow on the ground, but now a two-car circus; 14 men in the Vandercook Band; Jesse Worlen as treasurer. Charles Bernard agent, a box brigade and billposters with plenty of billing material. It began the tour prepared to compete with Chicago's exposition, which was to give cheap daily excursion rates to Chicago from every town on LaPearl's contemplated route for the summer. The two States were again the field of operations. They wanted a circus regardless of Chicago's exposition, and LaPearl's show had become a yearly event, expected, and liberally patronized. Season closed at Osgood, Ind., on September 9 and went into leased winter quarters at Danville, Ill. A winter circus was conducted there until opening of the 1894 season. Illinois and Indiana. Again the show's territory. Season closed at Mansfield, Ill., on September 30. Increased in size. C. S. Primrose as contracting agent and an advance car with W. H. Quinnett in charge; Vandercook directed a band of 28 real circus musicians. Michigan and

Ohio were invaded, and on September 28 the 1895 tour closed at Danville.

The 1896 LaPearl outfit and attractions was a decidedly increased organization. A 110-foot round top with two 30-foot and one 50-foot middlepieces was used for the big show, and a side show in a 40x55-foot oblong tent included 12 Armatrust cages of small animals with its offerings. Doc Parkhurst and a picked crew handled the canvas. Season opened at Danville April 18. Illinois, Indiana, Michigan, Ohio and Iowa were the States reached during the 1896 season as routed by General Agent Primrose, and closing date was at Danville on September 22. Then came 1897 season as the banner year in the history of the J. H. LaPearl Great Railroad Circus, increased in every department, and that Vandercook musical organization of 23 members a recognized feature courting public favor. The tour began on April 17 at Danville, went over its favorite territory, included Missouri and Arkansas, covered a total 6,749 miles, closed Nov. 6 at Black Rock, Ark., a 408-mile run to Danville winter quarters, where Manager LaPearl banked a very satisfying season's profits. Year 1898 was the concluding tour of the J. H. LaPearl Circus new territory was invaded, the route extended thru the East and into New England, and then came the final close, the property changed ownership and J. H. LaPearl retired from circus ownership.

20 Years Ago

(From Houston Chronicle Files)

A circus band moves down Main Street with the parade of the Sells-Flato and Buffalo Bill Wild West shows. When the bandmen reach Lamar they quit playing fast-stepping circus tunes and in curious contrast break into the strains of *Asid Lang Spas*. Other bands take it up; even the calliope play it and presently it is ringing out all along the line of the glittering cavalcade. None of the spectators who lined the sidewalks knew it was a tribute to Charles Sivalle, the world's oldest living showman, now blind and bedridden five blocks away at his humble home, 303 Lamar. It was arranged by a circus group headed by Buffalo Bill, who a little later paid Sivalle a visit. P. T. Barnum, James A. Bailey and all the other pioneer kings of the big tops had known him in his capacity of adviser and general agent. He had traveled with wagon shows and had ridden in the luxurious cars of the modern railway circus train. He was known in circuseum from one end of the country to the other. Then came age and physical handicap and a lowly place in life beside the wife of his youth. But the circus keeps track of its own.

WHEN WALTER L. MAIN and wife are at winter quarters of the Main show at Rock Hill, S. C., they live at the Andrew Jackson Hotel, also Mr. and Mrs. William Newton Jr. About half of the people are registered at the Southern Hotel. Show will operate its cookhouse next season for only the working people. Show will again be motorized. Main is fond of old-timers. He had Al Martin in charge of reserved seat tickets and Elmer Jones in charge of midway concessions past season. After the advance closed Main was with the show and all enjoyed stories from Main, Jones and Martin regarding old times when they operated their shows, passenger movements. Martin tells a good one on Main season of 1883. It happened with a large mud show owned by M. M. Hilliard and Main's father, in Magnolia, Ark. Walter was the agent, advance had been paid, and closed at Dennison, Tex. Young Main was retreating in Hot Springs. Show became marooned account of floods and was forced to remain in that town until the river subsided. Bill Main wired Walter to re-date the paper. Walter wired him, "dates all used, ship out by rail. The elder Main wired to Hot Springs again, 'you might be the boy wonder mud show agent, but you will never be a traffic manager, as there is not a foot of railroad in this country.'"

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Turkey Boards Tops In Seasonal Draw

"Turkey boards can't be replaced," is the way that salesboard operators in Pittsburgh put it. They have been experimenting for some time with boards that might replace the turkey boards that come out each Thanksgiving season, but have found that the public has become more or less acquainted with this board in so familiar a manner that even butchers themselves are known to use them to award turkeys to lucky customers.

This same turkey board fixation seems to hold true in almost every strata of society. People have come to know that during the weeks preceding Thanksgiving they will be approached at least once or twice, during that period of time, to try their luck on a turkey salesboard.

It has also been learned that the boards of various attractive caliber have been introduced to displace the turkey board, nothing so far has attained its popularity.

Boards featuring the latest men's wrist watches, as well as women's wrist watches, diamond rings, cameras, silverware sets and many other items, were featured alongside the turkey sales boards during Thanksgiving week, but the turkey board itself cannot be eliminated from the player of salesboards in general between now and Christmas.

It is also reported that boards most appreciated by the public are those featuring attractive quality merchandise. These boards get a greater play than any others due to this quality feature alone.

At present one firm is arranging a board that will carry a new, small, neat and practical electric clock, worth at least \$10 at retail prices, which will be one of five to be given away with the board. The clock itself is of nationally known manufacture and the manufacturers have consented to allow a price on it that makes this board sure to be popular.

Feature Sportswear For Pin-Game Prizes

One of the very latest developments in merchandise for pin-game "high scores of the week" has been the extensive use of sportswear merchandise. There has been a definite trend on the part of the public, both pin game operators and merchandise firms explain, to demand more practical items for playing the games displayed. This trend has been responsible for bringing to the pin-game field much merchandise of an interesting character never before used or even connected in use with pin-game play.

At the present time, perhaps due to the return of cold weather, there has been great activity in the sportswear merchandise field. Manufacturers of suede jackets, suede vests, suede jackets, lumber jackets and other items in this category have found the pin-game field one of the best.

Merchandise firms have overcome the first objections of the operators to the use of this sort of merchandise, because the operators claimed that they might have on display a size 42 jacket, whereas the winner may take a size 46, by allowing the operator to purchase the average man's size, which is about 42, and returning it in its sealed cellophane covered box when the prize has been won to get the correct size for the award.

In this manner merchandise firms throughout the country have been availing themselves of a new field. Sportswear manufacturers report that they have been selling pin-game men throughout the country. They were surprised at the large volume of business which has resulted.

Every type of item in the sportswear line, mostly for the men, is now being featured. The cost of the merchandise in the field ranges anywhere from \$2 to \$10 per garment and the preference has been towards the better sportswear.

IN APPRECIATION

WITH the November 23 issue of The Billboard we announced the beginning of the new Wholesale Merchandise Department. It marked the culmination of two months of thoro research into the various uses of merchandise in the amusement field and allied markets, coupled with knowledge gained thru 41 years of publishing experience.

The result? Well, to be frank, the reaction our readers have given us has been more than gratifying. It is our regret that space does not permit us to print all the letters of congratulation we have received during the past few days. However, we can take this opportunity to extend our appreciation to the many who were kind enough to write in and tell us what they thought of the new department, for their words of encouragement and approval.

You, Mr. Reader, have more than justified our original considered opinion that we could install a new department that would be the means of bringing a new and valued service to you. You have assured us that we were not groping blindly in an effort to prove a market that might have turned out to be a mirage.

However, we realize that our work has only begun and that it is now strictly up to us to develop an editorial policy that will be of interest and assistance to you. We ask that you share in the development of that policy.

Your suggestions as to what you like to see and read in these columns will be welcomed. If there is anything about the department you don't like—we want to know that too. It is only by knowing definitely what you do and do not like that we will be enabled to serve you best in the future.

We expect to continue to build on the foundation that has been laid. Your comments and ideas will serve as a guide in building the Wholesale Merchandising Department into a creditable factor in the selling field.

Reorder Markups To Reflect Rising Costs

Cooler weather and the long-awaited Christmas buying rush enveloped the country last week with indications pointing to the greatest Christmas season since 1929. That the seller may have to rearrange his price line to meet the increasing cost of production of merchandise is a comment frequently heard in the manufacturing division of many businesses. Already some salesmen who have re-ordered from manufacturers find it necessary to mark up

their stock to cover the increased charges.

If business does the expected, sellers who have laid in large inventories will be able to either achieve a handsome markup or maintain prices that will be hard for the fellow who has already re-ordered to compete with.

Merchandise salesboards are in great demand this fall in the East, according to Sol Simon. The most popular boards are those that include a diversified line of merchandise, such as watches, knives, pen and pencil sets, lighters, cameras, compacta, cigaret cases, pipes and other high-class novelties.

Wants More New Items

Detroit, Mich., Nov. 25.

Dear Billboard:

Your new Wholesale Merchandise Department was certainly a pleasant surprise to me. Congratulations. I think it shows real promise of fulfilling a long-felt need with readers of your magazine.

The New Items column is especially good. I only hope it will stimulate manufacturers into bringing out more really new merchandise novelties. People these days are looking for NEW novelties, etc., and are passing up the old-time tried and true standby sellers.

Here's to your new department and I am looking forward to the next issue. Would like to see plenty of new items. Hope you and the manufacturers will oblige.

(Signed) S. SPENCER,
Novelty and Specialty Salesman.

Any Way You See It, Times Are Better

Every day now financial papers are filled with optimistic reports of bigger dividends, record-breaking sales and greater all-round business activity. Reports from Chicago and New York indicate business is surpassing all previous depression highs, and in a few cases supply-house executives report the highest sales in 10 years. No matter how pessimistic a man be, he can't help noting that everyone is feeling better about improved prospects, that business is good and sales getting more and more plentiful.

Meanwhile there is the prevalent trend toward higher priced goods. In some quarters this trend is looked upon as definite proof of returning prosperity, but in still other cases it is frowned upon as a mere false face behind which hides another "1933 repercussion." Quoting Economist Zelomek: "It must be constantly borne in mind that about 75 per cent of the total population represents income received of less than \$1,200 per year. Fifty per cent of the population has an income hardly equal to \$1,000 a year. From an aggregate spending and from the standpoint of the entire economy the ability of the 75 per cent group to spend is of greater importance than the smaller group in the higher income brackets."

Thus the big problem to merchandise buyers of today is the ability of this group to buy. Can they spend freely in the face of high sales taxes, constantly rising food prices and evident rising prices in the general merchandise line? As to the answer, no one can say definitely, but reports are to the effect that general merchandise buyers are on the alert for new fast-selling specialties, and that the public generally is far more willing and able to spend today than at any time for several years.

Small Radios Still In Premium Boom

During the summer months, when radios of miniature make really avalanching down on the premium field, the general expression of many was to the effect that this boom couldn't last.

In the first place, it was said, prices were too high and were going up, and furthermore only better locations could afford to use them.

But with the approach of the fall and winter months the miniature radio has again experienced one of the greatest booms in its career. Many clever sets have been manufactured. One of the great sellers in this line is a console set with five tubes, long and short wave, dynamic speaker, manufactured by a well-known firm, tho the console is made (See SMALL RADIO on opposite page)

Xmas Catalog

CONTAINING 24 PAGES OF CHRISTMAS MERCHANDISE AT LOWEST PRICES IN U. S., featuring:

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XMAS ELECTRIC LIGHT SETS—8 bulbs, each set. **24c**

TREE LAMP—8 bulbs, each set. **35c**

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Xmas Signs for trees, Doz. boxes—W. F. N. O. H. & Y. E. **50c**

SEARCHLIGHT—3 battery cells (contains 51.69). Each. **50c**

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NIDGET LIPSTICK LIGHTER—Dozen. **1.00**

POCKET KNIVES—with 2 blades. Doz. **75c**

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Arise & Away Needle Book, 1.95
NIKE Toothbrush Knife, .10 .75

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EDITOR'S NOTE—As the trend toward business recovery picks up thruout the country, new products, new merchandising ideas and new and faster methods of distribution will be brought forward to meet the new and improved conditions and demands. Already the pressure is being felt as business executives and management are laying stress on the public insistence for new and different items.

Research laboratories thruout the country, realizing the changed public viewpoint over recent years, are devoting a great deal of time to the development of items in experimental work that may in time completely change the nation's buying habits. Already the new trend is being felt in the buying market. New items and ideas will be featured in these columns as fast as they appear.

Novel Cake Pan Set

The Checkerboard Cake Pan Set, shown here, was originated by the Gauder, Paschke & Frey Company, a Mid-western concern, and has created quite a flurry among premium users. It can be used for baking both a checkerboard and neopolitan cake.



Playatone Musical Novelty

A real musical instrument in the price class of an inexpensive toy is the claim of the Playatone Company for its new musical novelty the Playatone. After reading a few simple instructions on the "chart indicator" which is supplied with each Playatone anyone, man, woman or child, can play any popular tune instantly, according to the manufacturer. The Playatone is said to have the tonal qualities of a vibrating xylophone and comes with 8, 10, 13 and 15 keys. Music dealers especially, it is claimed, can reap a nice harvest of extra Christmas business with this new novelty.

Fobbettes Have Appeal

Novelty salesmen who have offered to the public the new individually monogrammed Fobbettes report that this item is selling well and give as the reason for this the fact that the item has a great deal of intimate appeal. Suspended from a small gold-finished bar by an attractive chain much as a medal is suspended from its ribbon is a satin-smooth gold-finished frame.

Neatly boxed in this frame are the three initials of the wearer's name. The initials also come in a highly lustrous gold-finished metal. The B. Tillis Company, which has put the new monogrammed Fobbettes on the market in easy-to-assemble units, is at the present time making a special offer to new customers of a free initial partition box with all orders for a gross or more.

Razor Blade Dryer Out

A razor-blade dryer, a gadget for which there has long been a need, was recently introduced to the market. The dryer is made of a metal case which contains two layers of absorbent material, between which the blade is placed. The top is then closed. The dryer is equipped with a rubber suction cup for attaching the dryer to the bathroom wall. It also has a space for extra blades and for the support of the razor itself. Many of the towel and finger which will be saved from cutting by this new invention.

MECHANICAL SPRING WOUND TOYS

Large BOY IN AIRPLANE	\$2.25 Doz.	\$24.00 Crs.
Large BOY IN AUTO	2.25 Doz.	24.00 Crs.
Small BOY ON BIKE	1.75 Doz.	22.00 Crs.
MECHANICAL CRAWLING DOLL	4.00 Doz.	45.00 Crs.
Large MECHANICAL DRUMMER	4.00 Doz.	45.00 Crs.
Small MECHANICAL DRUMMER	2.00 Doz.	21.00 Crs.
Large Colored Jumping FUR DOG	.75 Doz.	8.00 Crs.
Large SWIMMING DOLLS	.75 Doz.	8.00 Crs.
Large FISH PON BOATS	.60 Doz.	7.00 Crs.

FIREWORKS

Large SPARKLERS, Per Dozen	\$ 0.35
2" CUB SALUTES, Per 100 Packages	2.40
2" FLASH SALUTES, Per 100 Packages	2.40
No. 1 DEVILS, Per Gross	.85
TORPEDES, Per Gross	.85
10-Ball ROMAN CANDLES, Per Gross	7.00
6-Or. SKY ROCKETS, Per Gross	10.00

We also carry a complete line of Dolls and several Mechanical Toys not listed above. Write for General Price List on Money-Making Xmas Items.

All Goods Are Sold F. O. B. Dallas. We Require a 25% Deposit With All Orders.

SOUTHERN PREMIUM MFG. CO., Dallas, Texas

Novel Cigaret Maker

The Easy Cigaret Maker is a new and novel cigaret-making device which is being successfully demonstrated in the East. This clever gadget rolls 20 cigarets from the average five-cent tobacco bag. It is simple to operate. Place a small amount of tobacco in hopper and turn handle until you see the tobacco come out of the brass spout, on which a paper cigaret tube is placed. The outfit retails at \$1 together with a supply of paper tubes.

Ciggie Lighter for Dashboard

A new cigaret or cigar lighter which can be attached to the dashboard, windshield or some other portion of a car and which is absolutely flameless and windproof was recently introduced. The action of puffing on the cigar or cigaret causes the air to mix with the vapor from the lighter fluid and draws the mixture thru a platinum catalyst or heating element.

Glass Blades

Razor blades of glass are being manufactured in Czechoslovakia. It is reported that their chief advantage is not better quality, but low cost of production.

SMALL RADIOS

(Continued from opposite page) separately, that sells for less than \$15 complete.

The business which has resulted on this console radio has been so great that the firm has been forced to place one of the largest orders in its history for radios.

In the same category the extensive national advertising which the manufacturers of small radios have been doing for some time has come home to the American family and many, even tho they have large sets in their parlors, are purchasing the small sets for individual rooms in the home.

Featured at this time are the Emerson, Philco, General Electric, RCA Victor, Halson, Majestic International and various other makes, some nationally known and others of private manufacture. There are so many small manufacturers who have arisen since the popularity of the miniature radio has become definitely assured that all the brand names are almost impossible to list here.

The merchandise trade favors the \$5 to \$10 miniature set, tho this should not be taken as a criterion of the price range, many merchandise distributors and specialty salesmen report sales for sets in large volume ranging from \$15 to \$25.

Radios have more or less become a staple premium item. It is well known thruout the industry that radio is one of the best items for general premium stimulation.

Furthermore, the universal attraction which radios of miniature size have generally is also of importance. For display purposes there is no finer item in the premium market. For gaining interest by playing the radio while on display and thereby attracting attention to the display card no better ballyhoo can be discovered anywhere.

"They speak for themselves," as one merchandiser puts it.

The boom which the miniature sets have been enjoying seems certain to go on for many months.

LOOK! Here's a Buy!

The Newest 5-Inch Body with Hoop Attached to American Flag and Christmas Colors. Each Set of 20 in box. **24N224, 10.80**
Per Gross

Bottle Shape Lighter. Made of Bakelite in dark brown color. No. 895291. **8.00**
Per 100

Princess Model. Made of Bakelite, in attractive assorted colors. No. 895241. **9.00**
Per 100

Vanity Model. Chequerboard finish. Modernistic design with black enamel. No. 895223. **16.00**
Per 100

Camera Lighter. Made of Bakelite, in black leather. No. 895240. **18.00**
Per 100

SENIOR AUTO LIGHTER. For use on auto dash or windshield or other convenient place. Two vacuum cup assures firm grip on any surface. Chromium finish. No. 895225. **20.00**
Per 100

N. SHURE CO. 200 W. Adams Street CHICAGO

THE BROADWAY WATCH

Special for your Holiday Season. The Broadway Watch is a great frontier time watch that is guaranteed to keep accurate time. Complete with link and Price Tag.

6 Jewel \$3.00
15 Jewel 4.50
17 Jewel 5.25

We can supply you with anything in the Watch line, in either form or Assorted make. 25% Deposit, Bal. C. O. D.

CONSOLIDATED WATCH CO.
85 Nassau St., N. Y. City.

IT'S NEW—IT'S HOT Goodrich Shaver Kase. Take a pair of shavers—a few minutes—45c they are sharp—the sale is made. Also shavers pocket knives and chain-link steel knives to a razor edge. Large 8" stone made of sharp electric former.

Aluminum, Borealis, 10oz. Box, 60c. 14. per \$1.00. Postpaid. **GODDARD CO., Est. 1884, 1500 W. Madison, Dept. 3B-12, Chicago.**

BALLYHOO DOESN'T COUNT! PRICES TELL THE STORY

We Have Compared All Advertised Christmas MILLS UNDERSELLS THEM ALL

Quantity	Amount	Quantity	Amount
United Blue Steel Blades, 1,000 Lbs. Per 100	\$1.45	Christmas Tree Light Sets, Colored Bulbs, Set.	\$2.4
Blades, 20 1/2" Phillips, Carton	.24	Perfumes of France, No. 101, 20 Ounces, Dozen	.60
Blades, Double Edge, Per 1,000	3.00	Perfumes of France, No. 102, 1 Oz. Artistic Bottle, Doz.	.96
Blades, "Wilt," Blue Steel, Per 100	.45	Perfumes of France, No. 103, Beautiful Oil Set, Each	.20
Blades, "Faded," Blue Steel, Per 1,000	3.80	Perfumes of France, No. 104, 2 Oz. Very Exquisite, Ea.	.45
Mills Auto Soap Type Blades, Per 100	.90	Perfumes of France, No. 105, 28 Ounces, Quinella, Ea.	.20
Chromium Carbide Edge Blades, Per 100	.65	Perfumes of France, No. 106, With Atomizer, Set.	.45
Best, 10 Blades, Shaving Soap, Complete	.06	"DOROTHY JAY" COSMETICS	
Dead as Nails, with Razor Tube Shear, Green, Deal 100 Popular Articles, Numbered, 100 Clashes, with 100-Hole Sales Board, Brings in \$10.00, Deal	4.00	Assorted Facial Creams of Quality, 10 Types, Doz.	.60
500 Numbered Articles, Values up to 25c, Each, 1,000 Numbered Articles, Values up to 10c, Each	.05	Lotion, Shampoos, Brilliance & Wave Set, Dozen	.60
Dental Cream, Assorted Sizes, Dozen	.02	Nail Polish, Assorted Shades, or Remover, Dozen	.55
Shaving Cream, "Honor," Dozen	.50	Lip Stick, Lip Rouge and Dry Rouge, Each on Card, Doz.	.55
Shampoo, "Honor," Dozen	.54	Eye Brow & Nail White Pencils, Each on Card, Doz.	.55
Dental Cream, Assorted Sizes, Dozen	.42	Face Powder, 31 Vari. Finish, Natural, Sun Tan, Dozen	.70
Shampoo, "Honor," or "Dr. Jay's," Dozen	.54	Facial Creams, in Tubes, Assorted, Dozen	.54
Tooth Brushes, Fine Grain, Dozen	.60	Toilet Set, 3 Pieces, in Display Box, Set	.15
Fragrant Perfume, 2-Oz. Colored Bottles, Dozen	.90	Toilet Set, 2 Pieces, in Display Box, Set	.10
Fragrant Perfume, 1-Oz. Colored Bottles, Dozen	.48	Anchor, 10 Pieces, 10 Ounces, 70 Proof (New York) Green Wash, 16-Oz. Bottle (New York), Dozen	8.64
Pine-Apple Fragrance (New York), Dozen	.45	75c Box of 7 Assorted Cakes of Soap, Box	.10
Pine-Apple Fragrance (New York), Dozen	.45	Essence, 9-Oz., Assorted Flavors (Chicago), Gross	7.00
Pea of U.S. Coliforms, "Clack" Battle, Dozen	.30	Vanilla Extract, 16 Oz. Extra Special (New York), Gross	9.36
Talcum Powder, Giant Six Ounces, Dozen	.54	Sinclair, French, Cinnamon, in De Luxe Tin, Dozen	.35
Face Powders, Assorted, Dozen	.27	Odorless, Green and Odors, 3-Oz. Talcum Shakers, Doz.	.60
Nail Polish, Assorted Shades, and Remover, Dozen	.25	Assorted Toilet Goods, 15 1/2 Yards, Dozen	.48
Christmas Cards, 25 Assorted in Box, Box	.16	Men's Fancy Hosiery, 5 to 12, Doz.	.85
Christmas Cards, 15 Assorted in Box, Box	.07	Children's, 1 to 3, 100 Count, Doz. Boxes	.60

Total \$ Amount of Order \$

Fill in quantity wanted, send your NAME AND ADDRESS with 25% deposit, balance C. O. D. Orders less than \$5.00 payment in full. 116-Page Catalog sent free on request.

SHIP TO: Name _____ Address _____ City _____ Amt. Enclosed \$

Order From Nearest Branch (Established 1916)
MILLS SALES CO.
 501 Broadway 27 South Wells St.
 NEW YORK CITY CHICAGO, ILL.
 25 DECAUD ST. NEW YORK, OPEN DAILY (INCLUDING SUNDAY)

ORDER FROM THIS AD TOY SPECIALS Send 25% with Order, Balance C. O. D. USE AIR MAIL.

DANCING WIRE SKELETON, Gross	\$4.00	BOY ON BIKE, Mechanical, Gross	\$9.00
SWIMMING DOLLS, Gross	6.00	BOY WITH AIRPLANE, Large Size, Gross	2.25
JUMPING FUR DOGS, Gross	8.50	BOXERS ON PLATFORM, Mechanical (with balls), Gross	9.50
POP POP MYSTERY BOAT, Gross	6.00		

Big Line of Snappy Christmas Cards and Other Fast-Selling Specials.

Our 1935-'36 General CATALOGUE IS READY
 172 Pages of the Latest and Fastest Selling Items at Lowest Possible Prices.... Be Sure to Mention your Line Of Business....

MIDWEST MERCHANDISE CO.
 1026-28 BROADWAY, KANSAS CITY, MISSOURI.

FAST SELLING SPECIALTIES FOR DEMONSTRATORS
 PITCHMEN AND NOVELTY WORKERS.....
 SEND FOR A COPY OF OUR LATEST CATALOG



NOVELTY SWISS DANCERS
 \$2.00 Doz Per Gross
 With Instruction Sheets

XMAS CARDS ASSORTMENTS
 EXCEPTIONAL VALUES

B5545-12 Assorted Xmas Cards in Box, Per Dozen Boxes... \$1.10
 B5546-20 Assorted Xmas Cards in Box, Per Dozen Boxes... \$2.00
 B5547-24 Assorted Xmas Cards in Box, Per Dozen Boxes... \$2.85
 B5548-21 Assorted Xmas Cards in Box, Per Dozen Boxes... \$4.50

B5462-Hurst Gnomes Trs. Per Dozen, \$1.50; Per Gross, \$18.00
 B5150-Black Creeping Mouse, Sparkling Eyes, Per Gross, \$8.75
 B5210-Mechanical Swimming Dull, Per Gross, \$9.50.

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

NOTES from SUPPLY HOUSES

DEMONSTRATORS---STREETMEN



NEW RUNNING MICE---With long secured ears and tail, bright red glassed eyes, Gross \$3.50
 NUBBER TONGS AND TAIL \$3.50
 CATS AND EGGS---Gross \$9.00
 MECH AEROPLANE, with Large Wing Spread, Doz of 3 Trucks, Gross \$4.00
 NEW 3-IN-1 ALL-NATION SPINNING TOPS---Each set in box, Gross \$8.00
 FUN JUMPING DOGS---Gross \$24.00
 MAXX THICKY TAXI OR MUYOR COP---Gross \$1.80
 MECHANICAL DOG IN SHOE---Dozen \$1.80
 LARG LADDIE BOY ON BIKE---Gross \$1.80
 MECHANICAL 2-HORSE WAGON WITH 2 JOCKEYS---Gross \$1.80
 MECHANICAL BUTTERFLY---A knockout, Dozen \$1.80
 G. K. POOCHI DOGS, Dozen \$1.80
 Send for Second Demonstrator List---Free.
 Send \$1.00 for Sample List.
 Make Real Money by Selling Christmas and New Year's Decorations. Send for Illustrated List.
 25% Deposit With Orders.
GOLDFARB NOVELTY CO.
 115 PARK ROW, NEW YORK, N. Y.

GET A LOAD OF THESE FOR YOUR XMAS BUSINESS WITHOUT A DOUBT---THE BEST BUY IN RADIO TODAY.

This 1935 Sensational Airplane Dial Radio amazes all who hear and see it. Volume production makes this buy irresistible. Take advantage now before prices advance. There's nothing in the market today selling 3 times as much that can touch it.

5 TUBE RADIO 5 R C A LIC. TUBES

With Dynamic Speaker.

Beautiful 2-Tone Walnut Cabinet, 10" wide, 7" high, works on A. C. or D. C. Complete. Superior Quality. Powerful Dynamic Speaker. No ground or aerial required. Set and Tubes guaranteed. Everything listed and comes packed and ready in Air-Cushioned Carbons.

\$8.75 LOTS OF SIX.

\$9.25 SAMPLE.

F. O. B. New York. 25% Deposit. Order Now Before Prices Advance.



The transparent glass clock is a new and practical item for premium users, salesboard operators and the digger trade. The clock is incased in glass and all movements of the clock are visible to the eye. It comes in an assortment of colors, sizes and shapes. Herman Sber Company reports large sales on this clever number.

\$6.45 In Lots of 5
\$6.95 Sample

Here is the latest in Radio, all built into an attractive cabinet, size 6x12x10 1/2", with its improved large 5" Dynamic Speaker, inserting wonderful Tone and Volume. Just plug it in and you'll hear Police, Amateur Airplane and Ocean Signals as well as regular Broadcast Programs.

Two Bands 550-1500 and 1500-4000 Mc.

Two-Tone Cabinet, Stained Wicker Walnut center, ceramic Speaker, Special Short-Wave Switch.

PLAYLAND SUPPLY CO.
 112 E. 25th St., NEW YORK CITY.

RUNNING MICE GREAT XMAS NUMBER
 With Improved Ears and Glossy Eyes
\$3.50 Doz
\$3 Gr. Sample 1 Doz



Free Catalog of Xmas Items---Party Favors.
GORDON NOVELTY CO.
 525 Broadway, Dept. D, NEW YORK CITY.

RED HOT...COMIC...SPICY Xmas Cards & Jokes
 40 cts. Cards, 50c per 100, or \$9.00 per M; 25c M. Fax Dancer Xmas Greetings and Snow Prints, 25c doz.; Xmas Sketches, Titled Paper, 50c doz.; COMIC DIPLOMAS with Xmas Greetings, 25c doz. Send \$1.00 for 25 Samples of Xmas Cards and 25 Samples of Red Hot Joke Articles.
T. R. PAYNE, 23 Oriental Place, New York.

Harry Keiner & Son, Inc., are introducing a mechanical poochie dog which is being sold in large quantities by streetmen in New York City. It is a clever mechanical toy, six inches long and runs for three minutes from one winding.

Christmas signs for stores are in great demand by agents and salesmen, according to Charles Ufert, well-known specialty salesman jobber. These signs depict yuletide scenes and are attractively ornamented with tinsel and other bright colorings.

Health products of a superior quality are being manufactured by the National Certified Aspirin Company, which specializes in direct selling to jobbers, distributors and wholesalers. This company is featuring aspirin, soda mints, breath pellets and chewing laxatives put up in glassine envelopes on attractive metal display cards; in tins, cartons and in bottles.

There's a big profit in protecting throats against wintry blasts with warm yet attractive mufflers, according to the Gramercy Textile Company, manufacturer of a complete line of mufflers. The mufflers are now being offered in attractive silk knits with beautifully fringed ends in all the latest fall colors. Many are now also being made in the smart two-tone color combinations which have been appearing as a new note in men's fashions recently.

SELL SUPER BLADES THAT REPEAT
 Made of Pittsburgh's Best Surgical Steel.



Each Blade in Individual Printed Wrapper and Unconditionally Guaranteed. Jobbers and Large Users Write for Special Prices.

MYCO RAZOR BLADE CO., Pittsburgh, Pa.

ELGIN WATCHES, \$1.65 EACH
 T-Jewel, 18 Size, White or Yellow Cases. T-Jewel, 16 Size, Eltons & Waltham, \$2.95. FLASH CARNIVAL WATCHES, 50c Each. Write for Price List.

CRESCENT CITY SMELTING CO.
 Old Gold and Silver Buyers and Refiners, 112 N. Broadway, St. Louis, Mo.

ELGIN AND WALTHAM

POCKET WATCH---16 jew. 7 jewels, new chrom. case. In lots of 6 \$2.25
 SAME AS ABOVE in Yellow Tortoise Cases, Lots of 6, Each \$2.55
 SAME AS ABOVE in beautiful Black Enamel Cases, In lots of 6, Each \$2.95
 ANY MODEL ABOVE, in 16 J. 7th EXTRA, IN 17 1/2, \$1.25 EXTRA

NEW MODEL DUBER HAMPTON WRIST WATCH, American made, complete with \$2.95
 Ladies or Men's Jewel Wrist Watch---American made, most chromium case, hand to match. Complete in gift box. In lots of 6, Ex \$3.25
 25c Import, Balance C. O. D., \$4.00 Extra for Shipping, \$2.00 NEW YORK, CALIFORNIA.

PILGRIM WATCH COMPANY
 155 CANAL ST., NEW YORK CITY.

REX HONES \$4.25 a Gross
 Now Less Than 3c Each

Send \$1.00, Bal. C. O. D. Plus Postage.

Each Stone in Center clear box, priced \$1.00. A real fast selling article, send \$1.00 for 10 quality Wonderful Demonstrator for Pittsburgh. The REX HONE is made for a much higher price, these are the best quality.

REX-HONE WFRS
 1550 West Madison, RR-12, Chicago, Ill.

of print patterns. They come three to a box, with each shirt being individually wrapped in a cellophane and the three inclosed in an attractive holiday box with a cellophane window.

Because of the unusually low price at which these shirt sets are being offered and because of their basic necessity appeal, buyers have found them ideal merchandise for holiday sales. Among other items handled by the Dorros Manufacturing Company are the sudine jackets mentioned above; a combination consisting of tie, muffler and handkerchief; a new discovery for stopping runs in hosiery and a complete line of men's and ladies' raincoats. Dorroses Boosters is an illustrated catalog showing a number of the aforementioned items and is offered gratis to those sending for it.

As always the 1935 holiday season finds a heavy demand for watches. The Berk Merchandise Company reports this season the demand for its Elgin and Waltham watches has been greater than for many years past. The company sells these two popular types in a railroad model, 16 size and in 7 jewel, 15 jewel and 17 jewel makes.

A new entry into the field of selling thru agents is the Dorfman Neckwear Company. The company is manned by experienced cravat makers, well posted on the merchandise methods and selling thru agents to the consumer. They feel they have a highly selective line and report that they are making great progress with their venture into this type of wholesale selling.

H. W. Fordman informs The Billboard that the response to his announcement advertisement in the Christmas Special was immediate, and that he is looking forward to some busy weeks. Company is distributing a new liquid stocking preserver.

Silverware Rates High

One of the highest rating items for general use is silverware. As much as this item has been overemphasized in some cases it still continues to be one of the major attractions everywhere, according to leading merchandise men.

Sales of silverware continue at a steady pace thruout the year. There is a tendency at this time towards novelty sets, such as large soup ladles and soup spoons combined in an attractive gift box, or a sugar shell and six tea spoons in another box, six forks and knives in still another package, and so forth down the line to the regular service sets for from 6 to 18 persons.

Silver seems to have a definite attraction for the public. Perhaps the gleam of the metal itself is the lure. Then, again, the fact that it is so well

Last-Minute Orders Must Be Placed Now

Right now is the time to rush in those last-minute orders for Christmas merchandise. Due to the increased buying and demand this year, many distributors, salesmen and premium users underestimated their seasonal stocks. Firms whose ads are found in the columns of this department are in a position to give you prompt and timely delivery on your rush orders.

established as a staple article and so useful in the home as well as immediately identified with the jewelry line, may be the reasons for its getting the play.

Price has much to do with silverware. There is no doubt that if the high prices of the established makers could be brought to within reason, and this can be done by novel packages, there would be a much wider use of this product in the premium and prize field.

Silverware firms haven't as yet demonstrated much aggressiveness in going after this special business aside from established lanes but are beginning to realize that here is a new and profitable market for them to develop.

Playland Supply Moves Into Larger Quarters

To meet production demands entailed by the flock of orders which have recently flooded into its offices, the Playland Supply Company, radio manufacturer, now occupies larger quarters in the same building in which its offices were formerly located.

A recent announcement in The Billboard introduced a new set with an improved six-inch dynamic loud-speaker. This is said to insure tonal qualities and to increase the volume of the set. The size of this new set is 6x19x10 1/4 inches. Police, amateur, airplane and beacon signals can easily be heard on it. The cabinet is of a two-tone striped veneer and walnut, and there are two wave-length bands on it, one from 550 to 1,500 kilocycles and the other from 1,500 to 4,000 kilocycles. The set is exceptionally low priced.

Dog Shows

- ARIZONA Tucson—March 14-15. Mrs. E. W. Flanzy, Box 3612.
CALIFORNIA Oakland—March 7-8. Mark Seaver, 4610 San Sebastian ave.
San Francisco—Feb. 1-2. Alex Wolfen, 443 Frost st.
CONNECTICUT New Haven—Feb. 11. C. F. Hancock, Box 240.
INDIANA Evansville—March 23. J. O. Garman.
IOWA Davenport—March 21-Apr. 1. Mrs. Forrest S. Treat, Bettendorf, Ia.
MARYLAND Baltimore—Jan. 31-Feb. 1. Foley, Inc., 2009 Chestnut st.
MASSACHUSETTS Boston—Feb. 21-22. Edward Cunningham, 614 Sears Bldg.
MISSOURI St. Louis—March 21-22. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
NEW HAMPSHIRE Manchester—March 28. Mrs. E. N. Oldsman, New York.
Buffalo—Feb. 29-March 1. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
NEW HAMPSHIRE Manchester—March 28. Mrs. E. N. Oldsman, New York.
New York—Feb. 9-12. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
New York—Jan. 13. Miss I. T. Busno, New Rochelle, N. Y.
White Plains—Dec. 1. W. R. Van Dyke, 121 Rockland rd., Upper Darby, Pa.
OHIO Canton—March 4-5. Paul D. Bosch.
Cincinnati—March 21-23. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
Cleveland—March 14-15. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.
Columbus—March 10-11. H. H. Brehm, 430 Weyant ave.
RHODE ISLAND Providence—March 14. L. O. Najac, Box 790.

Poultry Shows

- CALIFORNIA Los Angeles—Jan. 11-15. Claude A. Peltzer, 237 Central st.
Oakland—Dec. 4-8. M. H. Mathiasen, 1621 7th st.
CONNECTICUT Hartford—Dec. 4-7. H. R. Wisnaw, 157 Bushnell st.
Manchester—Jan. 15-17. Chas. J. Johnson, 140 West 4th st., Philadelphia, Pa.
New Haven—Dec. 7-10. Mrs. Frank Briggs, Hamden, Conn.

SCOTCH TWIN TERRIERS America's Most Popular Puppies. How to the Biggest Value offered... NATIONAL MFRS. DISTRIBUTING CO., 1420 S. HALSTED ST., CHICAGO, ILL. \$3.50

BIG PROFIT FOR YOU WITH THESE FAST SELLERS ELECTRIC XMAS WREATHS. WAXED FLOWERS MAKE BIG MONEY IN WINTER MONTHS. CALIFORNIA DAHLIAS LAUREL OSCAR LEISTNER, INC. CHICAGO, ILL.

CANDY FOR THE HOLIDAYS. HOLLY BOXES with SUGAR ROLLED DATES... MARVEL CANDY CO. Inc. 101 Wooster St. New York City

SILVER RIBBON ICICLES The Xmas Item That Gets The Money. Used for All Xmas Trees... \$2.95. GOLFARB NOVELTY CO. 116 PARK ROW, New York City

BUY NOW FOR XMAS. Order your Xmas needs now to assure prompt delivery... B & N SALES - Same Day Service

2200 DESIGNS AND COLORS Entire House Devoted to These 2 Numbers for Holiday Merchandise. MANCHESTER NECKWEAR CO., 629 Chestnut Street, Philadelphia, Pa.

SACQUETTE LADIES WRIST WATCH. All New Stylish Movements - No Repairs... FRANK POLLAK, NEW YORK CITY

OAK BRAND • HY-TEX BALLOONS

SANTA CLAUS TOSS-UPS... CHRISTMAS PRINTS... At Leading Jobbers

THE OAK RUBBER COMPANY SAVENNA, OHIO

PITCHMEN by BILL BAKER (Cincinnati Office)

"MY WIFE AND I... will be here for the winter," tells R. L. Grisoom, from St. Coutou, Miss.

SAMMY SMITH... shoot's from Kansas City that he would like to read pipes from boys down south as to conditions in that territory.

"JUST GOT OLD... Biffboy today (23d) and hasten to congratulate you on the new Wholesale Merchandise Department and the columns New Items and Notes From Supply Houses."

"AM IN TRENTON, N. J... again after working around Pennsylvania," cards H. M. Zorn. "Found his fair. Let's hear from even more of the boys and girls of Pitchdom and make Pipes as interesting as possible, with plenty of good tips on spots, etc."

"SURE APPRECIATED... Doc Johansen's poem in memory of Tom Rogers," pipes Jimmy Earle, Pennville, N. J. "I'd sure like to hear from Doc. Have been off the road these many years with a steady job and a store on the side. But I read pipes every week and get a great kick out of reading about the boys I used to know who are still highing and loving the tips."

HANK VOOT, PIPING... in from the West Coast, writes from Spokane: "Been taking it easy out here since leaving the fairs in the Middle West. Was out deer hunting and got a nice buck the first day. Glad to see Frenchy got a little at the Cornbucker's Show. Have seen only one pitchman in town. Lee Andrews, with coils and doing fair. My brother, Johnny, is here but leaving soon for the South. Says the snowballs are too large around these parts. Would like to see pipes from Ted Fahlbrook, Chief Rice, Jimmy and Fred Miller, Al Goldstein, Morris Kahn-troff, Al Wallen and wife, Slim Bonar, Ted Reese, Bill Westfall and Art Cox."

NELLIE M. H. KING... sends in one from Indiana, Pa.: "The team of Oram and King will soon be in harness again, with 18 trunks and plenty of ambition. Have not had our show in operation since the fall of 1934. Expect to open somewhere in Ohio. Had a fine letter from our old friend P. H. Devore, of Columbus, Will, of course, have all our perfumes, powders, soaps and remedies put up by him. Have been buying our supplies from the house of Devore for 18 years. All shows intending to operate and now showing in Pennsylvania are required to have a permit, and shows charging admissions in any form are taxed on a basis of 1 cent for each 25-cent, or part thereof, ticket. A summary of the tax regula-

tion can be obtained by writing to the Department of Revenue, Stamp and Amusement Tax Division, 409 Plans Building, Pittsburgh, Pa. If you haven't obtained your copy you would do well to write at once. The new admission tax law was put in effect July 22 and runs to July 22, 1937."

BOB POSEY, HEADED... for the Louisiana canebrakes, cards from Port Gibson, Miss., that most towns in the area are open and can be worked to a reasonable reader. Bob wants to read a pipe giving info from New Mexico.

DOC F. L. MOREY... William (Bill) pipes from Dallas: "William (Bill) Goforth and Jimmie Watson are with me. We are trying to push the winter over the hill and find it as good as the rest of the Sunny South. The town is full of roads and all are living but not bragging, and it takes some of the

IT PLUNGER FILLER VAC... JOHN F. SULLIVAN... Fast Service Sully.

Save 80%... THE N-R MFG. CO., Dept. N-91, Box 233, Hamilton, Ontario.

WHITE STONE RINGS... JAS. KELLEY, The Fountain Pen King, 487 S. Wabash, N. Y. C., CHICAGO, 180 W. Adams St.

SNAPPY COMIC XMAS CARDS... As we bought a million at a very low price we are able to give you these cards at a tremendous bargain. We have an assortment of 25¢, 50¢, 1.00, 2.00, 3.00, 4.00, 5.00, 6.00, 7.00, 8.00, 9.00, 10.00, 11.00, 12.00, 13.00, 14.00, 15.00, 16.00, 17.00, 18.00, 19.00, 20.00, 21.00, 22.00, 23.00, 24.00, 25.00, 26.00, 27.00, 28.00, 29.00, 30.00, 31.00, 32.00, 33.00, 34.00, 35.00, 36.00, 37.00, 38.00, 39.00, 40.00, 41.00, 42.00, 43.00, 44.00, 45.00, 46.00, 47.00, 48.00, 49.00, 50.00, 51.00, 52.00, 53.00, 54.00, 55.00, 56.00, 57.00, 58.00, 59.00, 60.00, 61.00, 62.00, 63.00, 64.00, 65.00, 66.00, 67.00, 68.00, 69.00, 70.00, 71.00, 72.00, 73.00, 74.00, 75.00, 76.00, 77.00, 78.00, 79.00, 80.00, 81.00, 82.00, 83.00, 84.00, 85.00, 86.00, 87.00, 88.00, 89.00, 90.00, 91.00, 92.00, 93.00, 94.00, 95.00, 96.00, 97.00, 98.00, 99.00, 100.00.

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tion can be obtained by writing to the Department of Revenue, Stamp and Amusement Tax Division, 409 Plans Building, Pittsburgh, Pa. If you haven't obtained your copy you would do well to write at once. The new admission tax law was put in effect July 22 and runs to July 22, 1937."

BOB POSEY, HEADED... for the Louisiana canebrakes, cards from Port Gibson, Miss., that most towns in the area are open and can be worked to a reasonable reader. Bob wants to read a pipe giving info from New Mexico.

DOC F. L. MOREY... William (Bill) pipes from Dallas: "William (Bill) Goforth and Jimmie Watson are with me. We are trying to push the winter over the hill and find it as good as the rest of the Sunny South. The town is full of roads and all are living but not bragging, and it takes some of the

IT PLUNGER FILLER VAC... JOHN F. SULLIVAN... Fast Service Sully.

Save 80%... THE N-R MFG. CO., Dept. N-91, Box 233, Hamilton, Ontario.

WHITE STONE RINGS... JAS. KELLEY, The Fountain Pen King, 487 S. Wabash, N. Y. C., CHICAGO, 180 W. Adams St.

ALWAYS AT THE HEAD OF THE PEN PARADE... SNAPPY COMIC XMAS CARDS... As we bought a million at a very low price we are able to give you these cards at a tremendous bargain.

LEATHER 4 in HAND TIES... XMAS BOXES ATTRACTIVE ASSORTMENT... LEADER LEATHER CO., Dept. 22, Opaok, Mich.

AMERICA'S LEADING MANUFACTURER OF FELT RUGS... LEASTEST PRICES, SAMPLES, \$1.25. Postage Prepaid. EASTERN MILLS, EVERETT, MASS.

CHICKEN MAGAZINE... POULTRY TRIBUNE, America's Leading Poultry Paper, has opening for experienced Paper Men in East and Central States... WILL ROBERTS' LATEST JOKES, WILEY POSTER, \$2.50, 4c, 15c, 25c, 50c, 10c, 15c, 20c, 25c, 30c, 35c, 40c, 45c, 50c, 55c, 60c, 65c, 70c, 75c, 80c, 85c, 90c, 95c, 1.00, 1.05, 1.10, 1.15, 1.20, 1.25, 1.30, 1.35, 1.40, 1.45, 1.50, 1.55, 1.60, 1.65, 1.70, 1.75, 1.80, 1.85, 1.90, 1.95, 2.00, 2.05, 2.10, 2.15, 2.20, 2.25, 2.30, 2.35, 2.40, 2.45, 2.50, 2.55, 2.60, 2.65, 2.70, 2.75, 2.80, 2.85, 2.90, 2.95, 3.00, 3.05, 3.10, 3.15, 3.20, 3.25, 3.30, 3.35, 3.40, 3.45, 3.50, 3.55, 3.60, 3.65, 3.70, 3.75, 3.80, 3.85, 3.90, 3.95, 4.00, 4.05, 4.10, 4.15, 4.20, 4.25, 4.30, 4.35, 4.40, 4.45, 4.50, 4.55, 4.60, 4.65, 4.70, 4.75, 4.80, 4.85, 4.90, 4.95, 5.00, 5.05, 5.10, 5.15, 5.20, 5.25, 5.30, 5.35, 5.40, 5.45, 5.50, 5.55, 5.60, 5.65, 5.70, 5.75, 5.80, 5.85, 5.90, 5.95, 6.00, 6.05, 6.10, 6.15, 6.20, 6.25, 6.30, 6.35, 6.40, 6.45, 6.50, 6.55, 6.60, 6.65, 6.70, 6.75, 6.80, 6.85, 6.90, 6.95, 7.00, 7.05, 7.10, 7.15, 7.20, 7.25, 7.30, 7.35, 7.40, 7.45, 7.50, 7.55, 7.60, 7.65, 7.70, 7.75, 7.80, 7.85, 7.90, 7.95, 8.00, 8.05, 8.10, 8.15, 8.20, 8.25, 8.30, 8.35, 8.40, 8.45, 8.50, 8.55, 8.60, 8.65, 8.70, 8.75, 8.80, 8.85, 8.90, 8.95, 9.00, 9.05, 9.10, 9.15, 9.20, 9.25, 9.30, 9.35, 9.40, 9.45, 9.50, 9.55, 9.60, 9.65, 9.70, 9.75, 9.80, 9.85, 9.90, 9.95, 10.00.

NEW IMPROVED RUNNING MICE... X-RAY EYES—Looks Better Than Ever... BERK BROS. NOV. CO., 18 East 17th Street, New York City.

summer h. r. to get by. We made a fourth Monday and while the weather was against us we collected a few shillings. Saturdays and first Mondays are about all one can really depend on. The old Indian herb store, founded by Chief War-No-Twe, who has gone to his last reward, is still running, with Doc Fouas as chief doctor, with Doc Lawler assisting. They are doing well. Several carnival people have come in. All are working at something.

"HAD A WONDERFUL . . . season in South Carolina this year," pipes Doc Frank Curry from New York. "Saw Texas John Stenhouse in Greenville. He had a swell front and a b. r. that was plenty fat. Congratulations to Virginia (Pickles) Lockboy on her marriage to Irving (Shorty) Dock. Lots of luck to both. Would like to see pipes from Doc Bill Kerr, Nick Kay and Doc Joe Wallace."

J. M. HIGHTOWER comes thru with a good suggestion from Dallas: "I think the Pipes columns are fine with one exception. Pitchmen, in telling about working or not being able to work a spot, should also include information as to whether they are working high or low and what kind of a product they are working. If you don't want to tip off exactly what the item is, at least tell us what it is in a gen-

eral way. The point being that, as you all know, many times a town is bad for high work and good for the streetman and Goorway worker and vice versa. The older heads seem to understand and help as much as possible in their pipes, but many of the younger boys don't know the difference and that makes it harder on all of us."

"I THINK I CAN . . . pick 10 men who could outgross the 10 picked recently by Johnny Hicks," pipes Ed St. Matthews from Winters, Tex. "Neither would I leave myself out of such a lineup. Thanks to Chic Denton for backfiring in my behalf in a recent issue. Business is good in this territory. Lots of cotton money. My wife, Minnie, is vacationing in California and having a swell time of it. She will rejoin me soon. Would like to read pipes from Jimmie Miller, Frank Libby, Morris Kahntroff, Shorty Treadway, Jim Osborne and Whitey Johnson. Would like to hear from Whitey care The Billboard."

MORRIS KAHNTROFF recently made a long jump from Shreveport, La., to Williamstown, N. C.

"THIS IS TO . . . let Doc Brummett and several of the boys who inquired about me recently know that I am no longer in the mad game," pens Doc Schneider from Susex, N. J. "I quit three years ago when things began getting tough and went into broadcasting on the Mexican border. Have a cowboy band and am glad to say I've been very successful in my new venture. Am now a weekly feature over the NBC chain from Radio City. However, I never fail to read Pipes columns and keep in touch with all my old pals. I wish them luck and am always glad to see their pipes."

"THINGS ARE JUST about the same here," pipes Doc George M. Reed from Columbus, O. "No one is getting much money. I haven't worked for two weeks. The usual bunch of five-cent boys are on High street but there are a few real pitchmen and demonstrators in town. Wizard Bob Powers had rad in a chain store several days but closed. It was too tough. And let me say that when Bob can't get it there's something wrong. Another go-getter, Peter Owings, had blades in one of the best chain stores here and he grossed very small in five days. I know when Peter can't get a 'C' in five days it must be bad. He told me in all his travels he never saw as cheap a bunch as the Columbus blade workers, and Peter knows what he's talking about for he covers almost every State in the country. He left here recently for Houston. Saw a man on Market street the other day selling rubber toys for five cents that last year sold for 10 and 15 cents. I counted nine blade workers on the same street all selling for five cents with the exception of two. They sold for 10 cents and were getting two sales for every one the nickel boys made. On High street there were six selling cut flowers, as low as six roses for 15 and 20 cents. One or two were getting 50 cents for six. Two or three song-sheet men were selling two for five cents. Jenkins and Dubois, two mighty fine boys, with run menders and paddles, were getting a little money. However, they left to drive two cars of tourists to the West Coast. Both looked fine and sent their best regards to all the boys and want to see pipes from Frank Libby and all the old-timers. Prandree, Ferguson and Jay Hobson are all smiles and say business is good. I hear Pat R. Oozon is getting folding money over in Eastern Pennsylvania and New York. Wonder if Pat remembers when he and I worked Youngstown, O., and Johnstown, Pa., and also if he remembers Young's drug store in Johnstown, Pa., when Wayne Garrison and Blackie worked a doorway on one side of him and I was about three doors away from him on the other side. Say, do you boys remember when George A. Grooms sold resurrection plants, when Ross Dyer sold vegetable slicers; Bert Clayton, jewelry and tooth powder; Redwood (Waymen) put on a public wedding at Mansfield, O.; when Ross Dyer got so many people to his free show that the movies in town closed; when Harris, of pen fame, sold out at a breakfast pitch; when Jim Heid worked the New Castle, Pa., fair and they led a 'bull' thru his tip; when Sam Hunter worked glass cutters and Bill Sacks coils at Can-

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No. C-4	Tie & Knapier Set in Gift Box	Retail at 1.00	3.00	8.70
No. H-2	Tie, Knapier & Knapier Set in Gift Box	Retail at 1.50	7.50	20.00
No. H-1	Tie, Knapier & Knapier Set in Gift Box	Retail at 2.00	9.75	25.50
No. K-2	Tie with Collar & Tie Mender Set in Gift Box	Retail at .50	1.50	5.40
No. K-3	Tie with Collar & Tie Mender Set in Gift Box	Retail at 1.00	4.25	12.15

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MICHAEL CRAVATS, Mfrs., 7 ARMORY ST., Dept. B07, Englewood, N. J.

ton, O., fair; when there were 36 of us oldtimers working in Rochester, N. Y., and Frank Libby came in, looked us over and said, 'Guess there's room for one more,' and the next day Ned House came in. Say, those were the good old days. No five-cent boys then. So again let me say, 'Stop cutting one another's throat.' Give the people good merchandise. Get a fair price and get the idea out of your head that the people are all chumps. Work clean and you will find there is still lots of business. The pitch and demonstrating game is not dead by a long shot."

GEORGE BLAKE shoots a card from Greensboro, N. C.: "Just a line to let you know I read Frank Libby's pipe and must say, that being an old-time argument, it's quite amusing to see it brought up once again. Of course, the jam man has his faults. It's a poor jammer who could not make a pitch. The pitchman first learns to pitch, then he, if he is good enough, learns to jam. It all depends on the ability of the said pitchman. It's true that the old-time horse and buggy jam man frequently made a quick exit. But the modern, up-to-date model jam man, such as Paul Hauck, now working Winston-Salem, N. C., can and does stay in one spot for weeks at a time."

DOC HUBERT POTTER wig wage from Blytheville, Ark.: "Cotton crops are bad in this neighborhood. Pitchfolks would do well to stay where they are if doing anything at all. Doc Roberts and Tom Dean are down in Texas. I am working on a circus angle and may be ready to take to the road with it next spring."

"NO MONEY HERE" . . . tells Harry Meters, from Fayetteville, N. C. "Leaving for Georgia. Saw Morris Kahntroff, Harry Leavitt. They are great workers."

BILL CARSKY of Universal Theaters Concession Company, stopped in the City office for a visit last week. Bill has been visiting med shows and theaters in the East and is now headed back to the main offices in Chicago, with stopovers in Indiana and Southern Ohio.

CHIC DENTON INFO from Altus, Okla., that business is quiet in Western Oklahoma. "Met Elmer Kane here, also Doc J. D. Laird, of old-time med fame, who is located here," he writes. "Cotton is about all picked."

R. E. (RED) BOWEN shoots one in from Salt Lake City to tell us he has been there for over two months and having the time of his life. "One could make money here if he would work," says R. E. "I have been too busy to work much. I am thinking of writing a book on Life Begins at Fifty, or any old time you want to start. If any of the boys get tired of the blue law States come on out west, where men are men, etc. Am heading for Priceo. Hear that Henry Riley, my old buddy, is making his headquarters in Atlanta. The San Diego fair opens again January 15 and runs to September. Don't think many of the boys will want it."

"HERE I AM IN . . . my home town with my mother and sister," scribes J. M. Hightower, from Dallas. "Many of the boys will know what I am talking about when I say 'my mother and sister' as they think almost as much of my mother as I do. They are

SNAPPY XMAS CARDS Two "Wishes" Viewed in Evr. Per 100 \$1.55. Samples, 25c.
10 XMAS CARDS in each. 71 CARDS in each. 11c. 12c. Samples postpaid, 15c and 25c.
WREATHS — 6", beautifully trimmed, Green, 25c.
HOUSE - TO - HOUSE ITEMS — Sundries, Glasses, Aspirin, Turkey Cards.
25¢ Deposit, Balance C. O. D.

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always welcome and there is always plenty of chicken, ha, ha! Not many of the boys here yet. Visited the office of The Billboard here yesterday and can say that Greg Wellinghof represents it very well. They have a nice office and a nice fellow in charge. But The Billboard always does things up right. Now for some info. Have my health back in fair shape now and want to thank my friends for all they did for me back in Pennsylvania this summer. Am working a push sale around here. Big fair, but some towns are hard to work, as I work high. Here is a list of Saturday and first Monday towns: Greenville, Tyler, Waco, Kilgore, Mexia, Malakoff. You can work these towns, but must work on private property, except in Waxahachie, where you can work on the courthouse lawn by getting permission from the sheriff. The rest is reasonable in the other spots mentioned. Am going for a dollar on my sale, but am giving them plenty and sending them home satisfied. Dallas can be worked. No reader, Doorways are scarce, but the Elm street lot can be worked for a small daily sum. The big lot can be worked for nothing. Things are better here than they have been for several years, but still not so hot. Had a letter from my friends Pat and Julia Dana, from Charleston. More power to you, Pat, and thanks for opening the town again. I know of boys working without permission than for any other reason. I very seldom work without getting the owner's permission. It is better that way even if you have to lose a day. When you rent you can work in peace, same as the merchant next door to you. I have even had merchants come out and say they wished they had clerks as well posted as I. I agree with Frank Libby on his list of aces. But don't forget Speed Murphy, Paul Hauck and Doc Chesterfield. Would like to read Doc Chesterfield from the Ragan girls. A. W. Macpipes from the Ragan girls. A. W. Macpipes and Neil, Blacky Beard, Art Novotny and Jimmy Miller. Look me up if you get out this way. The new Wholesale Merchandise Department in The Billboard is the thing — only get even more new items listed."

Pitchmen I Have Met

By SID SIDENBERG

James (Jimmy) Ross is one of the most versatile pitchmen I have ever met. Jimmy can make an extemporaneous talk on anything that any pitchman has to offer the public. Jimmy told me that he can do it, and I believe him, for I caught him in a spot one Saturday night where 15 of the tripe and kelder fraternity were in operation, and he went from one joint to the other making a pitch on every one of them and in some cases he was getting better passes than some of the boys on their own outfits. Jimmy has worked everything on his own hook. He refuses to stay with an outfit that becomes stale to him, for he claims it slows him down, and this live-wire craves action. Jimmy also says that jumping around the country is what increases the burr and cuts down the net and claims that if you stay in a town that is rated as good and work the different items you can stay there for a long time and get a better living that way than one can by quarreling with the powers that be and the other objectionable elements that confront the average pitchman.

Jimmy first ventured thru the Portals of Pitchdom about 12 years ago at Pittsburgh, shilling for the Sweeney brothers, who were collecting the long green with the dancing dolls. The Sweeney brothers liked Jimmy and they took him in as a partner — liked him, for they knew he was going to be some tough competition in that town and they figured that they would rather have him with them than competing against them, especially at Christmas time. They knew the boy was good the minute he twisted the black thread around his forefinger and started his talk on the marionettes. He added a little wit and comedy to their talk, and the way the babies flew made Sweeney brothers more money working with Ross.

Right after the holidays Tom Kennedy, that erstwhile glass-cutting knife worker, blew into the Smoky City and he took Jimmy out for a few days and sent him out a real honest-to-goodness worker in that line. From there to Akron, where he stayed for three whole years working the glass-cutting knives, flukes, dancing dolls, rad, paddles, needle threads, can openers, knife sharpeners and solder.

Jimmy is now 33 years old and calls McLeansboro, Ill., the old home town. He's married.

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A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Bldg., Randolph and Dearborn Streets, Chicago.

OOAC Repeats Annual Dance

Merchants are guests of Chi operators at second annual party

CHICAGO, Nov. 30.—The second annual frolic and dance given by the Organized Operators' Association of Chicago rolled up an attendance of more than 3,000, according to checkup on tickets. The big party filled the Grand Ballroom and Exhibition Hall of the Sherman Hotel where the entertainment program was given on Thanksgiving Eve. This was the second annual party given by Chicago operators to entertain locations owners and their friends. Gayety was the order of the evening and the cars of business were cast aside by merchants and operators as they rubbed elbows in a social good time.

Dancing and a fine floor show were given in the Grand Ballroom. The entire Exhibition Hall, where the annual exhibit of coin machines is held, was converted into a reception hall and a place for refreshments. A temporary bar was installed along one side of the ball and drinks and refreshments were offered. Members of the organization paid \$1 for tickets which they gave to merchants and friends as their guests for the big occasion.

Fred A. Mann, president of the Chicago organization, said: "The annual party has proved its worth in building good will and cementing better acquaintance and relationships between operators and merchants. It promotes a better feeling of business partnership."

The entertainment program consisted of a number of attractive acts provided by the Elgin-Salkin agency of Chicago. George Devron and his orchestra furnished music for dancing and the floor show. On the program were the Muriel Kretlow Girls, the Three Flashes, Healy and Mack, Martha Raye, Gwynne and Lyda Sue, Gifford and Pearl, Raynor Lehr, Gina and Glano, Nell Kelly, the Three Byrons, and Ross, Pierre and Shuster.

Shreveport Officials Consider Park-o-Meters

SHREVEPORT, La., Nov. 30.—With the mayor and city commissioners visiting Oklahoma City and Dallas for a thorough study of the park-o-meter system, city government announced this week that all would favor installation of the system in Shreveport's downtown section.

The city officials visiting in Dallas last week used an unusual method to study the system by strolling downtown Dallas without informing anyone of their presence and questioning automobile owners at random. All were favorable in their comment, with not a single objector. Next they visited operators of business establishments with the same warm response about the use of the meters. Finally, calling on Dallas officials, the Shreveport mayor and cohorts found them equally enthusiastic.

"One woman from Kansas City was our first introduction," the mayor stated, "and her remark was that 'I wish we had them in Kansas City.'" The Dallas chief of police predicted to us that within a short time every progressive city in the nation will be using the new system.

"There is no such thing as crowded

Business Is Good

NEW YORK, Nov. 30.—In addition to the optimistic business reports recently issued by the Federal Reserve Board, the American Federation of Labor and the Federal Housing Administration, the National Industrial Conference Board in its regular monthly survey announced that a general business improvement had been noted during the last four months.

The bulletin reports that more than seasonal increases were made during October, compared with September, in motor vehicle production, machine tool orders, building and engineering contract awards, electric power output, bituminous coal production, textile activity and rail shipments.

Steel production and retail trade advanced slightly less than the usual amount during October. Wholesale prices declined during that month and the first half of November. Retail prices continued to advance. The cost of living rose as a result of higher prices for food, rents, clothing and coal.

Data for October show that business is in a better position than it was a year ago. Improvement has been general in the fields of production, trade and finance. Machine tool orders last month were 134 per cent greater, residential building was 109 per cent greater and automobile production 91 per cent larger than in October, 1934.

PRICES ADVANCE

Both wholesale and retail prices have advanced gradually since October, 1934, wholesale prices increasing 3 per cent and retail prices nearly 4 per cent. The rise in prices of foodstuffs, both at wholesale and retail, has been much greater than that in other classes of commodities. This increase has been stimulated by the crop-control activities of the AAA.

Railroads have not yet shared in the recovery to any great extent. Profits of Class 1 railroads during the third quarter of 1935 were nearly 9 per cent greater than a year ago, but for the first nine months of this year they were more than 8 per cent less than during the corresponding period of 1934.

The gain in net income of electric power companies has not been proportionate to the increase in power output. Electric rates are constantly declining and operating costs and taxes are rising. For most other industrial companies final profits for 1935 will be the best for the recovery period.

The improved outlook for corporate profits has resulted in a particularly rapid and well sustained advance in prices of common stocks. Except for brief interruptions early in June and late in September, the upward trend has been constant since March. By November 18 average prices of stocks were nearly 63 per cent above their low point in March, 1933.

ASSOCIATED PRESS INDEX

The Associated Press also released its report showing that trade and industry continued to forge ahead during the past week. Three of the six components of the Associated Press Index of industrial activity—automobile production, steel mill activity and electricity—made new peaks for 1935, pushing the index figure to a new high for the year at 83.4.

The index, which is adjusted for seasonal variations, and in which the average for the years 1929-30 equals 100, shows the composite index to be 83.4 for last week, 82.5 for the previous week and 63.1 for the same period a year ago.

parking, and the income, according to our survey," the mayor stated, "appears to be sufficient to insure Shreveport a better police force than the one we are now proud of."

New Yorkers To Charter Planes

NEW YORK, Nov. 30.—Coinmen here are looking forward with enthusiasm for the coming national convention in Chicago in January as one event which will bring back much of the optimism lacking during the past months.

It is believed here that the convention will see the greatest turnout of New Yorkers, exceeding former conventions. Many firms here are already making elaborate plans. It is reported that Modern Vending Company will arrange for two chartered planes to fly from Newark airport to Chicago.

Willie Blatt and the Supreme Vending Company are planning a special Brooklyn train which will depart over the New York Central Lines and will be known as the Supreme Special. They intend to have, exclusively for the use of coinmen, a special club car and also three Pullman cars of compartments and drawing rooms. "Little Napoleon" is assuring everyone aboard the Supreme Special a grand time.

In Newark it is expected that George Panser will organize a special delegation for the convention. He may charter a plane via the United Air Lines, which is Panser's favorite way of travel.

Favors Legal Lotteries

NEW YORK, Nov. 30.—Charter revision, reallocation of the functions of county offices and the 1937 mayoralty election are the important civic issues confronting the people of the city, members of the City Affairs Committee were told recently at a membership dinner held at the Town Hall Club.

Paul Blanchard, commissioner of accounts, disclosed that he inclined toward legalized lotteries as a means of raising unemployment relief funds. He took this stand, he said, because of the difficulty in preventing people from gambling and because illegal gambling falls into the control of racketeers.

Reviewing the accomplishments of the Fusion administration, he declared that if an election were to be held tomorrow Mayor La Guardia could be re-elected easily, provided he were a candidate.

Smith Gets His Mouse Trap Idea

CHICAGO, Nov. 30.—That there are literary minds in the coin-machine industry, Perc Smith, general sales manager of the Exhibit Supply Company, now readily admits.

A Connecticut coinman, A. Abel, of the Connecticut Amusement Machine Company, Waterbury, Conn., submits what is said to be the correct quotation, as follows:

"If a man can write a better book, preach a better sermon, or make a better mousetrap than his neighbors, he builds his house in the woods, the world will make a beaten path to his door."

Perc says that it is surprising at the difference of opinion as to who is the author of the quotation. Mr. Abel says that it is a verbal statement by Emerson. Hoyt's Dictionary of Quotations publishes a footnote saying that it is credited to Emerson and to Elbert Hubbard. The Literary Digest is on record as ascribing it to Hubbard. Anyway, Perc reports that he is grateful to the number of persons who sent the quotation, and also adds that he is now beginning to feel like a learned man.

Perc has also added a new word to his vocabulary, and says that he may name a new coin machine for this prize word—"Rabojolism." The word came in a (See SMITH GETS on next page)

St. Louis Ops Plan Special

ST. LOUIS, Nov. 30.—Coinmen in St. Louis and vicinity have made arrangements for a special train to take them to Chicago for the convention. The train will leave Sunday, January 12, bringing the operators in the same evening, which will enable them to get a good night's rest, if they desire, before the convention opens on Monday.

It is expected that the special cars will be "bitched" to several that will bring operators from Texas, Louisiana, Oklahoma and points south. All operators desiring to make reservations on this "St. Louis Special" are requested to get in touch with their favorite St. Louis jobber, or The Billboard office in St. Louis.

Nebraska Bill Fails 25 to 12

LINCOLN, Neb., Dec. 2.—Proposed amusement machine tax bill in the special session of Nebraska Legislature, which was drawn up in hopes of raising part of the social security fund, was defeated in one of the session's last days by a vote of 25 to 12. The bill asked that any owner of pinball games and other amusement machines should be soaked a \$250 occupation tax and \$5 per individual machines owned, per year. "Mint vending" slot machines were also to be assessed \$25 per year per machine.

Legislators voting against the measure said to promote a tax for the machines would mean they would be recognized as legal. This was one of the three attacks on the amusement business, the others being a proposed chain or circuit tax (theaters) graduated from \$3 to \$250 per house, and an attempt to stick 2 per cent on pari-mutuel wagers. All bills were unsuccessful.

Depression Costs

In spite of the fact that certain interests profit immensely by business depressions, such periods of stress are always very expensive to the average firm and to the masses in general. Facts and figures are now available to indicate that our recent depression cost heavily in dollars and cents.

The U. S. Treasury Department reports that financial reserves of business firms were depleted by more than \$20,000,000,000 in the first four years of the depression up to the end of 1933. The Treasury Department set the combined surplus and undivided profits of the 38,264 corporations reporting to it at more than \$35,000,000,000 at the end of 1933. This was a drop of more than \$20,000,000,000 from the amount reported in 1929.

Depressions also cost heavily in loss of salaries and wages. The American Federation of Labor recently estimated that workers lost more than \$78,000,000,000 in wages during the last five years, while "all others," including business men, lost nearly \$41,000,000,000.

Added to the cost of the depression should be \$20,000,000,000 to \$30,000,000,000 for government relief of the unemployed, as relief will probably equal such a sum before the results of the depression are finally over. These estimates in dollars and cents do not include the terrific breakdown in morale.

Yet with all the expense and loss of the recent depression nobody seems to have learned anything about avoiding the next one.

Gottlieb Game Recalls Success of Early Game

CHICAGO, Nov. 30.—When Electric Baffle Ball was introduced to the trade there was a great deal of surprise and wonder registered at its name. Here was a game that had the same name basically as a game introduced by D. Gottlieb & Company that had been popular several years ago. Members of the coin-machine business remember Baffle Ball as a game that helped revolutionize the pin-game industry. Questions that were heard here: Had another cycle been reached and would Electric Baffle Ball be another startling innovation to the industry? Why did D. Gottlieb & Company use the same name?

Dave Gottlieb, head of D. Gottlieb & Company, gave the following statement in answer to these questions:

"Electric Baffle Ball is totally different in playing action than the original Baffle Ball. The reason we use this name is as a tribute to what Baffle Ball did for the industry and as sort of a pledge to repeat its success with Electric Baffle Ball. Electric Baffle Ball has already shown itself to be worthy of the same name because of the tremendous reception given its introduction. It is now a success in its own right as evidenced by the number of orders being received from all over the country daily. Operators and jobbers everywhere are acclaiming it as revolutionizing the one-ball automatic payout field. The signal light and mystery jackpot have made Electric Baffle Ball the talk of the time. Players just can't resist the enticing expectation of seeing the signal light and waiting and watching for the ball to land in a payout hole so that the mystery jackpot can be earned. These features, combined with the extra silver award on two pockets, have given Electric Baffle Ball the reputation of giving the player the best break."

Daily Double Arouses Interest Among Ops

CHICAGO, Nov. 30.—Daval Manufacturing Company has been deluged with requests for further information concerning its new Daily Double automatic payout one-ball table, according to reports. The firm announced the game was in the process of construction a few weeks ago and since that time there has been a general flood of requests for further information, especially from territories where horse racing gets a lot of attention.

A. S. Douglas, president of the firm, said: "We did not believe that there would be so much advance interest for a game as has greeted the announcement that our Daily Double was about ready for production."

"For many months we have been at work on the Daily Double perfecting every detail to so arrange the game that the authentic horse-racing play would immediately gain the approval of those men who have visited the race tracks in the country and have been guided by the pari-mutuel betting system which gives them a set of odds right up to track time."

"Furthermore, the enlargement of the playing board of the game and the beautifully designed cabinet, as well as the general de luxe arrangement for the

playing field, has captured a great deal of attention. We have placed some of the games on test locations and the take was so great we were forced to allow the machines to remain for a longer period of time to definitely prove to ourselves that we were not being fooled."

"Daily Double is one of the first pay tables which actually uses authentic race-horse play as a basis for the game. The features of win, show and place are enumerated on the board, with the top three compartments arranged for an extra large pari-mutuel-like payoff. The Daily Double hole offers a top \$2 payout to the player."

Odds Changing Game Is Called Unusual Success

CHICAGO, Nov. 30.—Ray Moloney, president of Bally Manufacturing Company, announces that he is throwing Bally's large production facilities behind an effort to meet the nationwide demand for the "changing odds" type of one-shot game. Bally's "changing odds" game, known as Bally Derby, is manufactured under an agreement with Pacific Amusement Manufacturing Company and Ben MacDougall, designer.

In addition to the novel, play-stimulating feature of changing odds on every hole completely changing every game, Bally Derby has two separate mystery pockets. Mystery odds also change every game, but the player does not know what he gets till he counts the tokens in a payout.

"Naturally," Ray Moloney points out, "we would not operate under an agreement of this kind unless we were convinced that the idea was a winner. But reports from all parts prove that operators want a game like Bally Derby. We are not only giving them what they want, but giving it to them in one of the most beautiful giant-size games ever created. Engineered and manufactured by the same staff that made Jumbo popular as the 100 per cent trouble-proof machine, Bally Derby is destined to be the operator's leading money maker for many months to come, earning profits that will make even the biggest Jumbo collections look like small change."

Rock-Ola Announces New One and Five-Ball Payout

CHICAGO, Nov. 30.—Announcement of Trojan, new pay-out table with new features, is being made by the Rock-Ola Manufacturing Corporation. Important among the many features this game embodies is that it can be played with either one ball or five balls, just as the field demands. In less than a minute's time, with a quick turn of a small screw, the change can be made from one ball to five balls. Then, too, there are four changing pockets at the top of the playing field.

Guarding these four pockets are Trojan spears that automatically open and shut and magnetize the players into continuous playing game after game. Another feature of Trojan is the new-style ball action, which is a slow, lazy action that makes the game exceptionally thrilling. Playing field is a brilliant sky blue, very pleasing to the eye. "Cabinet made in the big Rock-Ola plant is one of the most beautiful cabinets we have ever had on any of our games."

COIN MACHINE PROFITS are only as safe as the lock that guards them

Leading Coin Machine Builders and Operators use ACE LOCKS because ACE locks are the maximum protection at low cost. Keep your profits secure with a dependable ACE LOCK. Change Locks are made with precision and are available in standard sizes. Ask your dealer.

ACE

No. 4032. Actual Size.

Chicago Lock Co.
2024 N. RACINE AVE. CHICAGO

BARGAIN SPOT
WHIRLPOOL Ticket \$40.00

BEST BUYS ON USED GAMES
Play Ball, Trivet, \$47.00; Traffic, Model A, \$28.50; Robin, One-Ball Payout, \$37.50; Par Golf, \$22.50; Big Game, \$18.00; Kings, \$18.00; Spot Fire, \$22.50; Grand Baseball, \$18.00; Kings of the Turf, \$24.00; Ball Fire, \$16.50; Roulette "21", \$14.00; Seafile, \$15.00; Baseball, \$8.00; Cyclone, \$18.00; Times Square, \$20.00; Boulder Uppur, \$14.00; Crisis Cross-A-Line, \$11.50; Action, Jr., \$7.00; Rebound, \$8.00; Dealer, \$15.00; Signal, Jr., \$7.00; Score-A-Like, \$8.50.

1/3 Deposit, Balance C. O. D., F. O. B. Chicago.

National Coin Machine Exchange 1407 DIVERSEY, CHICAGO, ILL.
First With Latest New Games—Get Your Name on Our Mailing List

said Paul Bennett, sales manager of the Rock-Ola Manufacturing Company.

SMITH GETS
(Continued from preceding page)

letter from Bert A. Spear, of Rhode Island, who says:

"In The Billboard of this week is a boxed blackface informing us that you are seeking the quotation on the mousetrap hoax.

"You are referred to Elbert Hubbard of East Aurora, by Felix Shay (1926, William H. Wise & Company, New York).

"On page 504, Shay says:

"The prize 'kabolism' of all time was the 'mousetrap' quotation which reads: 'If a man preach a better sermon, write a better book, make a better mousetrap than his neighbor,' etc.

"Elbert Hubbard wrote that, and no one else wrote it—but he practiced kabolism and credited it to Ralph Waldo Emerson. Eventually when some learned cuss failed to find it in Emerson's writings he raised the question.

"Then the discussion started that will not be settled.

"Hubbard refused to take the matter seriously. What difference—that mousetrap guff isn't true anyway. The world will never make a path to your door unless you advertise. It may also be well to have an automobile meet all trains and a free lunch served on the front porch!

"Knowing Shay's close contact with Hubbard in the work of the Roycrofters, and realizing Hubbard's love of putting his own words into the mouths and pens of other men when he would quote (?) them—and noting that Murray Goldstein (or whoever framed the box) says 'it sounds like Emerson to me,' well, maybe you've started something. Perhaps even another search thru Emerson or any other of the sages who MIGHT have said it.

"My only reason for this letter is this: If you ever do find that quotation authentically recorded among the actual writings of Emerson or any other writer but Hubbard, I'll be glad to know where you found it."

Now there is a chance for the intelligent of the coin-machine industry, Perc says, to make history by proving who concocted the idea of the mousetrap in the first place. Meanwhile, observers say Perc is losing his hairs one by one while trying to connect a coin-operated mouse trap.

JUST A FEW LEFT BETTER HURRY!

ACTION, JR.	\$ 8.00
ACTION, SR.	12.00
BEACON	8.00
CHICAGO EXPRESS	18.00
CRISIS CROSS	5.00
CYCLOPE	15.00
GLOBE TROTTER	10.00
HOP SCOTCH	20.00
VICKELITE	12.00
SINK OR SWIM	9.00
MANHATTAN	20.00

Extra Special
USED CENTURY GIGGER \$25.00
SEND FOR PRICE LIST NO. 122.

BESSER NOVELTY CO.
3020 Olive St., St. Louis, Mo.

SELLING OUT ALL PIN GAMES and SLOT MACHINES

Drop Kick	\$ 5.00	Turf Flash	\$10.00
Fields	5.00	Rudon 1-Ball	40.00
Always	7.00	Payoff	40.00
Cross-Cross	7.00	Millie J. P.	
Rebounds	9.00	Bliss, Sr.	
Sensations	5.00	Play	17.50
Cyclones	12.50	Millie J. P.	
Dealer	15.00	Bliss, Sr.	
Star-Lites	15.00	Play	23.50
Tot For Tot	7.50	Millie J. P.	
Tyrol-Lites	18.50	O. T. 16	
Twenty	18.00	Play	29.50

All machines guaranteed good condition.
TERMS: 1/3 cash with order, balance C. O. D.

OHIO SPECIALTY CO.
120 W. Central Parkway, CINCINNATI, O.

USED BARGAINS

World Series, Jij Saws, Always, Pennants, Wings, \$3.95. Baby Contests, Shooting Star, Relay, \$4.95. Golden Gate, Flamingo, Drop Kick, Large Party with Lights, 22x28, \$5.95. Escapes, Major League, Turn Tables, Flying Trenches, \$6.95. Action, Jr.; Live Power, Gridiron, Cannon Fire, \$7.95. 1/3 Deposit, Balance C. O. D.

RAINBOW COIN MACHINE CO.
1229 Main Street, Cincinnati, O.

OPERATORS HEADQUARTERS
FOR INFORMATION ON GAMES AND SYSTEMS
WRITE FOR CATALOGUE AND LOWEST PRICES

REX NOVELTY COMPANY
1818 GEORGE ST., CHICAGO
ESTABLISHED 1918



A WEST COAST DISTRIBUTOR—Home of the National Amusement Company, Los Angeles, one of the energetic distributing organizations in this active amusement games territory.

Weekly MUSIC Notes

Operating Firm In Photo Field

NEW YORK, Nov. 30.—Sam Getlan, of United Automatic Sales Company and Milton Green, of American Vending Company, well known among the leading distributors in this territory, report that they have formed a partnership to operate Mills de Luxe Dance Master phonos throughout the State of New Jersey, with headquarters at the De Luxe Operating Company of New Jersey, 45 Elizabeth avenue, Newark.

They will cover the State of New Jersey with the Dance Masters, they report, and intend to have one of the largest operations of its kind in the

country. It is their firm conviction that there has been a definite swing to music in the East and that they are but catering to a growing demand for better instruments which has arisen among merchants throughout New Jersey.

They have contracted to receive the Dance Masters at the rate of a carload per week and intend to continue placing these machines in every good location in New Jersey. They will act as distributors for the machine in that State. Getlan will retain his headquarters at the United Automatic Sales Company in New York, where he is the distributor for Mills Novelty Company games. Green will retain his three offices in Brooklyn, Newark and Hackensack, where he distributes games of leading manufacturers.

Music Company Expands

DETROIT, Nov. 30.—In accord with its recently announced plans for entering the coin-machine field more intensively, the City Music Company has been incorporated at 7412 Mack avenue, with a capitalization of \$25,000. Incorporators are Celia Gersabeck, Dorothy A. Gersabeck and Edward Gersabeck. Company will operate and job generally all lines of coin machines.

Frank Oakes, aggressive sales manager for the music-machine division of the Mills Novelty Company, was out



MUSIC IN NEW ORLEANS—A carload of phonographs shipped by J. P. Seeburg Corporation to the new office of Electro Ball Company, New Orleans. A carload also sent to the Dallas office, and additional carloads will go forward at about one a week.

MISSOURI DISTRIBUTORS FOR PENNY PACK

Order Today. With Register, \$2.00 Extra. 1/3 Deposit, Balance C. O. D. IDEAL NOVELTY CO. 3009 Lamp Ave., ST. LOUIS, MO. \$17.00 Ea.

IN GOOD CONDITION

PUT 'N TAKES \$16.50
BLACK CABINET SPORTSMAN 17.99
BROWN CABINET SPORTSMAN 20.00
VISIBLE COIN SPORTSMAN 25.00
DO AND DON'T 17.50
GOLD RUSH 19.95
RODEOS 22.00
LATE EQUITABLE 27.00
CARIACAS 27.00
7 AND 11 20.00
HEX 17.50
AGES 22.50

1/3 Deposit With Order.

SOUTHWESTERN SKILL GAMES & SALES CO.
730 Leeland Ave., Houston, Tex.

ATTENTION! MILLS TICKET OPERATORS

New Type Tickets for Mills Ticket Machines. Found to pay out about 42% and guaranteed by 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, \$1.15. 1/3 Deposit, Balance C. O. D. Be sure and send for Our Big Bargain List. Bargain Agency, Pin Games from \$1.50 Up.

MILLS TICKET MACHINES, New \$8.50
Mechanized \$2.50
WANTED—500 BABY BELLY \$2.50 Ea.

SPECIALS IN USED MACHINES:

Propagators \$50.00	Put & Take \$30.00
Gold Rush 40.00	Red Arrow 30.00
Carsons 35.00	Beauties 15.00
Stencils 30.00	Par Golf 32.50
Rapid Fire 30.00	Oris Cross-A-Lite 17.00
Do or Don't 40.00	Kings 20.00

GREAT STATES MFG. CO.
1825-27-29 E. 29th, Kansas City, Mo.

ATTENTION MINNESOTA!

Pamco Parlay, Sr., Keweenaw Mammoth, Electric Batho Ball, ready for delivery. DRIVE IN! Used Bargains. Minnesota License forces sale of 250 good Games. Rush-Off's 214, \$11.00.

LEARY, MARGUSON & JOHNSON COMPANY,
26 East Hennepin Ave., Minneapolis, Minn.

of town this week on a hunting expedition into Northern Michigan. Oakes was expected to return with the "one buck," which is the goal of all Michigan nimrods.

Heavy Pamco Production

CHICAGO, Nov. 30.—Much activity is reported at the Pacific Amusement Manufacturing Company plant. Word is that the Pamco Parlay game is coming off production lines in heavy quantities,

as verified by Fred McClellan, president of the company. He states that they have never before set up to manufacture a game in such great quantities, with plenty of orders ahead to insure a sustained manufacturing program for some months ahead.

McClellan advises that orders are receiving prompt delivery. The new game is said to carry a complete guarantee in every respect on all trial orders, this being predicated on the knowledge that the new Parlay game has been engineered and built to satisfy critical buyers of coin devices.

10 Best Records for the Week Nov. 30

	BRUNSWICK	RCA-VICTOR	COLUMBIA
1	7562—"I Got Plenty o' Nuttin'"; "It Ain't Necessarily So." Leo Reisman and orchestra.	25163—"It Never Drowned on Me"; "When the Leaves Bid the Trees Good-By." Eric Madriguera and orchestra.	3097-D—"Red Sails in the Sunset"; "Mantovani and his orchestra." "Whisper Sweet." Savoy Hotel Orchestra.
2	7557—"One Night in Monte Carlo"; "A Little Bit Independent." Freddy Martin and orchestra.	25152—"Red Sails in the Sunset"; "Turn Your Face to the Sun." Jack Jackson and orchestra.	3096-D—"Where Am I?"; "Stars Over Broadway." Little Jack Little and orchestra.
3	7554—"If You Were Mine"; Eeony Maony Minny Mo." Teddy Wilson and orchestra.	25153—"I'd Love To Take Orders From You"; "I'd Rather Listen to Your Eyes." Eric Madriguera and orchestra.	3095-D—"On Treasure Island"; "No Other One." Little Jack Little and orchestra.
4	7552—"It's Dangerous To Love Like This"; "Alone." Hal Kemp and orchestra.	25151—"Thanks a Million"; "I'm Sitting High on a Hilltop." Paul Whiteman and orchestra.	3088-D—"St. Louis Blues"; "Cameo." Reginald Foreythe and A. Young.
5	7512—"Then You've Never Been Blue"; "I Feel a Song Comin' On." Frances Langford, Mahlon Merrick and his music.	25144—"Take Me Back to My Boots and Saddle"; "On Treasure Island." Tommy Dorsey and orchestra.	3087-D—"Ride, Red, Ride"; "Congo Caravan." Mills Blue Rhythm Band.
6	7516—"You Are My Lucky Star"; "On a Sunday Afternoon." Dan Bestor and orchestra.	25161—"I'm Painting the Town Red"; "Just One of Those Things." Richard Himber and orchestra.	3081-D—"Without a Word of Warning"; "I Wish I Were Aladdin." Will Osborne and orchestra.
7	7541—"Wouldn't I Be a Wanderer?"; "In Your Own Little Innocent Way." Kay Kyser and orchestra.	25166—"It's Dangerous To Love Like This"; "Will Love Find a Way?" Eddie Duchin and orchestra.	3079-D—"Bughouse" and "Blues in E-Flat." Red Norvo and his String Octet.
8	7526—"Cotton"; "Margie." Duke Ellington and orchestra.	25154—"Here's to Romance"; "Midnight in Paris." Eric Madriguera and orchestra.	3078-D—"Cotton"; "Truckin'." Mills Blue Rhythm Band.
9	7521—"Me and Marie"; "A Picture of Me." Johnny Green and orchestra.	25135—"A Picture of Me Without You"; "Me and Marie." Paul Whiteman and orchestra.	3071-D—"Harlem Heat"; "There's Rhythm in Harlem." Mills Blue Rhythm Band.
10	7514—"Accent on Youth"; "Truckin'." Duke Ellington and orchestra.	25131—"Rhythm and Romance"; "Do You Intend To Put an End to a Sweet Beginning Like This?" Fats Waller and his Rhythm Boys.	3044-D—"Brown Sugar Mine"; "Dancing Dogs." Mills Blue Rhythm Band.



German Laws Aid Venders

New regulations of special benefit to merchandise vending machines

WASHINGTON, Nov. 30.—As a result of legislation passed last year which removed restrictions in connection with the use of automatic vending machines, their use in Germany has notably expanded, according to advices from Consul A. N. Steyne, Hamburg, made public by the Commerce Department.

Retail stores, it is pointed out, are now permitted to sell their wares from automatic machines after the regular closing hours and also on Sundays and holidays. Only such goods may, however, be disposed of via the machines as are customarily sold by the store itself.

Among items now sold thru the machines are coffee, candies, groceries, butter, cheese, fruit, sausages, canned fish, handkerchiefs, cigars and flashlight batteries. The items being sold in this

manner are steadily increasing, it is pointed out.

As a result of the increased demand many German plants manufacturing automatic vending machines which formerly were in financial difficulties are now reported to be working on a profitable basis. Government orders have, in this respect, been also of great help, as the post-office department has placed substantial commitments for stamp and stationery vending machines, and the State railways is reported to be increasing the number of its ticket-selling automatics, the consul reports.

The German Labor Front, to which nearly all German workers belong, has been appeased, as sales are only made after store hours so that no increased unemployment can be claimed from the use of so-called "robot salesmen," the report states.

Represents Northwestern

NEW YORK, Nov. 30.—Jim Cante, of the W. J. C. Vending Company, reports that S. Strahl, representative of the Northwestern Corporation, was in New York recently. Mr. Cante says that Strahl is checking up on local inquiries and sales of the Northwestern line of merchandising machines. He is stressing to operators how to use the penny-nickel combination vender successfully in their operations. W. J. C. Vending Company is the local distributor for the Northwestern products.

Takes Looting With Grin

BUFFALO, Nov. 30.—Jerry Kertman, of American Coin Machine Company, with offices here and in Rochester, reports that the Buffalo offices were looted recently and that several hundred dollars' worth of counter games and other machines were stolen.

Jerry Kertman dramatized this looting in a humorous vein by saying that the skulking forms stole into the offices here during the dead of night and scored against him. He claims that the score now is Skulking Forms, 7; American Coin Machine Company, 6. But Captain Jerry reports that he is not downhearted in the least and is seeking a return engagement.

Used Machines Go Fast

BROOKLYN, Nov. 30.—Charley Aronson, of Brooklyn Amusement Machine Company, reports that he "hasn't any games left for sale."

Charley claims that operators have been taking his used games as fast as they come in and that he cannot keep ahead of the orders. He also reports that as soon as the new games arrive he ships them out and the firm has been behind in delivery for many weeks.

Another trouble at this time, he reports, is that they can't get any delivery from the factories they represent and therefore are tied up with many advance orders for games which cannot be delivered.

His sales have been at high peak

AMERICAN SALES CORPORATION
CHICAGO, ILL.
836 WRIGHTWOOD AVE.,

Hundreds of Pin Games are manufactured . . . but—we do not handle all of them . . . We only sell the best games for the operator . . . **SELECTED** Pin Games that have gone thru the third degree before you ever see them . . . That's why our customers never leave us!

WRITE TODAY! **ASK US FOR CREDIT!**

Lee D. Jones

P. S.—Wanted Bagpipe Player for our Circular Bars; not too windy.

New 1936
LITTLE NUTS Are Here!

Minor Polish Solid Aluminum. Most beautiful rotary action high-grade Vender on today's market at lowest prices. Wonderful proposition for salesman and distributor.

LITTLE NUT VENDOR CO., Lansing, Mich.

during the fall and leading into the early winter months, he claims. He believes that if this lack of delivery keeps up he will be forced into the manufacture of games himself to meet the demands of his customers.

Good Demand for Tackle

BROOKLYN, Nov. 30.—Dave Robbins, Eastern distributor for the Stoner Corporation, states that Tackle, Stoner's latest pin game, is proving to be a wonderful money-maker on location. "This game," says Dave, "is not only the most beautiful game ever built by Stoner, but it also possesses features which appeal to all pin-game players. Tackle offers players kicker action, a light-up backboard and plenty of suspense. It is a game of skill which can be used for weekly high score prizes."

Dave predicts that Tackle will outsell all of Stoner's previous pin-game successes.

Texas Trade Twinkles

From the general appearance of the peanut situation, the delivery mechanism of the salted peanut machines will have to be moved up another notch. John Public is going to have to be satisfied with a smaller portion of the nuts for his penny.

Using Tarrant County, Texas, as an example, the facts in evidence support the above conclusion. Eighty-four peanut farmers in Tarrant County recently received checks for \$3,422.84 for peanuts they didn't raise. Approximately \$2,000 more will be paid to these farmers in the near future. This procedure is under the Government's AAA program and has raised the price of peanuts for the farmer from 35 cents to \$1 per bushel. The peanut-reduction acreage was in effect for the first time in 1935, altho present plans are for its continuance thru 1936-'39. So, it certainly looks like smaller portions of peanuts for a while.

All the major manufacturing concerns making coin-operated phonographs are centering their activities on Texas where, no doubt, there are as many operators of music as there is in any other section of the United States. New locations for music machines are being found every day and it seems that the coin-operated phonograph is certainly going to make the entire country music-minded.

D. & R. Music Company, Dallas, is now distributor of the new phonograph needle Dura-Point, made in New York City by the Plasma Manufacturing Company. Experienced music operators say that this is the most durable needle that has been offered the phonograph field.

Music operators and others connected with the craft will be grieved to learn of the sudden death of Otto Herber, who passed away October 23 in Austin. Mr. Herber had been an operator of music equipment almost all his life, starting out as a small boy with Herber Brothers & Wolf, an old Texas operating firm. At the time of his death he was operating some 50 Simplex phonographs in the Austin territory. Death was due to double pneumonia. He was ill only a few days.

Stelle & Horton, leading Houston jobbers, have been appointed jobbers for the Rock-Ola automatic phonograph in South Texas and Louisiana territory.

MR. OPERATOR! GET WISE!

THE DUETTE 2-IN-1 VENDER

WILL MAKE BIG MONEY FOR YOU

DUETTE, our new penny two-candy combination, will double your money with the same amount of effort, just by being in the operation of amusement machines. DUETTE has two compartments, each holding 2 1/2 to 4 pounds of Candy or Nuts. Its remarkable design and beautiful color scheme of two-tone baked enamel makes it the most attractive vender on the market. Best-proof construction, flawless, sanitary and very ribb looking.



DUETTE will vend a big variety of Candy and Nuts from Spanish Peanuts to Peppermint.

DUETTE takes in 20¢ more than other penny vend or candy vend by actual operation test. Two machines in one with big public appeal.

Write for price and descriptive circular.

AD-LEE COMPANY, INC.
827 South Wabash Ave., Chicago, Ill.
BUILDERS OF AUTOMATIC MERCHANDISERS FOR MORE THAN FORTY YEARS.

HEY LOOK!

Silver Cup, Pennant, 42nd St., Jig Saw, World Series, Baseball Tee, Etc. 1 1/2 Deposit, Balance C. O. D.

W. J. C. VENDING CO., Inc.
235 Canal St., 424 Conroy Island Bldg., NEW YORK CITY, BROOKLYN, N. Y.

USED NATIONAL CIGARETTE MACHINES

4-Column and Match Column, with Stand, \$20.00 Each. 1 1/2 deposit, balance C. O. D.

AUTOMATIC CIGARETTE CO.,
816 E. Broadway, St. Louis, Mo.

They promise operators prompt deliveries and close co-operation in their operating activities.

Morris Pinto and his Southwest Coin Machine Company, Fort Worth, are doing a real job for operators on stocking for sale all late slot machines and supplies. They also have a first-class repair shop in their headquarters at 116 East Tenth (See TEXAS TRADE on next page)

SICKING MFG. COMPANY

1002 FREEMAN AVENUE
CINCINNATI, OHIO, U.S.A.
November 14, 1935

MANUFACTURERS OF
THE WORLD'S LEADING
COIN OPERATED
MACHINES

SALES THROUGHOUT
THE UNITED STATES

Billboard Publishing Co., Cincinnati, Ohio

Dear Sirs:

Attention: Mr. E. J. LATONA, APT. 309.

Enclosed please find check in full for our advertising for the month of October. It is certainly a pleasure to send these checks to you each month as they are of a divided time and size only.

As you know, we have been advertising consistently in The Billboard for many years and we attribute a great part of our success to the advertising carried in your publication.

We believe that we are going to do so for as long as we work out of the Cincinnati office in the coin-operated machine business in advertising in your publication.

To the great credit you have consistently represented Frank Ford and Ours-Dave Cigarette Machines, and we have been amazed at the large volume of orders we have received from the trade territory.

We would be glad to see your agent for the present re-operation of our ad in the past year, and you can feel assured that we will continue to advertise in The Billboard for many years to come.

Very truly yours,
William J. Sicking
SICKING MFG. CO., Inc.

THE SPORTLANDS

AMUSEMENT CENTER GIFT SHOPS

Amusement Men's Association

Dedicated to the Interests of Sportlands

By MURRAY GOLDSTEIN, Secretary and Manager, 1607 Broadway, N. Y. C.

The Eighth Avenue Sportland can safely boast that the largest number of celebrities are found among its patrons. This sportland adjoins Jack Dempsey's Tavern and any night you may see Jack Dempsey with a host of his friends playing the various machines.

The latest in coin machines is the Electro-Ray Rifle Range, which shoots a beam of light at a moving target. The new target machine is being featured at several sportlands and a number of sportland owners are contemplating on buying same. The gun is similar to a regulation army rifle, is not fixed or stationary and can be raised at any angle. It can be placed in the most convenient spot in any location.

The decoration of sportlands is an important matter, but there can be no fixed rules. We have seen places looking splendid, thanks to the intelligent use of foils and other approved decorative ideas of more dignified lines. Whatever schemes may be best suited for these locations particular care must be devoted to lighting and cleanliness. Lamps should not be placed in such a position that it causes a reflection or glare on the glass tops of pin games and so interfere with the patron's play. As for cleanliness that speaks for the entire place in general, including the attendants. While uniforms for the staff might appear quite suitable and economical, they also add a pleasant appearance and contrast to the color schemes which may be adopted. If the sportland business is to make a good impression on the public and local authorities sportland owners must aim at a high standard of presentation.

Children should not be permitted to play in sportlands unless they are accompanied by a guardian and even then their patronage should not be cultivated in order to avoid unfavorable publicity.

Thanks to the co-operation of the Long Beach authorities. Many sportlands which operated in Long Beach during the summer season, and finding the season drawing to an end without being able to notify patrons to redeem their points or certificates, have notified the Amusement Men's Association that if any inquiries should arise as to the proper place for redeeming them, the authorities of Long Beach would be glad to co-operate to the extent of giving the name and address of the then existing sportland.

The Amusement Men's Association is preparing to announce its annual affair. A steak dinner will be held at one of the leading night clubs in the city early in February immediately following the Chicago convention. A souvenir journal will be distributed and co-operation has been assured by many of the leading distributors and manufacturers.

Sportlands are increasing thruout New York State. With one successful sportland operating at Schenectady, a new sportland will be opened shortly in Utica. N. Y. Herbert J. Brouillette, of the National Machine Exchange, 221 Pleasant street, Utica, N. Y., in a recent

visit to New York communicated with the Amusement Men's Association as to proper methods of operating a sportland. The information was furnished by this office, and a number of machines will be supplied by John Fitzgibbons, Bally distributor.

The largest sportland in the world, under the successful management of Schork & Schaeffer, has recently leased an additional 5,000 square feet in the lower level of its present sportland. With alterations going on at the present time, this tremendous amusement center will practically reach from 32d to 51st street on Broadway. This section of the sportland will be known as the Museum, where some of the outstanding entertainers and freaks will be exhibited.

A very important call meeting of the AMA was held at its headquarters November 22. The urgency of obtaining an immediate solution to the sportland-crane relationship was enthusiastically taken up and acted upon. Definite instructions were given to counsel of the organization to immediately take up with Commissioner Moss the plans agreed upon.

The AMA also improved its budget by greatly cutting its overhead expenses, with the hope that the high overhead may no longer be used as an alibi for delinquency in dues payments by some members.

Mr. Galgano, chief counsel of the AMA, gave an interesting report on the legal situation. He showed that counsel is diligently taking care of all details of the impending hearing before the re-

free, and that all the necessary papers have been drawn and care has been taken to avoid any and all stipups. The outlook is very favorable.

All premium jobbers catering to sportlands for the last few weeks have been preparing for the usual Christmas trade, and their salesmen are now displaying goods in a new spirit of jubilation.

Harry Jacobowitz, recently of Coney Island Arcade, has promised Mr. Nagin to join the association, as he soon plans to avail himself of its facilities and advice for the opening of a new sportland in the city.

Adler Firm in News

NEW YORK, Nov. 30.—Scheduled price advances on men's shoes at retail have brought in a substantial volume of business this week to stores. Jesse Adler, president of the Adler Shoes Stores and chairman of the National Shoe Retailers Association, said here. As soon as current stocks are exhausted, he said, prices will be raised. Local shoe merchants, he added, are doing their utmost to keep prices down in their fight for volume, but the "tremendous advances in hides and leathers" will necessitate advances shortly.

The Adler firm is well known in coin-machine circles in New York territory, having contributed business ideas and publicity to the promotion of awards with skill games. Many sportlands have used Adler shoes as prizes.

TEXAS TRADE

(Continued from preceding page)
street, the heart of the city. They were recently appointed Texas jobbers for the Hi-Jack Proof safe that is being nationally distributed by Joe Huber, of Chicago.

The Texas delegation that will attend the coming Chicago Coin Machine Show in a body is growing daily and it now looks like the Lone Star State will have

the biggest representation at the show they have ever had. Reservations have already been promised for at least two full cars and it now looks like there will be enough passengers to secure a special train. All persons who plan to attend the big Chicago show should make their hotel reservations right away as rooms are going fast at the Sherman.

Jackson Stanley, Houston, who has been appointed South Texas and Louisiana distributor for Mills Novelty Company, was a former banker and broker. He is an active citizen of Houston, taking part in all civic affairs. He has an excellent ranch north of Houston, with saddle horses and hunting dogs, where he spends a part of his time. He expects to do some big things for Mills.

Homer Capehart, vice-president of the Rudolph Wurlitzer Manufacturing Company, of North Tonawanda, N. Y., makers of the Simplex phonograph, will visit Texas November 30. He will travel by plane and will visit Houston, Brenham, Beaumont, Waco and New Orleans, La., while in the South. He will return via St. Louis.

Harry Drollinger, Simplex phonograph salesman of Texas, has sold six carloads of instruments since September 16.

C. O. Sears, manager of the Mountain States Novelty Company, Fort Collins, Colo., has been in Texas on an extensive search for good used pin games. Mr. Sears has operated in the Western territory for more than 20 years.

Operating conditions in Texas are running along in fine shape, considering things from every angle. Diggers are being operated in a large number of rich sections and pin games are running along nicely in almost every county. Slots are coming back stronger and it looks like a big season ahead for the operators of the Lone Star State.

Reservations are stacking up for the big special delegation to the big show in January. It now looks like a special train is assured. Everyone is advised to make his Sherman Hotel room reservations as early as possible, as the Sherman manager says the rooms are going fast.

Texas distributors and jobbers report a nice business on all late machines. Phonographs are selling like Christmas turkeys.

Organization work all over the State is active and much good is being accomplished.

The next big social event among the coin-machine fraternity in Texas will be Harry Drollinger's annual party. It is about due, and Harry says he is going to stage another real party. Harry is the one fellow who can give his friends a good time.

Sportland Outlook in New York City

It is a good thing at least once a year to make a review of one's present status and the outlook for the future. So at this time it would be a good thing to examine for a moment the future outlook of the sportland industry in the city of New York.

Everyone is familiar with the tremendous growth of amusement center gift shops and the unestimable amount of recreational benefits the general public has derived from this new industry. Hundreds of thousands of New Yorkers have benefited from the many hours they have spent playing the games in the various parts of the city where sportlands are located. Many thousands of New York citizens have been employed and many thousands of people have been employed thruout the country in order to provide the prizes, premiums and giftware which have been distributed to the players.

That the sportland industry has problems which are entirely separate to those of the other divisions of the amusement machine business is very evident and that the sportlands must handle their own problems thru their own organizations has been proved to be an essential fact. Of course, thru the sportland associations (the Amusement Men's Association, Inc.) and also thru the members co-operation can at all times be given to all the other sections or divisions of the business, both in the

metropolitan area and thruout the nation as a whole.

The association is at all times only too pleased to discuss, advise and co-operate on common national problems, but it must be remembered that at all times the essential and most pressing need is for the New York owner and operator.

The wise and sincere counsel of the board of directors and the untiring efforts of the secretary-manager, Murray Goldstein, have been a source of inspiration to all those who have come in contact with the work of the Amusement Men's Association. The city officials and particularly Paul Moss, license commissioner, and Rosalie Loew Whitney, deputy commissioner, have always been sympathetic and generally very helpful. It is hoped that as we approach 1936 that a closer understanding and closer co-operation between all those interested in the future of the sportlands will be cemented and maintained.

The *Billboard* is vitally interested in the continued success of the sportland industry. As long as the industry is conducted along ethical and sound business lines we shall devote space and time in co-operation with this phase of the amusement machine business.

The services of our sales promotion manager, who is also manager of the sportland division of the amusement machine department, will be available whenever individual owners or the association feel that his advice, counsel or help can be of service.

We want you to call upon us, but we also want you to feel that you yourselves must do the necessary work to build your industry and to solve your problems. To that policy we are pledged and towards that end, our untiring efforts will be devoted.

WHOLESALE MERCHANDISE DEPARTMENT

In This Issue

Immediately preceding
Amusement Machine Section

SAVE MONEY BY
BUYING THRU THIS
DEPARTMENT

50097

TICKETS

FOR ALL MACHINES COUPONS AND CERTIFICATES

ELLIOTT TICKET CO.

(12 VESTRY ST., N. Y. C.)
(727 N. DEARBORN, CHICAGO)
(615 CHESTNUT ST., PHILA.)

50097

YOUR SKILL SCORE PRINTED ON REVERSE SIDE

Eddie Ellis on 6-Week Trip Covering 3 States

NEW YORK, Nov. 30.—One of the most active salesmen in the field at present time is Eddie Ellis, traveling thruout the three States of New York, New Jersey and Connecticut. He represents the Eastern Automatic Sales Company, a progressive distributing firm covering the territory mentioned.

On the present trip Ellis is featuring the products of Groetchen Tool Company to the trade. The firm reports that he will be away about six weeks on the present trip, and recent reports indicate that he is getting plenty of orders for the machines represented. Ellis calls on jobbers and operators thruout the three States.

GAH SCANS

(Continued from page 3)

Sparksburg, S. C.; Macon, Ga., and Wilson and Rocky Mount, N. C., all of which he attended. His statement: "I feel that the South is the first to respond to recovery. That goes for the amusement business in general and fairs in particular."

Paul Denish, who operates thru New England, claimed the heaviest industrial strides recorded in five years. Stated: "While no records were broken at fairs, the feeling is a whole lot better, with quite a pickup and interest in flesh attractions. Generally speaking, the larger fairs lean to revues, with tendency being to concentrate on night attendance. New Englanders are showing more interest in night fairs than heretofore."

Cervone announced increases in Pennsylvania, West Virginia and Maryland, taking in both parks and fairs, as well as a number of key celebrations, including the Pittsburgh Jubilee, which was outstanding. Said: "Bigger and better celebrations are planned for 1936, leading light being Pittsburgh's mayor. Kennywood Park enjoyed one of its best seasons, Westview Park running a close second. Both have indicated larger act appropriations for next year."

Hughes discussed the maritime prop-

inosa, plus New York, Ontario, Quebec and portions of New England. Declared: "The time was never riper for the outdoor industry to take advantage of the favorable position in which we find ourselves. Big grand-stand shows are helping to pull fairs out of the red. Public is not only show hungry these days but show-starved and is looking to fairs for entertainment in the flesh. Part-mutual racing helped in Maine. There's a better feeling in Canada, where the folks are becoming more grand-stand minded. As for New York State, it has always been one of the leaders in grand-stand attractions in the East."

Grund confined himself to foreign angles, saying that acts imported for Steel Pier, Atlantic City, and other parks, in addition to those with Klingling-Barnum Circus and Jumbo, have all proved outstanding successes. Stated: "We have our eyes on many other sure-fire novelties and features of European character which will be introduced to the United States in 1936."

Solti claimed that the demand for novelty acts in vaude and the indoor field is picking up despite absence of enough playing time. Observed: "Considerable improvement is in sight for high-caliber acts with HKO, Paramount, Pancho & Marco, etc. In fact, it won't be long before there will be a scarcity of acts for these organizations."

Blumenfeld said that business in general has shown improvement, citing special events, home-comings, festivals and shows along those lines of which he is in charge. Said: "Indoor events have tripled their activities with us."

Hamilton's statement: "At the fairs I attended, close to 95 per cent broke records, including Batavia and Dunkirk, N. Y.; Allentown and York, Pa.; Ottawa and London, Ont.; Richmond, Va.; Raleigh, Shelby and Winston-Salem, N. C., and many others. My personal opinion is that next year should be one of the peak years in our industry, and every indication points to optimism for its future. Precautions must be taken and careful planning is necessary. With proper attractions at the right prices and with good will maintained, 1936 will be another heavy gainer."

PRESS AGENTS

Glancing Along Half a Century With Them

By FRANK A. SMALL

Is the Press Agent an artist or a scientist? Perhaps a bit of both and not a ton of either.

As a cub reporter on *The Daily Mercury* of Houston, Tex., in the winter of 1873, I made my first contact with the genus, *Sella Bros.* Circus spent that winter in Houston and our office was the foregathering place for John and Bob Dingess, agents of all sorts for the show, including the press. Naturally, all agents of hall shows drifted to or sought the same place and much show talk was always on tap. I was able to get some interesting stories for publication and made some lasting friends.

In January, 1874, the Dingess boys asked me to send out to the State press paragraphs about *Sella Bros.* and their spring tour of the State, for which they agreed to pay me even more than I was getting from *The Mercury*. Naturally, I accepted, and then and there my fate was sealed. I was to spend my life as a press agent but it was not until I joined

M. B. Curtis in 1881 that I took to the road as a regular. The press agents of those days were not so called, except with the tent shows, and they were such men as W. O. Crowley, W. W. Durand, Jack Hamilton, "Tody" Hamilton, G. J. Guilford, A. S. Thomas, the Dingess boys and many whose names I have forgotten.

The real development of the "art" or "science" began when Major Moses P. Handy was taken from *The Philadelphia Evening News* and put in charge of the newspaper publicity for the Columbian Exposition in Chicago in 1892-93. Now, the Major reentered being called a press agent as being only a circus appellation and he therefore promoted himself into a "publicity promoter." Since then every sensitive soul who enters the ranks tries his darndest to find some new combination of words with which to grace his cards to show his originality and his shame at being what he is—a press agent. J. I. C. Clarke, who drifted from



PARADES are still a magnet to make the public circus-minded. Here is shown the street spectacle of the *Colo. Bros.-Clay's Beauty Circus* at Jackson, Miss., recently

A NEW ATLAS PERSONAL SERVICE I

First With the Latest as Usual! ATLAS, Largest Coin Machine Distributors in the Middle West, Offers the UTILITY SPRING KIT! An Assortment of 100 Springs for Every Need—At Your Fingertips Just When You Need Them! Save Time and Money! Keep Your Games Earning on Location! Price \$2.00.

THE BEST GAME!

STONER'S TACKLE

THE BIGGEST PROFIT!

Plus a Finer Service From

ATLAS NOVELTY CORP.

2200 N. WESTERN AVE.,

CHICAGO, ILL.

an editorial room to an office in the Standard Oil Building, became the first Director of Public Relations but his ordinary job was that of press agent. Then came along Ivy Lee with another camouflaging title but like the fine lady she was just the same as Judy O'Grady under the skin and he was simply press agent.

The world has spread out in all its paths and the press agent is a necessary adjunct to any successful enterprise. Political parties, and every candidate find it necessary to hire and depend on the press agent more than on all the rest of their organizations. Even the national government has honeycombed every one of its departments and its thousands of press agents are the most independent and most depended upon of all its personnel. Every department of government and every official above that of constable has to have a "public relations" man always on the spot. There are actually at present 10 press agents abroad in the land for every editor and reporter employed. "Propaganda" became a useful and expressive word during the World War and was most intelligently used by the Germans and in a milder form by all the allies. Today it is a part and parcel of the everyday life and activities of all the world and yet in its honest designation it is simply "Press Agenting."

But, going back. The press agent of ye olden time was honest and not ashamed to proclaim himself as he was. Take "Billy" Durand when he was p. a. for the Great Eastern Circus, he was proud of his position and he reflected honor on it. He was welcome in every print shop in America and a more refined gentleman never asked an editor for space. Then think of the king pin, "Tody" Hamilton, not only welcome but sought for as a rare avis among men with every detail of the circus at his tongue or finger end. Major John Burke, who knew the West as few men did and the not a writer he was so jovial and such an entertainer that he could get the best writers of the land to listen to his talks and write stories of Buffalo Bill and his show by the yard and all of which Burke, by his wonderful personality, was easily able to get space for wherever he wished. Whitting Allen, the prince of alliteration, who could combine more words in describing animals and side-show oddities than most editors and few readers ever heard of. Can anyone recall Charlie Stowe and, if so, can he name a better writer of circus publicity in any age or clime? Then think of Claude de Haven, the beau brummell of all press agents and in fact of all circusdom. His only rival in sartorial elegance was Charlie Wells, who worked thru Europe with Major Burke and myself doing the press work in 23 different languages and depending very largely on our own personalities to place our "stuff"; and I want to say that when you have to use your individuality thru an interpreter who himself does not understand what it is all about, then, boys, it is some maneuvering among the Philistines. In the later but retired men who have shed light on the job of press agent Wells Hawks should be held high in rank and of those still active first rank is earned by Dexter Fellows.

I only mention here a few of the old-timers with whom I foregathered, worked and played and who have been called hence and if I should worry to mention all of the old friends I would not stop short of pages of print in lieu of a few hundred words. There are many fine show press agents in harness today that I do not personally know but whose work I follow thru *The Billboard* and thru the press of the country that I read voraciously daily in our local newspaper exchange list. Nothing gives me more pleasure than to see a good thing put

DIGGER OPERATORS

FIRST TIME IN ALL DIGGER MERCHANDISE HISTORY . . .

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\$25.00

ASSORTMENT OF DIGGER MERCHANDISE WE GIVE YOU

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"America's Largest Digger Merchandise Supply House" offers a NO PROFIT SALE for all digger operators. RUSH 25¢ deposit with order, balance shipped C. O. D. DIGGER OPERATORS: Write for our Confidential "Territory Bulletin"—"tells everything." Also for our 64-page catalog with confidential prices. Specialists ready to serve you—GET THIS TREMENDOUS OFFER NOW!

MORRIS STRUHL
114 Park Row, NEW YORK

WHOLESALE MERCHANDISE DEPARTMENT

In This Issue

Immediately preceding Amusement Machine Section

SAVE MONEY BY BUYING THRU THIS DEPARTMENT

over and I surely do love to chew the rag with any of the boys that come my way. "Merry Christmas to *The Billboard* and all press agents."

BIRTHS

(Continued from page 39)

brother of Victor McLaglen, screen star, at Los Angeles November 22.

Florence L. Ardis, former *Follies* girl, from John T. Ardis, New York stockbroker, in Miami November 23.

"The Best Buys In AUTOMATIC GAMES"

Dallas, Tex., is the logical place to find better buys in Automatic Pay Tables . . . for they have been operated here since the very beginning! We have handled thousands and thousands of all kinds. Our repair shops are the largest and best equipped in the country. No matter where you are, look to Electro-Ball, Dallas, for the best values, always.

—1 BALL, AUTOMATIC PAY, RECONDITIONED—
 PUT 'N' TAKE \$19.50 DO OR DON'T \$22.50
 RODEO 32.50 PEARL HARBOR 29.50
 RAPID FIRE 17.50 RED ARROW 17.50

—10 BALL, AUTO PAY, RECONDITIONED—
 INDICATOR \$25.00 SPORTSMAN, Walnut, Visible \$35.00
 TRAFFIC A or B (5 Ball) 22.50 SPORTSMAN, Non-Visible 30.00

—BRAND NEW, ORIGINAL CRATE, 1 BALL—
 A. B. T. 1 BALL \$32.50 A. B. T. GRAND PRIZE \$40.00
 EQUITY 35.00 GOLD RUSH 37.50
 PEARL HARBOR 44.50 PLAY BALL, Exhibit 110 Ball 55.00
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LEADER TIES—SLYDE-ON-TIES
 The Tie With the Ready-Made Knits.
 HOLDS ITS SHAPE FOREVER. SILK LINED. LATEST PATTERNS. Fast Size Sutures—Respectors. \$2.50 PER DOZEN.
 Four Beautiful Samples Submitted, \$1.00. Prepaid. Also Silk-Lined FOUR-IN-HAND TIES, \$16.50 Gross. Money Returned or Goods Exchanged Without Question.
 M. LEVINE, INC., 13 North 13th Street, Philadelphia, Pa.



WANTED
 General Agent For **POLACK BROS. FRATERNAL CIRCUS** - America's Greatest Fraternal Circus
 Agent must have thorough knowledge of booking Fraternal Organizations. Address IRV. J. POLACK, care Pickwick Hotel, San Francisco, Calif., until December 9

STREETMEN!!
 HERE IS YOUR LATEST NOVELTY

THE TRICKY TAXI, FIRECHIEF and MYSTIC MOTORCYCLE
 Demonstrate excellently on museum wooden stage box without falling off.
 Price on each item is \$24.00 per Gross. Two different machines will be forwarded upon receipt of sale in stages or cash.
 Write immediately for free descriptive price list of many other Christmas items.
 Follow Up Our Weekly Specialty Ads.
 Wire or air mail now all orders for this new item with 25% advance deposit, bal. C. O. D.
NASELLA BROS.
 48 HANOVER ST., BOSTON, MASS.

ROUTES
 (Continued from page 52)
 Johnson, Judith, Mentalist: (Pal.) Mt. Jewett, Pa., 4.
 Kilton's Show: Georgetown, Va., 2-4; Morris Station 3-7.
 Sigmor, Magician: Houston, Tex., 2-7; Galveston 2-14.
 Wilson, Magician: (Grand) Ashland, Ky., 1-3; (Grand) Cleveland, O., 4-8.

REPERTOIRE
 California Players: Delta, Pa., 12-14.
 Rhythmic Players: Adamstown, Pa., 2-7.
 Phillipson Comedy Co. No. 1: Needham, Ind., 2-7.
 Phillipson Comedy Co. No. 2: Paragon, Ind., 2-7.
 Princess Stock Co.: England, Ark., 2-7.
 Sadler's Own Co.: Spur, Tex., 2-7.

CARNIVAL COMPANIES
 (Routes are for current week when no dates are given.)
 American Attr.: Leary, Ga., Big 4; Commerce, Ga.

Carolina Am. Co.: Holly Hill, S. C.
 Dixie Expo.: Blackshear, Ga.
 Florida Expo.: Altha, Fla.
 Georgia Am. Co.: Leary, Ga.
 Georgia Attr.: Harton, Ga.
 Great American: Waynesboro, Ga.
 Great Cony Island: St. Martinsville, La.
 Greater United: McAllen, Tex.
 Haghey Bros.: Coleman, Ga.
 Royal Amusement Co.: (Fall) Louisville, Miss.
 Sharratt, Co.: Macon, La.; Abbeville 9-14.
 Ward, J. H.: Pascagoula, Miss.
 Wise: Cordala, Ga.

Additional Routes
 (Received too late for classification)
 Baughman's Wonders of Mediterranean: Lewistown, Ill., 4; Havana 5; Chanderville 8; Jacksonville 8; Virginia 9; Nashville 10; Astoria 11.
 Bishop Show: Colver, Pa., 2-7.
 Burke & Gordon Show: Fenfeld, Ill., 2-7.
 Daniel, 2-18: Magician: Fenfeld, Ill., 2-7.
 Feltner, King: Bushburg, Tex., 2-7.
 Fraser-James Dance Group: Tishomingo, Okla., 4-7.
 Harrison Sisters' Show: Corydon, Ky., 2-7.
 Howard's Museum: Ft. Smith, Ark., 2-7.
 McElroy Show: Glyndon, Md., 2-7.
 Miller, Al H.: Show: Finney, Ga., 2-7.
 Miller Show: Scriven, Ga., 2-4.
 Original Floating Theater: Bethlehem, N. C., 2-7; Washington 9-14.
 Rippel, Jack Splash: (Theater) Brookland, Ark., 2-7.
 Schneider's, Doc. Texas Cowboys: Oil City, Pa., 4-5.
 Scotty's Comedians: Butte, Neb., 2-7.

Rasputin to Paris
 NEW YORK, Nov. 30.—Maria Rasputin, animal trainer on Hagenbeck-Wallace Circus the past season, sailed for her Paris home November 23 on the French Liner Lafayette. Local Ringling office could not be reached for a statement concerning her next season plans.

CREATES RUMPUS
 (Continued from page 5)
 dance star of the Paris Opera, caused an uproar at a gala benefit held at the Opera last week. Due to the fact that the President of France and many celebs were in the audience the affair created a serious scandal and as a result Lifar has been given a month's layoff by the management of the Opera, altho his appearance was voluntary and in no way connected with the Opera. Much of the blame for the incident falls on poor stage management.

Aid Jewish Charity Drive
 NEW YORK, Nov. 30.—David Bernstein, co-chairman with Major Albert Warner of the Motion Picture and Theatrical Division of the Federation for the Support of Jewish Philanthropic Societies, has added the following to the committee: Music publishers and composers' division, Howard Dietz; orchestra leaders and artists, Ralph Whitehead; Loew-MGM, Leopold Friedman; Independent Theater Owners, Walter Reade; United Artists, Paul Lazarus, and trade papers, Elias E. Sugarman.

WPA Jobs for Operators
 NEW YORK, Nov. 30.—Elmer Rice, WPA regional director here, has set up a film unit to spot projectionists in CCC camps thruout the State. Mrs. Marion Beaufait is supervising the unit. Projectionists will be licensed operators now on relief. The WPA will furnish some of the money needed for equipment and films, but the camps themselves will have to contribute the bulk of the expenditures.

10 Cents a Dance
 NEW YORK, Nov. 30.—To get around restrictive laws many local dance halls are advertising themselves as "dancing schools." Instead of advertising 10 cents a dance, they now advertise "10 cents a lesson" and "guaranteed course for \$3."

"Scandals" to Pittsburgh
 PITTSBURGH, Nov. 30.—A last-minute booking penciled a pre-Broadway engagement of George White's Scandals into the Nixon here to follow *The Student Prince* on Monday. Nat Dorfman has been here heralding the show and the advance sale has been highly encouraging. The revue will take in another week in Boston before opening at the New Amsterdam in New York Christmas week.
 The advance sale for *Anything Goes*, scheduled for the Nixon week of December 9, has been so heavy that the engagement has already been extended for three days.

Fox-WC Bank Night Ban
 LOS ANGELES, Nov. 30.—Fox-West Coast Theaters have been advised by District Attorney Whalen of San Diego County to discontinue bank nights immediately thruout San Diego under penalty of license revocation. Move is part of a vice cleanup in the county, and Whalen insists that giving of cash prizes in motion picture houses constitutes a lottery, in violation of Section 319 of the State penal code.

Staff Changes in Columbus
 COLUMBUS, Nov. 30.—Jack Crouthers replaced Bob Wolfe in the Eddie Powell Studio operated by Marie Ott.
 Bob Klingbell has taken over the studio vacated by Chester Lafferty, now in California. Alice Force Eberly, former pupil of William R. Detwiler, will assist Klingbell.
 Gladys Rice is leaving the Dailey School of Music to go on her own. Billie Blythe is heading the new dance department for Dailey.
 Ruth Garner has replaced Hazel Lancer in the Oscar Conrad School.

JOIN

 Still the Greatest Mother

\$1.00 DOZEN PAIRS Men's Fancy Silk Hosiery, The Green Pair, Men's Silk and Wool Hosiery, Postage Extra, Assorted Colors, DANIEL HOBERT MILLS, 12th & Mulholland St., Reading, Pa.

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 Write for Information and Prices.
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Concessionaires... NOVELTY SUPPLY FOR FAIR, CARNIVALS, CIRCUSES, GROUND STORES, WHEELS, PEKERS, CORN GAMES, ETC.
 Catalog with New Low Prices
THE TIPP NOVELTY COMPANY
 TIPPICANOE CITY, OHIO

MOTORIZE
 Write for Our Financing Plan. CHAS. GOSK, Standard Financing Co., East St. Louis, Ill.

Where Are You Wintering?
 Kindly give the information on this blank and mail to The Billboard, Cincinnati, O., for our records of circuses, carnivals and tent shows in winter quarters:

Name of Show

Name of Prop. or Mgr.

Address of Winter Quarters

.....

.....

(Give address of offices here if you have any)

Wanted Acts, Units, Attractions
 Dance, Aerobatic, Aerial, Animal, or what have you? Nothing but the BEST.
 MARCH 17-18-19.
SEMINOLE SUN DANCE
 West Palm Beach Recreation Commission, West Palm Beach, Fla.

WANTED AT ONCE
 Mental Act capable getting results for largest traveling museum.
MORRIS MILLER,
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YOU \$2.50
SAVE On Single Copy Price

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New Orleans Trade Notes

Electro Ball Company, Inc., New Orleans branch, is showing new life under the management of J. Fred Barber. Fred is pretty busy this week moving into a spacious adjacent office in the building at 517 Canal street, planning to have things in first-class condition in a week to 10 days, when President Lynch is again expected to visit the Crescent City on a periodical tour. The Seeburg Automatic Phonograph and the Astrolograph are prominently displayed in part of the new office.

Frank Gleason, resident manager of the newly opened Mills Novelty Company branch on busy Poydras street, is rushing around like a bolt of streaked lightning this week. "The cold weather seems to have furnished the necessary stimulus for better business," Frank says between rushes. Frank has put his display room into fine shape and it is one of the most attractive in town.

Big Shot, California Exhibit Company's new machine, made its debut here this week, and New Orleans Novelty Company has already placed a number on likely locations.

The AHT factory representative, M. Rosenfeld, spent a few days in the Crescent City en route back to Chi. He made his visit a paying proposition, indeed. Louis Boasberg, of New Orleans Novelty, will attest to that fact.

Penny Pack is covering the town and undoubtedly getting wonderful results of late. One distributing house here reports having sold more than 300 to local restaurants, drug stores and town merchants.

Monarch Manufacturing Company has sent in the first shipment of slug-proof coin chutes and are filling in well.

With Loew's State Theater installing an Astrolograph in its lobby a fortnight ago, Mort Singer's Orpheum followed suit this week. Management of both shows report a steady play for the machines. They are placed where everyone entering the auditorium is attracted by the twinkling lights.

City officials of Beaumont, Tex., have sought the advice of the public thru a straw vote in *The Beaumont Enterprise* to determine if the city should install the park-o-meter idea, rapidly gaining attention in this section of the country. Dallas and Oklahoma City report the plan as successful, and Shreveport is slated to begin installation soon.

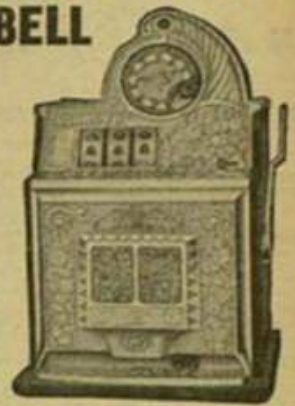
S. F. LIGHT

(Continued from page 5)

offering, will stage a Gilbert and Sullivan Festival early in spring. Local voices will be used for both chorus and minor roles, drawing upon Hollywood and the East for star attractions in the major parts.

Tom C. Gorton is secretary-manager of the association, which is nonprofit in character and devoted solely to advancing the cause of light opera here. Directors are Paige Montague, Templeton Crocker, Charles Caldwell Doble, Joseph S. Thompson, Reginald Travers, Richard van Suden, Charles G. Norris, Mark L. Gerstle and Joseph M. Cummings. Headquarters are the Opera and Drama Studios, 406 Geary street.

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WHOLESALE MERCHANDISE DEPARTMENT

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Immediately preceding Amusement Machine Section

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Blatt Plans Anniversary Special in House Organ

BROOKLYN, Nov. 30.—"Little Napoleon" Blatt is completing plans for the 10th anniversary issue of *The Supreme News* bulletin. He states that this will be the 10th volume of *Supreme News* and that he is gathering reports and statements from all parts of the country as well as from leading manufacturers to make up one of the most interesting issues during its existence.

The export department of the firm is also at work under the capable supervision of Leo Simon to create some interesting pages relating to the tremendous foreign business which the firm handles.

During Buck Taylor's visit here from Goddard & Company, Ltd., of London, Mr. Taylor reported that he found *Supreme News* games all over London as well as in every other part of the world where he has traveled. He stated that *Supreme* was as well known in Europe among the leading operators as it is in this country.

IA BANS WORK

(Continued from page 5)

and possibly with a conference on the studio situation.

Local theater officials are nervous over the possibility of the strike spreading. It is reported that the IA has given the major circuits until 6 o'clock this evening to come to a settlement before a strike is called. Circuit officials deny this, however.

NEW YORK, Nov. 30.—The long-brewing jurisdictional fight between the International Alliance of Theatrical Stage Employees and the International Broth-

erhood of Electrical Workers again broke out in the open when the IA ordered that no IA members work in theaters employing IBEW members. This is the IA's answer to the alleged attempt of the film studios to squeeze out the IA in favor of the IBEW. It comes after Paramount's surprise move 10 days ago, when it demanded that IA men with a crew shooting background material for *Thirteen Hours by Air* resign from their union. The IA claims the men have retained their membership despite the order.

The IBEW has members working as maintenance men in many houses also employing IA members in the booth and backstage. In trying to force the IBEW men out of all theaters, the IA is citing the recent American Federation of Labor decision granting it complete jurisdiction over union workers in theaters, except actors and musicians. This permits the IA to organize wardrobe attendants, checkroom attendants, ushers, doormen and other front-of-the-house workers. At its January executive board meeting the IA will complete plans for a national organizing campaign to line up the unorganized workers in theaters. It is expected to grant local charters to more than a score of wardrobe attendants' and ushers' unions now holding federal charters.

The IA's winning an extension of jurisdiction in the theaters was part of a campaign to keep the building trades unions out of the theaters. With a much more powerful IA looming, it is probable that the film interests are encouraging the bitter jurisdictional fight between the IA and the IBEW, hoping the dispute will weaken both groups. In any event, the IA is suspicious that Paramount is merely the front for the entire picture industry.

George E. Browne, president of the IA, wired all IA locals Thursday to be ready for a walkout and, at the same time, wired Paramount theater officials of his action. Taking a liking in the picture studios, the IA is striking back thru the circuit theaters, where it is much stronger.

James J. Finn, IA's public relations counsel, who released the story of Browne's action, says "Chicago had already been cleared out" of IBEW men and hinted the same would happen elsewhere.

ST. LOUIS, Nov. 30.—After pressure from the IA, the Ambassador, Fox, Loew and Missouri theaters have replaced the two IBEW electricians in each house with IA men.

HOLLYWOOD, Nov. 30.—The Independent Producers' Association decided Tuesday night to drop the policy of using non-union studio workers in order "to avoid difficulties" as experienced by several indie producers recently. The indie plan to sign contracts soon with either the IA or the IBEW, not having decided which to prefer.

N. Y. WPA

(Continued from page 3)

and Teller's Shubert, Brooklyn, have been leased for six months, beginning January 1, for the tryout theater project. A Queens theater is being negotiated for. Mrs. Hattie Flanagan, federal director of theater projects, has come West to perk up theater projects in key cities. When these are launched it is probable that they will be co-ordinated with the work done here and the basis for a national circuit laid.

Mrs. Flanagan held a meeting of the New York members of her advisory committee Tuesday afternoon at the home of Mrs. William Lencase and explained her plans to rehabilitate the theater and take care of the jobless. Among those who attended were Emer Rice, Theresa Helburn, Brooks Atkinson, Barrett Clark, Martha Graham, Mrs. Edith Isaacs, Irene Lewisohn, Burns Manille, Clifford Odets, Albert Maltz, Randolph Somerville, Eddie Dowling, Ralph Whitehead, Ralph Steiner, J. Howard Reiber and Elias E. Sugsman. Rice, John Aaking, Philip Barber and Hiram Motherwell were among those who spoke. The discussion was on the drama.

After the meeting Mrs. Flanagan again stressed the fact that she was not attempting to make the theater project "arty with a capital A" but was keeping in mind the fact that relief of the unemployed was the first consideration.

Enlarging Vaude Staff

Ralph Whitehead, executive assistant to Eddie Dowling, who is national adviser on vaudeville, musical comedy and circus, conferred with his departmental officials this week and began a reorganization of the staff. He says he is enlarging the vaude section, which will divide its time between the new headquarters and the rehearsal studios at 117 West 48th street. He also reveals that all vaude and circus performers who were on home relief before November 1 have been put on the WPA payroll, even tho the new units have not actually gotten under way. Only new vaude unit now rehearsing is an *Old-Timers' Show*.

Rice stated yesterday that all players who had been with units touring the camps would be absorbed by WPA projects and would not lose one day's pay in the process.

LOS ANGELES, Nov. 30.—Gilmer Brown, regional WPA theater director, has closed a deal with Columbia Pictures whereby the film company will provide a building and sponsor an experimental tryout theater. In return, Columbia will have first call on plays and talent developed by the project.

DES MOINES, Ia., Nov. 30.—Rehearsals for the Polk County WPA project started Tuesday under direction of Clyde Jeffries. There were 38 persons assigned to the project, including musicians, vaudevillians, dramatic actors and booking agents. The allotment includes \$1,294 for vaudeville and \$4,656 for the orchestra.

Within two or three weeks the troupe will be ready to give free performances in local school buildings and other places. According to Harry Allen, director of professional and service projects, units may be taken to various parts of the State to give performances.

ATLANTIC CITY, Nov. 30.—Establishment of theaters financed by federal funds to give employment to professionals here was announced this week by WPA Director George R. Swinton. He said he had been notified that WPA is planning a theater for New Jersey and pressure had been brought for its location here. Swinton urged all professional people now on relief here to re-register under their right profession so as to be ready when operations start.

Open Colored House in N. O.

NEW ORLEANS, Nov. 30.—Changing its original plans from a combination policy to that of spasmodically playing stage attractions, the Palace Theater here, former RKO house, opened Sunday. Advertised as the "South's Finest Colored Theater," the new house fulfills a long cherished wish on the part of the organizers of the Iberville Amusement Company, operator of a chain of colored theaters throughout the South, to enter this town with a first-class colored house. Traveling colored shows are to be brought in occasionally for runs of several days to a week. The first stage show, already booked for December, will be Irvin C. Miller's *Harlem Express*.

Bowes Gets Seven Weeks; 90th House in Michigan

DETROIT, Nov. 30.—The Butterfield Michigan Theaters Circuit has booked the Major Bowes Radio Unit No. 6 to play seven solid weeks on the circuit. Unit will open December 5 at the Bijou Theater, Battle Creek, to play three and four-day split weeks in 15 theaters. One one-day stand is booked for Owasco. Butterfield acquired the Hoax Theater, Sturgis, last week from Harry A. Praval and appointed Rex Williams, former relief manager, as house manager. The gives the circuit 90 houses, with 86 now open.

Stanley, Pittsburgh, Walkout

PITTSBURGH, Nov. 30.—The Electrical Workers' Union, claiming that Warner houses here use non-union men for installation jobs, went on strike late last week and is picketing all theaters owned by the chain. The houses, in return, display signs out front informing the public that Warners only employ union men affiliated with the American Federation of Labor. At a meeting the stagehands and musicians' unions to be held next week it will be determined whether the union hands employed in Warner's Stanley, combo house, should walk out on a sympathy strike.

Hollywood Restaurant Unit Routed by RKO at 5 Grand

NEW YORK, Nov. 30.—Broadway's Hollywood Restaurant *Renue*, unit built by Joe Moss, of the local Hollywood Restaurant, has been routed by RKO. Circuit is giving it five grand a week, with 42 people on stage. Dates are Chicago, December 13; Cleveland, December 20; Cincinnati, December 27, and Boston, February 5. Cast includes Charlie Kemper, Anne and Arno, Edna Janis, Jimmy Starr, Ben Yost's California Orchet, Jerry Franks and a troupe of Dainty Dams Girls in addition to show girls.

Legit for Orpheum, K. C.

NEW YORK, Nov. 30.—Martin Beck has closed a deal for putting legit road shows into the Orpheum, Kansas City, former vaude house. He will get his shows from the United Booking Office here, the shows starting there in about a month.

Janoit Agency Folds

DETROIT, Nov. 30.—The Janoit Booking Offices, operated by Lew Kane and J. A. Bennett, closed last week. Kane, one of the oldest local agents, joined the booking staff of Henry Lueders' United Booking Association as associate booker.



Americans are proud of the industrial achievements that have made their brawn, courage and ingenuity world famous. The chief disease which threatens that supremacy is tuberculosis. It is the greatest cause of death between the ages of 15 and 45. Help protect American man power from this enemy by purchasing the Christmas Seals that fight it all year round. The seals you buy today may save your life tomorrow.



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WHOLESALE MERCHANDISE DEPARTMENT

In This Issue

Immediately preceding Amusement Machine Section

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Parlay in New Orleans

NEW ORLEANS, Nov. 30.—Gentilich Distributing Company, well-known local coin-machine company, has been granted distribution on Pacific Amusement Manufacturing Company's new Parlay game. Territory will include a franchise on all sales made in Louisiana. Mr. Gentilich, who recently made a trip to Pacific's plant in Chicago, has made extensive plans for wide distribution on the new odds-changing game. He is well known to operators in his territory and highly respected for his methods of doing business.

OLIVE AND AMDUR

(Continued from page 4) the modernistic turns by the team were original routines, with music composed by the local talented Edward Krushinski and Earl Wild. Olive and Amdur scored with their novel "Mother Goose Suite," which was a high entertaining spot; "The Evolution of the Dance," which pictures the barbaric, classic and jazz stages, and "Temptation," a colorful scene laid in a convent garden. In the latter Miss Olive impresses as the maiden who is approached by Temptation (Mr. Amdur). They work with utter ease and delight with their graceful technique.

Miss Hillmer delivered several numbers, revealing a rich contralto voice. She was of invaluable assistance in the convent scene. The "Masques," an exaggerated portrayal of "Modern Americans," permitted Olive and Amdur to display their versatility in a turn that was as original as it was modern. SAM HONTIGBERG.

PALLADIUM SHOWS

(Continued from page 4) Owing to the enormous success of George Black's production, Rowed About Repeat Street, this show has been extended from the original 12 weeks until early February, making a run of 24 weeks, which is a Palladium record. When Jack Hylton returns from his radio contracts he will head a new Palladium show on the lines of Life Begins at Oxford Circus, at present without a title. New show will commence end of February or early March, and in addition to Hylton and his band Planagan and Allen and the Four Franks, American act which proved a sensation when it played 15 weeks here, will be used, together with American and English talent.

This show will have a limited run, as there will be another production on the lines of the former Crazy Show, in which the leading attraction will be Lottie Meyer's Water Ballet and Diving Girls, which act Val Parnell and Harry Foster recently caught during their American trip.

Incidentally, it is revealed that during their American trip Parnell and Foster booked few new acts, relying principally on return bookings by acts that had already proved successful on former European showings.

PENN SUNDAYS

(Continued from page 4) Conspicuous sleaz storm spoiled the opening of the movement. For the second straight week the Stanley and the Fox theaters topped the town. At the former house Muffin on the Hourly had capacity business all day. The same went for the latter, which pulled a surprise and presented Thanks a Million for a preview (it didn't begin its regular run until Thursday) in place of In Old Kentucky, the current feature. The idea went over so well that it is probable that Sunday previews will be pulled in other houses from time to time. All downtown trade was good. The neighborhoods were spotty, but on the whole reported a general average of 25 per cent increase over the first Sunday's business.

PITTSBURGH, Nov. 30.—More than 100,000 movie fans here enjoyed their first legal Sunday movie bill last Sunday, jamming all downtown houses and most of the neighbors through the day. Similar reports came in from the neighboring communities in Allegheny County that voted for Sunday shows. The 45 Warner houses in this territory shared in the new prosperity wave. The Warner Theater, housing Muffin on the Hourly for a third week, and Loew's

Penn. with A Night at the Opera, led the parade.

Encouraged by the open Sunday, Warners this week announced plans for reopening of a number of houses that have long been dark. The first to open were the Liberty in Sharon, Pa., and the Davis in Pittsburgh. Eight more neighborhood theaters will reopen before the end of this year.

MORE INTENSIVE

(Continued from page 4) were revealed last week, with the appointment of Detective Charles Schneider as assistant film censor by the local police department. He has been a detective 13 years and formerly had experience in the publicity and advertising field.

Censor Joseph Kollar issued the second ban in his censorship career this week on Pesents. The ban fell, like the first, upon a Russian film and upon the Cinema Guild. Manager Henry Schumar of the Guild stated he would seek legal advice for court action.

Lieut. Lester Potter, in general charge of all censorship, went to Cedar Rapids, Ia., he stated, to view the Polles Bergers, elaborate vaude unit. He thought that the show as played there had been cut down to suit a small-town audience and found nothing objectionable.

OUTDOOR CONVENTIONS

(Continued from page 3) Frank Cervone, Spot Bawinger, Max Linderman, Doc Cann, Charles A. Nash, Ralph T. Memphis, Mr. and Mrs. Ralph E. Ammon, Capt. John M. Sheesley, C. W. Cracraft, B. Ward Beam, L. E. Hogan, Dave Tennyson, Cliff Wilson, H. H. Hancock, Mr. and Mrs. Paul Massman, H. L. Finke, Harold DePue, Ray Marsh Brydon, Sam Solomon, J. Allen Darnaby, Frank Conklin, J. W. (Patty) Conklin, Louis and Ned Torti, M. W. Billingsley, Guy and Mel Dodson and Frank Krewer.

CINCINNATI, Dec. 2.—Mr. and Mrs. Frank D. Shean, who have been representing the Dufour & Rogers interests at the Brussels (Belgium) Exposition, will miss the Showmen's League Banquet and Ball this year. Recent word from Mrs. Shean said: "Frank is very busy these days preparing to return with our show equipment and, believe me, it is some job to clear the customs at this exposition." They are probably on the Atlantic now, as they were planning to leave Brussels yesterday.

THANKSGIVING

(Continued from page 3) Paramount brought in So Red the Rose, which looks like a limited offering. Wednesday night, however, the big house had a three-deep standee row. Night spot business was up and down, with the leaders still ahead. Helen Morgan's House of Morgan club is the latest after-dark winner. Vincente Escudero opens there Tuesday (5). Miss Morgan going to the Coast for a picture.

CONKLIN PARTY

(Continued from page 3) every angle. Many showmen and fair men arrived in Chicago a day earlier than usual especially to be able to attend the party and the clubrooms were filled to capacity. The entertainment program presented was unique in many ways and there was something going on from early evening until early morning. It was one continuous round of fun and hilarity, with several startling surprises that were a riot. One of these was presentation to Patty of a huge cut (?) glass punch bowl. As two members carried the bowl up to Patty they accidentally (another ?) dropped and broke it and immediately a terrific pseudo-fight broke out, those not in on it thinking for a few moments that it was real. Then after things had quieted down newspapers circulated, shouting "Conklin Party Raided," and distributing copies of The Conklinville Blatter, full of gallestones, beefs and squawks, with a full account of the "fight" and other news.

During the evening a number of excellent acts were presented for the entertainment of the guests, and between times guests regaled themselves with sandwiches and beer, which were supplied in generous quantities. Attendance at the party was around 300 and everybody left voicing his enjoyment.

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NEW YORK CITY, BROOKLYN, N. Y.

Atlas Offering Utility Spring Kit for Repairs

CHICAGO, Nov. 30.—One of the new products now being marketed to help operators and service men in maintenance work is the Utility Spring Kit. According to Morrie Ginsburg, head of the Atlas Novelty Corporation, of Chicago, the use of this kit by service men is of inestimable value in keeping pin tables in continuous operation.

"One look at this kit was enough to convince us that here is a solution to the problem of delays coincident with broken or otherwise impaired springs on pin tables," said Morrie.

"Naturally, since we are always on the lookout for anything that will benefit the operators we immediately seized the opportunity to make this kit available to the territory which we serve. Heretofore service men have encountered delays due to an immediate lack of proper spring replacements. Such delays have caused games to be laid up for periods ranging from several hours to many days. Not only has this been inconvenient and annoying, but the monetary loss resulting from the layups has been high. With this new Utility Spring Kit at hand ordinary spring replacements can be made in a few minutes, thus keeping games in more continual operation and saving, in the aggregate, thousands of dollars."

The Utility Spring Kit, assembled by one of the foremost spring manufacturers of the country, contains 100 assorted springs adaptable to all pin tables in current operation.

Donates Games to Prison

CHICAGO, Nov. 30. — Discussing a shipment of machines donated by Bally Manufacturing Company to Clinton Prison, New York, Jim Buckley, Bally's sales manager, points out that Bally remained true to its policy of being ahead of the times. Games were requested by Robert J. Booth, prison chaplain, as a Christmas donation, but Bally responded so rapidly that they were able to play Bally games on Thanksgiving at Clinton.

NEW ACTS

(Continued from page 15)

a minute for a fleeting bit of fooling with Crane and for the exhibition of a very nice shape. Man is on the stage most of the time but doesn't achieve as good results as he should. He should loosen up a bit and not be so obvious. His singing at the close of the act should be eliminated.

Crane's dancing consists of various interpretations of the same theme—weak-kneed rubber legwork, falling, slipping, sliding around the stage. However, it's good for plenty of laughs and the act can play most anywhere. Next-to-closing on a four-act bill when caught.

J. P.

Alice Dawn

Reviewed at the State, New York Style—Singing. Setting—In one. Time—Eleven minutes.

A very appealing femme is Alice Dawn, both from appearance and talent standpoint. Strictly businesslike in singing before a mike, with no attempts at personality selling. She lets her looks, of which she has plenty, accentuated by a stunning bronze gown, speak for itself. And it does. Has a very grand blues voice, which she applies beautifully to pop numbers. She's a possibility for the picture field.

Her songs are cleverly arranged. Leads off with You're Mine and follows with I Couldn't Believe My Eyes and a special setup of I Won't Dance. Trying to make her getaway, she stopped the show cold, with the result that she had to return with Lullaby of Broadway.

Deuced here and did a grand job of it.

S. H.

Gordon Dewey

Reviewed at the Bronx, Bronx. Style—Instrumental novelty. Setting—In one. Time—Ten minutes.

A fair musical novelty turn. Suffers from numbers that are too long and from comedy that is too forced and not so funny. The talent is not bad, but the routine needs fixing.

Dewey, a young fellow, opens with a good banjo number, following with his playing an eight-note mouth organ. A novelty but prolonged too much. Then comes a toy balloon being squeezed for comedy and musical effect, also too long. Next number is his best, a banjo novelty, in which he achieves the effect of the melody and accompaniment at the same time. He encoors with another banjo number.

Did okeh here but would have to improve for better spots.

P. D.

VAUDEVILLE NOTES

(Continued from page 15)

Windy City stier a week's talent hunt. . . . Also returning to Chicago on Saturday was the mother of the Kalchheim boys. . . . Thurston, now recuperating in Biloxi, Miss., from his recent severe illness, wants to troupe again in February. . . . The Friars' Club staged a hillbilly night Thanksgiving. . . . Major Leslie Thompson, RKO exec, was home all last week. . . . Some talk about his undergoing an operation soon. . . . Cass, Mack, Owen and Topsy have picked up a route (five houses anyway) from RKO. . . . Start December 31 in Albany and follow with Troy, Schenectady, Cleveland and Chicago. . . .

JACK HERMANN, a veteran attendant in the RKO home office, passed away last Tuesday night. . . . Fox, Detroit, has booked Will Hill's Society Circus for the week of December 20. . . . Show played Central Park, New York, and Prospect Park, Brooklyn, Thanksgiving Day for Bearn's department store. . . . Jack Pearl left New York Saturday for a visit to Chicago. . . . Max Halperin, former RKO manager and now one of Chicago's leading unit producers, was in New York all last week working out bookings for some of his shows. . . . Milton Berle goes into the State, New York, this Friday. . . . He's been there so often that he's figuring on storing his trunk there permanently. . . .

NVA Artists' Unit 690 of the American Legion recently held its installation of officers. . . . Billy Greene did a burlesque on a strip dancer, and Uils and Clark also performed. . . . Phil Arnold, after closing at the Rainbow Grill, New York, moved on to the Brown Derby Cafe, Boston, for Jack Pomeroy. . . .

Jack Hopkins' Rube Revue, produced late last season, has enough dates in New England to carry it thru the winter. . . . Mark Luescher is handling the Hollywood Bowl Ballet, which F. & M. is sending out on a tour of auditoriums. . . . Slim Collins and Dodo Hart have come out of the woods to go into the Looking Back WPA unit. . . . Jackie Merkle, child mentalist, cracked the New York dailies last week when he pulled his mind-reading act in City Hall. . . . The Majestic Theater, La Crosse, Wis., which has been running five-act bills every Saturday and Sunday for the past few weeks, booked by Boyle Woolfolk, Chicago, switched to Cushman units last Saturday. . . .

BILLY PURL organized his Cafe De Paris unit in Atlanta for a Southern tour. In the unit are Bobby Dyer, Donaldson Poursome, Fay Gregory, Dotie Shanahan, Lila Bennett, Rhea Wolf, Clayton Sisters, George De Alma and Purl.

JOE MORRISON returned east after making it's a Great Life for Paramount in Hollywood. . . . Opens a string of vaude dates in Washington, D. C., Friday, to be followed by Baltimore (State) New York, Boston and Rochester. . . . Dave Vine and the entire Ed Sullivan unit open next Friday in Washington for Loew. . . . Then play Philadelphia and the State, New York. The State is a repeat date. . . . Slight & Balkin's Hit Parade of '35 opens at the State-Lake Theater, Chicago, Saturday. . . . Jack Carson, who has been emcee at the Tower Theater, Kansas City, for 30 weeks, is leaving there, having recently framed a three-people vaude act. . . . Al Borde's Occosant Grose Revels opens at the Oriental Theater, Chicago, December 6. . . .

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Astrolograph Undergoes Wide Tests on Location

CHICAGO, Nov. 30.—Opening up an entirely new and legitimate operating field with its new machine, the J. P. Seeburg Corporation has added another "permanent big money maker" to a long list of successful coin-operated machines. Realizing that millions of people all over the world are stern adherents of astrological readings, the executives of the J. P. Seeburg organization were most receptive to the idea of building a machine that would automatically vend horoscope readings upon the insertion of a coin.

Many months were spent by the company's expert engineers in perfecting the mechanism. After exhaustive laboratory tests proved the perfection of the mechanism several of the outstanding cabinet designers in the country were commissioned to submit designs. Carefully rejecting innumerable designs in the quest for an outstanding design, a modified modernistic matched-walnut cabinet was finally approved.

Machines were then shipped to the leading theaters and department stores throughout the East and Middle West for actual test on locations in different territories. Almost instantly the Astrolograph caught the fancy of the public. After a period of 11 months in theaters, such as the Roxy, Capitol, Paramount, BKO and other leading theaters in New York, the Palace Theater, Chicago; State Theater, Cleveland; Fox Theater, Washington; Century Theater, Baltimore, and the State Theater, Boston, the machine continues to show steadily increasing receipts. Weekly receipts are positively amazing.

Inquiring of Ed C. Johnson, vice-president and general sales manager of the J. P. Seeburg Corporation, as to why the Astrolograph showed increasing receipts after being in the same locations for so many months, the genial executive replied: "To start with, the machine is a permanent operating proposition. There are multitudes of people who are stern devotees of astrological readings. These people are 'sure bets' to regularly patronize our horoscope machine. In addition to these people there are those who are attracted to the machine out of sheer curiosity and drop a coin in 'just for fun' to see what happens. Upon receipt of the horoscope they are pleasantly surprised by the completeness and interest of their readings. From then on they, too, become regular patrons of the Astrolograph. The machine vends a new horoscope for every astrological period of the year, therefore the machine continually holds the interest of the old patrons and increasingly attracts new ones.

"The Astrolograph is fully automatic. All the patron does is turn the handle until his or her birth period appears on colorful chart. A dime is inserted and then automatically the sign of Zodiac under which patron was born appears on the chart. Automatically a complete character analysis is vended giving the lucky and unlucky days, favorable and unfavorable flowers, numbers and colors.

"The machine is rigidly constructed of fine quality materials. The mechanism is extremely simple and never gets out of order. Flashing electric lights and the brilliantly colored glass-covered charts on the three sides of the machine make the Astrolograph sure to be noticed by everyone. The cabinet remains perpetually new because the finish, in addition to being hand rubbed, is stain-proof, waterproof, marproof and chip-proof and will retain its newness permanently."

REVIEWS

(Continued from page 17)

prints, and against a stairway background and corded drops the setup is a particularly flashy one. Lewis works in straight tux throughout and romps out onto a platform built out into the audience to get closer to his customers or "immediate members of his family" as he affectionately calls them.

Lewis sings the majority of the numbers and brings on Charles (Snowball)

Whittier, who copped the comedy honors on the program by doing an impression of Jimmie Durante that had the audience in stitches. Dashing off the stage Whittier brought back three of his colored buddies who worked together with him in a snappy tap routine.

Numbers featured in the current presentation of Ted Lewis are *Music Is Magic*, with Lewis on the vocals; *She's My Thrill*, by Lewis, with a charming femme prancing on for a few flashy steps; *Two Cigarettes in the Dark*, with Lewis vocalizing in a spot while a girl and boy walk across the stage slowly, light a cigaret apiece, embrace and leave. Number got a terrific reception from the auditors. Next was a band version of *Treasure Island* with another charming bit of femininity dashing on to do a hula number with grass skirts and all . . . much to the delight of the lads present.

Lewis next puts the band thru the stretches with *St. Louis Blues* and a heated version of *Tiger Rag*, featuring his vocal trio . . . and an athletic trio they are, too . . . on the vocals.

Next-to-closing "Snowball" Whittier wowed the folks with a fast tap dance and encoored doing *Me and My Shadow* with Lewis. Number is one of the best specialties on the bill and is taken from Lewis' last picture for MGM, *Here Comes the Band*. Colored chappie follows Lewis and does exactly the same movements made by the famous maestro. The rhythm of movement had the customers gasping.

Closing the show Lewis dished out a few oldtimers, including *I'm Rolling My Own*, *When My Baby Smiles at Me*, *I'm the Leader of the Band*, *Lady in Red* and *Peanut Vendor*, during which number Whittier brings on a peanut cart and Lewis tosses pound after pound of giant peanuts into the audience.

Unit is one of the finest to play the Orpheum in more than two years and it looks like the Cohen Brothers were wise in guaranteeing Lewis 10 grand on the week. First show opening day had the downstairs filled and the shelf more than three-fourths occupied. House looks like an easy \$18,000 on the week, which would mean plenty of gravy for the management.

Picture is Paramount's *Ship Cafe*, featuring Carl Brisson.
PAUL BLACKFORD.

Paris Bills

(Week of November 18)

Alhambra and ABC running same programs as last week excepting that Chris Richards, clever English comedian, replaces the Schwartz Sisters at the ABC.

The Bobino returns to the vaude ranks, after three weeks of musical comedy, with a big bill featuring the Lecuona Cuban Boys, dance orchestra; Frank Michel, comedian; Daresco Trio, adagio dancers, and the Seven Bascos, acrobats.

The Moncey Music Hall features big squad of native singers of both sexes and all types of voice and delivery. Novelty acts on the bill are the Yung-Keo Trio of comedy acrobats; Bouillot and Recordier, clowns, and Treki, nut comedian.

Stage show at the Rex has the American illusionists, Glenn Pope and Ann; the serial number of the Clerans, and the American acrobats, Anderson and Allen. Iris Kirkwhite, clever English dancer; Doris Nilse, versatile American dancer; the St. Haller Sisters and the Mangan Girls are featured in Francis Mangan production at the Olympia.

Nice (France) Bills

(Week of November 11)

Vaude still going strong here. New bill at the Casino de la Jetee has Jerry Adler, the American harmonica player; Ralph Olsen and Jean, dance duo; Iggy Ardely, trapeze; Sonia, Oanasser and Andre, comedy adagio, and the Six Christians, acrobats.

Good bill at the Eldorado Casino, with Roth and Shay, American comedians; Charlotte Dauvia, singer; Mario Medini and Company, comedy ladder act; Ten Midnight Oirls, dance ensemble, and Peters and Dorian, barrel jumpers.

Casino Municipal has Teddy Drayton and Lucille, song and dance; Volair Trio, trapeze; Ray and Eldie, acrobats; John Bux, dancer; Ben Abdulla Araba, and the Buxtons, comedy acrobats. Mary Haye and Naldi, ballroom dancers, headline the bill at the Palais de la Mediterranee.

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Lots, \$1.50 per M. Write for Prices on Larger Quantities.
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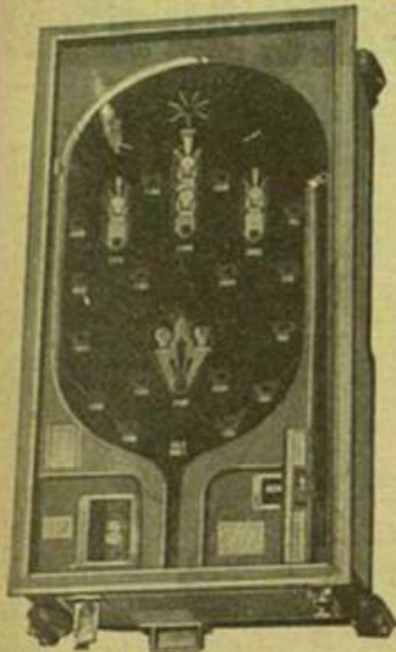
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Five balls for 5 cents. That's the new attraction that makes it a fast-popular game. When the 5th ball is played, a ticket with the exact score is automatically issued—or if desired—you can have the "STANDARD" with Exhibit's new improved Automatic Coin or Check Payout Unit. TOP is interchangeable to all EXHIBIT TICKET TABLES.

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CHICAGO

London Notes

The popular game of darts, which has intrigued so many American visitors to England, has inspired a new coin-operated amusement machine in which two to four players can participate. Named Rota-Darts, it is built as a square table with a glass top, under which is a turntable impressed with scoring sections identical to those found on a dart board. Darts are dispensed with their place being taken by one ball which is always in view. The machine gives eight "go's" for one coin (a penny) and the players take shots in turn. After insertion of coin the player seated at the appropriate side releases a plunger which sets the turntable in motion. The player whose turn it is for the shot endeavors to get the ball into a desired scoring hole. To do that he has two controls; one, a brake which slows up and stops the turntable, and the other a device which sends out 10 arms at once for the purpose of knocking the ball in the direction desired. As Rota-Darts is likely to be operated chiefly in licensed saloons, the glass top has been sealed to the table in such a way as to make it proof against any liquid which might be spilled. When not in use for play the machine can be utilized as an ordinary table.

A British-made gadget which is likely to appeal to pin-table operators is Power Unit. This is a small electrical instrument which permits of tables being operated from power lines and so dispense with batteries. It changes 200/250-volt alternating current into 6 to 12-volt direct current and insures 4/5 amperes of current being delivered all the time the main switch is turned on. Power unit will operate from one to four tables.

All is set for the second London Coin-Operated Machine Exposition, which takes place at the Royal Hotel next February. Space is practically sold out. The organizing manager has been approached by a number of German manufacturers with a view to the booking of a stand for a representative display of coin-machine products from that country.

Burrows Automatic Supply Company has opened a showroom in Fetter Lane, London, for the express purpose of disposing of second-hand and shop-soiled machines. "Sir" Arthur, Arthur Jr. and daughters, Lydia and Louise, recently paid a visit to the Brussels exhibition.

British American Novelty Company, founded by the late Mr. Montague, whose death last year was lamented throughout the trade, has taken over the entire building in Fetter Lane, where previously it occupied the ground floor and basement. The upper floors have been equipped as modern showrooms, offices and workshops.

New Photographic Device Proves Popular in East

NEW YORK, Nov. 30.—Times Square is being treated to a real sensation in the matter of a new coin-controlled device. Photomat is the name of the latest entry into the amusement machine fold and at the present is going strong on New York's main highway.

The device is represented as the last word in automatic photography. The customer places the coin in a chute, sits down in a handsome compartment unit, pushes a gadget which operates a flash, and by the time he leaves what might be called a miniature photographic studio the picture is finished, the entire

operation taking 25 seconds. And believe it or not, the picture is also framed in that time.

Dr. Joseph E. Kline, of Cleveland, is the inventor and he first introduced the machine at the Cleveland (O.) Industrial Exhibition, where it created wide interest. The Photomat Corporation of America manufactures the device and L. M. Kline is manager of the New York branch. He states he is more than pleased with the reception New York has given the invention.

Southern Automatic Plans Gala Opening

LOUISVILLE, Ky., Dec. 2.—Southern Automatic Sales Company, which has just completed extensive alterations at its headquarters at 540 and 542 S. Second street here, will inaugurate the new offices, showrooms and workshop with a gala open-house party next Saturday and Sunday.

Heads of the Southern Automatic—Joe Leo and Sam Weinberg and E. L. Steibel—invite all coin-machine men to be present at the big two-day event. A number of Chicago manufacturers have promised to be on deck for the opening of the new quarters. The firm promises all visitors a rip-roaring time. There will be two days of fun, food, refreshments, smokes, souvenirs, surprises and entertainment. One of the features of the entertainment program will be Baby LaVerne, talented 5-year-old blues singer and tap dancer.

Southern Automatic Sales, which has been in the coin-machine business since 1923, has completely revamped its old quarters. The entire building at 542 S. Second street is given over entirely to new offices and showrooms. The building adjoining has been converted into a complete and modern workshop, stockroom and auto drive-in. The new quarters are considered among the most modern and complete in the country.

The firm will carry a complete stock of new and used machines at all times. The company now also boasts of first-class music, vending machine and sales-board departments.

Pameo Parlay in Texas

HOUSTON, Nov. 30.—Harold E. Dailey, head of South Coast Amusement Company, has received first deliveries on Pacific Amusement's New Senior Parlay machine. Mr. Dailey went to Chicago some weeks back, spending considerable time with Fred McCallan in going over plans for handling the new game for Texas coin-machine men. Mr. Dailey states that Pameo Parlay is as splendid a game as he has ever come to know and is setting up a comprehensive sales program in co-operation with other Texas jobbers to insure wide distribution on this new game. He has sought the co-operation of other jobbers to assist in this work, in view of an already increasing demand for this popular new idea.

Pop Struhl Back at Desk

NEW YORK, Nov. 30.—Morris (Pop) Struhl, as he is affectionately called by co-workers here, is back again at his headquarters after recuperating from a severe heart attack.

Pop reports that he is feeling as chipper as a spring chicken again and that he will be pleased to meet all his friends and exchange experiences with them.

Since his return the Morris Struhl offices have been crowded every day with operators seeking the new fall premiums, and Pop has had the opportunity of greeting them personally and talking about the merchandise industry.



TURKEY CARDS

Non-breakable center fold. Fits coat pocket. Produced in full colors. Exclusive trouble-proof name registry.

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MINNEAPOLIS - MINN.

On all orders for Turkey cards, full payment must be sent with order. State take-in that you desire. Add 10% govt. tax to all prices.

We furnish Turkey Cards with take-in as follows: "Numbers 1 to 10 Free—Numbers 11 to 25 Pay What You Draw—Numbers over 25 Pay only 25c." Also, "Numbers 1 to 10 Free—Numbers 11 to 25 Pay What You Draw—Numbers over 25 Pay only 25c."

Min.	1c to 25c Cards with 10 Free Numbers	1c to 25c Cards with 10 Free Numbers	Per 100	Per 500	Per 1000
50	\$11.45	\$14.50	\$9.54	\$5.87	\$23.54
75	15.50	19.50	.83	6.11	25.13
100	19.50	23.50	1.01	6.99	26.24
150	23.50	27.50	1.17	8.12	32.43

CANDY SALESBOARD DEAL

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24-Mile Salesboard with 24 One-Pound Boxes of Chocolates. (Every bunch gets a 4-c. box.) Numbers from 1 to 99.
RED HOT! GOING OVER BIG! Best for Sample Deal! It Will Amaze You! ALSO CANDY FOR THE HOLIDAYS.
5-LB. BOX AMERICAN HARD CANDY, Per Box, \$1.00. All 5-LB. Boxes Packed 1/2 Doz. to Carton.
DELIGHT SWEETS, INC. 50 EAST 11TH STREET, NEW YORK CITY
Send for Free New 12. Catalog and Quantity Prices. 20¢ Dep. with Order, Balance C. O. D.

Guaranteed Penny Cigarette Venders That Work, \$9.90 Sample Machine

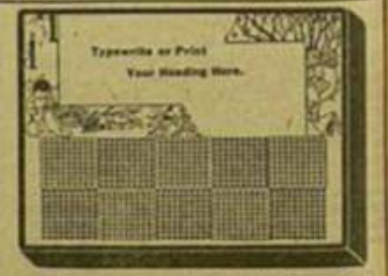
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BEER AND CIGARETTE MACHINES, TAVERNS AND PENNY SMOKER, \$19.75 Each. Write for Quantity Price.
BRAND-NEW SLOT MACHINES, ONLY \$87.50 EACH.
LEHIGH SPECIALTY CO., S. W. COR. 2d & Green, PHILADELPHIA, PA.

HOLIDAY BOARDS CARDS AND HEADINGS

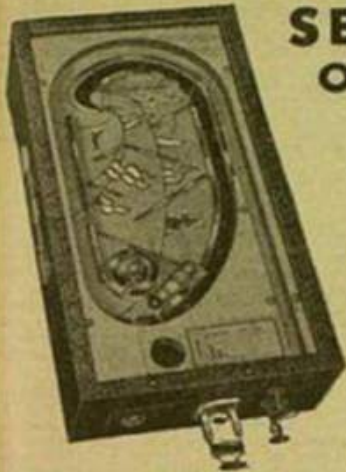
Special Decorative Gummed Labels for the Holidays

Make up your own Deal and typewrite the varied words: Christmas and other Holiday Headings measure 7"x3" and fit all wide 84 to square back boards from #200 Hole to #2,000 Hole.

CHAS. A. BREWER & SONS, Largest Board & Card House in the World, 6320 Harvard Ave., Chicago, U. S. A.



THE 2 COUNTER GAME SENSATIONS OF ALL TIME!



JUNIOR

A pull of the Plunger sends 5 balls zig-zagging down the field to a pocket. Fast — PROFITABLE!
\$19.50

PENNY PACK

Modernistic Cigarette Machine with Gum Vender. Big money maker (\$2 extra if Register is wanted.)
\$17.50

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Exclusive Midwest Distributors

Los Angeles Notes

LOOKING 'EM OVER Along Coin-Machine Lane: It is noticeable that every coinman expresses the idea there has been a very definite pickup in business. Several stress the opening of accounts with foreign firms. At Will P. Cansan's we were told that merchandising machines are doing well.

National Amusement Company reports that sales of the Rock-Ola Multiselector phonograph are still on the increase. Frank Quinn, in charge of phono sales, is making short trips into Southern California. . . . Henry Stewart is back in Los Angeles arranging details of his trip to the antipodes; may not sail until after January 1. . . . W. W. Tanner, large operator in Inglewood, is here. Formerly operated with a partner as Tanner & Barnett, Tanner is now the sole owner and is spreading his operations into the county and also into southern part of State.

At Mohr Brothers everybody seems to be busy. Mack stated the firm had not caught up on orders on Turret and that demand for the games is coming from a large section of the country. Major Mohr has left for the North, while Mack will cover a large section of the Southwest. Ed Shaffer, operator from Yakima, Wash., was seen at the Mohr Bros.' office recently.

A. J. Fox, San Diego operator, has been in town looking over the new games. . . . Report is that R. O. Tolbert, one of the largest operators in the State, will dispose of his holdings in and around Fresno. . . . Newell H. Stearn stated he is still enlarging his operations. . . . The Osborne Music Company reports increasing business with the Rock-Ola phonograph.

Bob Gottlieb is wearing a broad smile. Reports that he is shipping games to Honolulu. Paul Henry, of the Gottlieb firm, is leaving for a scouting trip thru the Southwest. . . . Jack Gutshall and his partner, Jack Pfeffer, pinball operators, have gone into the music field in a big way. . . . Ed Blumenthal is now located with Irving Bromberg as sales manager. . . . Paul Laymon and the misers are very happy. Say their business is very good.

According to Herb McClellan, Pacific Amusement Manufacturing Company, the sales of Pamco Parlay have been

much beyond expectations. Not able to supply the demand, C. R. Pettyjohn, of Pamco, said they had recently shipped 50 games to Honolulu. The firm has also secured special coin chutes to place on games going to India. Using three-pence slots for games to Australia and special slots for 5 and 10-yen pieces for games going to Yokohama, Japan. Was told that a big demand for the Light-a-Line game had necessitated putting this game back into production.

Banda Manufacturing Company has increased its force for assembling and shipping Skill Katch and Skill Katch-a-Light, according to C. W. Sockett, president of the firm. Firm has had many inquiries and expects to be making prompt delivery on all back orders in a few days. Roy Specht sent in an order for 150 games to be shipped to Oregon.

The California Exhibit Company announces that production on its new one-ball game is going ahead rapidly. According to John C. Han, assistant manager, the progressive action in the game is a strong incentive for repeat play. Douglas Wiser, of the research department, says they have seven new games developed for manufacture and that several of them are now on test locations.

Gensburg Surveys East Before Launching Games

NEW YORK, Nov. 30.—Dave Gensburg, of Genco, Inc., visited here recently to meet jobbers and distributors and survey the territorial conditions for some of the new products which the firm will bring to the Eastern market very soon. He was accompanied by Buck Taylor, of Goddard & Company, London, who had recently spent six weeks in Chicago. Mr. Taylor was on his way home, awaiting the sailing of the Berengaria. He also stated that he has over 600 games which will be in the hold of the same ship.

Gensburg reported that he found this territory going ahead faster than ever and that he personally believed that within a very short time there would be a new type of machine on the market which would revive the play tremendously. He was also present when the first carload shipment of his Lucky Stars game arrived and demonstrated the game to many interested operators at the Supreme Vending Company headquarters.

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The World's Finest Line
FIRST CHOICE EVERYWHERE!

\$50 To Shoot For!

The possible \$50.00 winner makes this board tremendously popular. It's a big beauty, printed in 2 brilliant colors on a metallic front. Takes in \$100.00, average payout \$41.00—average gross profit, \$59.00. Jumbo board, extra thick, with large tickets—comes equipped with easels, and fraud-proof tickets for large winners.

No. 2006
 Price Each **\$6.08** Plus 10% Tax



Positive Payout

Including a \$10.00 and a \$5.00. The splendid flash and definite payout make this board sell at breakneck speed. Takes in \$50.00, pays out \$24.50—gross profit, \$25.50. Jumbo board—price includes easels and fraud-proof tickets for \$10.00 and \$5.00.

No. 1034
 Price Each **\$3.47** Plus 10% Tax



Two \$5.00 Winners

Another attractive jackpot board with positive payout. Takes in \$30.00, pays out \$15.50—gross profit, \$14.50. Jumbo board, with easels.

No. 630
 Price Each **\$2.10** Plus 10% Tax



Two Jackpot Winners

There are 2 shots into the \$5.00 Ace Kew on this little board. It will sell out to the last punch—quickly. Takes in \$12.50, average payout \$5.25—average gross profit, \$7.25. Jumbo board, with easels.

No. 252
 Price Each **\$1.19** Plus 10% Tax



NEW LARGE HOLE 1c CIGARETTE BOARD

The most beautiful cigarette board you have ever seen—flash and color that will catch the eye of every patron in your dealer's store. A big board with large holes—overall size 8 1/2" x 9 1/2". 1,000 holes—takes in \$10.00; can be had in 10 or 20 sections, to pay out 30, 34, 36, 38, 40, 44, 46, 48, or 50 packs. Specify payout when ordering, and mention "Civl Cigarette Board."

Price Each **96c** Plus 10% Tax

SEND FOR OUR NEW CATALOG OF PROFIT MAKERS
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HARLICH MFG. CO. 1417 W. JACKSON BLVD., CHICAGO, ILLINOIS

Operators COMPARE IT WITH CRISS CROSS FOR APPEAL-PROFITS

LUCKY STARS



Revitalize your old locations—get new ones! LUCKY STARS is THE game you've been long awaiting! We're usually conservative in our statements, but when hundreds of operators back up our words with actual facts WE MEAN IT WHEN WE SAY THAT LUCKY STARS WILL BE YOUR GREATEST PROFIT PERFORMER! See your jobber or rush us your order today . . . LUCKY STARS is the new, BIG MONEY sensation!

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EVERY MACHINE GUARANTEED TO BE MECHANICALLY O. K.—PRICES THE LOWEST EVER. Instant shipment upon receipt of your order.
(Write for complete list of New and Used SLOTS or GAMES. We guarantee to save you money.)

JENNINGS SPORTSMAN, Visible Coin Coin Model	Each	\$42.50	TRAFFICS, Model "A", Automatic Payout with Tickets	Each	\$29.50
ROCKETS, The Best Automatic Payout		17.00	TRAFFICS, Model "B", same as above without Tickets		27.50
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**EXTRA SPECIAL 40 ASSORTED GAMES—OUR SELEC-
TION—NO TWO ALIKE—FIVE FOR \$10.00**

TERMS: Fifty per cent certified deposit with order. We ship C. O. D. for balance due.

THE VENDING MACHINE CO.

205-215 FRANKLIN ST. FAYETTEVILLE, N. C.

Modern Vending Reveals How Game Was Developed

NEW YORK, Nov. 30.—Modern Vending Company revealed the history of the new Daval Manufacturing Company game, which was originated in its offices some months ago. The new game, Under and Over, has created a sensation in the territory and is reported to have been approved by the license department for operation here.

The game dates far back to the Alaskan gold-rush days, Nat Cohn, of the firm, reports. He says that during the early days of the gold rush which led hordes of gold seekers to Alaska the game developed in the dance halls, which sprang up like mushrooms everywhere.

It was really played with a pair of dice, Nat reports, and the players were required to make over or under the point made by the dealer, who first rolled the dice. Everyone could take a hand in the game, he said, and the odds were paid according to how close or how far away from the point played, and the player was also allowed to call the play by telling the dealer whether he was trying for over or under the point thrown.

After reading some of these old stories of the Klondike and other parts in the gold-rush days, the firm conceived the idea of a pin game along the same lines whereby the player would also be required to make under or over the point set for him. This was made possible in the Under and Over game, which Daval Manufacturing Company has recently brought to the market, with a center spool set in bright aluminum in the center of the playing board which turns to either over or under 18 upon the insertion of a coin.

If this figure shows 18 or under the player is then required to score under 18, or equal an even 18, with the lights on the backboard announcing this feature. There are six possible numbers the player can make and he must make these right "on the button," Nat explained, so that he can get a winning score.

Nat believes that this is the first pin game in the industry which carries out one of the old thrilling games of an

earlier era. The light-up backboard is well arranged to immediately recall this game to the oldtimers and there is an abundance of holes on the playing board to allow for a definite percentage.

First carload shipments of the game are expected at the Modern Vending Company warehouse the early part of the week. Many large advance orders have already been taken for the game and, as one well-known operator stated: "Nat's trouble with this game will all be delivery."

Mystery Award Credited

CHICAGO, Nov. 30.—As Bally's Prospector one-shot game enters its fourth month, Ray Moloney, president of Bally Manufacturing Company, states that the game's mystery award has been one of the most talked about pin game features of the season.

"I've discussed Prospector's popularity with any number of operators," Ray says, "and without exception they report that the mystery award with its big winner possibility has made an outstanding hit with the public. The unknown, the mysterious has always had a strong appeal to human nature and Prospector is no exception. The mystery gold award puts the player in the position of the old miner on the Prospector panel—he never knows when he may 'strike it rich.'"

Bally Contest To Boost Local Jobbers Announced

CHICAGO, Nov. 30.—Cash prizes to the tune of \$1,000 will be awarded by Bally Manufacturing Company in the Bally Christmas Package Contest, open to all operators and jobbers. A total of 44 prizes, from \$10 to \$200 will be awarded Christmas Eve.

Discussing the contest, Jim Buckley, Bally's sales manager, states that: "This being part of our program to boost the local jobber in various sections, I am not at liberty to give all details of the contest and the answer to all questions is 'See your jobber—he has all the dope!' Of course, any operator who has no jobber may write us direct and we will immediately forward complete details. Get going, boys, and win one of those cash prizes!"

JOBBERS—OPERATORS—RUSH YOUR ORDERS to LAZAR for PENNY PACK

The SILENT reel counter game with the 3-YEAR UNCONDITIONAL MECHANISM GUARANTEE! LAZAR personally ENDORSES Penny Pack as the most beautiful, fastest money-maker in America. Order TODAY! We carry large stock ON HAND ready for INSTANT DELIVERY! Remember! LAZAR always has the Best Money-Maker!

\$17.50
EACH



FREE Complete set of new descriptive literature and prices on all the latest games. Write Today!

With Take-In Register, \$2.00 extra. 1/3 deposit with order, balance C. O. D.

B. D. LAZAR CO. 1340 FORBES ST. PITTSBURGH PA.
BRANCHES: 135 FRANKLIN AVE., SCRANTON, PA. • 119 PENN. ST., READING, PA.

EASTERN DISTRIBUTORS

JACK POT BELLS, O. T. BELLS, JACK POT VENDERS, BALANCE, BLACK JACK, PEARL HARBOR, DIAL, TEN GRAND, MYSTERIOUS EYE, HOLD AND DRAW, TICKETTE

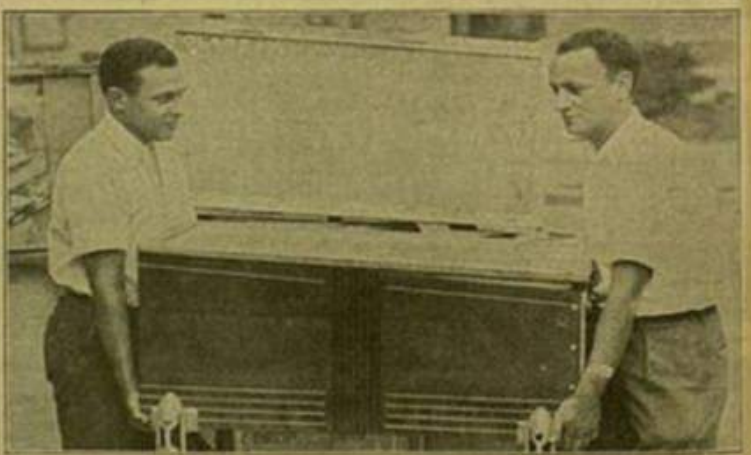
KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.

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.

P. S.—GET OUR PRICES BEFORE BUYING ELSEWHERE.

HUBER COIN MACHINE SALES COMPANY, 600-610 W. VAN BUREN, CHICAGO, ILL.



PLACING THEM FAST. Hyman Swartz (right), Rochester, N. Y., distributor, says locations want modern games so fast his firm can hardly supply the demand for new machines. His assistant, Morris Gilbert, is shown at the right.



DAILY DOUBLE

DOUBLE ACTION - ONE BALL PAY TABLE

DAILY DOUBLE was conceived and dedicated to the International popularity of the "King of Sport"—horse racing! Daily Double brings to the American coin-machine industry a NEW ERA in One Ball Pay Tables: combining sixing double action with a new, remote control, pari-mutuel play, that sets the winning odds. Top payout \$2.00. WIN—SHOW—PLACE instead of numbers becomes the new feature. A teasing ball slips out from a hidden pocket in the compartments at the top of the playing board to set the winning odds. DAILY DOUBLE is YOUR game—built for YOU—so that YOU may EARN THE BIGGEST PROFITS in YOUR CAREER—RUSH YOUR ORDER TO YOUR NEAREST JOBBER TODAY!

STANDARD 20" x 40" only \$77.50
DE LUXE 23" x 45" only \$89.50
 Both Models are Priced Tax Paid F. O. B. Chicago. Check Separators \$5.00 Extra.



DAVAL MFG. CO. 200 SO. PEORIA ST. CHICAGO



GET THE TURKEY

EAT AND SMOKE
 1,200 Titles.
 Bills \$5 Pounds of Poultry and 20 Packs of Cigarettes. Takes in \$60.00. Pays Out \$28.50.

GLOBE PRINTING CO.
 1023-25th ST. PHILA. PENN.
 16-18 WEST 22ND STREET, NEW YORK N.Y.
 405 SOUTH WELLS STREET CHICAGO, ILLINOIS. 212-27th MARSHALL STREET ATLANTA, GEORGIA.

Price \$1.65
 Plus 10% Tax.

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 1352 N. E. 1st Ave. 227 So. Press Street, Miami, Fla. San Antonio, Tex.

CATALOG GLOBE 124 PAGE NEW CATALOG IS READY NOW AND IS YOURS FOR THE ASKING

RECONDITIONED MACHINES
 QUICK SILVER (Practically New) \$19.50
 Drop Kick, Signal, Jr., Electric, Gabon Gato, Contact, Master, Crisis Cross
 Castle Lion, Flying Wagon, Sr., J. G. W. Rebounder, Rebounder, Major Legion, Sr., Signal, Sr., Kitty Pool, Cannon Fire, Jr.
\$8.90
 WRITE FOR BABB'S BARGAIN BUY.

EASTERN DISTRIBUTORS
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Straight So Play. Last 4 coins played visible. Sensation ticket 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!
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A WONDERFUL "BUY" IN GENUINE INDESTRUCTIBLE DELTAH PEARLS
 DIAMOND SET SOLID WHITE GOLD CLASP

24-in. Strand, very choice Pearl over Guaranteed Beads. The kind that all rare about. In 100% Buy.
PER STRAND \$2.95
 5 Strands **\$14.25** for

SEND FOR OUR CATALOG.
Rohde-Spencer Company
 Wholesale Room, 223-25 W. Madison, Chicago



SALESBOARD OPERATORS
 2,400 to take takes in \$24.00, nets \$18.50 after cigarette payout. You can sell untill to dealer for \$7.75. On 50% commission you collect \$3.60. We carry a large line of Young and Nickel Soups, complete with Marlborough. We manufacture Hink Soups, a complete line of Cigarette Soups and in fact, any kind of board you want, at the right price.
 WRITE FOR SAMPLES AND PRICES.
General Sales Company
 121 4th Avenue, South, NASHVILLE, TENN.

Takes in \$24.00
Costs You \$2.90
 One Third Cash with Order. Balance C. O. D.

Tops 'Em All
ELECTRIC
BAFFLE-BALL

ONE BALL
Automatic Payout with
MYSTERY JACKPOT
and **SIGNAL LIGHT**

Yes, sir, it tops 'em all in beauty and in appeal. In playing action... and in profits. No wonder Chicago operators are clamoring for more Electric Baffle-Balls. This giant game has the greatest of all play attractions... **MYSTERY JACKPOT with SIGNAL LIGHT!** 23 by 46 inches... brimming full of tantalizing action and suspense. Watch the added excitement when the Signal Light flashes on. It means any payout... **MYSTERY JACKPOT**. Also pays out extra Silver Awards on **TWO** Payouts. See for yourself. Get Electric Baffle-Ball today!

GIANT SIZE
\$89.50

Tax Paid, P. O. S.
MINT VENDOR A
CHECK SEPARATE.
TOR. \$10.00 Extra

IMMEDIATE DELIVERY

YOUR JOBBER OR
D. GOTTLIEB & CO.
2736-42 N. PAULINA ST.
CHICAGO, ILLINOIS

JOBBERS—OPERATORS—NOW READY...
EAST RIVER \$39.50

The Sensational New Pac Pin Game with Electric Light-Up Backboard. A WINNER!
Rush Your Order Today! Enclose 1/3 Deposit, Balance C. O. D.

UPREME VENDING COMPANY INC.
557 Rogers Ave., 1416 Webster Ave., 922-8th Avenue.
Brooklyn, N. Y. Bronx, New York. New York, N. Y.

Detroit Trade Notes

The Derk Brothers, Morris and Louis, have temporarily postponed plans to open a new shop in the jobbing business on Tireman Avenue. They are continuing to operate from their location on Gladstone Avenue, but will not open a store until some time next year.

Joseph Griffin has opened a new store at 4762 Woodward Avenue, operating as a jobber of various types of coin machines. The uptown location indicates a distinct trend of jobbers, particularly in the vending machine field, away from the downtown district, as indicated by a number of recent moves.

Griffin is a former coin-machine operator who is familiar with both sides of the industry thru his experience. He has formed a staff of up-State salesmen, with 16 salesmen out on the road. A large division of the new firm is being devoted to the sale of salesboards, which are proving popular in Michigan.

A special train of three cars is being planned to go to the national convention and show in Chicago in January. The industry probably remembers Detroit's unique contributions at the last two conventions and plans are under way to bring special entertainment from this city to the convention.

Frederick E. Turner, president of the Automatic Merchandisers' Association of Michigan, spent the past week covering the State of Michigan, reporting business fair in the vending machine field in which he operates.

CLEAN UP Great Big SURPLUS STOCK of PREMIUMS

\$2.00
BUYS BIG VARIETY STORE DISPLAYS AND 175 EMPTY PREMIUM BOXES.

If you have an accumulation of odds and ends in premiums, here's how to sell the whole works—a big profit. Buy up this surplus premium stock and dispose of it through "The Big Variety Store," a must sale stand that goes over big through the holidays.

Now you can get "THE BIG VARIETY STORE" display fronts, illuminated in four brilliant colors, and the necessary 175 empty cartons in which to pack your premiums. Clean up your stocks of odds and ends—and clean up potential profits.

175, 10c sales take in \$17.50. Cost of 4-color display complete with Empty Gift Boxes Shipping Carton, \$2.00. P. O. S. Chicago, Ill.

GARDEN CITY NOVELTY COMPANY
4329 Randolph Avenue, CHICAGO, ILL.

Bally Introduces New 10-Ball Payout Table

CHICAGO, Nov. 30.—"The first major 10-ball payout game since Rocket" is the way Ray Moloney, president of Bally Manufacturing Company, describes the new Golden Harvest game recently announced.

"It's as different from Rocket as Rocket was from earlier games," says Ray, "but still it has much the same suspense and thrills that kept Rocket on location for more than two years and affords the player the possibility of getting several separate and distinct awards in the course of one game, 2 to 30 coins per payout."

"Golden Harvest features on a sunny gold play field the rich scenic effects of harvest fields, suggesting wealth and plenty. Scattered around the field are various products—golden pumpkins, golden ears of corn, brilliant scarlet tomatoes and other familiar treasures of the harvest. Awards are based on player's ability to place balls in two or more holes marked with the same symbol, and a key pocket called Harvest Moon must also be made to qualify for awards. Payouts are instantaneous and fully automatic and are made thru a concealed swivel-panel payout door.

"Location marks indicate that Golden Harvest is destined to enjoy a tremendous popularity. Ever since Rocket there has been a crying need for a good 10-ball payout pin game and this game is the answer to that demand. It gives the player the satisfaction of 10 shots and yet, due to its clever pinning, is an unusually fast money getter."

BIG PROFITS for Salesboard Operators
Handling Our New
CANDY BOARDS
Complete Deal of 21 Boxes Costs Only **\$5.75**
Brings the Dealer **\$15.00**

Here's a Wonderful Opportunity for Salesboard Operators to Cash in on Some Extra Good Profits. Give them in the deal in well known and a proven territory. Order right now and get the business. Deal amounts of the following:

- 12 Half-Pound Boxes Schell's Chocolates.
- 6 Full Pound Boxes Chocolates.
- 3 Three-Pound Boxes Mrs. McLean's Fanc' Chocolates.
- 1 Three-Hundred-Piece Salesboard.

Your Cost Complete Only \$5.75.
Deposit of \$2.00 is Required on C. O. D. Orders.

Send for complete list of Turkey Curls and New Salesboards. Xmas edition of the Hunter Calling is now ready. When requesting our literature your line of business.

LEVIN BROTHERS Terre Haute, Indiana

Penny Pack
LEADS THE PACK

Penny Pack is the ONLY SILVER Ball Game in the World!
The most important marketing... **BLIGHTEST MONEY-MAKER in history!** The main feature... **7,000 Operators**... **YOUR OWN**... **1/3 Deposit, BAL. C. O. D.**

\$17.50 Each \$2.00 Extra
With Take-In Register.

GUARANTEED FOR 2 YEARS
BALL COIN, 15c a Box, 100 in Box, Case Lids, 100 Boxes, \$12.00.

SICKING
MANUFACTURING CO., Inc.
1121 Fremont Ave., Cincinnati, Ohio

THE GREATEST SUCCESS
IS ASSURED ONLY WITH THE BEST MACHINES. WE ENDORSE NO OTHERS,
Jackpot Bells—Vendors—Counter Size Machines—Amusement Table Games—All Sizes.
ALWAYS FIRST WITH LARGE STOCK OF THE LATEST CREATIONS.
BANNER SPECIALTY COMPANY, 1530-32 Parrish St., Philadelphia, Pa.

Compare These Prices—**GUARANTEED USED AUTOMATIC PAYOUTS**

Gold Award	\$40.00	Liberty Bell	\$15.00	Pearl Harbor	\$25.00
Road	\$4.00	Champion	10.00	Gold Rush	22.50
Monarch	\$5.00	Sportswagon (W/INUL)	15.00	Put 'N' Take	19.50
Ace	\$5.00	Gambet	25.00	Big League 18 (4-7)	35.00
Estimate	\$5.00	Dr. or Don't	25.00		

One-Third Deposit Positively Required.
SOUTH COAST AMUSEMENT CO., M & M BLDG., HOUSTON, TEXAS

Coinmen Attend Funeral
DALLAS, Nov. 30.—The Dallas chapter of the Texas Coin Vending Machine Operators' Association in a body attended the funeral services of M. L. Basse, who was president of the chapter. Following the services the remains were shipped to Brooklyn, N. Y., for burial.

A large floral wreath from the Dallas coinmen accompanied the casket—the last tribute from the men with whom he worked.

WHOLESALE MERCHANDISE DEPARTMENT
In This Issue
Immediately preceding Amusement Machine Section
SAVE MONEY BY BUYING THRU THIS DEPARTMENT

Here's the **GREATEST** of ALL WINNING MACHINES—
PAMCO PARLAY

with **NEW OPERATING FEATURES**
Never Before Built into any Game!!!

Just in off Test Locations—this Marvelous Game, "PAMCO PARLAY" Senior, has produced EARNINGS far beyond our fondest expectations. "PAMCO PARLAY" Senior is so NEW . . . so REVOLUTIONARY . . . that people stop in their tracks to play—Play—PLAY. "PAMCO PARLAY" in both models is the World's Wonder 1-Shot Game . . . just waiting for YOU to CASH-IN on it! Has so MANY New Operating Features, you'll be amazed . . . delighted . . . anxious to be FIRST with "PAMCO PARLAY" in your territory.

SMART ODDS CHANGING PRINCIPLE
OUT-PLAYS ALL PREVIOUS IDEAS!!!

Shove in the chute—and immediately all Payout Pockets take on a New Value. Maybe 2 to one—or as high as 30 to one. And there they are in FULL VIEW on "PAMCO PARLAY'S" Beautifully Decorated Lite-Up Board. They pay out automatically. They FORCE the play continuously. There's a

DAILY DOUBLE and PARLAY PURSE
good for 50c to \$1.50 and MORE!

EXCLUSIVE STATE DISTRIBUTORS

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SOUTH COAST AMUSEMENT CO.
 M & M Bldg., Houston, Texas

LOUISIANA

GENTILICH DISTRIBUTING CO.
 900 Rampart St., New Orleans, La.

NO. CAROLINA—SO. CAROLINA

THE VENDING MACHINE CO.
 205 Franklin St., Fayetteville, N. C.

MISSOURI

UNION NOVELTY COMPANY
 4459 Olive St., St. Louis, Mo.

ILLINOIS

GAYLORD COIN MACHINE CORP.
 1227 W. Washington Blvd., Chicago, Ill.

KENTUCKY

KENTUCKY AMUSEMENT CO.
 226 W. Walnut St., Louisville, Ky.

WESTERN NEW YORK

AUTOMATIC INDUSTRIES CO.
 991 Main St., Buffalo, N. Y.

Place Your Order NOW!

SEE YOUR JOBBER!

Write! Wire!

Get Full Details Without Obligation

THE
Junior
Model
 20" x 40"

\$89.50

This BIG
 Colorful
 Senior
 Model

A
REAL
VALUE
 AT

\$115.00

SIZE:
50" x 24"

PACIFIC

AMUSEMENT MANUFACTURING CO.
 4223 W. Lake St. Chicago, Illinois
 1320 S. Hope Street, Los Angeles, Calif.



BALLY DERBY

GIANT I-SHOT PAYOUT GAME

CHANGING ODDS

with

Manufactured Under
Exclusive Arrangement
With
Pacific Amuse. Mfg. Co.
and
Bon MacDougall, Designer



50 IN. BY 24 IN.

PAYOUT
\$115⁰⁰
TICKET
\$123⁰⁰
Check Separator
\$5.00 Extra

WHAT a money-getter! **ODDS CHANGE** automatically on ALL winning holes EVERY TIME a coin is deposited, and show on **LIGHT-UP BACKBOARD!** Winners from a dime to \$1.50 . . . and every hole worth trying for, because the **EASIEST HOLE ON THE BOARD PAYS \$1.50** just as often as the hardest! **TWO SEPARATE MYSTERY HOLES** pay from 50 cents to \$1.50! Big, roomy, "sure-looks-easy" board with **ONLY TWO OUT-HOLES!** No wonder players are going wild over this amazing new idea and literally pouring money into **BALLY DERBYS** on location! And now you can get this marvelous hit in a **BALLY TROUBLE-PROOF MACHINE**, engineered and built by the same organization that made Jumbo the world's most perfect machine! You've never earned really big money till you've collected from **BALLY DERBY . . .** so wire your sample order today, direct or to your jobber!

GOLDEN HARVEST

GREATEST 10-BALL PAYOUT GAME SINCE ROCKET!

HERE'S the game you've dreamed about . . . a game that will bring back the balmy days of Rocket! With **GOLDEN HARVEST** you'll reach a "bumper crop" of sweet profits for many months to come!

NEW APPEALING SCORE SYSTEM

Scattered on **GOLDEN HARVEST'S** field of sunny gold are fat yellow pumpkins, golden ears of corn and other familiar treasures of the harvest . . . and awards are based on player's ability to shoot balls in 2 or more holes marked with the same symbol. Skill Hole, which must be made to qualify for awards, is the Harvest Moon. There is only one out-hole at the bottom of the board. Payouts range from a dime to \$1.50 . . . **AND SEVERAL SUCCESSIVE PAYOUTS CAN BE OBTAINED IN THE COURSE OF A SINGLE GAME!**

Location tests have proven **GOLDEN HARVEST'S** tremendous earning power. If you want to reap a golden harvest of profits, order your **GOLDEN HARVEST** machines today! Wire direct or to your jobber.

BALLY MFG. CO.
2640 Belmont Ave. CHICAGO, ILL.

Licensed by Consolidated Pat. Corp. (Pat. No. 1,802,521) and Ace Pat. Corp. (Pat. No. 2,010,966).
JOHN A. FITZGIBBONS, INC., East. East. Rep., 453 W. 47th St., New York, N. Y.



42 IN. BY 20 IN.

PAYOUT
\$87⁵⁰
TICKET
\$95⁵⁰
Check Separator
\$5.00 Extra

ANOTHER ONE OF THOSE
"LITE GAMES" THAT HAS
MADE CHICAGO COIN
SO FAMOUS!

WING-LITE

with THE CLEVEREST PLAYING FIELD
WE'VE SEEN IN A LONG TIME!

Just the kind of a game that players want—the kind of a game that has
PROVEN most PROFITABLE to you in the past! The Lights are on the
playing field—Light three of a color across or any row down, make the
Key light at the top and there you have a winner!
ALMOST A WINNER EVERY TIME YOU PLAY!
Even if the player does not win he feels satisfied BECAUSE he comes so
damn close to winning! The player feels that by playing again he can
win! Wing-Lite is a 100% game of skill!

**CLEVER—BUT NOT
TOO TRICKY!**

Wing-Lite is OK from every com-
parison—Order yours!

Size, 40"x20". Priced Tax Paid
F. O. B. Factory Chicago.

**CHICAGO
COIN**
Corporation

1725 W. DIVERIEY
PARKWAY
CHICAGO



\$39.50

SUPREME VENDING WESTON NOVELTY
CO. CO.
Brooklyn, N. Y. London, England
Mch. R. Y. Distributor European Distributor

KICK-OFF

YOUR SIGNAL
FOR BIGGER
PROFITS

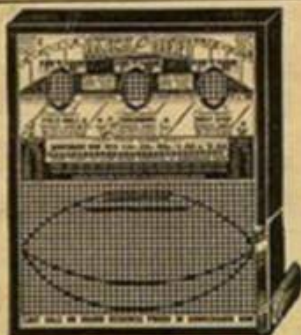
A Real Football Board That Will
Score Plenty Profit Points for You
Jumbo Board—Extra Thick, with
Fraud-Proof Winners.

1000 HOLES—5c PLAY
Takes In - - - - \$50.00
Payout-Average - \$19.15
Profit-Average - - 30.85

FOR BIGGER AND BETTER
SALESBOARD PROFITS . . .

SEND FOR OUR NEW CATALOG OF PROFIT
MAKERS

Write, Stating Your Line or Business to
HARLICH MFG. CO. 1417 W. JACKSON BLVD.
CHICAGO, ILLINOIS



No. 1189 \$3.83 PLUS TAX

"CENT-A-PACK" WITH GUM VENDER

Hundreds of locations waiting for this new, profitable 20 stop Reel Cigarette Machine.
CENT-A-PACK location tested and guaranteed for life of machine against mechanical de-
fects. Average payout 45%.
Double Door and Register are made for the purpose of allowing the operator to leave key
with location for lower door. Register keeps track of all plays. Register shows through
special window. Operator retains key for upper door. No one can tamper with register.



Plain Model,
\$12.00

With Register and Double Door,
\$1.50 Extra

Large Sales Volume and Increased Production Makes This Price Possible.

1/3 Deposit With Order.



Double Door and Register

SICKING MFG. CO., INC. 1923 Freeman Ave., Cincinnati, O.



QUICK TURNOVER

What everybody wants today!
Sells out in one day in average spot.

250-Hole 5c Six Cutout Board complete with six
giant size Two-Edged Pearly Knives. Sells to
location for \$6.00. Special price, sample \$3.50.
ten or more \$3.00 each.

H. G. PAYNE CO.

312-14 Broadway, Nashville, Tenn

GET INTO THE S BIG MONEY AGAIN S

SENSATIONAL NEW SALESGARD
DEAL PYRAMIDS PROFITS.
MULTIPLIES LOCATIONS!

DON'T WAIT A MINUTE! WRITE
QUICK for full details of amazing
new salesboard deal featuring America's
most famous NEW salesboard—the
legendary "ROYALTY PLAN"! HURRY!
WRITE IF YOU WANT ACTION!

GARDEN CITY NOVELTY MFG CO.,
4321 Riverwood Avenue, Chicago, Ill.





EVERY Firm and Individual
selling the Amusement Market
can profitably advertise in the...

*Annual Amusement Review
and
Holiday Greetings Number of*

The Billboard

*The year's best advertising opportunity-- don't pass it by--
thorough coverage of the Entire Field*

Best?--YES, because this Annual Amusement Review will contain articles and charts giving figures, statistical data and comparisons on the business done by each division during the years 1931-1935.

This complete analysis will tell a story of present-day amusement conditions; how certain operating methods produce larger attendance; what factors help to increase grosses and profits even tho expenditures are higher. This information, gathered at great cost and printed for the first time in amusement history, will make all show people stop, think and act.

The complete analysis will bring to light many essential factors of vital importance to buyers—and to you and other firms selling this tremendous market.

Advertise your product or service in the Annual Amusement Review where it will receive excellent attention because of the intense reader interest. Your message will stay alive and produce returns over a long period of time, because the issue will serve readers as a reference number, buying guide and directory—its very makeup influencing them to keep and refer to their copies frequently during the year.

Don't delay—make sure you get your share of business. The extra circulation is worth a large advertisement, it is the psychological time to bring your product to the attention of buyers, and the lasting usefulness of the issue will react in your favor.

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